

RNC Testing Booklet



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Forward

The 2016 Presidential election was unprecedented in many ways and changed how candidates connect with voters, how voters interact with the issues, and how supporters get involved with the campaign. As this election presented many new avenues of approach and interaction, we set out to implement an environment of intellectual curiosity that would allow us to better understand our audience through rigorous experimentation, data collection and data analysis.

The dynamic nature of the Donald J. Trump Presidential Campaign presented us with a wealth of copy, images and myriad digital assets. Our objective: find out how to best package and deliver our content to best engage potential voters and motivate potential donors.

To this end, we conducted over 300 multivariate tests on the campaign's web properties from early July through election day – a sampling of our learnings are shared in this book. Our testing broke down into three basic phases of tests across audiences and conversion funnel steps:

First Phase: Low-hanging fruit to increase user engagement

These tests focused on reducing friction within the user experience and enabling people to become a part of this historic campaign that they supported in the primaries. Areas of focus: homepage, site navigation, calls to action.

Second Phase: Bringing the Trump brand to his web properties

All of our tests made these pages feel more "official" and showed tremendous lift by focusing on imagery and copy. Areas of focus: all landing pages — donation, email acquisition, and splash pages.

Third Phase: Optimizing and iterating on ideas across audiences

We cross-tested optimizations from our three core audiences – organic, ads, and email/SMS – and continued our focus on user interaction on existing properties. Areas of focus: conversion funnels and upsells, homepage splash iterations, further landing page iterations.

Our testing and experimentation efforts provided us with real-time feedback that allowed us to adjust our messaging on the fly and in response to daily events. As we learned more and more about what worked with a specific piece of content, we began to build upon earlier tests and iterated accordingly - giving us a deeper understanding of our audience.

Working in concert with our technology, marketing, and creative teams, we dramatically impacted the success of our tests, delivering superior results; ROI. Through a confluence of data and information, we leveraged the learnings from our teams to further refine our testing and experimentation operations.

The results speak for themselves: over \$250 Million raised in almost five months from over 2.5 Million donors. To continue this success for the 2018 and 2020 cycles it is critical that the RNC and other political groups in the Trump orbit foster a high level of curiosity along with the organizational freedom to experiment and try new things.

Step 1 of 3

SECURE

Official website of Donald J. Trump for President

I AM YOUR VOICE

To every parent who dreams for their child, and every child who dreams for their future, I say these words to you:

I'm With You, and I will FIGHT for you, and I will WIN for YOU.

This is a **MOVEMENT**. Contribute today.

Choose donation amount:

\$35	\$50	\$75	\$100
\$250	\$1,000	\$2,700	Other

☐ Make this a monthly recurring donation.

Continue

Step 1 of 3

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\$250	\$1,000	\$2,700	Other

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Continue



Test 1: Amount Selection

Button Color Contrast Test – All Traffic

Overview




Date Completed: 10/25

We tested the impact of color contrast between the amount selection and continue button to evaluate the effectiveness of red and green amount selection buttons with a blue continue button, as opposed to blue for both an amount selection button and a continue button. We ran this test with all traffic and found that the most effective experience was a green amount selection button with a blue continue button. We saw a 38% lift in the revenue per visitor for the green/blue contrast experience.

Treatments

Control: The control group saw a red amount selection button contrasted with a blue continue button.
Treatment 1: The first treatment group saw a green amount selection button contrasted with a blue continue button.
Treatment 2: The second treatment group saw no contrast, with both a blue amount selection button and continue button.

Results

Experience	 Visitors	 Revenue Per Visitor	 Lift	Confidence
Red Contrast (Control)	33.93%6,855	\$4.76±\$0.69	--	--
Green Contrast	32.86%6,639	\$6.60±\$1.20	38.75%	99.08%96.57%
Blue No Contrast	33.20%6,708	\$5.05±\$0.71	6.19%	44.07%71.70%
Activity	100.00%20,202	\$5.46--	--	--



Step 1 of 3

SECURE

Official website of Donald J. Trump for President

Be A Part Of Our Donor Wall

I am dedicating a wall in Trump Tower to a select group of donors and supporters from my campaign who have chipped in wherever and however they can.

I want to see your name up there.

Contribute \$49 or more now, and get your name officially on the Trump Donor Wall.

Choose donation amount:

\$49	\$65	\$100	\$250
\$500	\$1,000	\$2,700	Other

☐ Make this a weekly recurring donation until 11/6/16

Continue

VS



Step 1 of 3

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Continue

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Step 1 of 3

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I want to see your name up there.

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Choose donation amount:

\$49	\$65	\$100	\$250
\$500	\$1,000	\$2,700	Other

☐ Make this a weekly recurring donation until 11/6/16

Continue



Test 2: Amount Selection

Button Color Contrast Test – Organic and Ad Audiences

Overview

Date Completed: 9/15

We tested the impact of color contrast between the amount selection and continue button, specifically looking at its impact on an organic audience as well as on an ad audience. In this test we evaluated the effectiveness of red and green amount selection buttons with a blue continue button, as opposed to blue for both an amount selection button and a continue button. We found that the most effective experience for both the ad and organic audiences was a green amount selection button with a blue continue button.

Treatments

Organic Audience Test

Control: The control group saw a red amount selection button contrasted with a blue continue button.




Treatment: The treatment group saw a green amount selection button contrasted with a blue continue button.




Ad Audience Test

Control: The control group saw no contrast, with both a blue amount selection button and continue button.

Treatment: The treatment group saw a green amount selection button contrasted with a blue continue button.

Results

Experience	 Visitors		 Revenue Per Visitor		 Lift
Red Contrast (Control)	49.90%	4,919	\$4.33	±\$1.31	-
Green Contrast	50.10%	4,938	\$5.11	±\$1.16	17.95%
Activity	100.00%	9,857	\$4.72	-	-

Experience	 Visitors		 Revenue Per Visitor		 Lift	Confidence
Blue No Contrast (Control)	50.06%	159,279	\$5.94	±\$0.12	-	-
Green Contrast	49.94%	158,903	\$5.95	±\$0.12	0.22%	12.23%
Activity	100.00%	318,182	\$5.94	-	-	-





Test 3: Trump Talk Button Color Test

Overview

Date Completed: 9/15

We tested the impact of three different colors of buttons on conversion rate volunteer sign ups. The button was a “Trump Talk” button to sign up to make calls from home. The three colors were blue, green, and red. The green button indicated a 30% lift to conversion. Coupled with previous tests on color, a green accent seems to work to draw attention to a certain area.

Treatments

- Control: The control group saw a blue button, centered on the page in between two other blue buttons, which read “Trump Talk” with the fine print “Make calls from home.”
- Treatment 1: The first treatment group saw a green button, centered on the page in between two blue buttons, which read “Trump Talk” with the fine print “Make calls from home.”
- Treatment 2: The second treatment group saw a red button, centered on the page in between two blue buttons, which read “Trump Talk” with the fine print “Make calls from home.”

Results

Experience	Visitors		Conversion Rate			Lift	Confidence
Blue Button (Control)	33.89%	67,058	0.63%	±0.06%	421	--	--
Green Button	33.32%	65,927	0.86%	±0.07%	568	37.23%	100.00%
Red Button	32.79%	64,866	0.76%	±0.07%	492	20.81%	99.57%
Activity	100.00%	197,851	0.75%	--	1,481	--	--

TRUMP
PENCE
Make America Great Again

POSITIONSGET INVOLVEDMEDIASHOPCONTRIBUTE

America is Back
I am Your Voice

\$10\$25\$50\$100

Contribute

It's a very exciting time for America. Your voice represents a bright new future for our great nation full of every opportunity for everyone, and just a short time ago, we have created a movement that continues to grow exponentially. Together, we are making history. Together, we are bringing back the American Dream. The time is now. Together, we WILL Make America Great Again!

Be the first to know

Sign up to receive the most up-to-date Team Trump news, announcements and event information.

Email Address*

Zip Code

Sign Up

TRUMP
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Make America Great Again

POSITIONSGET INVOLVEDMEDIASHOPCONTRIBUTE

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VS

TRUMP
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Make America Great Again

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Make America Great Again

POSITIONSGET INVOLVEDMEDIASHOPCONTRIBUTE

America is Back
I am Your Voice

\$10\$25\$50\$100

Contribute

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Email Address*

Zip Code

Sign Up

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Test 4: Homepage Button Color Contrast Test

Overview

Date Completed: 7/21

We tested the impact of using color contrast for the homepage contribute buttons on conversion rates and revenue. We compared a traditional homepage where both the navigation bar contribute button and the donation panel contribute button were red with a homepage where both were green, as well as with homepages where one was red and one was green, and vice versa. After testing on both mobile and desktop, we found that the most effective experience was a red navigation bar contribute button contrast with a green donation panel contribute button. This experience increased the conversion rate by 34% and the average donation by 22.18%.

Treatments

Desktop

Control: Visitors to the homepage in the control group saw a red contribute button on the navigation bar and a red contribute button on the donation panel.

Treatment 1: Visitors to the homepage in the first treatment group saw a red contribute button on the navigation bar and a green contribute button on the donation panel.

Treatment 2: Visitors to the homepage in the second treatment group saw a green contribute button on the navigation bar and a red contribute button on the donation panel.

Treatment 3: Visitors to the homepage in the third treatment group saw a green contribute button on the navigation bar and a green contribute button on the donation panel.

Mobile

Control: Visitors to the mobile homepage in the control group saw a red navigation icon in the top right with a red contribute button centered at the bottom. If the visitor clicked on the navigation icon, they saw a red "X" to exit the navigation bar in the top right, and a red contribute button at the bottom of the navigation bar.

Treatment: Visitors to the mobile homepage in the treatment group saw a red navigation icon in the top right with a green contribute button centered at the bottom. If the visitor clicked on the navigation icon, they saw a red "X" to exit the navigation bar in the top right, and a green contribute button at the bottom of the navigation bar.

AT&T

12:42 PM

95%

←

www.donaldjtrump.com

16

⋮

TRUMP
PENCE

MAKE AMERICA GREAT AGAIN!

2016

☰

America is Back

I am Your Voice

\$10

\$25

\$50

\$100

Contribute

It's a very exciting time for America. Your voices represent a bright new future for our great nation full

VS

AT&T

12:43 PM

95%

←

www.donaldjtrump.com

16

⋮

TRUMP
PENCE

MAKE AMERICA GREAT AGAIN!

2016

✕

America is Back

I am Your Voice

\$10

\$25

\$50

\$100

Contribute

It's a very exciting time for America. Your voices represent a bright new future for our great nation full

AT&T

12:43 PM

95%

←

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16

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MAKE AMERICA GREAT AGAIN!

2016

✕

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MEDIA

PRESS RELEASES

VIDEO

GALLERY

SHOP

CONTRIBUTE

It's a very exciting time for America. Your voices represent a bright new future for our great nation full



Results (Desktop)

Experience	Visitors	Conversion Rate			Average Donation			Revenue Per Visitor		
		Donations	Conver- sion Rate	Lift	Donations	Difference	Lift	Donations	Conversion Rate	Lift
Red-Red (Control)	2,260	41	1.81%	-	\$95.24	-	-	\$1.73	-	-
Red-Green	4,855	118	2.43%	33.97%	\$96.35	\$1.11	1.17%	\$2.34	\$0.61	35.26%
Green-Red	2,342	48	2.05%	12.97%	\$88.54	-\$6.70	-7.03%	\$1.18	-\$0.55	-31.79%
Green-Green	2,522	55	2.18%	20.21%	\$149.45	\$54.21	56.92%	\$3.26	\$1.53	88.44%
Activity	11,979	262	2.19%	-	\$105.90	-	-	\$2.32	-	-

Step 1 of 3

SECURE

Thank you for voting

Your responses will be immediately incorporated into our ground game strategy.

With early voting already underway, Mr. Trump is counting on you to join our **HISTORIC** movement, and help us win on Election Day.

Contribute now.

Choose donation amount:

\$35	\$75	\$100	\$250
\$500	\$1,000	\$2,500	Other

Make this a monthly recurring donation.

Continue

Step 1 of 3

SECURE

Thank you for voting

Your responses will be immediately incorporated into our ground game strategy.

With early voting already underway, Mr. Trump is counting on you to join our **HISTORIC** movement, and help us win on Election Day.

Contribute now.

Choose donation amount:

\$35	\$75	\$100	\$250
\$500	\$1,000	\$2,500	Other

Make this a monthly recurring donation.

Continue

VS

Step 1 of 3

SECURE

Thank you for voting

Your responses will be immediately incorporated into our ground game strategy.

With early voting already underway, Mr. Trump is counting on you to join our **HISTORIC** movement, and help us win on Election Day.

Contribute now.

Choose donation amount:

\$35	\$75	\$100	\$250
\$500	\$1,000	\$2,500	Other

Make this a monthly recurring donation.

Continue



Test 5: Amount Selection

Button Color Contrast Test –

Petition Landing Page

Overview




Date Completed: 10/27

We tested the impact of color contrast between the amount selection and continue button on petition landing page revenue. We compared three experiences: one with no contrast, where blue was both the amount selection color and the continue button color, and then two contrast options, using red and green amount selection buttons with a blue continue button. For the petition landing page audience, a red amount selection button with a blue continue button was the most effective experience, producing a 5% lift over the no contrast option. The green contrast experience was in second place, with a 2% lift over the no contrast option.

Treatments

- Control: The control group saw no contrast, with both a blue amount selection button and continue button.
- Treatment 1: The first treatment group saw a green amount selection button contrasted with a blue continue button.
- Treatment 2: The second treatment group saw a red amount selection button contrasted with a blue continue button.

Results

Experience	 Visitors		 Revenue Per Visitor		 Lift	Confidence
Blue No Contrast (Control)	34.00%	63,493	\$2.68	±\$0.11	--	--
Green Contrast	33.03%	61,678	\$2.75	±\$0.12	2.32%	55.57%
Red Contrast	32.96%	61,552	\$2.82	±\$0.13	5.07%	87.80%
Activity	100.00%	186,723	\$2.75	--	--	--

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2016

Step 1 of 3

SECURE 32

Final End-of-Month Goal

If you make a contribution toward our final end-of-month goal, I will proudly **TRIPLE MATCH** it.

Our final advertising and critical Get-Out-the-Vote ground game must be fully funded for Election Day. Contribute now, and it will be my greatest honor to **TRIPLE MATCH** it.

Choose donation amount:

\$35	\$75	\$100	\$250
\$500	\$1,000	\$2,500	Other

☐ Make this a monthly recurring donation.

Continue

Have you donated to us before and created an account?
[LOG IN](#)

IF YOU GIVE:

\$ 50

TRUMP WILL
TRIPLE MATCH IT

TOTAL DONATION:

\$ 200

VS

TRUMP
PENCE

2016

Step 1 of 3

SECURE 32

Final End-of-Month Goal

If you make a contribution toward our final end-of-month goal, I will proudly **TRIPLE MATCH** it.

Our final advertising and critical Get-Out-the-Vote ground game must be fully funded for Election Day. Contribute now, and it will be my greatest honor to **TRIPLE MATCH** it.

Choose donation amount:

\$35	\$75	\$100	\$250
\$500	\$1,000	\$2,500	Other

☐ Make this a monthly recurring donation.

Continue

Have you donated to us before and created an account?
[LOG IN](#)

IF YOU GIVE:

\$ 100

TRUMP WILL
TRIPLE MATCH IT

TOTAL DONATION:

\$ 400

VS

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PENCE

2016

Step 1 of 3

SECURE 32

Final End-of-Month Goal

If you make a contribution toward our final end-of-month goal, I will proudly **TRIPLE MATCH** it.

Our final advertising and critical Get-Out-the-Vote ground game must be fully funded for Election Day. Contribute now, and it will be my greatest honor to **TRIPLE MATCH** it.

Choose donation amount:

\$35	\$75	\$100	\$250
\$500	\$1,000	\$2,500	Other

☐ Make this a monthly recurring donation.

Continue

Have you donated to us before and created an account?
[LOG IN](#)

IF YOU GIVE:

\$ 250

TRUMP WILL
TRIPLE MATCH IT

TOTAL DONATION:

\$ 1,000



Test 6: Final FEC Deadline

Anchoring Imagery Test

Overview




Date Completed: 10/28

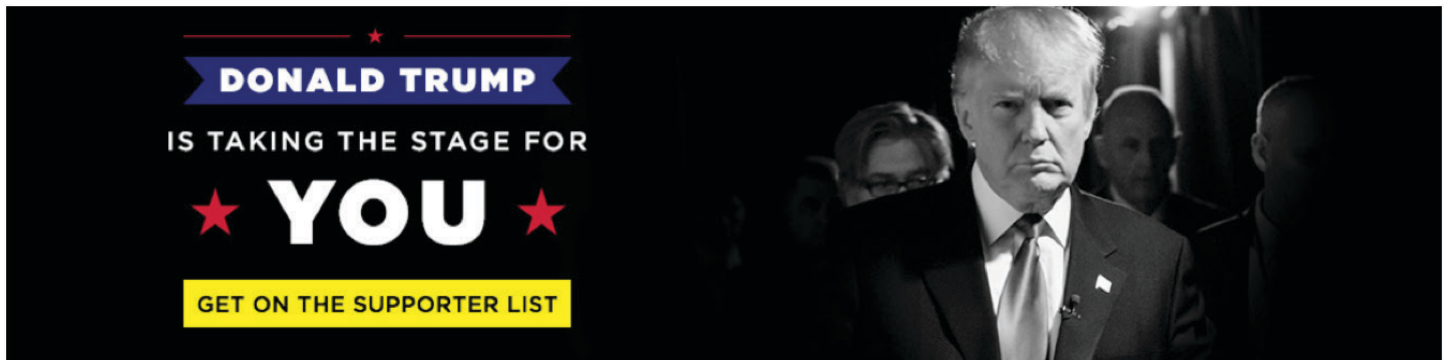
We tested three different background images for the Final End-of-Month Goal page. The images illustrated to visitors how Donald Trump would triple match their donation and subtly anchored them to a donation level. Each image featured Donald Trump pointing in front of a blue and yellow background. The background read, "If you give: _ Trump will triple match it" "Total donation: _." We tested three sets of numbers, \$50/\$200, \$100/\$400, \$250/\$1,000, and found that the most effective combination was \$100/\$400.

Treatments

Control: The control group background read "If you give: \$50 Trump will triple match it" "Total Donation: \$200."
Treatment 1: The first treatment group background read "If you give: \$100 Trump will triple match it" "Total Donation: \$400."
Treatment 2: The second treatment group background read "If you give: \$250 Trump will triple match it" "Total Donation: \$1,000."

Results

Experience	 Visitors		 Revenue Per Visitor		 Lift	Confidence	
\$50 (Control)	34.07%	6,700	\$26.3	±\$1.08	--	--	--
\$100	32.77%	6,445	\$27.47	±\$1.17	4.47%	85.38%	96.57%
\$250	33.16%	6,521	\$27.04	±\$1.18	2.83%	63.97%	71.70%
Activity	100.00%	50,119	\$0.33	--	--		





Test 7: Debate Splash Header Test

Overview

Date Completed: 10/19




We tested two splash page headers for the “Final Supporter List” for the last debate in order to see whether a context appropriate backstage image of Trump is more effective than our most effective image of Trump - giving a thumbs up. We found that the thumbs up image continued to be more effective.

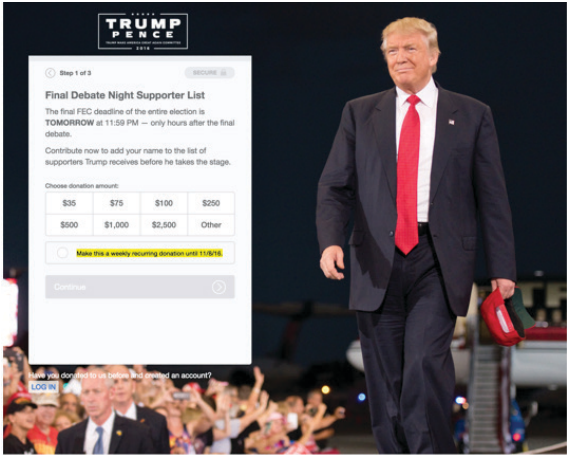
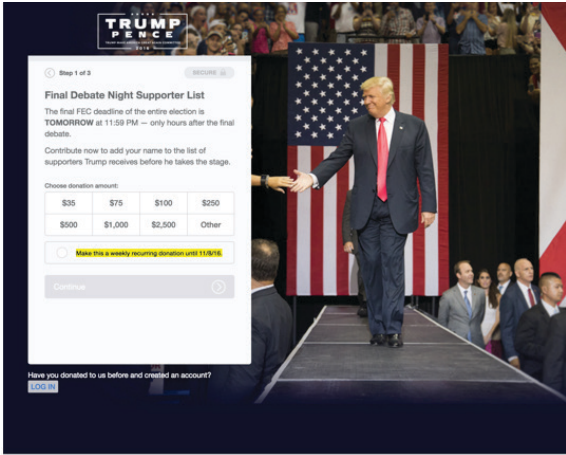
Treatments

Control: The control group saw a header which showed an image of Donald Trump giving two thumbs up and said “Get Your Name on the Supporter List For Trump On Debate Night.”

Treatment 1: The treatment group saw a header which showed a black and white backstage image of Donald Trump, and said “Donald Trump is taking the stage for you. Get on the supporter list.”

Results

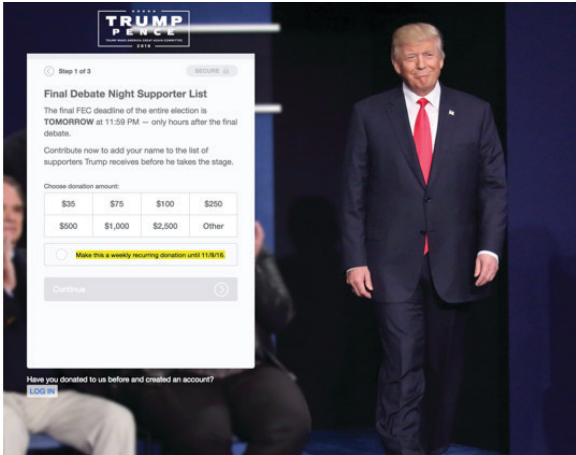
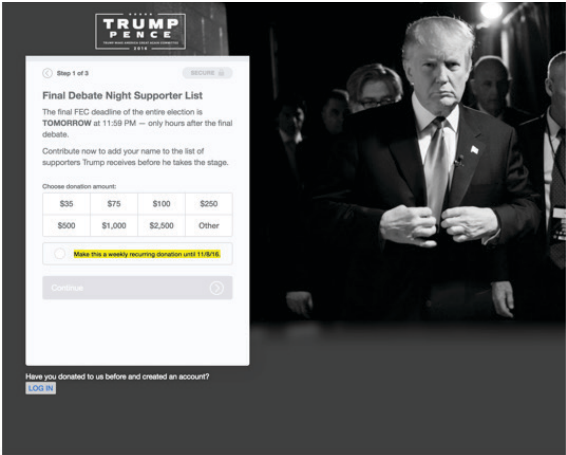
Experience	 Visitors		 Revenue Per Visitor		 Lift	Confidence	
Thumbs (Control)	48.35%	3,993	\$1.34	±\$0.63	--	--	--
Getting Ready	51.65%	4,266	\$0.89	±\$0.33	-33.38%	78.35%	96.57%
Activity	100.00%	50,119	\$0.33	--	--		



VS



VS





Test 8: Debate List Deadline - Background Test

Overview




Date Completed: 10/19

We tested five background images on the Debate List Deadline page to see which was the most effective. The image of Donald Trump giving two thumbs up continued to be most effective, while all other options were a drag.

Treatments

- Control: The control group saw a background image of Donald Trump giving two thumbs up in front of an American flag.
- Treatment 1: The first treatment group saw a background image of Donald Trump walking down a runway to the stage with an American flag in the background. In the image, Donald Trump reaching out to shake hands in the crowd.
- Treatment 2: The second treatment group saw a black and white background photo of Donald Trump buttoning his suit jacket while about to walk on stage.
- Treatment 3: The third treatment group saw a background image of Donald Trump walking onto the debate stage.
- Treatment 4: The fourth treatment group saw a background image of Donald Trump striding to the podium with his plane in the background and a "Make America Great Again" hat in hand.

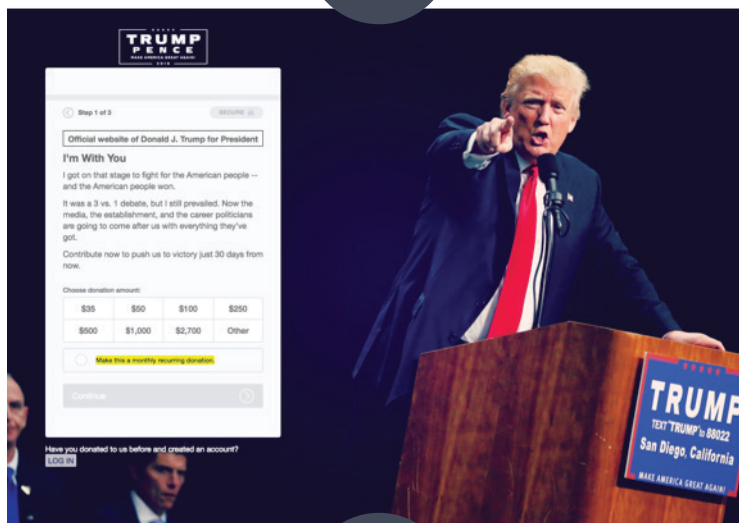
Results

Experience	 Visitors		 Revenue Per Visitor		 Lift	Confidence	
DJT Thumbs Up	21.09%	3,684	\$1.55	--	--	--	--
Handshake	21.01%	3,671	\$1.21	±\$0.32	-22.08%	79.02%	96.57%
Getting Ready	20.86%	3,645	\$1.21	±\$0.28	-22.25%	81.18%	71.70%
On Stage	15.81%	2,763	\$0.77	±\$0.29	-50.43%	99.67%	
Stride	21.23%	3,709	\$1.12	±\$0.28	-27.78%	89.75%	--
Activity	100.00%	17,472	\$1.19	--	--	--	

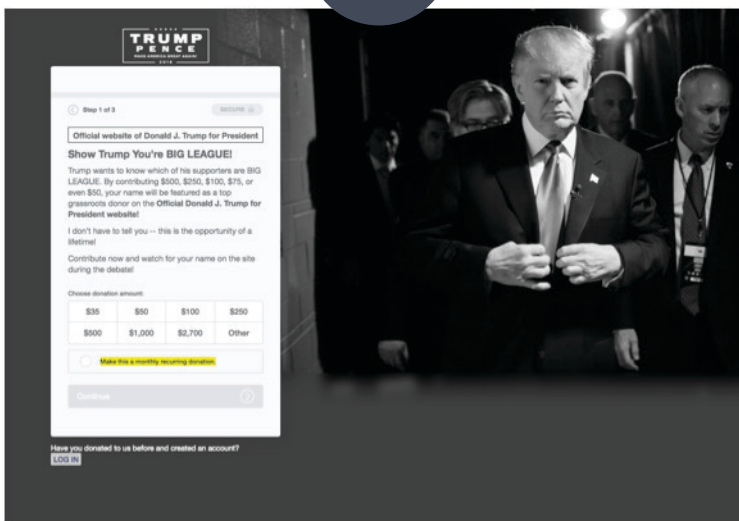
Test 1



VS



VS



Test 9: Background Image Tests

Overview

Date Completed: 10/19

We continued our testing of background images to determine if the new imagery we received from rallies would be the more effective on donation landing pages. The first test compared a black and white image of Donald Trump, with an image of Trump pointing, and an image of Trump giving two thumbs up. We found that the image of Trump giving two thumbs up was the most effective while both other options were drags. The second test compared the same image of Trump giving two thumbs up with an image of Trump walking on an airport tarmac, and an image of Trump reaching out to shake hands with someone in the crowd at a rally. We once again found that the image of Trump giving a thumbs up was the most effective, while both other options were drags on revenue by 8 to 10%.

Treatments

Test 1:

Control: Visitors saw a background image of Donald Trump giving two thumbs up in front of an American flag.

Treatment 1: Visitors saw a black and white background image of Donald Trump.

Treatment 2: Visitors saw a background image of Donald Trump pointing from his podium.

Test 2:

Control: Visitors saw a background image of Donald Trump giving two thumbs up in front of an American flag.

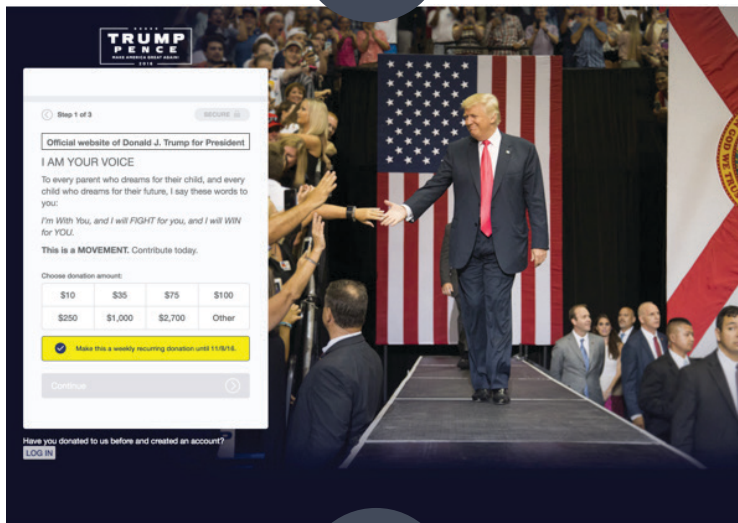
Treatment 1: Visitors saw a background image of Donald Trump striding away from his plane with a Make America Great Again hat in hand.

Treatment 2: Visitors saw a background image of Donald Trump shaking hands with someone in the crowd at a rally in Florida.

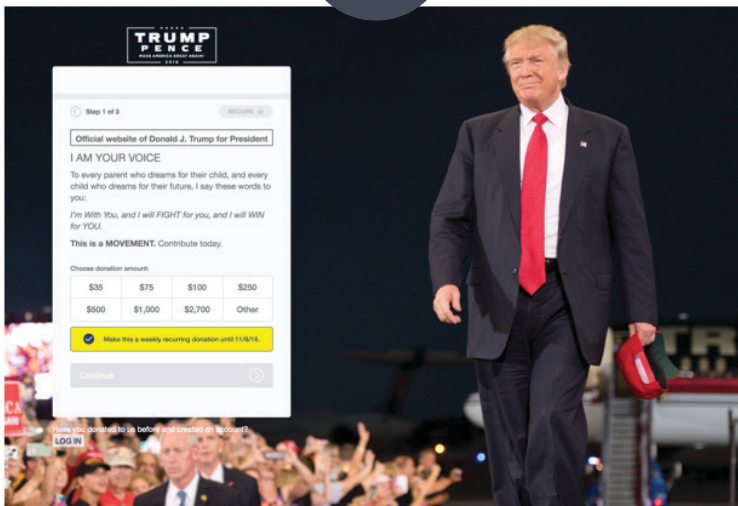
Test 2



VS



VS





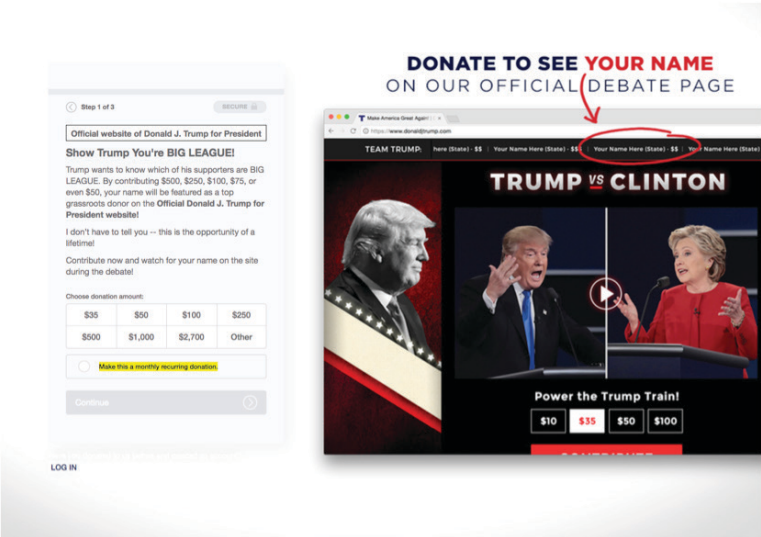
Test 9: Background Image Tests (cont.)

Results (Test 1)

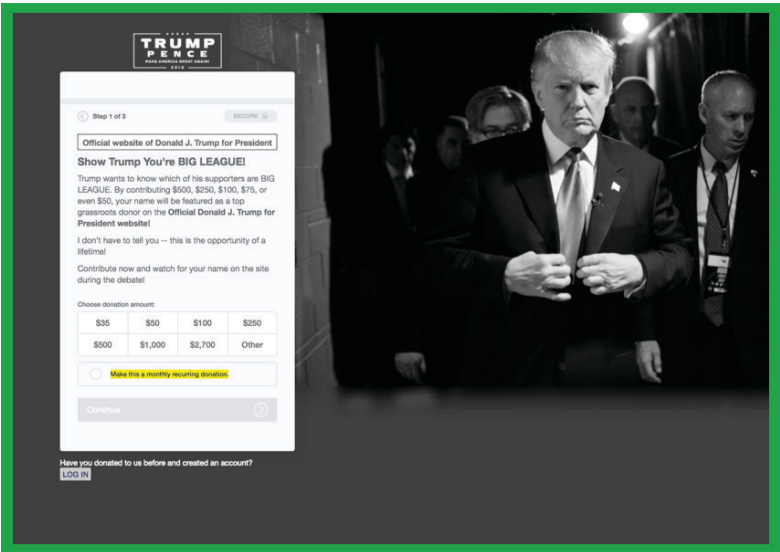
Experience	Visitors		Revenue Per Visitor		Lift	Confidence	
Thumbs Up	48.45%	98,257	\$1.19	±\$0.07	--	--	--
Getting Ready	48.24%	97,827	\$1.1	±\$0.07	-7.53%	92.63%	96.57%
Pointing	3.31%	6,708	\$1.1	±\$0.22	-7.88%	56.47%	71.70%
Activity	100.00%	202,792	\$1.14	--	--	--	

Results (Test 2)

Experience	Revenue		Visitor		Revenue Per Visitor	Lift/Confidence	
Thumbs Up (Control)	\$180,790	36.2%	25,200	33.9%	\$7.17	0.00%	0.00%
Stride	\$159,543	31.9%	24,561	33.0%	\$6.50	-9.46%	79.29%
Handshake	\$159,450	31.9%	24,761	33.3%	\$6.44	-10.24%	81.20%
Activity	\$499,783	74,390	\$6.72	n/a	n/a		



VS





Test 10: Debate List Background Test

Overview

Date Completed: 10/11




We tested two different background images to see which was the most effective. The first background image was a black and white image of Donald Trump backstage before a debate, while the second was a Donor Ticker Call-to-Action. We found that the Donor Ticker background won and indicated a 15.9% lift to revenue.

Treatments

Control: The control group saw a black and white image of Donald Trump buttoning his jacket and walking with his entourage.

Treatment: The treatment group saw a background that read "Donate to see your name on our official debate page" with an arrow to a screenshot of a browser opened to a mocked up Debate Night splash page. In the image we showed where the donors name would appear on debate night. At the top of the screenshotted page is a ticker which read "Your Name Here."

Results

Experience	 Visitors		 Revenue Per Visitor		 Lift	Confidence	
Black and White (Control)	49.90%	8,519	\$1.06	±\$0.22	--	--	--
Name Ticker	50.10%	8,553	\$1.23	±\$0.32	15.97%	60.83%	96.57%
Activity	100.00%	17,072	\$1.15	-	--	--	



Team Trump-Pence

Governor Mike Pence won big. We should all be proud of him! Contribute now.

\$35

\$50

\$100

\$250



VS



Join Team Trump

Your next vice president, Governor Mike Pence, won the debate! Contribute now.

\$35

\$50

\$100

\$250



VS



Join Team Trump

Your next vice president, Governor Mike Pence, won the debate! Contribute now.

\$35

\$50

\$100

\$250



VS



Join Team Trump

Your next vice president, Governor Mike Pence, won the debate! Contribute now.

\$35

\$50

\$100

\$250





Test 11: Pence Header Test on Splash Page

Overview




Date Completed: 10/6

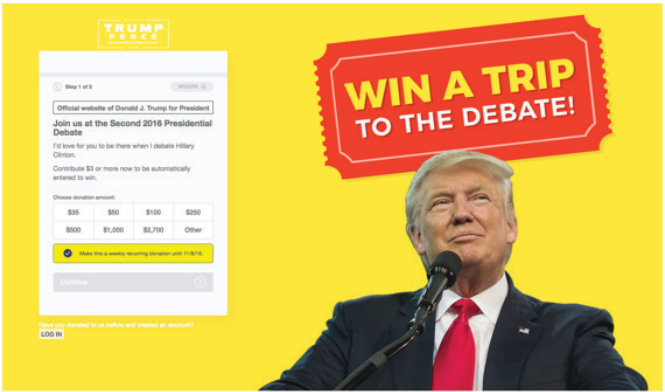
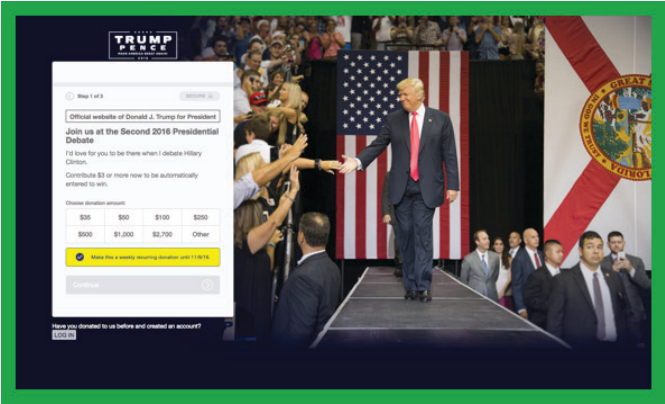
We tested four iterations of Mike Pence based headers on the splash page of the website. All headers showed an image of Pence with the words "Pence Won The Debate." The most effective of the four headers was a red background with a washed out image of a flag waving, and Pence waving in the foreground, which led to 17.75% lift in revenue.

Treatments

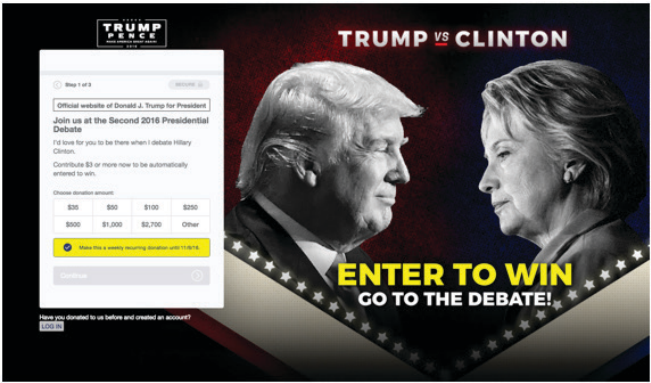
- Control: Website visitors in the control group saw a splash page with a blue header, showing a side shot of Pence on stage and the words "Pence Won The Debate."
- Treatment 1: Website visitors in the first treatment group saw a splash page with a gray header that showed a side shot of Pence thanking the crowd during the convention, with the American flag waving behind him and the words "Pence Won The Debate."
- Treatment 2: Website visitors in the second treatment group saw a splash page with a red header with a washed out American flag in the background and Pence staring head on and waving, along with the words "Pence Won The Debate."
- Treatment 3: Website visitors in the third treatment group saw a splash page with a red and blue header. The header was red on the left and blue on the right, with an image of Pence in between staring straight on and waving, as well as the words "Pence Won The Debate."

Results

Experience	 Visitors	 Revenue Per Visitor	 Lift	Confidence	
Pence Won – Blue (Control)	14.99% 34,592	\$0.25 --	--	--	--
Pence Won – Gray	15.04% 34,599	\$0.29 ±\$0.06	14.27%	59.43%	96.57%
Pence Won – Red	65.59% 151,315	\$0.3 ±\$0.04	17.75%	79.93%	71.70%
Pence Won – Red/Blue	4.38% 10,106	\$0.18 ±\$0.10	-29.82%	80.78%	--
Activity	100.00% 230,712	\$0.29 --	--	--	



VS





Test 12: 2nd Debate Contest

Background Test

Overview

Date Completed: 10/6

We tested four different background images on the page for the second debate contest. We found that the most effective image was a shot of Donald Trump walking on stage in Florida, reaching out to shake hands with people in the crowd. All other options were drags on revenue.

Treatments

Control: Members of the control group saw a background image with no text or graphics. The image was a shot of Donald Trump walking on stage at a Florida rally, reaching out to shake hands with members of the crowd. Behind Trump are the American and Florida flags.

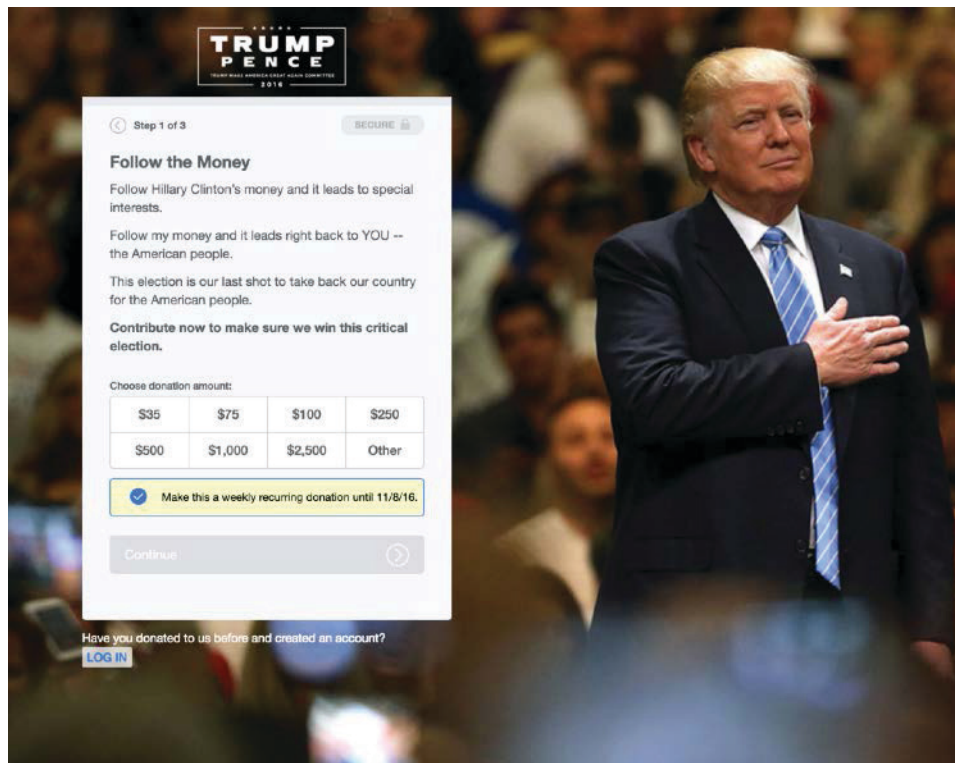
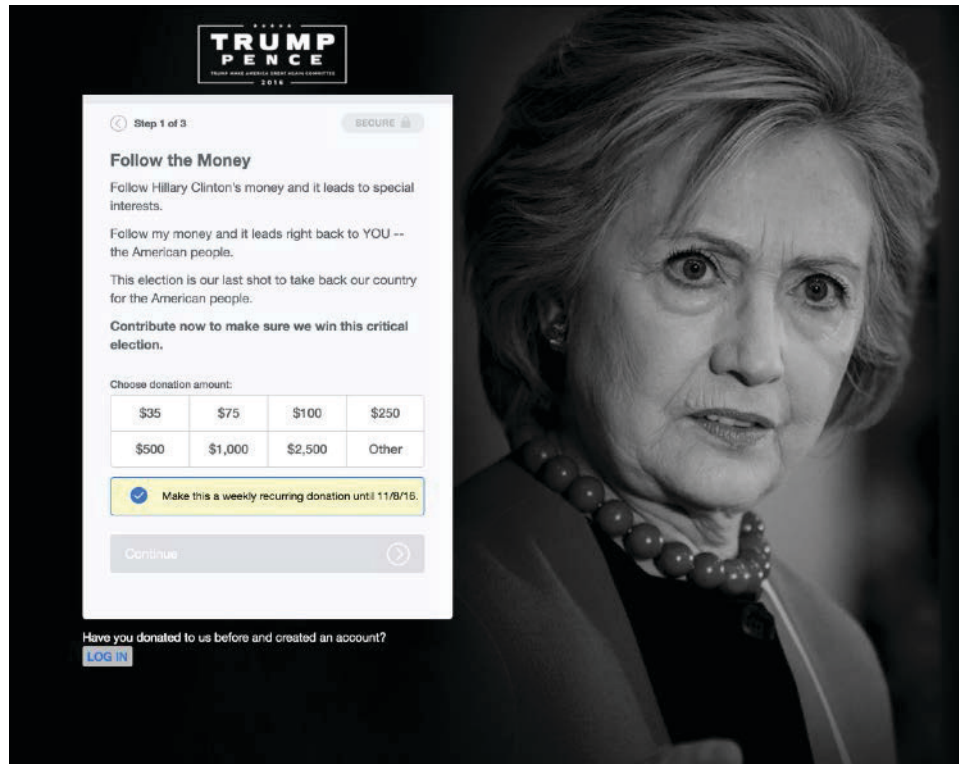
Treatment 1: Members of the first treatment group saw a yellow background, overlaid with an image of Trump at the podium, and a carnival style ticket which said "Win A Trip To The Debate!"

Treatment 2: Members of the second treatment group saw a wood background behind an image of Trump giving a thumbs up. Above Trump was a debate ticket along with the words "You Can Win A Trip to The Debate!"

Treatment 3: Members of the third treatment group saw a "Trump vs. Clinton" faceoff, with black and white side shots of Clinton and Trump facing each other.

Results

Experience	Visitors		Revenue Per Visitor		Lift	Confidence	
Florida (Control)	31.75%	99,810	\$0.6	--	--	--	--
Yellow	32.55%	102,324	\$0.55	±\$0.04	-8.11%	86.74%	96.57%
Ticket	3.90%	12,256	\$0.39	±\$0.10	-35.02%	99.99%	71.70%
Faceoff	31.80%	99,966	\$0.55	±\$0.04	-7.07%	80.27%	--
Activity	100.00%	314,356	--	--	--	--	--





Test 13: Follow the Money Background Test

Overview

Date Completed: 9/28




We tested background images of both Hillary Clinton and Donald Trump on the “Follow the Money” donation page. The Hillary Clinton image was an immediate drag on revenue, with donations almost two-to-one in favor of the image of Donald Trump.

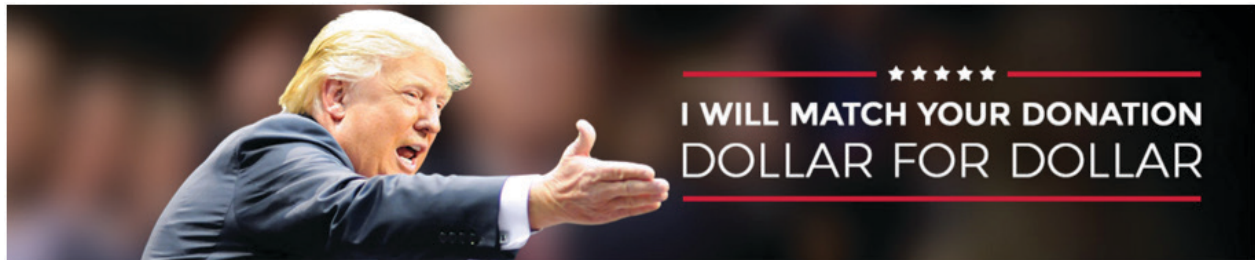
Treatments

Control: The control group saw a background image of Donald Trump in color, with his hand over his heart, standing in front of a crowd.
Treatment: The treatment group saw a black and white background image of Hillary Clinton.

Results

The Hillary Clinton background image was an immediate drag on revenue, with donations almost two-to-one in favor of the image of Donald Trump.

Experience	 Visitors		 Revenue Per Visitor / Order Rate		 Lift	Confidence
Hillary	51.28%	321	\$7.19	15.58%	--	--
Trump	48.72%	305	\$13.13	20.66%	82.51%	96.94%
Activity	100.00%	626	\$10.08	18.05%	--	--



VS



VS



VS





Test 14: Splash Page Header Test

Overview




Date Completed: 10/19

We tested four different header images on the end-of-quarter match splash page to see which was the most effective. Each of the four header images promoted the fact Donald Trump would match each dollar donated. We found that the most effective header was a red and blue contrast header with an image of Donald Trump giving two thumbs up. This was followed by a header image of Trump gesturing to a crowd with an outstretched hand.

Treatments

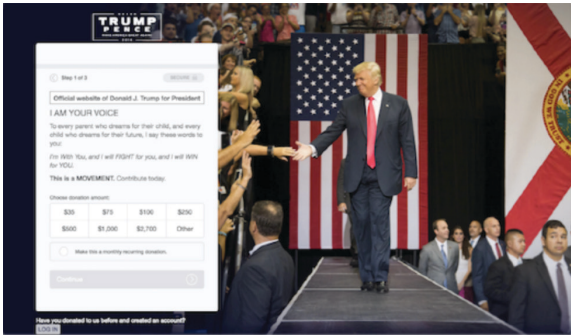
- Control: The control group saw a blue and yellow background, with three stripes, light blue one top, yellow in the middle, and dark blue on the bottom. The header read, "If you give: \$100 Trump will double it," "total donation: \$200."
- Treatment 1: The first treatment group saw an image of Trump giving two thumbs up in the center of the header, with a red background to the left of him, and a blue background to the right. The header read "Your donation matched dollar for dollar."
- Treatment 2: The second treatment group saw an equation header. The header was comprised of three bars, red in the middle with blue on either side, and a washed out image of a flag in the background. The equation read "Your \$100 + Trump's \$100 = Double the impact" with fine print that said "(Trump will match every dollar you give)."
- Treatment 3: The third treatment group saw an image of Donald Trump with his hand outstretched towards a crowd in the background. The header read "I will match your donation dollar for dollar."

Results

Experience	 Visitors		 Revenue Per Visitor		 Lift	Confidence	
Outstretched Hand	25.08%	24,702	\$0.9	±\$0.15	--	--	--
Red/Blue Matched Dollar	25.15%	24,770	\$1.11	±\$0.29	23.88%	80.11%	96.57%
Blue/Yellow	24.79%	24,413	\$1.14	±\$0.29	27.69%	85.66%	71.70%
Red/Blue Equation	24.99%	24,610	\$0.79	±\$0.14	-12.07%	69.58%	--
Activity	100.00%	50,119	\$0.33	--	--	--	--



VS



VS





Test 15: New Background Images on Donate Page Test

Overview

Date Completed: 9/27

We tested four new background images on the donation page, in comparison with the traditional image of Donald Trump giving two thumbs up in front of the American flag. The background images consisted of photos of Trump at rallies in New York, Ohio, Florida, and Arizona. We found that the image from a rally in Pensacola, Florida indicated 5.67% lift to revenue and a higher revenue per visitor.

Treatments

Control: The control group saw a background image on the donation page of Donald Trump giving two thumbs up while standing in front of an American flag.

Treatment 1: The first treatment group saw an image of Donald Trump walking on stage at a rally in Pensacola, Florida, shaking hands with people in the stands. Behind Trump are the American and Florida flags.

Treatment 2: The second treatment group saw an image of Trump standing behind the podium in New York City, backed by a row of American flags, as well as Ivanka Trump and Mike Pence.

Treatment 3: The third treatment group saw an image of Trump standing at the podium in Akron, Ohio, staring at the crowd. Behind Trump is a crowd of people holding "Make America Great Again!" signs.

Treatment 4: The fourth treatment group saw an image of Trump speaking at the podium at a rally in Phoenix Arizona with crowds in the background.

Results

Experience	Revenue		Visitor		Revenue per Visitor	Lift/Confidence	
Thumbs Up (Control)	\$50,780	22.0%	16,116	19.9%	\$3.15	5.67%	23.37%
Florida	\$48,259	21.0%	16,185	20.0%	\$2.98	0.00%	0.00%
New York	\$45,575	19.8%	16,285	20.1%	\$2.79	-6.27%	24.58%
Ohio	\$44,197	19.2%	16,171	20.0%	\$2.73	-8.34%	35.50%
Arizona	\$41,570	18.0%	16,276	20.1%	\$2.55	-14.34%	57.33%
Activity	\$230,320	80,890	\$2.85	n/a	n/a		

TRUMP
PENCE
MAKE AMERICA GREAT AGAIN

Step 1 of 3

SECURE 32

Official website of Donald J. Trump for President

Final FEC Deadline

We're approaching our FINAL end-of-quarter fundraising deadline before the election.

We must raise \$20 million before September 30 at 11:59 PM.

Because this is such a HUGE deadline, I'm going to write a MATCHING CHECK worth TWO MILLION DOLLARS.

Contribute now and I will MATCH it.

Choose donation amount:

\$35	\$75	\$100	\$250
\$500	\$1,000	\$2,700	Other

☐ Make this a monthly recurring donation.

Continue

Have you donated to us before and created an account?
LOG IN

\$5 MILLION

GOAL:

\$20 MILLION

VS

TRUMP
PENCE
MAKE AMERICA GREAT AGAIN

Step 1 of 3

SECURE 32

Official website of Donald J. Trump for President

Final FEC Deadline

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Contribute now and I will MATCH it.

Choose donation amount:

\$35	\$75	\$100	\$250
\$500	\$1,000	\$2,700	Other

☐ Make this a monthly recurring donation.

Continue

Have you donated to us before and created an account?
LOG IN

IF YOU GIVE:

\$ 50

TRUMP WILL
DOUBLE IT

TOTAL DONATION:

\$ 100



Test 16: Final FEC End-Of-Quarter Deadline Test

Overview

Date Completed: 9/26

We tested two different backgrounds for the Final End-of-Quarter FEC Deadline donation page. The page promoted the campaign’s goal to raise \$20 million before September 30, and noted that Trump would match any donations. We found that the most effective background promoted Trump’s donation matching, rather than one that promoted the \$20 million goal. The donation match background led to a 12.16% lift in revenue.

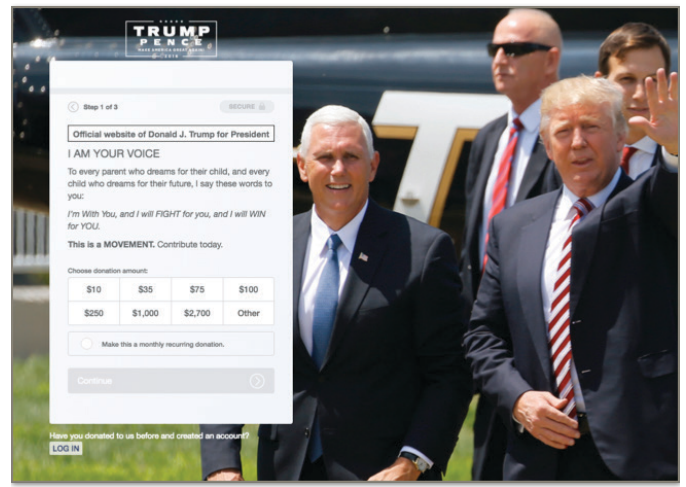
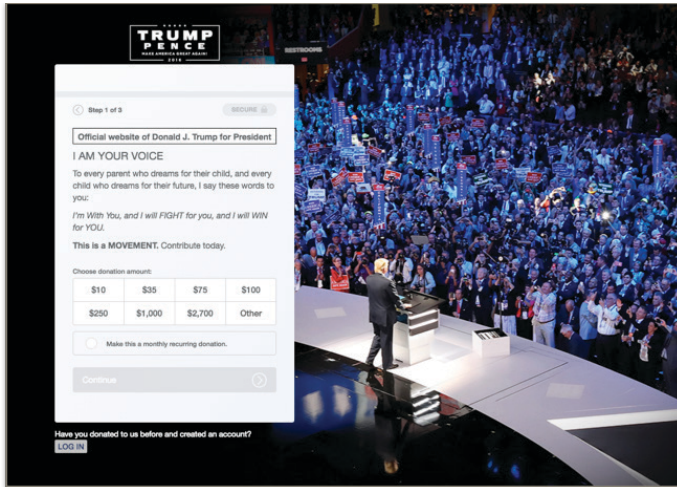
Treatments

Control: The control group saw a background image of Donald Trump pointing from his podium behind an image of a sliding scale to represent the \$20 million goal.

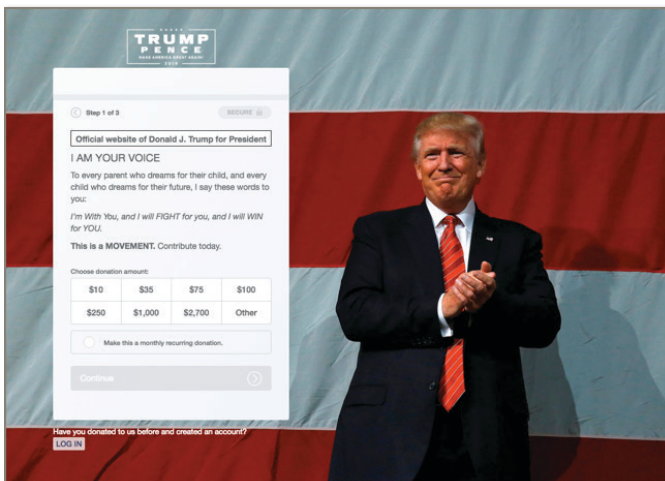
Treatment: The treatment group saw a blue and yellow contrast background with an image of Donald Trump pointing. The background read “If you give: \$50 Trump will double it” “Total Donation: \$100.”

Results

Experience	Revenue		Visitors		Revenue per visitor	Lift/Confidence	
Sliding Scale (Control)	\$26,537	47.3%	62,090	50.1%	\$0.43	0.00%	0.00%
Double It	\$29,591	52.7%	61,728	49.9%	\$0.48	12.16%	69.42%
Activity	\$56,128		123,809		\$0.45	n/a	n/a



VS





Test 17: Post-Convention Background Images - Test

Overview




Date Completed: 8/31

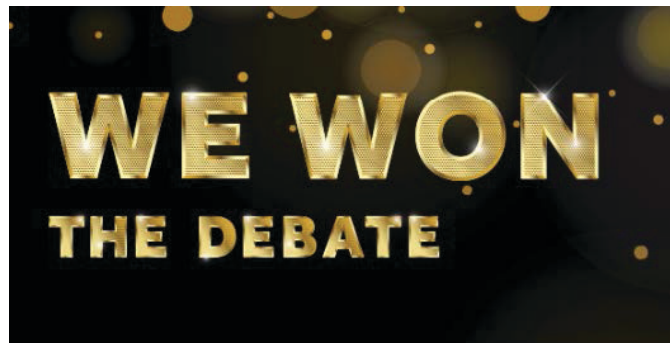
After the Republican National Convention, we conducted a test on background images for the main donate page. We tested four images - two from the convention and two from the campaign trail - and found that the most effective was an image of Donald Trump standing in front of an American flag giving two thumbs up.

Treatments

- Control: The control group saw the donate page with a background image of Donald Trump speaking at the Republican National Convention.
- Treatment 1: The first treatment group saw the donate page with a background image of Donald Trump and Mike Pence walking together with the Trump helicopter in the background taken during convention week.
- Treatment 2: The second treatment group saw an image of Donald Trump hands clasped thanking a crowd in front of the American flag.
- Treatment 3: The third treatment group saw an image of Donald Trump standing in front of the American flag giving two thumbs up.

Results

Experience	 Revenue		 Unique Visitors		Revenue Per Unique Visitor	 Lift	Confidence
Convention (Control)	\$28,642	20.2%	5,616	25.1%	\$5.10	0.00%	0.00%
Trump-Pence	\$34,405	24.2%	5,624	25.1%	\$6.12	19.95%	73.77%
Clapping	\$37,832	26.6%	5,514	24.6%	\$6.86	34.53%	82.07%
Thumbs Up	\$41,101	28.9%	5,669	25.3%	\$7.25	42.16%	97.52%
Activity	\$141,980	\$22,376	\$6.35	n/a	n/a		

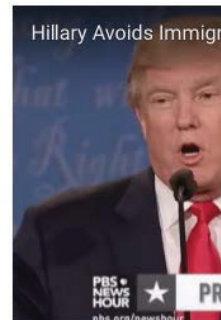


Drain The Swamp

Together, we will once again make a government *by, for, and of* the people!

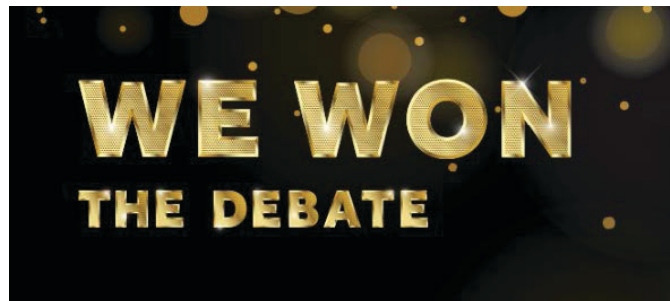
\$35 \$50 \$100 \$250

Contribute



[Continue to site](#)

VS

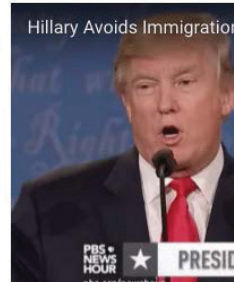


Drain The Swamp

The Final Debate was a win for the American people. Together, we will once again make a government *by, for, and of* the people!

\$35 \$50 \$100 \$250

Contribute



[Continue to site](#)

Paid for by Donald J. Trump for President



Test 18: Shorter “We Won the Debate” Copy Test

Overview

Date Completed: 10/24

We tested two variations of copy for the paragraph text of the “We Won the Debate” contribution page in order to evaluate the effectiveness of using shorter copy. One option was longer and referenced winning the debate, while the other was shorter and did not mention the debate. Both options referenced the phrase “of the people, by the people, for the people” from the Gettysburg address. We found that the longer paragraph which mentioned winning the final debate was significantly more effective, while the shorter paragraph was a drag on revenue by 20.35%.

Treatments

Control: Our control group saw the following paragraph copy on the “We Won the Debate” contribution page: “The Final Debate was a win for the American people. Together, we will once again make a government by, for, and of the people!”

Treatment: Our treatment group saw a shorter paragraph, which deleted the first sentence: “Together, we will once again make a government by, for, and of the people!”

Results

Experience	 Visitors	 Revenue Per Visitor	 Lift	Confidence
Debate	50.21% 50,618	\$0.35 --	--	--
Of, By, and For	49.88% 50,379	\$0.28 ±\$0.05	-20.35%	92.87%
Activity	100.00% 100,997	\$0.31 --	--	--

WE WON THE DEBATE

Win Back America

Last night was a win for the American people. Together, we will once again make a government *by, for, and of the people!*

Contribute

Hillary Avoids Immigration Question | Donald J. Trump for Pre...

PRESIDENTIAL DEBATE

[Continue to site](#)

VS

WE WON THE DEBATE

Thank You

Last night was a win for the American people. Together, we will once again make a government *by, for, and of the people!*

Contribute

Hillary Avoids Immigration Question | Donald J. Trump for Pre...

PRESIDENTIAL DEBATE

[Continue to site](#)



Test 19: We Won the Debate

Call-to-Action Test

Overview




Date Completed: 10/22

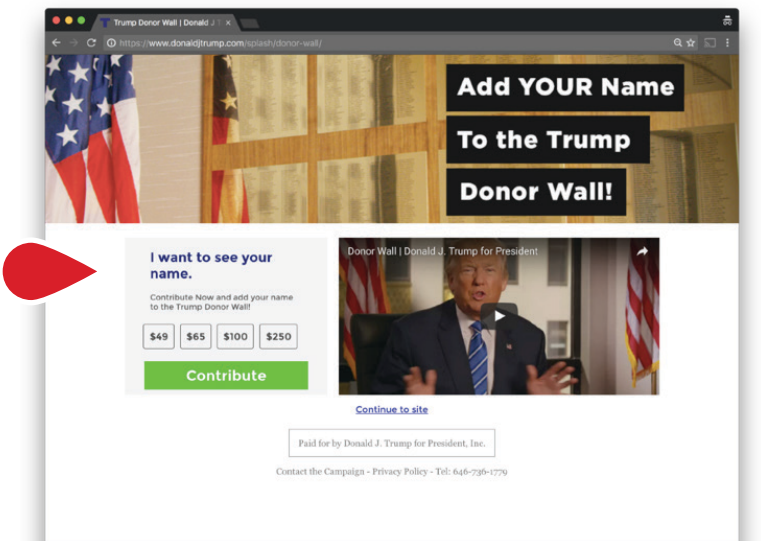
We tested four different calls-to-action for the header text of the donation panel on the We Won The Debate page after the final debate. The test ran from October 20-22, and compared “Drain The Swamp,” “I’m With You,” “Thank You” and “Win Back America.” Initially “Drain The Swamp” and “I’m With You” were ineffective and traffic was filtered off, however, “Thank You” was time sensitive and had to be removed from the test, so “Drain The Swamp” and “I’m With You” were added back in. From this point on, “Drain the Swamp” was the most effective of the three remaining options.

Treatments

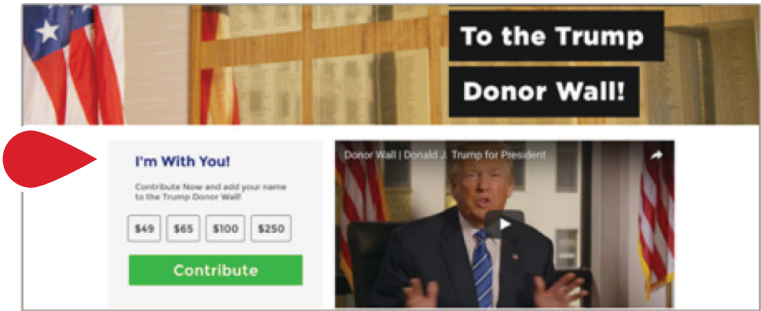
- Control: The control group saw the We Won The Debate page with header text on the donation panel which said “Drain The Swamp.”
- Treatment 1: The first treatment group saw the We Won The Debate page with header text on the donation panel which said “I’m With You.”
- Treatment 2: The second treatment group saw the We Won The Debate page with header text on the donation panel which said “Thank You.”
- Treatment 3: The third treatment group saw the We Won The Debate page with header text on the donation panel which said “Win Back America.”

Results

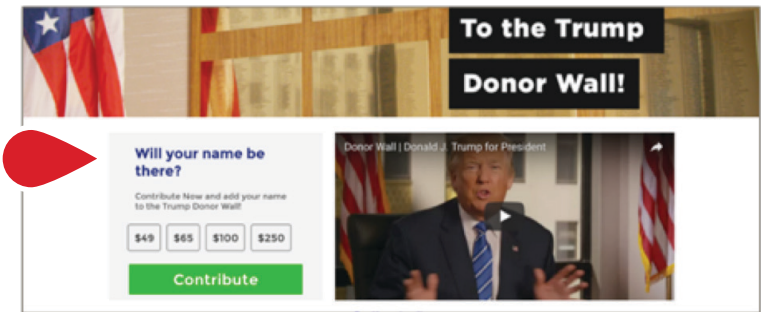
Experience	 Visitors		 Revenue Per Visitor		 Lift	Confidence
Drain The Swamp (Control)	37.09%	76,101	\$0.92	-	-	-
I’m With You	36.44%	74,759	\$0.85	±\$0.08	-7.93%	71.70%
Win Back America	26.47%	54,302	\$0.77	±\$0.09	-16.05%	96.57%
Activity	100.00%	205,162	\$0.85	-	-	-



VS



VS





Test 20: Donor Wall Call-to-Action Text Test

Overview



Date Completed: 10/22

We tested three variations of call-to-action text on the Trump Donor Wall page to evaluate which was the most effective. Of the three text options, we found that “I want to see your name” was the most effective, while all other options were a drag.

Treatments

- Control: The control group saw “I want to see your name” as the header on the donation panel of the Donor Wall page.
- Treatment 1: The first treatment group saw “Will your name be there?” as the header on the donation panel of the Donor Wall page.
- Treatment 2: The second treatment group saw “I’m With You” as the header on the donation panel of the Donor Wall page.

Results

Experience	 Visitors		 Revenue Per Visitor		 Lift	Confidence
“I want to see your name” (Control)	37.09%	76,101	\$0.92	--	--	--
“Will your name be there?”	26.47%	54,302	\$0.77	±\$0.09	-16.05%	96.57%
“I’m with you”	36.44%	74,759	\$0.85	±\$0.08	-7.93%	71.70%
Activity	100.00%	205,162	\$0.85	--	--	--



VS





Test 21: Final Debate Call-to-Action Test

Overview

Date Completed: 10/19

We tested two variants of header text for the “Final Supporter List” page for the final debate to see which was most effective. We found that the “Final FEC Deadline” header was more effective than the “Final Debate Supporter List” header.

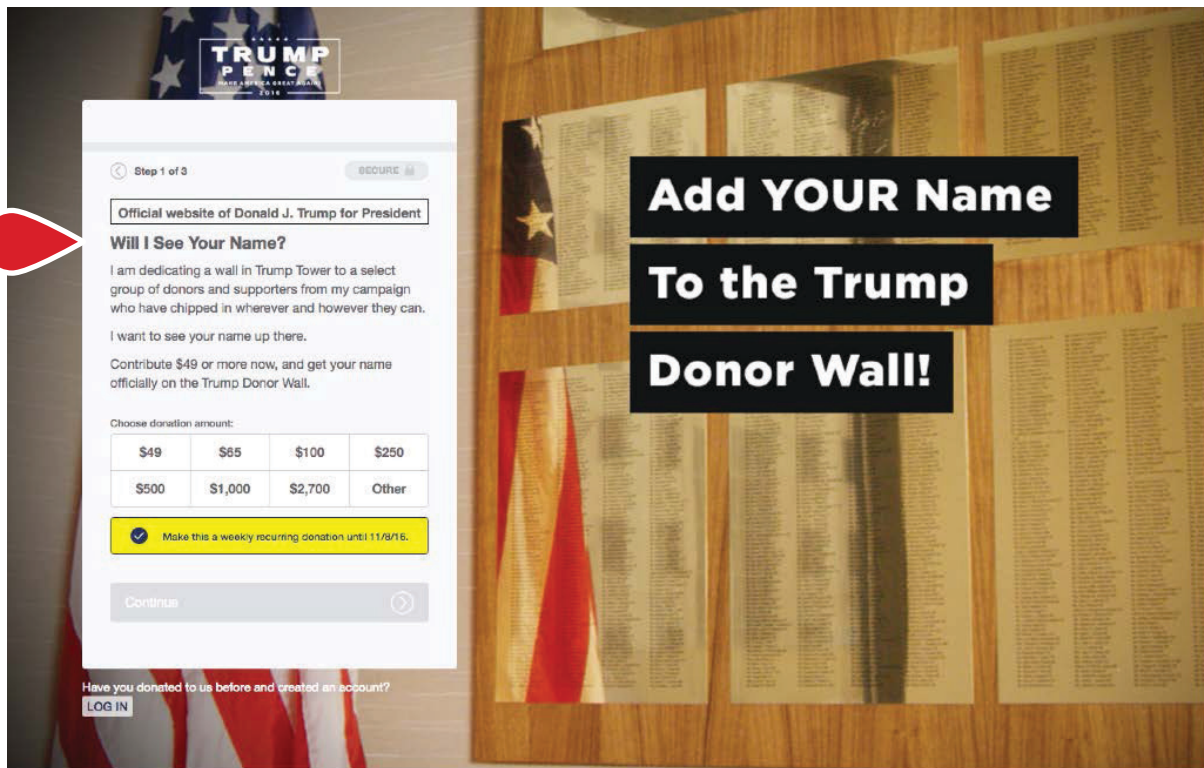
Treatments

Control: The control group saw a header that said “Final FEC Deadline” on the “Final Supporter List” page for the final debate.

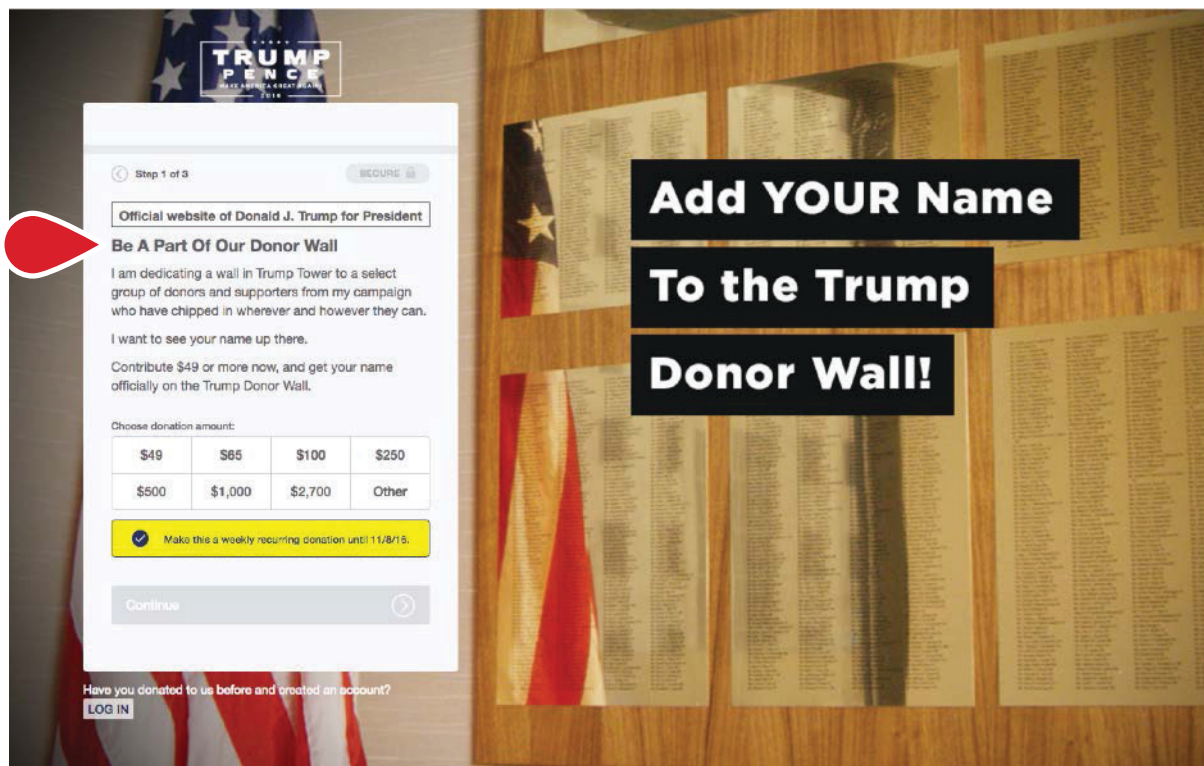
Treatment 1: The treatment group saw a header that said “Final Debate Supporter List” on the “Final Supporter List” page for the final debate.

Results

“Final FEC Deadline” trended towards winning over “Final Debate Supporter List” and the test was called.



VS





Test 22: Call-to-Action Question Test On Donor Wall

Overview

Date Completed: 10/18

We tested two different types of calls-to-action on the Donor Wall donation page to see which was more effective. We tested between the statement “Be A Part Of The Donor Wall” and a question, “Will I See Your Name?” “Be A Part Of The Donor Wall” won while the question was a drag.

Treatments

Control: Visitors in the control group saw “Be A Part Of The Donor Wall” as the call-to-action on the Donor Wall page.
Treatment 1: Visitors in the treatment group saw “Will I See Your Name?” as the call-to-action on the Donor Wall page.

Results

The control, “Be A Part Of The Donor Wall,” won, while “Will I See Your Name?” was a drag.



Add YOUR Name
To the Trump
Donor Wall!



I want to see your name.

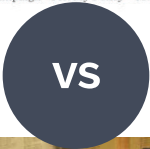
Contribute Now and add your name to the Trump Donor Wall!



[Continue to site](#)

Paid for by Donald J. Trump for President, Inc.

[Contact the Campaign](#) - [Privacy Policy](#) - Tel: 646-736-1779



Add YOUR Name
To the Trump
Donor Wall!



Join Team Trump!

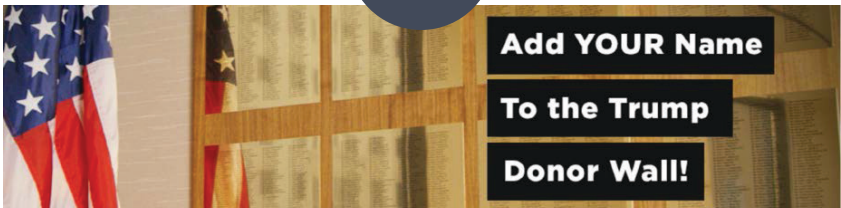
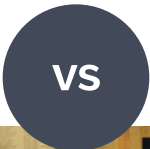
Contribute Now and add your name to the Trump Donor Wall!



[Continue to site](#)

Paid for by Donald J. Trump for President, Inc.

[Contact the Campaign](#) - [Privacy Policy](#) - Tel: 646-736-1779



Add YOUR Name
To the Trump
Donor Wall!



Add Your Name!

Contribute Now and add your name to the Trump Donor Wall!



[Continue to site](#)

Paid for by Donald J. Trump for President, Inc.



Test 23: Call-to-Action Text

Wall Splash Page Test

Overview




Date Completed: 10/16

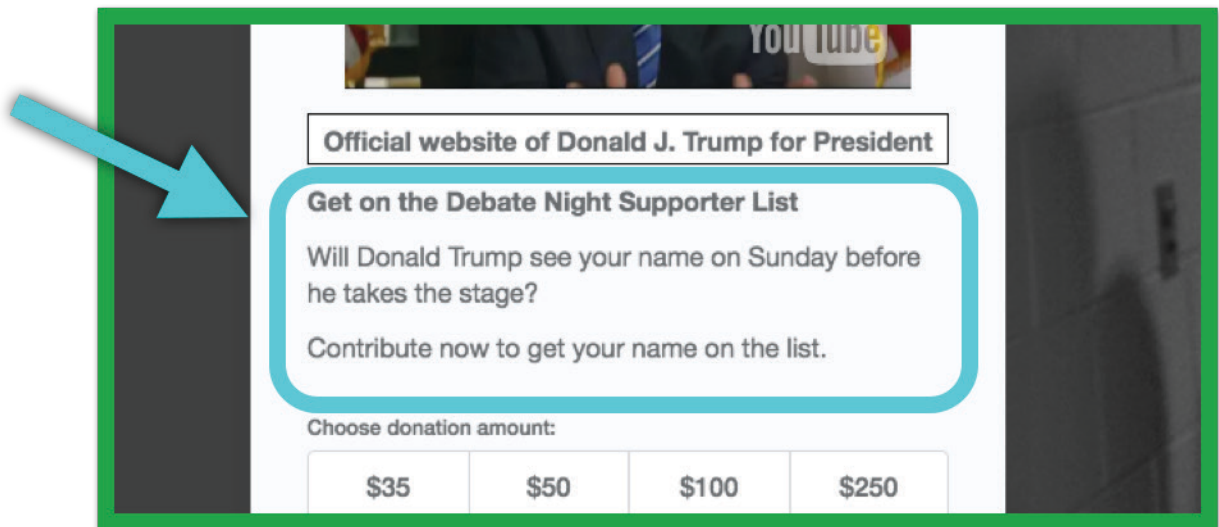
We tested three versions of calls-to-action for the header text of the Donor Wall splash page. The three headers were "I want to see your name.", "Join Team Trump!", and "Add Your Name!" We found that "I want to see your name." was the most effective, while the other two options were both drags, decreasing revenue per visitor by 13-20%.

Treatments

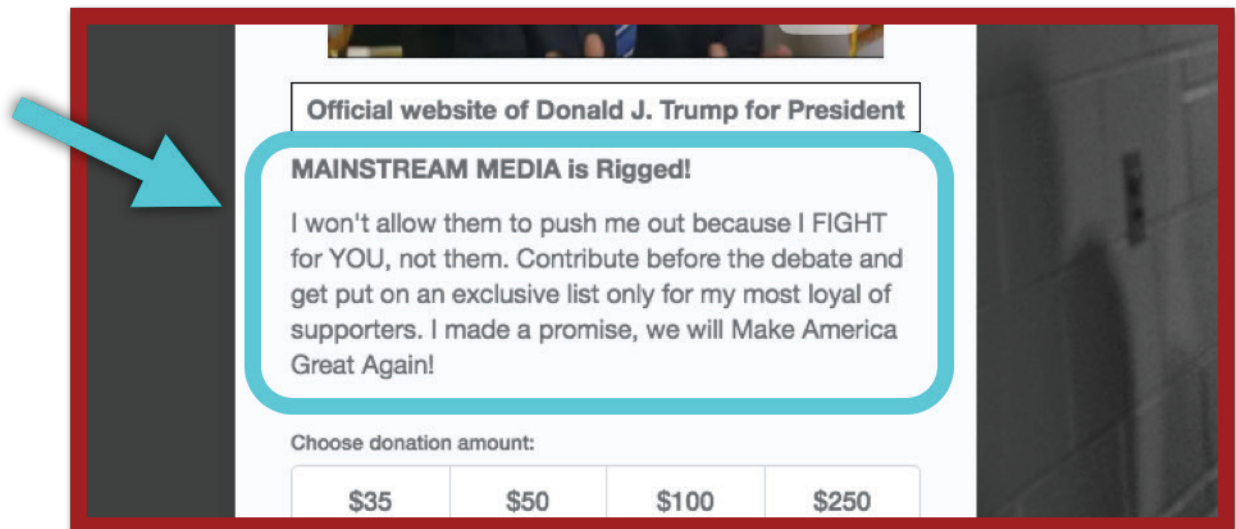
- Control: The control group saw a header on the donation panel that said "I want to see your name."
- Treatment 1: The first treatment group saw a header on the donation panel that said "Add Your Name!"
- Treatment 2: The second treatment group saw a header on the donation panel that said "Join Team Trump!"

Results

Experience	 Visitors		 Revenue Per Visitor		 Lift	Confidence
"I want to see your name." (Control)	33.91%	16,722	\$0.82	--	--	--
"Add Your Name!"	33.22%	16,381	\$0.71	±\$0.14	-13.23%	69.38%
"Join Team Trump!"	32.87%	16,207	\$0.66	±\$0.14	-19.82%	87.60%
Activity	100.00%	49,310	\$0.73	--	--	--



VS





Test 24: Pre-Second Debate Copy Test

Overview

Date Completed: 10/10 & 10/11

We tested two versions of header and paragraph copy for the pre-second debate donation page. There were two tests, one for the email audience and one for the ad audience. The control language promoted the debate night supporter list, while the alternative claimed that the mainstream media is rigged. In the email audience test, the debate supporter list language won, though the difference was slight. The ad audience test was cut short due to the debate start time. In the ad audience test, the mainstream media language won with an 18.39% lift to revenue.




Treatments

Control: The control group saw a header on the donation panel which read "Get on the Debate Night Supporter List" along with paragraph text that read "Will Donald Trump see your name on Sunday before he takes the stage? Contribute now to get your name on the list."




Treatment: The treatment group saw a header on the donation panel which read "MAINSTREAM MEDIA is Rigged! I won't allow them to push me out because I FIGHT for YOU, not them. Contribute before the debate and get put on an exclusive list only for my most loyal of supporters. I made a promise, we will Make America Great Again!"

Results

Email Audience

Experience	 Visitors	 Revenue Per Visitor	 Lift	Confidence
List Language (Control)	50.33% 18,765	\$3.88 ±\$0.29	--	--
MSM is Rigged Language	49.67% 18,521	\$3.8 ±\$0.30	-1.87%	26.56%
Activity	100.00% 37,286	\$3.84 --	--	--

Ad Audience

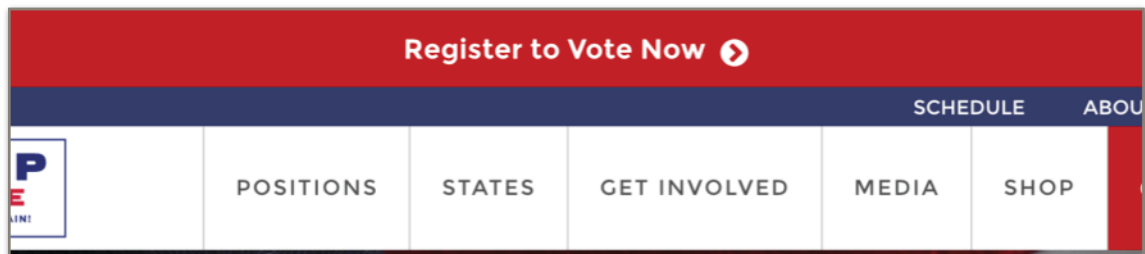
Experience	 Visitors	 Revenue Per Visitor	 Lift	Confidence
List Language (Control)	50.20% 3,874	\$1.9 ±\$0.38	--	--
MSM is Rigged Language	49.80% 3,843	\$2.25 ±\$0.38	18.39%	79.70%
Activity	100.00% 7,717	-- --	--	--



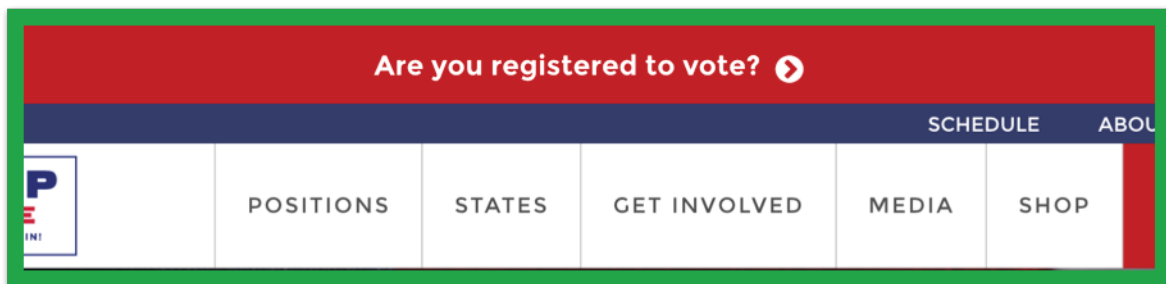
VS



VS



VS





Test 25: Vote.gop Registration Banner Call to Action Test

Overview

Date Completed: 9/26 & 10/9

We tested four variations of call-to-action text for the Vote.gop registration banner at the top of the homepage. Of the four options tested, we found that "Are you registered to vote?" showed a potential lift of 1.5% in click-through conversions.

Treatments




Control: The control group saw a red Vote.gop banner at the top of the homepage which read "Be a voter" followed by a white arrow.

Treatment 1: The first treatment group saw a red Vote.gop banner at the top of the homepage which read "Be a voter – Register Today" followed by a white arrow.

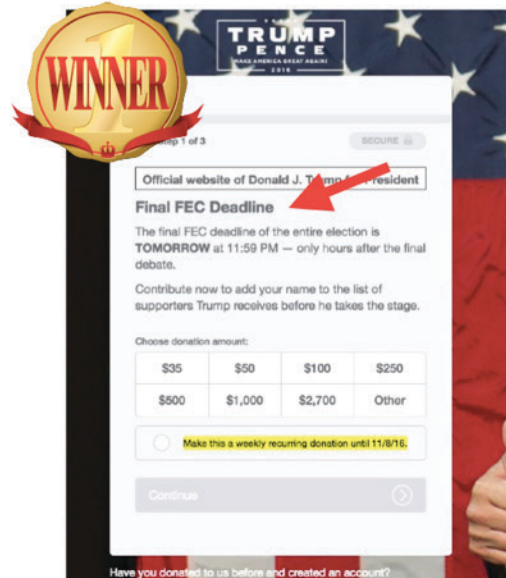
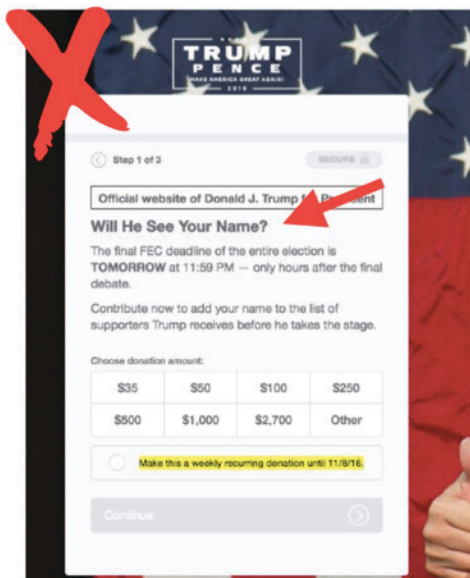
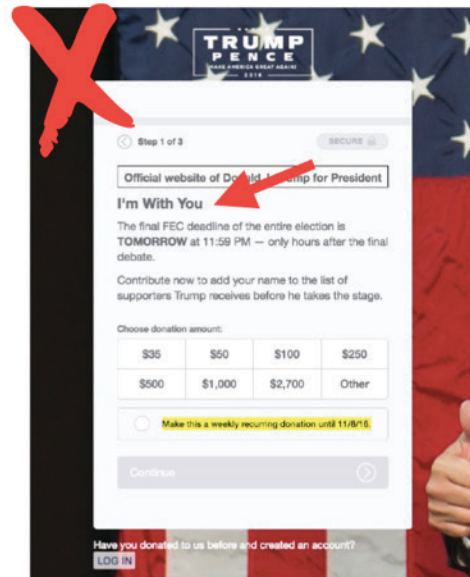
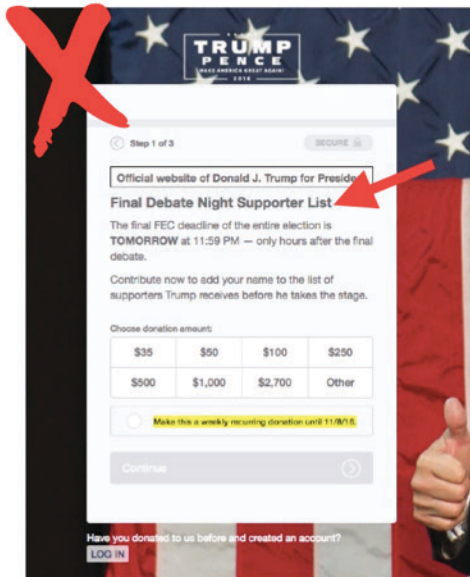
Treatment 2: The second treatment group saw a red Vote.gop banner at the top of the homepage which read "Register to vote now" followed by a white arrow.

Treatment 3: The third treatment group saw a red Vote.gop banner at the top of the homepage which read "Are you registered to vote?" followed by a white arrow.

Results

Experience	 Visitors	 Conversion Rate	 Lift	Confidence
Be A Voter (Control)	45.09% 255,349	0.72% ±0.03% 1,830	--	--
Be a Voter – Register Today	4.93% 27,916	0.63% ±0.09% 175	-12.53%	92.69%
Register to vote now	4.91% 27,820	0.66% ±0.10% 185	-7.21%	68.43%
Are you registered to vote?	45.06% 255,163	0.73% ±0.03% 1,857	1.55%	36.06%
Activity	100.00% 566,248	0.71% -- 4,047	--	--

Header Text – Deadline on Ad Pages Complete





Test 26: Final FEC Deadline

Ad Pages Header Text Test

Overview

Date Completed: 10/19

We tested four variants of header text for the Final FEC Deadline on paid advertising pages. The four headers were “Final Debate Night Supporter List,” “I’m With You,” “Will He See Your Name?” and “Final FEC Deadline.” We found that the Final FEC Deadline option won with a 62.42% lift to revenue.

Treatments




Control: Visitors to the Final FEC Deadline donation page saw “Final Debate Night Supporter List” as the header on the page.

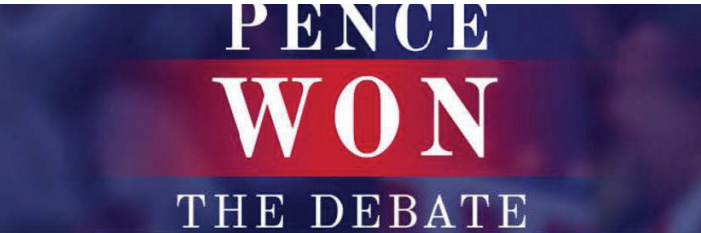
Treatment 1: Visitors to the Final FEC Deadline donation page saw “I’m With You” as the header on the page.

Treatment 2: Visitors to the Final FEC Deadline donation page saw “Will He See Your Name?” as the header on the page.

Treatment 3: Visitors to the Final FEC Deadline donation page saw “Final FEC Deadline” as the header on the page.

Results

Experience	 Visitors		 Revenue Per Visitor		 Lift	Confidence
Final Debate Night Supporter List (Control)	25.21%	4,517	\$1.38	--	--	--
I’m With You	24.62%	4,410	\$1.61	±\$0.44	16.65%	57.94%
Will He See Your Name?	24.85%	4,451	\$1.33	±\$0.36	-3.95%	17.07%
Final FEC Deadline	25.32%	4,536	\$2.24	±\$1.31	62.42%	78.70%
Activity	100.00%	17,914	\$1.64	--	--	--



Join Team Trump

Your next vice president, Governor Mike Pence, won the debate! Contribute now.

\$35

\$50

\$100

\$250

Contribute

Gov. Pence - The Best of Us | Donald J. Trump



Trump-Pence Ticket

Together, we WILL Make America Great Again! Contribute now!

\$35

\$50

\$100

\$250

Contribute

Gov. Pence - The Be

I'm on Team Trump!

Email Address*

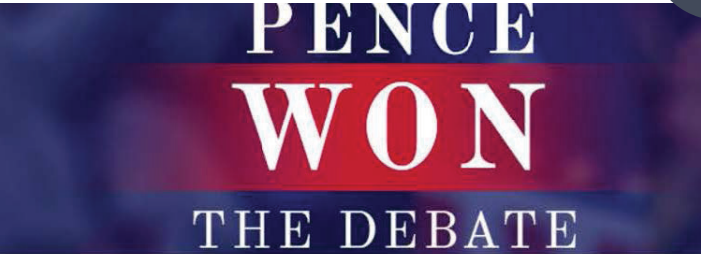
Zip Code

I'm on Team Trump!

Email Address*

Zip Code

VS



Congratulations

Your next vice president, Governor Mike Pence, won the debate! Contribute now.

\$35

\$50

\$100

\$250

Contribute

Gov. Pence - The Best of Us | Donald



Team Trump-Pence

Governor Mike Pence won big. We should all be proud of him! Contribute now.

\$35

\$50

\$100

\$250

Contribute

Gov. Pence

I'm on Team Trump!

Email Address*

Zip Code

I'm on Team Trump!

Email Address*



Test 27: Pence Copy Test on Splash Page

Overview

Date Completed: 10/6

We tested four versions of copy on the splash page after the vice-presidential debate. Each of the four groups saw different header and paragraph copy on the splash page, above the amount array and contribute buttons. We found that the most effective version of copy was a header that said “Join Team Trump” with a paragraph that said “Your next vice president, Governor Mike Pence, won the debate! Contribute now.” The other options were drags on revenue.

Treatments




Control: Website visitors in the control group saw a header that said “Join Team Trump” with a paragraph that said “Your next vice president, Governor Mike Pence, won the debate! Contribute now.”

Treatment 1: Website visitors in the first treatment group saw a header that said “Team Trump-Pence” with a paragraph that said “Governor Mike Pence won big. We should all be proud of him! Contribute now.”

Treatment 2: Visitors in the second treatment group saw a header that said “Congratulations” with a paragraph that said “Your next vice president, Governor Mike Pence, won the debate! Contribute now.”

Treatment 3: Visitors in the third treatment group saw a header that said “Trump-Pence Ticket” with a paragraph that said “Together we WILL Make America Great Again! Contribute now!”

Results

Experience	 Visitors	 Revenue Per Visitor	 Lift	Confidence
Join Team Trump (Control)	15.11% 34,620	\$0.32 --	--	--
Team Trump-Pence	65.59% 150,256	\$0.28 ±\$0.03	-12.79%	67.43%
Congratulations	4.13% 9,466	\$0.12 ±\$0.07	-61.59%	99.98%
Trump-Pence Ticket	15.16% 34,732	\$0.31 ±\$0.09	-4.39%	18.49%
Activity	100.00% 229,074	-- --	--	--

JOIN ME AT THE NEXT DEBATE!

FIND OUT HOW



I'm With You

I'd love for you to be there when I debate Hillary Clinton. Contribute now to be automatically entered to win.

\$35

\$50

\$100

\$250


America Will Win Again! | Donald J. Trump for President



VS

JOIN ME AT THE NEXT DEBATE!

FIND OUT HOW



Only A Few Hours Left

I'd love for you to be there when I debate Hillary Clinton. Contribute now to be automatically entered to win.


\$35

\$50

\$100

\$250

America Will Win Again! | Donald J. Trump for President





Test 28: Deadline Language for Debate Contest

Overview



Date Completed: 10/6

We tested the impact of using the header phrase “Only A Few Hours Left” on the debate contest contribution page, as opposed to using “I’m With You.” We found that “I’m With You” performed best, while the deadline phrase was a drag on revenue.

Treatments

Control: Visitors in the control group saw the header phrase “I’m With You” on the donation panel.
Treatment: Visitors in the treatment group saw the header phrase “Only A Few Hours Left” on the donation panel.

Results

Experience	 Visitors		 Revenue Per Visitor		 Lift	Confidence
I’m With You (Control)	49.71%	13,125	\$0.22	±\$0.08	--	--
Only A Few Hours Left	50.29%	13,279	\$0.20	±\$0.16	--	19.12%
Activity	100.00%	26,404	\$0.21	--	--	--

JOIN ME AT THE NEXT DEBATE!

FIND OUT HOW

I'm With You

I'd love for you to be there when I
debate Hillary Clinton. [Contribute now.](#)

America Will Win Again! | Donald J. Trump for President

VS

GO TO THE NEXT DEBATE!

FIND OUT HOW

I'm With You

I'd love for you to be there when I
debate Hillary Clinton. [Contribute now.](#)

America Will Win Again! | Donald J. Trump for President

VS

WATCH THE NEXT DEBATE LIVE & IN PERSON!

FIND OUT HOW

I'm With You

I'd love for you to be there when I
debate Hillary Clinton. [Contribute now.](#)

America Will Win Again! | Donald J. Trump for President



Test 29: Second Debate

Banner Image Copy Test

Overview

Date Completed: 10/4

We tested three different versions of copy for the splash page banners for the second debate contest to see which was the most effective. The three versions of copy were "Join Me At The Next Debate!", "Go To The Next Debate!" and "Watch The Next Debate Live & In Person!" We found that "Join Me At The Next Debate!" was the most effective, while the other two choices were drags.

Treatments




All groups saw a header with Donald Trump giving two thumbs up in front of an American flag. There were three variants of copy:

Control: The control group saw the phrase "Join Me At The Next Debate!"

Treatment 1: The first treatment group saw the phrase "Go To The Next Debate!"

Treatment 2: The second treatment group saw the phrase "Watch The Next Debate Live & In Person!"

Results

Experience	 Visitors	 Revenue Per Visitor	 Lift	Confidence
Join Me (Control)	44.13% 137,747	\$0.29 ±\$0.03	--	--
Go To The Next Debate!	12.14% 37,882	\$0.26 ±\$0.06	-10.03%	61.14%
Watch Live	43.73% 136,476	\$0.28 ±\$0.03	-3.18%	30.68%
Activity	100.00% 312,105	\$0.28 --	--	--

YOUR DONATION
MATCHED
DOLLAR FOR DOLLAR

Join Team Trump

Join the movement by contributing today and help us stop Crooked Hillary.

\$35

\$50

\$100

\$250

Contribute

Donald Trump Jr. | Donald J. Trump for President

DonaldJTrump.com

TRUMP PENCE

Continue to site

Paid for by Donald J. Trump for President, Inc.

Contact the Campaign - Privacy Policy - Toll: 848-758-6779

YOUR DONATION
MATCHED
DOLLAR FOR DOLLAR

DEADLINE 11:59 PM TONIGHT

Join Team Trump

Join the movement by contributing today and help us stop Crooked Hillary.

\$35

\$50

\$100

\$250

Contribute

Donald Trump Jr. | Donald J. Trump for President

DonaldJTrump.com

TRUMP PENCE

VS

YOUR DONATION
MATCHED
DOLLAR FOR DOLLAR

EXPIRES AT 11:59 PM TONIGHT

Join Team Trump

Join the movement by contributing today and help us stop Crooked Hillary.

\$35

\$50

\$100

\$250

Contribute

Donald Trump Jr. | Donald J. Trump for President

DonaldJTrump.com

TRUMP PENCE

YOUR DONATION
MATCHED
DOLLAR FOR DOLLAR

LAST CHANCE 11:59 PM TONIGHT

Join Team Trump

Join the movement by contributing today and help us stop Crooked Hillary.

\$35

\$50

\$100

\$250

Contribute

Donald Trump Jr. | Donald J. Trump for President

DonaldJTrump.com

TRUMP PENCE



Test 30: End-Of-Quarter Banner Copy Test

Overview

Date Completed: 9/30

We tested three variations of end-of-quarter copy at the bottom of the banner, as well as a control with none on the splash page, to see which was most effective. We found that the most effective option was a header which read "Last Chance 11:59 PM Tonight."

Treatments



Control: The control group saw the end-of-quarter splash page with no additional banner copy.

Treatment 1: The first treatment group saw "Deadline 11:59 PM Tonight."

Treatment 2: The second treatment group saw "Expires At 11:59 PM Tonight."

Treatment 3: The third treatment group saw "Last Chance 11:59 PM Tonight."

Results

Experience	 Visitors	 Revenue Per Visitor	 Lift	Confidence
No Header (Control)	11.41% 5,032	\$0.98 ±\$0.29	--	--
Deadline	39.05% 17,217	\$1.48 ±\$0.22	51.53%	99.30%
Expires	11.79% 5,197	\$1.00 ±\$0.39	2.57%	8.03%
Last Chance	37.74% 16,640	\$1.54 ±\$0.25	57.06%	99.57%
Activity	100.00% 44,086	\$1.39 --	--	--

R DONATION
ATCHED

I'm With You

Join the movement by contributing today and help us stop Crooked Hillary.

\$35

\$50

\$100

\$250

Contribute

R DONATION
ATCHED

Join Team Trump

Join the movement by contributing today and help us stop Crooked Hillary.

\$35

\$50

\$100

\$250

Contribute

VS

R DONATION
ATCHED

Final EOQ Deadline

Join the movement by contributing today and help us stop Crooked Hillary.

\$35

\$50

\$100

\$250

Contribute



Test 31: End-Of-Quarter Call-to-Action Header

Overview

Date Completed: 9/30

We tested three variations of call-to-action copy on the end-of-quarter splash page. We found that the most effective language was "I'm With You," which indicated at 12.5% lift to revenue.



Treatments

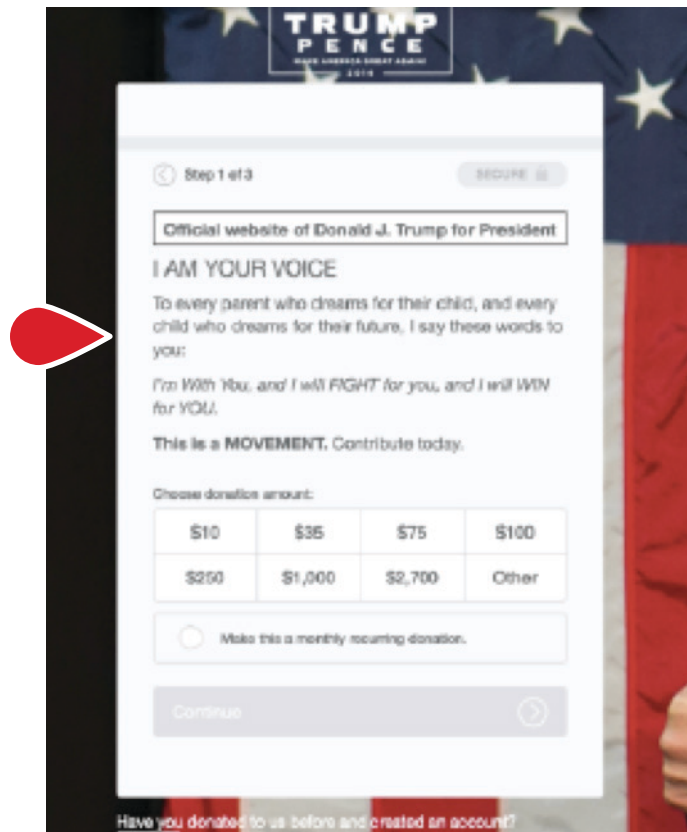
Control: Visitors to the splash page in the control group saw a header call-to-action which read "Join Team Trump."

Treatment 1: Visitors to the splash page in the first treatment group saw a header call-to-action which read "I'm With You."

Treatment 2: Visitors to the splash page in the second treatment group saw a header call-to-action which read "Final EOQ Deadline."

Results

Experience	 Visitors	 Revenue Per Visitor	 Lift	Confidence
Join Team Trump (Control)	40.03% 47,629	\$1.18 ±\$0.12	--	--
I'm With You	39.91% 47,494	\$1.33 ±\$0.13	12.51%	89.84%
Final EOQ Deadline	20.06% 23,866	\$1.02 ±\$0.15	-13.18%	88.90%
Activity	100.00% 118,989	\$1.21 --	--	--



**TRUMP
PENCE**
MAKE AMERICA GREAT AGAIN
2016

Step 1 of 3 SECURE

Official website of Donald J. Trump for President

I AM YOUR VOICE

To every parent who dreams for their child, and every child who dreams for their future, I say these words to you:

I'm With You, and I will FIGHT for you, and I will WIN for YOU.

This is a **MOVEMENT**. Contribute today.

Choose donation amount:

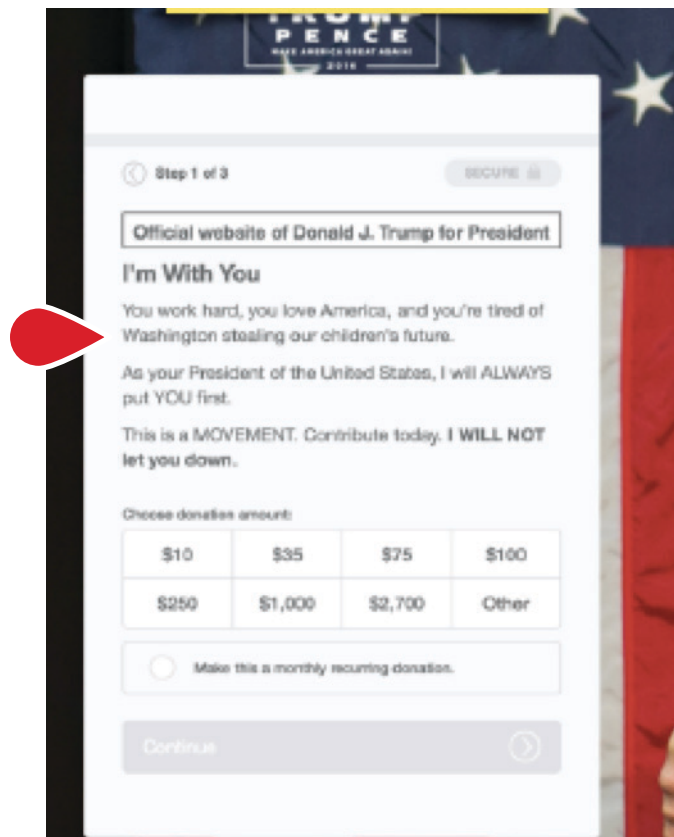
\$10	\$35	\$75	\$100
\$250	\$1,000	\$2,700	Other

☐ Make this a monthly recurring donation.

Continue

Have you donated to us before and created an account?

VS



**TRUMP
PENCE**
MAKE AMERICA GREAT AGAIN
2016

Step 1 of 3 SECURE

Official website of Donald J. Trump for President

I'm With You

You work hard, you love America, and you're tired of Washington stealing our children's future.

As your President of the United States, I will ALWAYS put YOU first.

This is a **MOVEMENT**. Contribute today. **I WILL NOT** let you down.

Choose donation amount:

\$10	\$35	\$75	\$100
\$250	\$1,000	\$2,700	Other

☐ Make this a monthly recurring donation.

Continue



Test 32: Copy Test - “I’m With You” Vs. “I Am Your Voice”

Overview

Date Completed: 9/25



We tested two different versions of header and paragraph text on the donation page. The two options we compared were “I’m With You” and “I Am Your Voice.” We found that “I’m With You” was more effective, showing both a higher revenue per visitor and higher overall revenue, while “I Am Your Voice” resulted in a 30% drag on revenue.

Treatments

Control: The control group saw a header on the donation panel of the donation page which read “I’m With You.” Along with it, the paragraph text read “You work hard, you love America, and you’re tired of Washington stealing our children’s future. As your President of the United State, I will ALWAYS put YOU first. This is a MOVEMENT. Contribute today. I WILL NOT let you down.”

Treatment: The treatment group saw a header on the donation panel of the donation page which read “I AM YOUR VOICE”. Additionally, the paragraph text accompanying this header was changed to “To every parent who dreams for their child, and every child who dreams for their future, I say these words to you: I’m With You, and I will FIGHT for you, and I will WIN for YOU. This is a MOVEMENT. Contribute today.”

Results

Experience	 Revenue	 Revenue Per Visitor
I’m With You (Control)	\$3,330	\$1.08
I Am Your Voice	\$2,275	\$0.73

VS

76



Test 33: Call-to-Action Test on Homepage Vote.GOP Button

Overview

Date Completed: 9/26

We tested two different calls-to-action on a Vote.gop button on the homepage. One option was "Register to Vote" while the other was "Be A Voter." We found that "Be A Voter" resulted in a 30% lift to conversion.

Treatments

Control: The control group saw a Vote.gop button on the homepage which read "Register to Voter."

Treatment: The treatment group saw a Vote.gop button on the homepage which read "Be A Voter."

Results


"Be A Voter" resulted in a 30% lift to conversion over "Register to Vote."

Experience	Visitors		Conversion Rate	Lift	Confidence
Be a Voter	49.77%	77,275	1.11%	36.71%	100%
Register to Vote (Control)	50.48%	78,374	0.81%	--	--
Activity	100%	155,266	0.97%	--	--

Be the first to know
Sign up to receive the most up-to-date Team Trump news, announcements and event information.

Email Address*

Zip Code


Sign Up 

VS

Be the first to know
Sign up to receive the most up-to-date Team Trump news, announcements and event information.

Email Address*

Zip Code


I'm in 

VS

Be the first to know
Sign up to receive the most up-to-date Team Trump news, announcements and event information.

Email Address*

Zip Code

Add my name 



Test 34: Homepage Sign Up Button Call-to-Action Text Test

Overview

Date Completed: 9/11

We tested three variations of call-to-action text on the email sign up button on the homepage. The three options tested were "I'm In," "Sign Up" and "Add My Name." We found that "I'm In" provided an 18% lift to the conversion rate.




Treatments

Control: Visitors to the homepage in the control group saw a red button next to the email and zip code entry fields which said "Sign Up."

Treatment 1: Visitors to the homepage in the first treatment group saw a red button next to the email and zip code entry fields which said "I'm In."

Treatment 2: Visitors to the homepage in the second treatment group saw a red button next to the email and zip code entry fields which said "Add My Name."

Results

Experience	 Visitors	 Revenue Per Visitor	 Lift	Confidence
Sign Up (Control)	33.80% 35,873	0.79% --	--	--
I'm In	32.99% 35,021	0.93% $\pm 0.10\%$	18.42%	96.32%
Add My Name	33.21% 35,247	0.81% $\pm 0.09\%$	3.58%	32.64%
Activity	100.00% 106,141	0.84% --	--	--

VS

I Will Bring Jobs Back to the U.S.

Email Address*

Zip Code **Yes**

I Will Bring Jobs Back to the U.S.

Email Address*

Zip Code **Agree >>**

I Will Bring Jobs Back to the U.S.

Email Address*

Zip Code **Submit**

We Have to Destroy ISIS

Email Address*

Zip Code **Agree**

We Must Put America First

Email Address*

Zip Code **Yes**

We Must Put America First

Email Address*

Zip Code **Yes!**

We Must Put America First

Email Address*

Zip Code **Yes >>**



Test 35: Email Acquisition

Button Call-to-Action Test

Overview

Date Completed: 7/21 & 7/25

We ran two tests on the call-to-action of the email signup button on email acquisition pages. In the first test we compared four different call-to-action options and found that "Yes" was the most effective. In the second test, we compared "Yes" with two variations "Yes!" and "Yes>>" and found that "Yes>>" the most effective call-to-action.

Treatments

Test 1

Control: The control group saw an email signup panel on the homepage which had a red button which read "Agree>>."

Treatment 1: The first treatment group saw an email signup panel on the homepage which had a red button which read "Submit."

Treatment 2: The second treatment group saw an email signup panel on the homepage which had a red button which read "Yes."

Treatment 3: The third treatment group saw an email signup panel on the homepage which had a red button which read "Agree."



Test 2

Control: The control group saw an email signup panel on the homepage which had a red button which read "Yes."

Treatment 1: The first treatment group saw an email signup panel on the homepage which had a red button which read "Yes!"

Treatment 2: The second treatment group saw an email signup panel on the homepage which had a red button which read "Yes>>."

Results

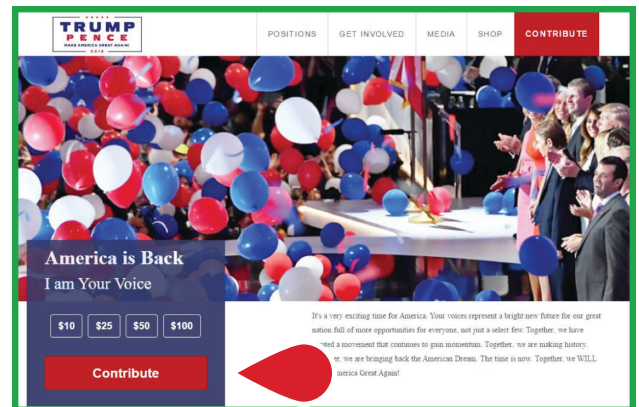
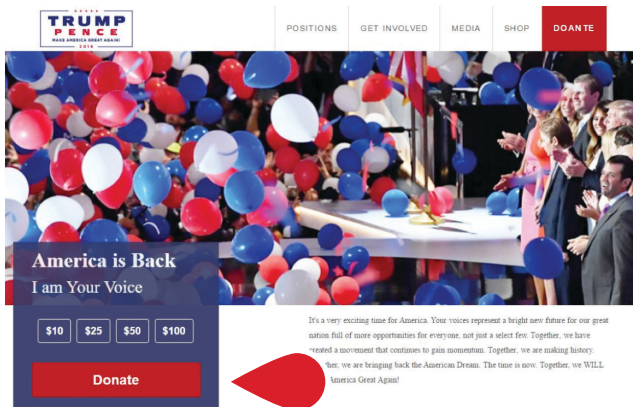
Experience	 Visitors	Conversions		 Lift
Agree (Control)	13.77% 1,389	15.98%	222	--
Yes	49.47% 4,989	17.48%	872	9.36%
Submit	13.24% 1,335	14.83%	198	-7.20%
Agree >>	23.52% 2,372	17.37%	412	8.68%
Activity	100.00% 10,085	16.90%	1,704	--



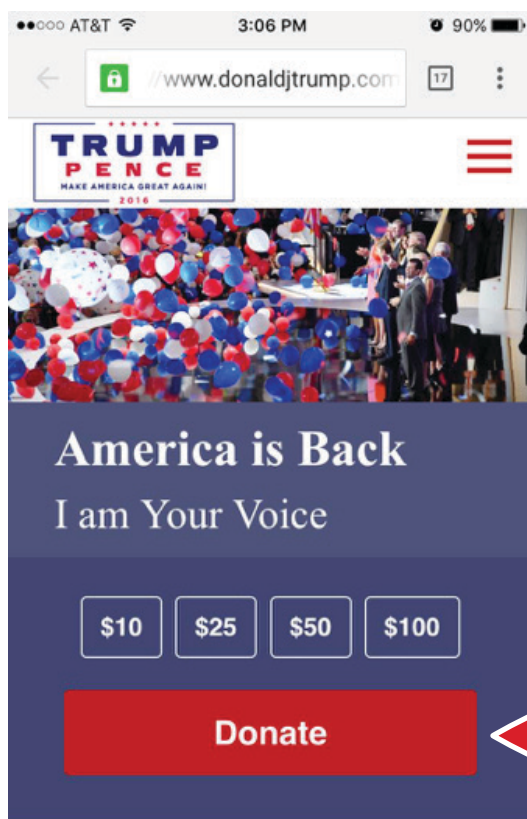
Test 35: Email Acquisition Button Call-to-Action Test (cont.)

Results

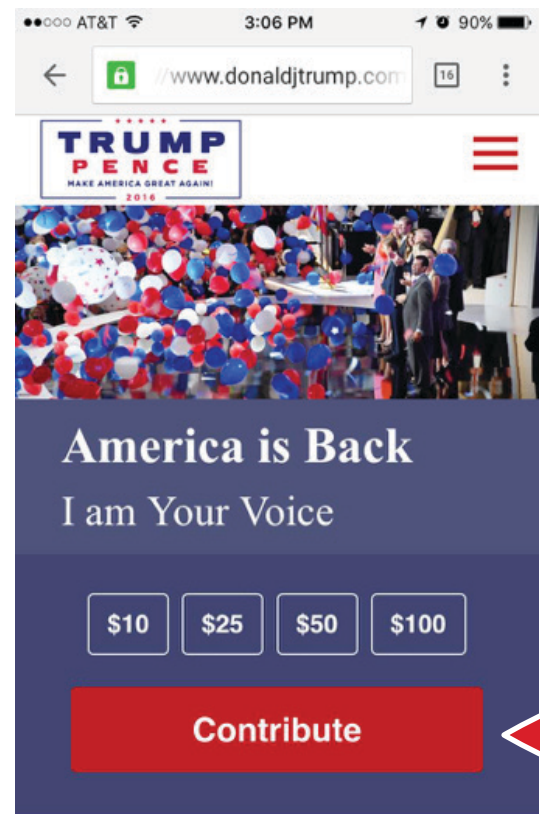
Experience	Visitors		Conversions		Lift
Yes	26.53%	3,929	7.99%	314	--
Yes>>	37.65%	5,575	8.22%	458	2.80%
Yes!	35.27%	5,223	8.14%	425	1.82%
Activity	100.00%	14,807	8.16%	1,208	--



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It's a very exciting time for America. Your voices represent a bright new future for our great nation full



Test 36: Homepage CTA

Language Test – Donate Vs. Contribute

Overview

Date Completed: 7/21




We tested the impact of changing the donate language on the homepage donation buttons from “Donate” to “Contribute” and found that “Contribute” increased the conversion rate by 13.22% and increased the average donation by 3.12%. The test was run on both desktop and mobile.

Treatments

Control: The control group saw the homepage with a red button which read “Donate” on both the navigation bar and on the donation panel.

Treatment: The treatment group saw the homepage with a red button which read “Contribute” on both the navigation bar and on the donation panel.

Results

Experience	 Visitors	 Donations	 Conversion Rate	Lift	Confidence
Donate (Control)	25,650	449	1.75%	--	--
Contribute	44,501	882	1.98%	13.22%	97.22%
Activity	70,151	1,331	1.90%	--	--

Experience	Donations	Average Donation	Revenue Per Visitor	Lift	Confidence
Donate (Control)	25,650	\$73.45	--	--	--
Contribute	44,501	\$75.74	\$2.29	3.12%	34.67%
Activity	70,151	\$74.97	--	--	--

Experience	Donations	Average Donation	Revenue Per Visitor	Lift	Confidence
Donate (Control)	25,650	\$1.29	--	--	--
Contribute	44,501	\$1.50	\$0.21	16.28%	92.45%
Activity	70,151	\$1.42	--	--	--

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POSITIONSGET INVOLVEDMEDIASHOPCONTRIBUTE

America is Back
I am Your Voice

\$10\$25\$50\$100

Contribute

It's a very exciting time for America. Your voices represent a bright new future for our great nation full of more opportunities for everyone, not just a select few. Together, we have created a movement that continues to gain momentum. Together, we are making history. Together, we are bringing back the American Dream. The time is now. Together, we WILL Make America Great Again!

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Zip Code

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CONTRIBUTE

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POSITIONSGET INVOLVEDMEDIASHOPCONTRIBUTE \$1

America is Back
I am Your Voice

\$10\$25\$50\$100

Contribute

It's a very exciting time for America. Your voices represent a bright new future for our great nation full of more opportunities for everyone, not just a select few. Together, we have created a movement that continues to gain momentum. Together, we are making history. Together, we are bringing back the American Dream. The time is now. Together, we WILL Make America Great Again!

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CONTRIBUTE \$1

It's a very exciting time for America. Your voices represent a bright new future for our great nation full

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2016

POSITIONSGET INVOLVEDMEDIASHOPCONTRIBUTE \$35

America is Back
I am Your Voice

\$10\$25\$50\$100

Contribute

It's a very exciting time for America. Your voices represent a bright new future for our great nation full of more opportunities for everyone, not just a select few. Together, we have created a movement that continues to gain momentum. Together, we are making history. Together, we are bringing back the American Dream. The time is now. Together, we WILL Make America Great Again!

Be the first to know

Sign up to receive the most up-to-date Team Trump news, announcements and event information.

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SHOP

CONTRIBUTE \$35

It's a very exciting time for America. Your voices represent a bright new future for our great nation full

Test 37: Adding Donation Amounts on Homepage Test

Overview

Date Completed: 7/21

We ran a test on both mobile and desktop which examined the impact of adding donation amounts to the contribute button on the navigation bar of the homepage. We compared two amounts, \$1 and \$35 dollars with a control which saw a contribute button with no donation amount on it. We found that adding the \$35 amount to the contribute button led to an increase in conversion, donations and the average donation amount. However, the test had to be ended early due to Donald Trump's convention speech and, as a result, the test was not significant in all metrics.

Treatments

Control: The control group saw the "Contribute" button on the navigation bar of the homepage without a donation amount.

Treatment 1: The first treatment group saw the "Contribute" button on the navigation bar of the homepage that read "Contribute \$1." \$1 was not auto-filled in on the subsequent donation form.




Treatment 2: The second treatment group saw the "Contribute" button on the navigation bar of the homepage that read "Contribute \$35." Control: The control group saw a header on the donation panel which read "Get on the Debate Night Supporter List" along with paragraph text that read "Will Donald Trump see your name on Sunday before he takes the stage? Contribute now to get your name on the list." Control: The control group saw a header on the donation panel which read "Get on the Debate Night Supporter List" along with paragraph text that read "Will Donald Trump see your name on Sunday before he takes the stage? Contribute now to get your name on the list." When visitors clicked the link they were transferred to a donation form with \$35 auto-filled in.

Treatment 3: The third treatment group saw the "Contribute" button on the navigation bar of the homepage that read "Contribute \$35." \$35 was not auto-filled in on the subsequent donation form.



Test 37: Adding Donation Amounts on Homepage Test (Cont.)

Results

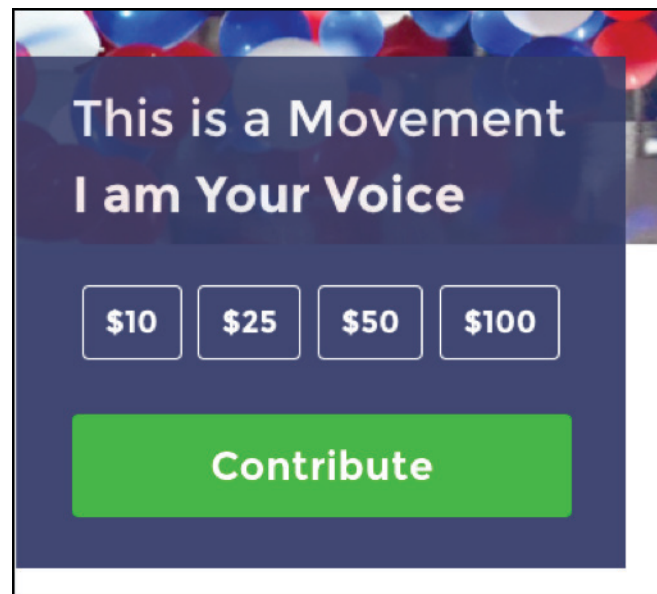
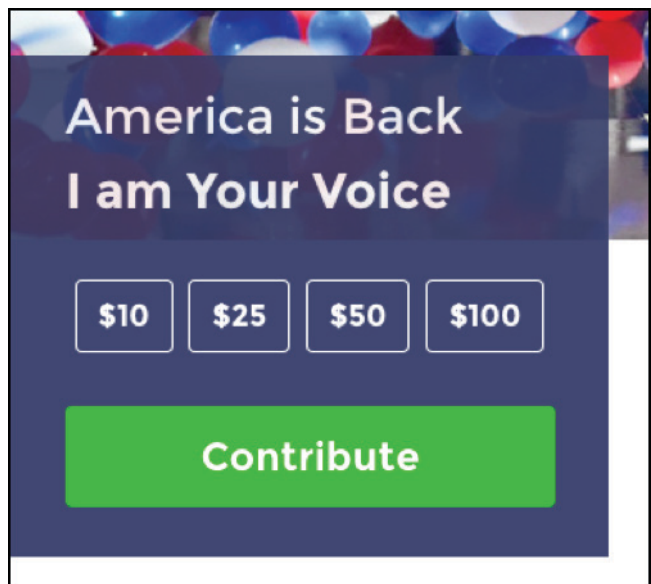
Experience	 Visitors	 Donations	 Conversion Rate	Lift	Confidence
No Amount (Control)	10,209	1,094	10.72%	--	--
\$1 No Autofill	41,674	1,355	3.25%	-69.66%	100.00%
\$35 No Autofill	10,252	1,086	10.59%	-1.15%	22.44%
\$35 w/ Autofill	10,399	1,151	11.07%	3.29%	58.31%
Activity	72,534	4,686	6.46%	--	--

Experience	Visitors	Average Donations	Difference	Lift
No Amount (Control)	10,209	\$69.39	--	--
\$1 No Autofill	41,674	\$77.72	\$8.33	12.00%
\$35 No Autofill	10,252	\$79.89	\$10.50	15.13%
\$35 w/ Autofill	10,399	\$77.18	\$7.79	11.23%
Activity	72,534	\$76.74	--	--

Experience	Visitors	Revenue per visitor	Difference	Lift	Confidence
No Amount (Control)	10,209	\$0.48	--	--	--
\$1 No Autofill	41,674	\$0.56	\$0.08	16.67%	51.49%
\$35 No Autofill	10,252	\$0.50	\$0.02	4.17%	8.30%
\$35 w/ Autofill	10,399	\$0.68	\$0.20	41.67%	79.92%
Activity	72,534	\$0.55	--	--	--



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Test 38: Home Page Call-to-Action Language Test

Overview



Date Completed: 10/19

We conducted a test on the call-to-action language in the donation box on the home page of donalddjtrump.com to find which copy drove people to take action and donate. We tested different combinations of language from Trump’s acceptance speech at the convention. We saw that the combination of “America is Back/I am Your Voice” was most effective for conversions.

Treatments

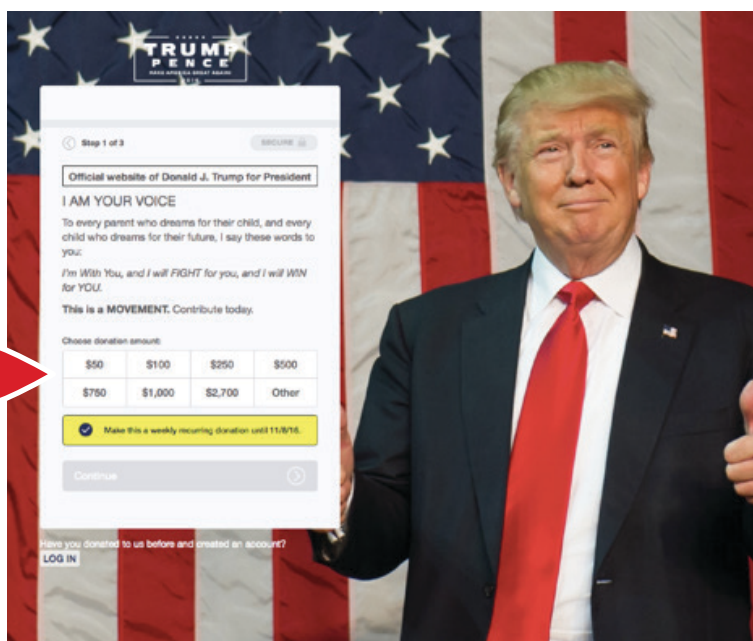
- Control: The control group saw “America is Back/I am Your Voice” with the first line bolded.
- Treatment 1: The first treatment group saw “This is a Movement/America is Back”.
- Treatment 2: The second treatment group saw “This is a Movement/I am Your Voice”.
- Treatment 3: The third treatment group saw “America is Back/I am Your Voice” with the second line bolded.

Results

Experience	 Visitors	Clicks	Conversion Rate		 Lift
America Bold (Control)	25.86%	2,609	1.34%	35	--
Movement/America	24.76%	2,498	1.28%	32	-4.51%
Movement/Voice	24.58%	2,479	1.05%	26	-21.82%
America/Voice	24.79%	2,501	1.32%	33	-1.64%
Activity	100.00%	10,087	1.25%	126	-



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Test 39: Increased Donation Array Amounts for Donors

Overview

Date Completed: 10/21

We tested the effectiveness of increasing the amounts on the donation array for donors who had an average donation above \$50. We found that the lower values resulted in a revenue per visitor (RPV) of \$59, while the higher values were less effective, resulting in an RPV of \$42.

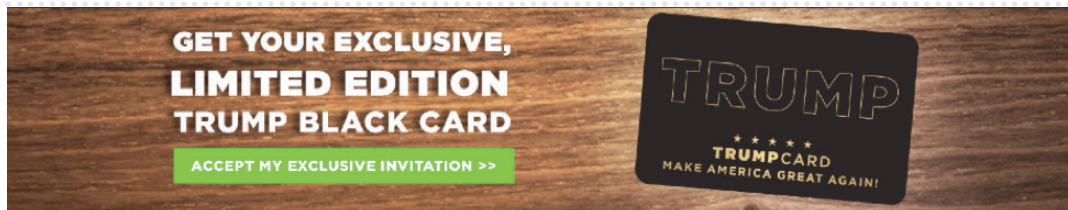
Treatments


Control: Visitors in the control group saw an amount selection array with the following options: \$10, \$35, \$75, \$100, \$250, \$1,000, \$2,700, Other.

Treatment: Visitors in the treatment group saw a donation array with higher values: \$50, \$100, \$250, \$500, \$750, \$1,000, \$2,700, Other.

Results

The lower values resulted in a revenue per visitor (RPV) of \$59, while the higher values were a drag, resulting in an RPV of \$42.






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Test 40: Minimum Amount Test on Black Card Splash Page

Overview




Date Completed: 10/15

We tested the minimum donation box on the Trump Black Card page with \$35, \$49, and \$72 to see which was the most effective at raising revenue. \$72 was a drag and was removed from the test at the end of the day on 10/14. The remaining traffic was split 50/50 between \$35 and \$49. We found that \$49 was the most effective, indicating a 2.2% lift to revenue.

Treatments

- Control: The control group saw a donation array beginning with \$35, and then increasing to \$50, \$100 and \$200.
- Treatment 1: The first treatment group saw a donation array beginning with \$49, and then increasing to \$65, \$100 and \$250.
- Treatment 2: The second treatment group saw a donation array beginning with \$72, and then increasing to \$90, \$142 and \$175.

Results

Experience	 Visitors	 Revenue Per Visitor	 Lift	Confidence			
\$35 (Control)	43.66%36,609	\$0.62--	--	--	--	--	--
\$49	43.65%36,684	\$0.63±\$0.11	2.22%	14.46%	96.57%		
\$72	12.69%10,662	\$0.55±\$0.16	-10.58%	49.90%	71.70%		
Activity	100.00%84,035	\$0.62--	--	--			

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Travel With Trump!

Enter to win a ride on the Trump Campaign plane between campaign stops and a chance to take a photo with Donald J. Trump.

Contribute \$3 or more now to be automatically entered for this opportunity of a lifetime!

\$35	\$75	\$100	\$250
\$500	\$1,000	\$2,700	Other

Make this a monthly recurring donation

Continue

Have you donated to us before and created an account?

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Official website of Donald J. Trump for President

Travel With Trump!

Enter to win a ride on the Trump Campaign plane between campaign stops and a chance to take a photo with Donald J. Trump.

Contribute \$3 or more now to be automatically entered for this opportunity of a lifetime!

\$10	\$25	\$50	\$75
\$100	\$200	\$250	Other

Make this a monthly recurring donation

Continue

Have you donated to us before and created an account?



Test 41: Lowered Higher Amounts on Travel with Donald Trump Test

Overview

Date Completed: 6/26

We tested the effectiveness of a lowered donation amount array on the donation panel of the “Travel with Donald Trump” contest page. The control group saw amounts ranging from \$35 to \$2,700, while the treatment group saw an alternative, lowered array which ranged from \$10 to \$250. We found that the higher array performed better, leading to higher revenue.

Treatments

Control: The control group saw the following amounts on the donation panel: \$35, \$75, \$100, \$250, \$500, \$1,000, \$2,700, Other.

Treatment: The treatment group saw lowered amounts on the donation panel which were: \$10, \$25, \$50, \$75, \$100, \$200, \$250, Other.

Results

The higher array performed better than the array with the lowered amounts, achieving \$0.88 revenue per visitor, as opposed to \$0.56 and an overall revenue of \$16,864, as opposed to \$10,647.


< Step 1 of 3 SECURE

Thank you

Mike Pence will truly appreciate your support.

I'd also love to show him just how many people stepped up and made a contribution to our campaign before he takes the stage to fight for America.

If you contribute, he'll also see that you went the extra mile by making a contribution.

Make your contribution before 7  ET to get on the list. -DJT

Choose donation amount:

\$35	\$75	\$100	\$250
\$500	\$1,000	\$2,500	Other

☒ Make this a weekly recurring donation until 11/8/16.

Continue >

VS


< Step 1 of 3 SECURE

Thank you

Mike Pence will truly appreciate your support.

I'd also love to show him just how many people stepped up and made a contribution to our campaign before he takes the stage to fight for America.

If you contribute, he'll also see that you went the extra mile by making a contribution.

Make your contribution before 7 pm ET to get on the list. -DJT 

Choose donation amount:

\$35	\$75	\$100	\$250
\$500	\$1,000	\$2,500	Other

☒ Make this a weekly recurring donation until 11/8/16.

Continue >



Test 42: Post-Petition Donation Page - Pre-Selected Amounts

Overview

Date Completed: 10/12

We ran two tests on the impact of pre-selecting donation amounts on the petition completion donation page. The first test compared the impact of a pre-selected \$100 box and a pre-selected \$75 box. The second test compared the impact of a pre-selected \$100 box and a pre-selected \$250 box. The \$100 pre-selection was found to be the most effective in both tests.

Treatments

Test 1

Control: Visitors to the petition completion donation page saw \$100 as the pre-selected amount.

Treatment: Visitors to the petition completion donation page saw \$75 as the pre-selected amount.

Test 2




Control: Visitors to the petition completion donation page saw \$100 as the pre-selected amount.

Treatment: Visitors to the petition completion donation page saw \$250 as the pre-selected amount.

Results

The \$100 pre-selection won both tests.

Test 2

Experience	 Visitors	 Donations	Revenue Per Visitor		 Lift
\$100 (Control)	66.80%	24,796	\$4.28	±\$0.20	--
\$250	33.20%	12,325	\$4.11	±\$0.27	-4.01%
Activity	100.00%	37,121	\$4.22	--	--

Step 1 of 3

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Official website of Donald J. Trump for President

Thank You for Joining the Team!

We won ALL the debates in the primaries, so naturally, I want to debate Hillary Clinton very, very badly.

We will continue **WINNING** these debates and exposing Hillary Clinton for the crooked politician she is!

Take the next step and make a contribution today!

Choose donation amount:

\$35	\$75	\$100	\$250
\$500	\$1,000	\$2,700	Other

☐ Make this a monthly recurring donation.

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Official website of Donald J. Trump for President

Thank You for Joining the Team!

We won ALL the debates in the primaries, so naturally, I want to debate Hillary Clinton very, very badly.

We will continue **WINNING** these debates and exposing Hillary Clinton for the crooked politician she is!

Take the next step and make a contribution today!

Choose donation amount:

\$35	\$75	\$100	\$250
\$500	\$1,000	\$2,700	Other

☐ Make this a monthly recurring donation.

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Thank You for Joining the Team!

We won ALL the debates in the primaries, so naturally, I want to debate Hillary Clinton very, very badly.

We will continue **WINNING** these debates and exposing Hillary Clinton for the crooked politician she is!

Take the next step and make a contribution today!

Choose donation amount:

\$35	\$75	\$100	\$250
\$500	\$1,000	\$2,700	Other

☐ Make this a monthly recurring donation.

Continue

Step 1 of 3

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Official website of Donald J. Trump for President

Thank You for Joining the Team!

We won ALL the debates in the primaries, so naturally, I want to debate Hillary Clinton very, very badly.

We will continue **WINNING** these debates and exposing Hillary Clinton for the crooked politician she is!

Take the next step and make a contribution today!

Choose donation amount:

\$35	\$75	\$100	\$250
\$500	\$1,000	\$2,700	Other

☐ Make this a monthly recurring donation.

Continue

Step 1 of 3

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Official website of Donald J. Trump for President

Thank You for Joining the Team!

We won ALL the debates in the primaries, so naturally, I want to debate Hillary Clinton very, very badly.

We will continue **WINNING** these debates and exposing Hillary Clinton for the crooked politician she is!

Take the next step and make a contribution today!

Choose donation amount:

\$35	\$75	\$100	\$250
\$500	\$1,000	\$2,700	Other

☐ Make this a monthly recurring donation.

Continue



Test 43: Post-Petition Page Pre-Fill Amounts Test

Overview

Date Completed: 9/9 & 9/14

We ran two tests on post-petition donation pages to evaluate the effectiveness of various pre-filled donation amounts. The first test was done with an ad audience on the general post-petition donation page, as well as on the Department of Justice Document Dump, Debate, and Speaker Ryan endorsement pages. The second test was done with an email audience. In both tests we found that the highest pre-filled amount (\$100 for ad audience and \$250 for email audience) led to the greatest revenue. All pre-filled options showed a lift in revenue over the control groups with no pre-fill.

Treatments

Ad Audience Test

The ad audience saw a donation array with the following options: \$10, \$35, \$75, \$100, \$250, \$1,000, \$2,700, Other.

Control: The control group saw a donation array with none of the options pre-selected.

Treatment 1: The first treatment group saw a donation array with the \$10 option pre-selected.

Treatment 2: The second treatment group saw a donation array with the \$35 option pre-selected.

Treatment 3: The third treatment group saw a donation array with the \$75 option pre-selected.

Treatment 4: The fourth treatment group saw a donation array with the \$100 option pre-selected.

Email Audience Test

The email audience saw a donation array with the following options: \$35, \$75, \$100, \$250, \$500, \$1,000, \$2,500, Other.

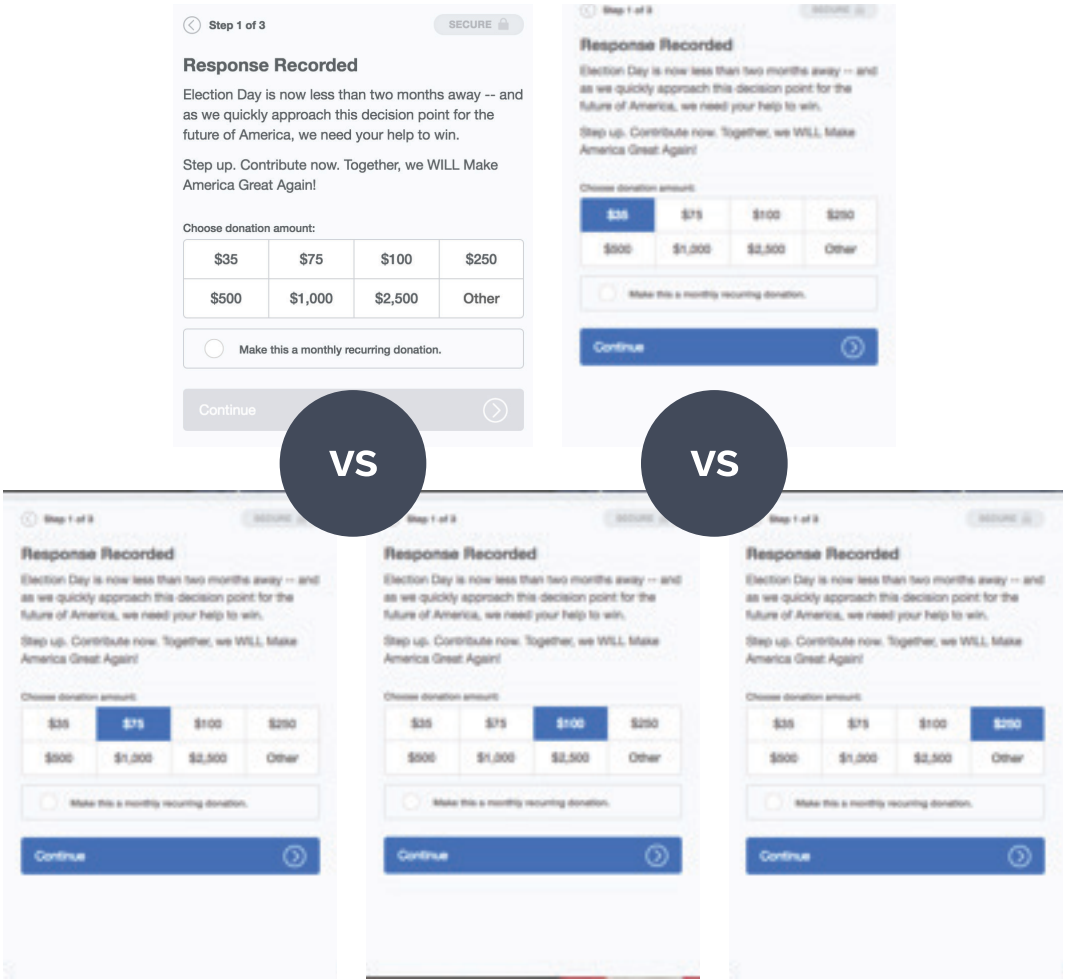
Control: The control group saw a donation array with none of the options pre-selected.

Treatment 1: The first treatment group saw a donation array with the \$35 option pre-selected.

Treatment 2: The second treatment group saw a donation array with the \$75 option pre-selected.

Treatment 3: The third treatment group saw a donation array with the \$100 option pre-selected.

Treatment 4: The fourth treatment group saw a donation array with the \$250 option pre-selected.



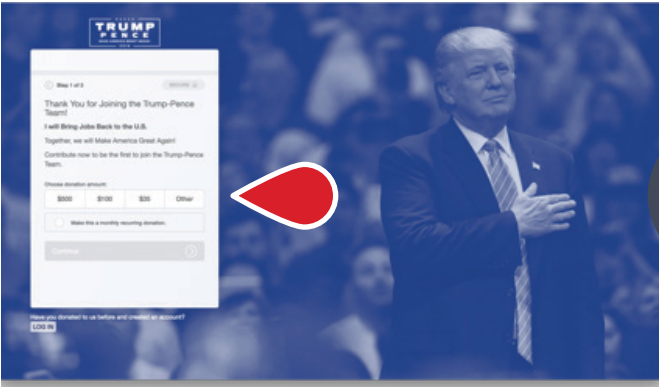


Test 43: Post-Petition Pre-Fill Amounts Test (cont.)

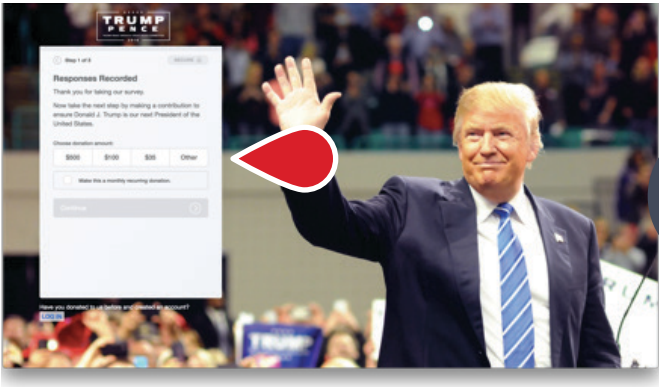
Results

Experience	Revenue		Visitors		Revenue per visitor	Lift
No Pre-Fill (Control)	\$4,193	15.5%	4,177	20.0%	\$1.00	0.00%
\$10 Pre-Fill	\$5,216	19.3%	4,141	19.8%	\$1.26	25.48%
\$35 Pre-Fill	\$4,866	18.0%	4,192	20.1%	\$1.16	15.64%
\$75 Pre-Fill	\$5,849	21.7%	4,166	19.9%	\$1.40	39.86%
\$100 Pre-Fill	\$6,858	25.4%	4,231	20.2%	\$1.62	61.47%
Total	\$26,982		20,895		\$1.29	n/a

Experience	Revenue		Visitors		Revenue per visitor	Lift
No Pre-Fill (Control)	\$189,318	19.4%	28,368	19.9%	\$6.67	0.00%
\$35 Pre-Fill	\$193,663	19.9%	28,836	20.2%	\$6.72	0.63%
\$75 Pre-Fill	\$197,798	20.3%	28,759	20.2%	\$6.88	3.06%
\$100 Pre-Fill	\$192,521	19.8%	28,222	19.8%	\$6.82	2.22%
\$250 Pre-Fill	\$200,379	20.6%	28,557	20.0%	\$7.02	5.14%
Total	\$973,679		142,528		\$6.83	n/a



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Test 44: 3 Donation High-Low Array Test

Overview

Date Completed: 8/29

We tested the effectiveness of arranging the amount selection array in a high-to-low order, as opposed to low-to-high (i.e. \$500, \$100, \$35 as opposed to \$35, \$100, \$500). For this test we used three values on the amount selection array. We conducted the test on a donor acquisition page which focused on creating jobs, and on a post-survey landing page which encouraged visitors to make the next steps by donating. We found that there was no extreme difference between the high-low and low-high arrays, though the high-low array saw a drag on revenue of 10.75%. The revenue per visitor for the low-high array was 16 cents higher than that of the high-low array. Average donations for the high-low page were \$44.71 and for the low-high page average donations were \$47.75.

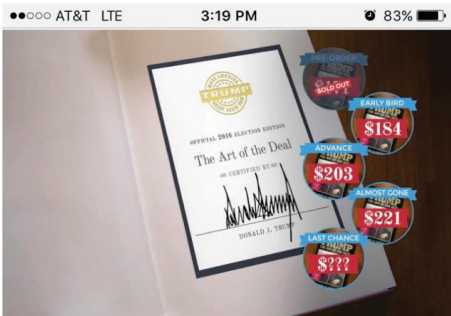
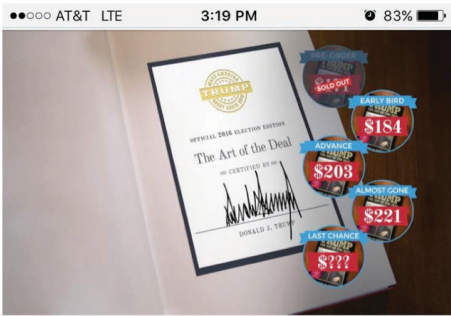
Treatments

Control: The control group saw a donation panel with an array of amount selections which were ordered \$35, \$100, \$500.

Treatment: The treatment group saw a donation panel with an array of amount selections which were ordered \$500, \$100, \$35.

Results

Experience	Revenue		Unique Visitors		Revenue Per Visitor	Lift	Confidence
Low-High (Control)	\$51,706	52.7%	34,421	49.8%	\$1.50	0.00%	0.00%
High-Low	\$46,497	47.3%	34,683	50.2%	\$1.34	-10.75%	83.72%
Activity	\$98,203		69,056		\$1.42	n/a	n/a



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The Art of the Deal is now out of print, so this is a very limited edition issue and only available through this special offer through my campaign.

I want you to read about the unique leadership and business acumen I will bring to the White House.

Get your signed copy of *The Art of the Deal* with a contribution of \$184 today.

Choose donation amount:

\$184	\$200	\$360	\$500
\$750	\$1000	\$2500	Other

☐ Make this a monthly recurring donation.

Signed Copy of Donald J. Trump's Book

The Art of the Deal is now out of print, so this is a very limited edition issue and only available through this special offer through my campaign.

I want you to read about the unique leadership and business acumen I will bring to the White House.

Get your signed copy of *The Art of the Deal* with a contribution of \$184 today.

Choose donation amount:

\$200	\$220	\$360	\$500
\$750	\$1000	\$2500	Other

☐ Make this a monthly recurring donation.

Choose donation amount:

\$184	\$200	\$360	\$500
\$750	\$1000	\$2500	Other

☐ Make this a monthly recurring donation.

Choose donation amount:

\$200	\$220	\$360	\$500
\$750	\$1000	\$2500	Other

☐ Make this a monthly recurring donation.



Test 45: Art of the Deal Page

Irregular Pricing

Overview

Date Completed: 8/3

We tested two variations of donation arrays on the Art of the Deal Limited Edition Donation page. Both donation arrays were identical except for the first two amounts, which were \$184 and \$200 for the control group, and \$200 and \$220 for the treatment group. We ran the test on both mobile and desktop and found that the \$184/\$200 option had a 14.07% higher donation rate than the \$200/\$220 option and gained \$6.93 more per visitor. The \$184/\$200 option also improved the average donation by 3.61%. However, the results were not significant.

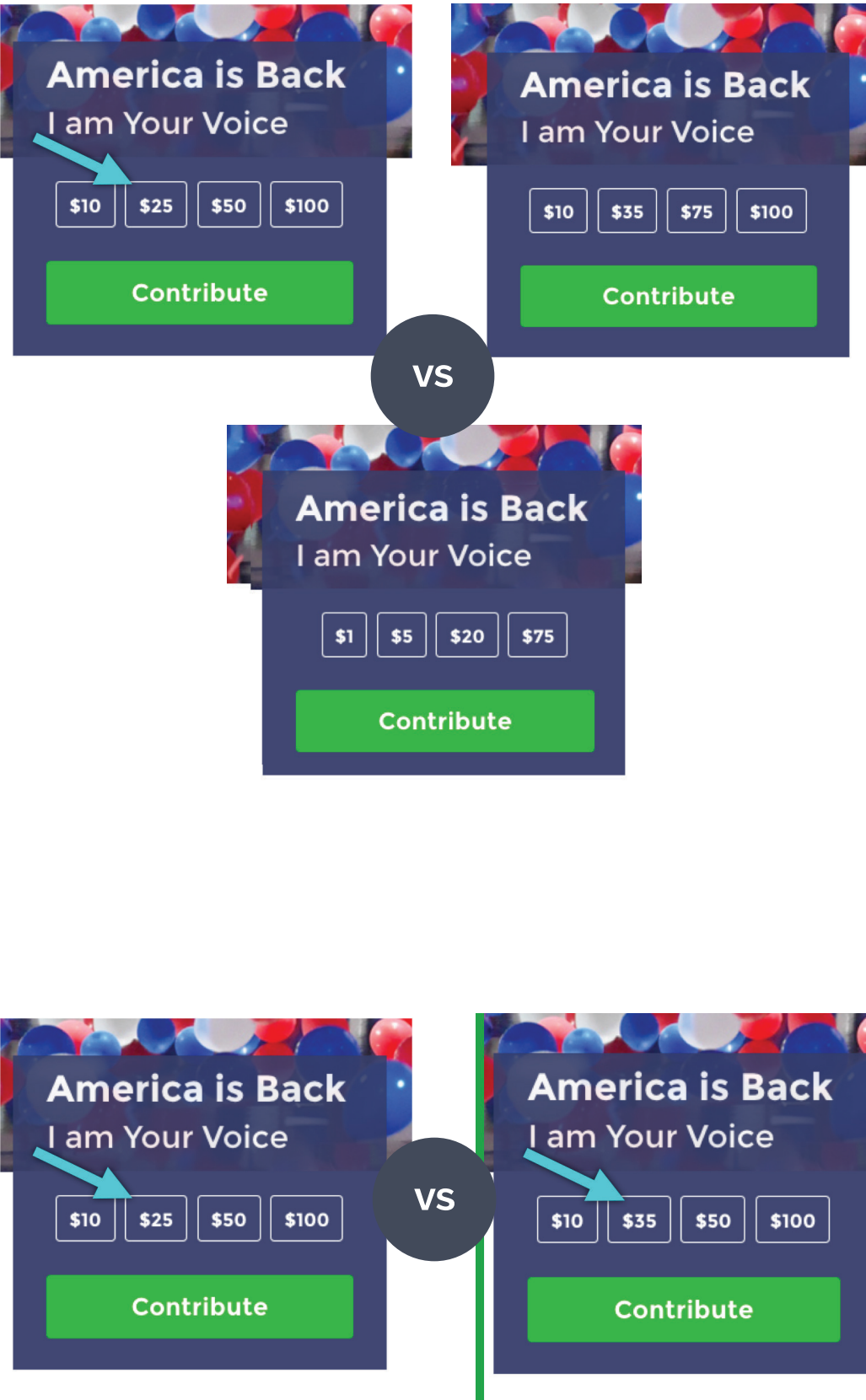
Treatments

Control: The control group saw a irregular pricing array with the following values: \$184, \$200, \$360, \$500, \$750, \$1000, \$2500, Other.

Treatment: The treatment group saw a regular pricing array with the following values: \$200, \$220, \$360, \$500, \$750, \$1000, \$2500, Other.

Results

Experience	Visitors	Donations	Lift	Average Donations	Change	Lift	Revenue Per Visitor	Change	Lift
\$184/\$200 (Control)	1,356	273	--	\$214.18	--	--	\$43.12	--	--
\$200/\$220	1,370	237	-14.07%	\$209.21	-7.83%	-3.61%	\$36.19	-\$6.93	-16.07%
Activity	2,726	510	--	\$211.87	--	--	\$39.64	--	--





Test 46: Nominee Landing Page Amount Selection Test

Overview

Date Completed: 7/21

We ran two tests on the amount selection array of the donation box of the Nominee Landing Page for the last day of the Republican National Convention. In the first test we compared three arrays and found that the most effective was \$10, \$25, \$50, \$100. In the second test we compared that array with \$10, \$35, \$50, \$100. We found replacing the \$25 for \$35 was slightly more effective, leading to a 3.61% lift in revenue.

Treatments

Test 1

Control: The control group saw a donation panel with the following donation options: \$10, \$25, \$50, \$100.

Treatment 1: The first treatment group saw a donation panel with the following donation options: \$10, \$35, \$75, \$100.

Treatment 2: The second treatment group saw a donation panel with the following donation options: \$1, \$5, \$20, \$75.

Test 2

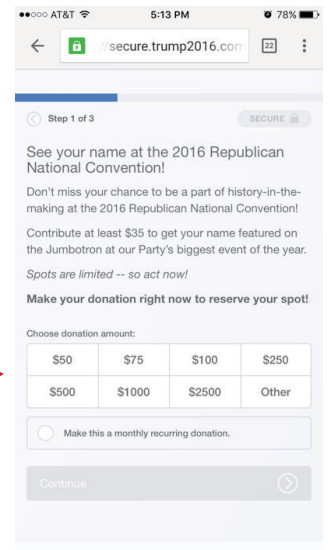
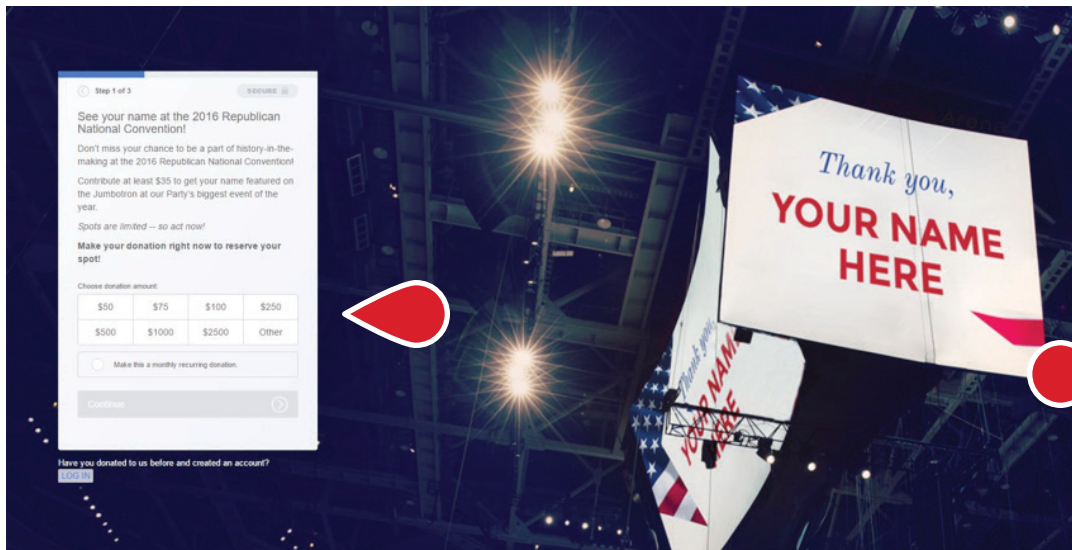
Control: The control group saw a donation panel with the following donation options: \$10, \$25, \$50, \$100.

Treatment: The treatment group saw a donation panel with the following donation options: \$10, \$35, \$50, \$100.

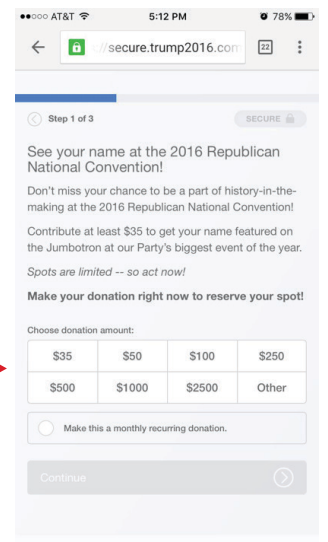
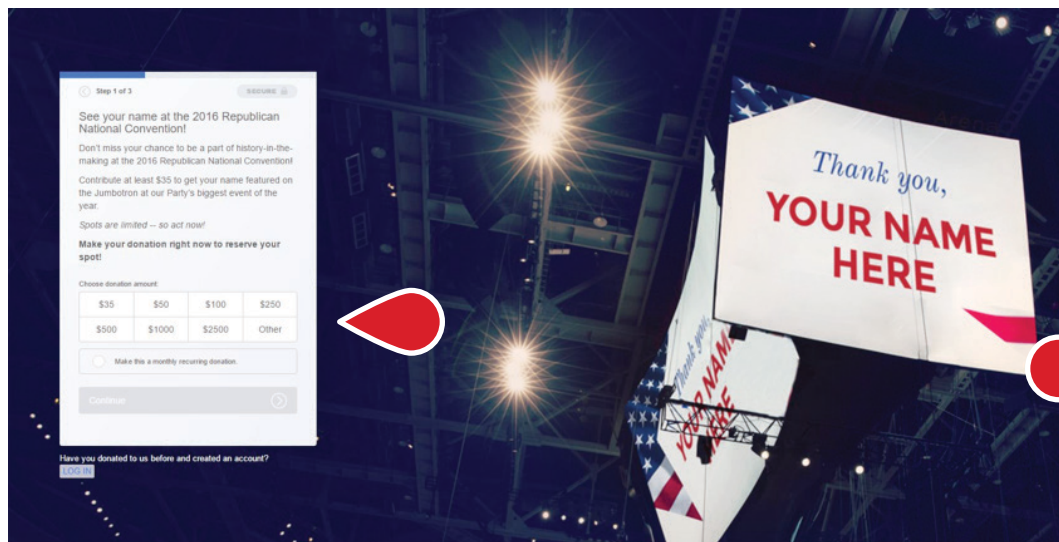
Results

Experience	Visitors	Revenue Per Visitor	Lift	Confidence
\$10, \$25, \$50, \$100 (Control)	32.70% 3,064	\$2.19 --	--	0.00%
\$10, \$35, \$75, \$100	32.82% 3,075	\$0.38 --	-82.53%	0.00%
\$1, \$5, \$20, \$75	34.48% 3,230	\$0.66 --	-69.69%	0.00%
Activity	100.00% 9,369	\$1.07 --	--	--

Experience	Visitors	Revenue Per Visitor	Lift
\$10, \$25, \$50, \$100 (Control)	13.52% 39,751	\$1.52 -	-
\$10, \$35, \$50, \$100	86.48% 254,175	\$1.57 -	3.61%
Activity	100.00% 293,926	\$1.57 -	-



VS





Test 47: RNC Jumbotron Donation Array Test

Overview

Date Completed: 10/19

We tested two variations of donation arrays on the RNC Jumbotron Donation page. Both donation arrays were identical except for the first two amounts, which were \$50 and \$75 for the control group, and \$35 and \$50 for the treatment group. Using the smaller donation options increased the number of donations to the site by 35.27% but decreased the average donation by \$1.82. The overall revenue per visitor increased by 31.91%. This test proved that using the lower donation amounts increased the amount of donations but slightly took away from the average people donated. The test ran on both mobile and desktop and all metrics were significant except for mobile conversion rate and desktop average donation.

Treatments

Control: The control group saw an amount selection array with the following values: \$50, \$75, \$100, \$250, \$500, \$1,000, \$2,500, Other.

Treatment: The treatment group saw an amount selection array with the following values: \$35, \$50, \$100, \$250, \$500, \$1,000, \$2,500, Other.

Results

Experience	Revenue	Unique Visitors	Revenue Per Visitor	Lift	Confidence
\$50/\$75 (Control)	\$130,165	14,576	\$8.93	--	0.00%
\$35/\$50	\$122,358	10,389	\$11.78	31.89%	83.72%
Activity	\$252,523	24,965	\$10.12	--	--

Step 1 of 3

SECURE

Official website of Donald J. Trump for President

Tour Campaign HQ & Have Lunch with Eric Trump!

This could be your chance to tour Trump campaign headquarters located in Trump Tower and meet Eric Trump for lunch to discuss the campaign.

You won't want to miss it.

Contribute to be automatically entered to win!

Choose donation amount:

\$35	\$75	\$100	\$250
\$500	\$1,000	\$2,700	Other

☐ Make this a monthly recurring donation.

Continue

VS

Step 1 of 3

SECURE

Official website of Donald J. Trump for President

Tour Campaign HQ & Have Lunch with Eric Trump!

This could be your chance to tour Trump campaign headquarters located in Trump Tower and meet Eric Trump for lunch to discuss the campaign.

You won't want to miss it.

Contribute to be automatically entered to win!

\$35	\$50	\$100	Other
------	------	-------	-------

☐ Make this a monthly recurring donation.

Continue



Test 48: Seven Amount Selection Boxes Vs. Three Amount Selection Boxes Test

Overview

We tested the impact of using only three amount selection boxes on the donation panel as opposed to seven. We tested the impact on Lunch with Eric Trump contest page. We found that the three box option was a drag on revenue.

Treatments

Control: Visitors in the control group saw seven amount selection options on the donation panel which were \$35, \$75, \$100, \$250, \$500, \$1,000, and \$2,700 along with an “Other” option.

Treatment: Visitors in the treatment group saw three amount selection options on the donation panel which were \$35, \$50, and \$100 along with an “Other” option.

Results

Experience	 Visitors	 Revenue Per Visitor	 Lift	Confidence		
7 Amounts (Control)	50.08% 42,476	\$3.75 ±\$0.25	--	--	--	--
3 Amounts	49.92% 42,335	\$3.6 ±\$0.27	-4.10%	58.83%	96.57%	
Activity	100.00% 84,811	\$3.68 --	--	--	--	



Thank You!

The Final Debate was a win for the American people. Together, we will once again make a government by, for, and of the people!

Contribute



Thank You!

The Final Debate was a win for the American people. Together, we will once again make a government by, for, and of the people!

Contribute



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Thank You!

The Final Debate was a win for the American people. Together, we will once again make a government by, for, and of the people!

Contribute



Thank You!

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Contribute



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Thank You!

The Final Debate was a win for the American people. Together, we will once again make a government by, for, and of the people!

Contribute



Thank You!

The Final Debate was a win for the American people. Together, we will once again make a government by, for, and of the people!

Contribute



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Thank You!

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Contribute





Test 49: Final Debate Video Test

Overview

Date Completed: 10/22

We tested the use of a series of embedded YouTube video clips from the final debate on the “We Won the Debate” splash page to determine which was most effective. Of the seven clips tested, we found that Trump’s closing remarks was the most effective clip, resulting in an estimated 24% lift to revenue. All of the other options were drags.

Treatments

Treatment 1: Visitors saw a video entitled “Hillary Avoids Immigration Question” which highlights Trump’s response to Hillary Clinton’s pivot from open borders to Vladimir Putin.

Treatment 2: Visitors saw a video entitled “Hillary’s Abortion Stance” which shows debate response on partial birth abortion.

Treatment 3: Visitors saw a video entitled “Repeal and Replace Obamacare” which showed shows Trump’s argument that we must repeal and replace Obamacare.

Treatment 4: Visitors saw a video entitled “Donald’s Final Statement” showing Trump’s closing statement from the debate. This treatment was the most effective.

Treatment 5: Visitors saw a video entitled “Hillary’s Bad Trade Deals” which shows Trump’s response attacking Hillary and Bill Clinton’s history on trade.

Treatment 6: Visitors saw a video entitled “Hillary’s 30 Year Fail” which showed Trump attacking Hillary Clinton on her 30 years of failure while in a position of leadership.

Treatment 7: Visitors saw a video entitled “Hillary’s Bad Hombres” in which Trump details his plan for immigration and securing the border.

Results

Closing remarks won with an estimated 24% lift to revenue, while all other options were drags.



Thank You!

The Final Debate was a win for the American people. Together, we will once again make a government by, for, and of the people!

\$35

\$50

\$100

\$250

Contribute

Hillary's Deleted Emails | Donald J. Trump for President



Thank You!

The Final Debate was a win for the American people. Together, we will once again make a government by, for, and of the people!

\$35

\$50

\$100

\$250

Contribute

Hillary Avoids Immigration Question | Donald J. Trump for...

VS



Thank You!

The Final Debate was a win for the American people. Together, we will once again make a government by, for, and of the people!

\$35

\$50

\$100

\$250

Contribute

Give Back Money To Countries That Don't Support Wome...



Thank You!

The Final Debate was a win for the American people. Together, we will once again make a government by, for, and of the people!

\$35

\$50

\$100

\$250

Contribute

Refugees "The Great Trojan Horse" | Donald J. Trump for ...



Test 50: “We Won The Debate” Page Video Test

Overview

Date Completed: 10/21

We tested four different video clips from the final debate on the “We Won the Debate” splash page to see which was the most effective. We found that the most effective option was a clip entitled “Hillary Avoids Immigration Question” which shows Trump challenging Hillary’s pivot to Vladimir Putin from open borders. All other options were drags.

Treatments




Control: The control group saw a video entitled “Hillary Avoids Immigration Question” which highlights Trump’s response to Hillary Clinton’s pivot from open borders to Vladimir Putin.

Treatment 1: The first treatment group saw a video entitled “Refugees ‘The Great Trojan Horse’” in which Donald Trump predicts that Syrian Refugees will be the Great Trojan Horse.

Treatment 2: The second treatment group saw a video entitled “Hillary’s Deleted Emails” which shows Trump’s attack on Hillary for deleting 33,000 emails.

Treatment 3: The third treatment group saw a video entitled “Give Back Money To Countries That Don’t Support Women” which shows Trump attacking Hillary on the donations she has received from countries that don’t support women and other minority groups.

Results

Experience	 Visitors	 Revenue Per Visitor	 Lift	Confidence
“Hillary Avoids Immigration Question” (Control)	25.05% 12,555	\$0.39 --	--	-- --
Refugees “The Great Trojan Horse”	24.81% 12,437	\$0.32 ±\$0.13	-16.88%	48.52% 96.57%
“Hillary’s Deleted Emails”	25.06% 12,561	\$0.25 ±\$0.09	-35.28%	87.63% 71.70%
“Give Back Money to Countries That Don’t Support Women”	25.07% 12,566	\$0.34 ±\$0.12	-11.83%	35.62% --
Activity	100.00% 50,119	\$0.33 --	--	--



Final Supporter List

Contribute now and get on the list of supporters before he takes the stage for the final debate.

\$35

\$50

\$100

\$250

Contribute



[Continue to site](#)



Final Supporter List

Contribute now and get on the list of supporters before he takes the stage for the final debate.

\$35

\$50

\$100

\$250

Contribute



[Continue to site](#)



Test 51: Ivanka vs. Donald Trump Video Test

Overview

Date Completed: 10/19


We tested two different videos on the “Final Supporter List” splash page for the final debate to see whether a video of Ivanka or Donald Trump was more effective. We found that the video of Ivanka resulted in a 19% lift in revenue over the video of Donald Trump.

Treatments

Control: The control group saw a video of Donald Trump speaking to the camera entitled “Final Presidential Debate 2016.”

Treatment 1: The treatment group saw a video of Ivanka speaking to the camera entitled “Ivanka Final Debate.”

Results

Experience	 Visitors	 Revenue Per Visitor	 Lift	Confidence
Donald Trump (Control)	11.99% 4,524	\$58.33 ±\$9.68	--	\$1.06 ±\$0.29
Ivanka Trump	88.01% 33,207	\$65.36 ±\$4.91	12.06%	\$1.61 ±\$0.16
Activity	100.00% 37,731	\$64.72 --	--	\$1.54 --



Get Yours Today!

Contribute Now and Activate Your Card!

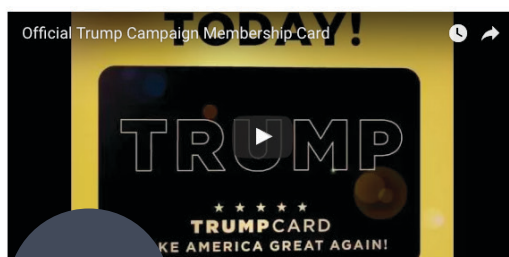


VS



Get Yours Today!

Contribute Now and Activate Your Card!



VS



Get Yours Today!

Contribute Now and Activate Your Card!





Test 52: Splash Page Black Card Video Test 2.0

Overview




Date Completed: 10/17

We tested three different videos on the splash page to determine which was most effective. We tested between two videos showing an official Trump Campaign card, one with a golden background and one with fire in the background, as well as a video of Trump speaking directly at the camera. We found that the video with the Trump Campaign card and golden background was most effective, resulting in a 19% lift in revenue.

Treatments

- Control: The control group saw a video entitled "Trump Membership Card" which displayed fire in the background.
- Treatment 1: The first treatment group saw a video entitled "Official Trump Campaign Membership Card" which has a gold background.
- Treatment 2: The second treatment group saw a video entitled "DJT Deplorables" which showed Trump speaking to the camera, highlighting Hillary's "Deplorables" comment.

Results

Experience	 Visitors	 Revenue Per Visitor	 Lift	Confidence	
Fire (Control)	34.87%19,018	\$0.69--	--	--	--
Lighting	37.05%20,203	\$0.82±\$0.18	19.29%	76.69%	96.57%
Deplorables	28.08%15,311	\$0.72±\$0.14	4.69%	26.35%	71.70%
Activity	100.00%54,532	\$0.74--	--	--	--





Test 53: Pence Video Test on Splash Page

Overview

Date Completed: 10/6

We tested five different video clips from the vice presidential debate on the splash page to see which was most effective. The control video entitled "The Best Of Us" as well as a video on the Clinton Foundation, and a video on the Trustworthiness of Hillary Clinton all fared poorly overnight by comparison to two videos, one on Hillary Clinton's deplorables comment, and the other on immigration. Those three videos were removed from the test as both the deplorables video and the Immigration video showed over 50% lift in revenue. By the end of the test, the immigration video had a slight 3% lead over the deplorables video, with 53.84% lift over the control video.

Treatments

Control: The control group saw a video clip from the vice presidential debate entitled "The Best Of Us" on the splash page.




Treatment 1: The first treatment group saw a video clip on the splash page from the vice presidential debate entitled showing Pence's comments on the Clinton Foundation.

Treatment 2: The second treatment group saw a video clip on the splash page from the vice presidential debate showing Pence's remarks on Hillary Clinton's deplorables comment.


Treatment 3: The third treatment group saw a video clip on the splash page from the vice presidential debate showing Pence attacking Hillary Clinton's trustworthiness.

Treatment 4: The fourth treatment group saw a video clip on the splash page from the vice presidential debate

Results

Experience	 Visitors		 Revenue Per Visitor		 Lift	Confidence
The Best Of Us (Control)	3.38%	7,743	\$0.2	--	--	--
Clinton Foundation	3.37%	7,730	\$0.18	±\$0.10	-8.25%	17.58%
Deplorables	70.38%	161,434	\$0.3	±\$0.03	50.25%	91.91%
Trustworthiness of HRC	3.36%	7,701	\$0.18	±\$0.09	-7.45%	16.57%
Immigration	19.52%	44,781	\$0.3	±\$0.07	53.84%	89.54%
Activity	100.00%	229,389	\$0.29	--	--	--

YOUR DONATION
MATCHED



DOLLAR FOR
DOLLAR

Join Team Trump

Join the movement by contributing today and help us stop Crooked Hillary.

\$35


\$50

\$100

\$250

Contribute

Donald Trump | Donald J. Trump for President




Continue to site

Paid for by Donald J. Trump for President, Inc.

Contact the Campaign - Privacy Policy - Tel: 848-736-0779

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YOUR DONATION
MATCHED



DOLLAR FOR
DOLLAR

Join Team Trump

Join the movement by contributing today and help us stop Crooked Hillary.

\$35


\$50

\$100

\$250

Contribute

Tiffany Trump | Donald J. Trump for President




Continue to site

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Contact the Campaign - Privacy Policy - Tel: 848-736-0779

VS

YOUR DONATION
MATCHED



DOLLAR FOR
DOLLAR

Join Team Trump

Join the movement by contributing today and help us stop Crooked Hillary.

\$35


\$50

\$100

\$250

Contribute

Donald Trump | Donald J. Trump for President




Continue to site

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Contact the Campaign - Privacy Policy - Tel: 848-736-0779

VS

YOUR DONATION
MATCHED



DOLLAR FOR
DOLLAR

Join Team Trump

Join the movement by contributing today and help us stop Crooked Hillary.

\$35


\$50

\$100

\$250

Contribute

Mike Pence | Donald J. Trump for President



Continue to site

Paid for by Donald J. Trump for President, Inc.

Contact the Campaign - Privacy Policy - Tel: 848-736-0779

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Test 54: Children and Pence

Video Test on End-of-Quarter Match Donations Page

Overview

Date Completed: 10/19

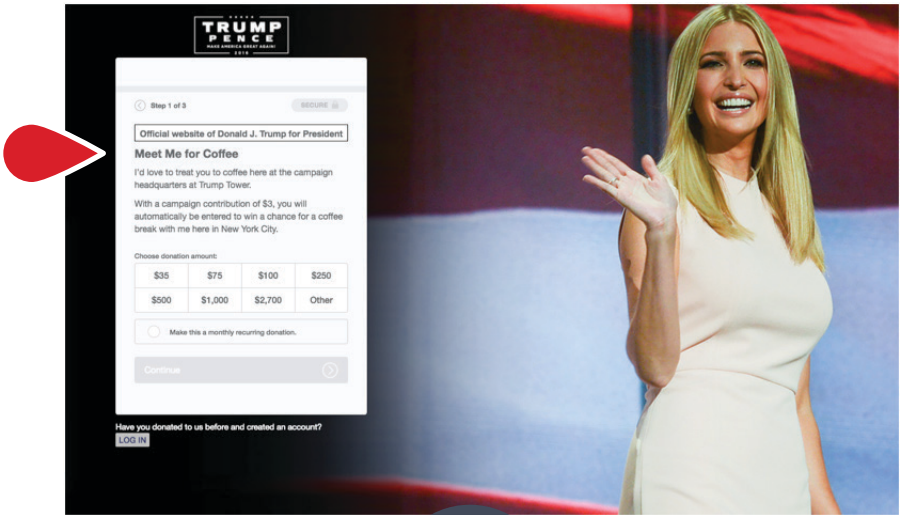
We tested four different videos on the end-of-quarter splash page. The videos showed either Mike Pence, Donald Trump Jr., Tiffany Trump, or Eric Trump, calling viewers to donate for the final fundraising end-of-quarter deadline (Sept. 30), and explaining that Trump would match every donation, dollar for dollar. We found that Tiffany Trump provided the most effective call-to-action, while Donald Trump Jr. was a close second. Both the Pence and Eric Trump videos were drags on revenue.

Treatments

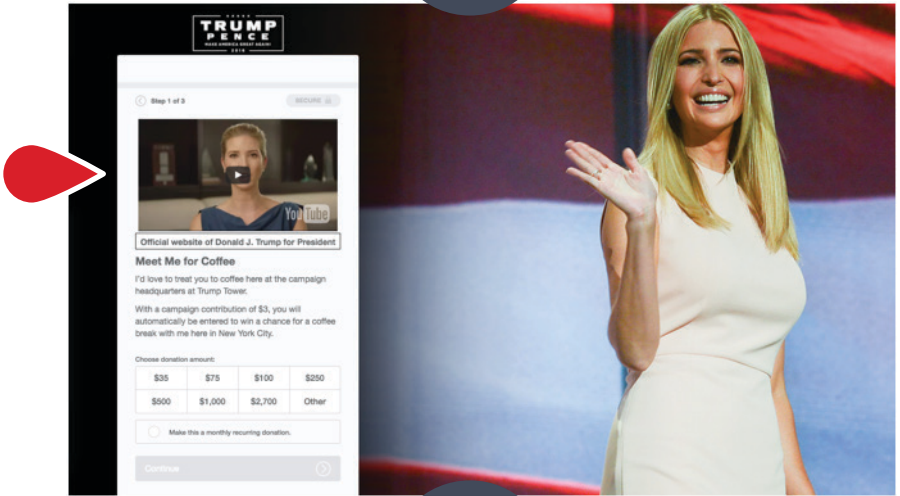
- Control: The control group saw a video of Donald Trump Jr. asking them to donate, and explaining that Trump would match every dollar donated.
- Treatment 1: The first treatment group saw a video of Mike Pence asking them to donate, and explaining that Trump would match every dollar donated.
- Treatment 2: The second treatment group saw a video of Tiffany Trump asking them to donate, and explaining that Trump would match every dollar donated.
- Treatment 3: The third treatment group saw a video of Eric Trump asking them to donate, and explaining that Trump would match every dollar donated.

Results

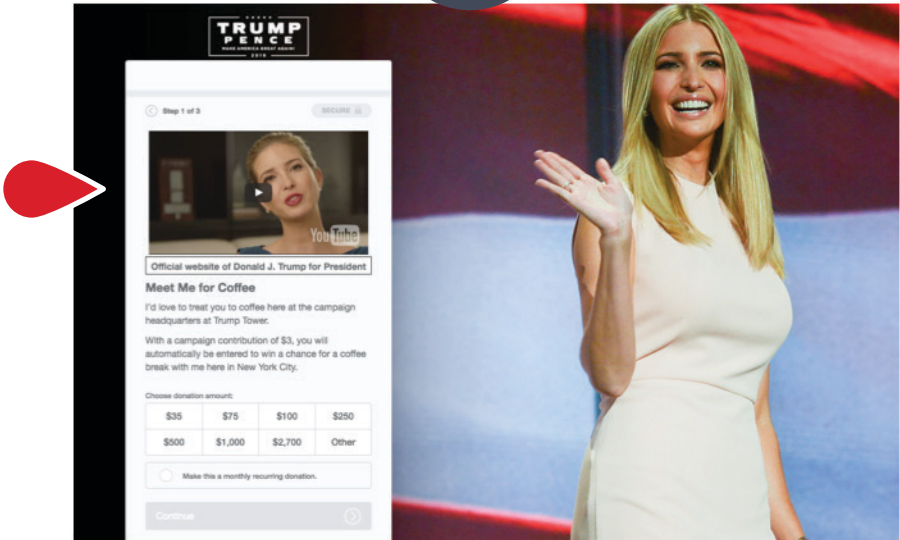
Experience	Revenue	Visitors	Revenue Per Visitor	Lift
Donald Trump Jr. (Control)	\$45,107.33	36,532	\$1.23	--
Mike Pence	\$37,662.54	36,662	\$1.03	-16.08%
Tiffany	\$45,210.55	36,266	\$1.25	0.96%
Eric	\$39,465.19	36,642	\$1.08	-12.77%
Total	\$167,445.61	146,102	--	--



VS



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Test 55: Coffee with Ivanka

Video Test

Overview

Date Completed: 9/7 & 9/14

We tested the use of two different videos on donation panel of the Coffee with Ivanka contest page. The test was completed with both an email audience and an ad audience, though the ad audience test also tested the use of no video. The videos featured Ivanka speaking to the camera, inviting people to enter the contest to meet her. The two options were “My Father’s Campaign” which focused on the overall story of the campaign and “Two Supporters” which was more direct, inviting two of Trump’s biggest supporters to get coffee. The “My Father’s Campaign” video performed slightly better with the email audience, but there was no major difference between the videos. No video performed best with the ad audience.

Treatments

Email Audience Test

Control: The control group saw the “My Father’s Campaign” video embedded on the donation panel of the Coffee with Ivanka contest page.

Treatment: The treatment group saw the “Two Supporters” video embedded on the donation panel of the Coffee with Ivanka contest page.

Ad Audience Test

Control: The control group saw no video on the donation panel of the Coffee with Ivanka contest page.

Treatment 1: The first treatment group saw the “My Father’s Campaign” video embedded on the donation panel of the Coffee with Ivanka contest page.

Treatment 2: The second treatment group saw the “Two Supporters” video embedded on the donation panel of the Coffee with Ivanka contest page.



Test 55: Coffee with Ivanka

Video Test (cont.)

Results

Experience	Revenue		Unique Visitors		Revenue / Unique Visitor	Lift	Confidence
No Video (Control)	\$59,995	39.2%	37,507	34.3%	\$1.60	0.00%	0.00%
Two Supporters	\$47,737	31.2%	35,751	32.7%	\$1.33	-16.55%	88.91%
My Father's Campaign	\$45,484	29.7%	36,089	33.0%	\$1.26	-21.27%	96.30%
Activity	\$153,216		109,287		\$1.40	n/a	n/a

Experience	Revenue		Unique Visitors		Revenue / Unique Visitor	Lift	Confidence
My Father's Campaign (Control)	\$492,580	50.0%	54,950	50.1%	\$8.96	0.00%	0.00%
Two Supporters	\$491,749	50.0%	55,029	50.2%	\$8.94	-0.31%	8.90%
Activity	\$984,329		109,718		\$8.97	n/a	n/a

Step 1 of 3SECURE

Official website of Donald J. Trump for President

Critical FEC End-of-Month Deadline

Hillary outraised us last month with money from Wall Street and special interests. But I have you, the American people.


You work hard, you love America, and you're tired of Washington stealing our children's future.

If you help us raise \$2 million by the end of the August deadline, I'm going to write a personal check for \$2 million and double every single dollar you put in.

Contribute now and I will thank it.

VS

Step 1 of 3SECURE



If you contribute \$10 he'll make it \$20.
If you contribute \$45 he'll make it \$90.


Official website of Donald J. Trump for President

My father has high expectations and he sets huge goals.

Contribute now and my father will double every dollar you give up to \$2 Million with a personal check if you give it before Wednesday, August 31st at 11:59PM.

VS

Step 1 of 3SECURE



FANTASTICALLY.
Please help us, because we are going to SET A

Official website of Donald J. Trump for President

If you help us raise \$2 million by the end of the August deadline, I'm going to write a personal check for \$2 million and double every single dollar you put in.

Contribute now. We're going to win. I WILL NOT let you down.



Test 56: End-Of-Month Donation Videos

Overview

Date Completed: 8/31

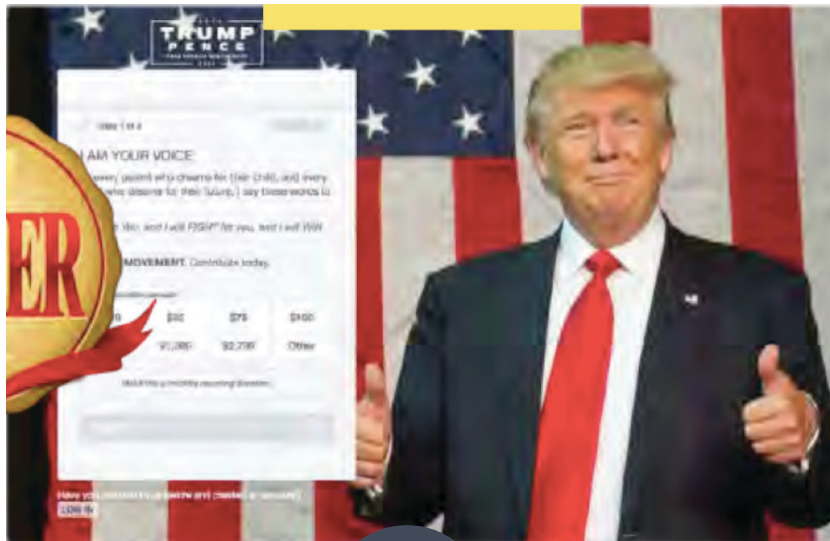
We tested two videos on the end-of-month donation page against a control page with no video. One video was of Donald Trump and the other was Ivanka. The test ran from 8:00 p.m. on August 30 to 2:00 p.m. on August 31, and the control page earned \$142K while both video pages were tied at \$129K. The test showed that videos of Trump and Ivanka had no influence on end-of-month donation page revenue.

Treatments

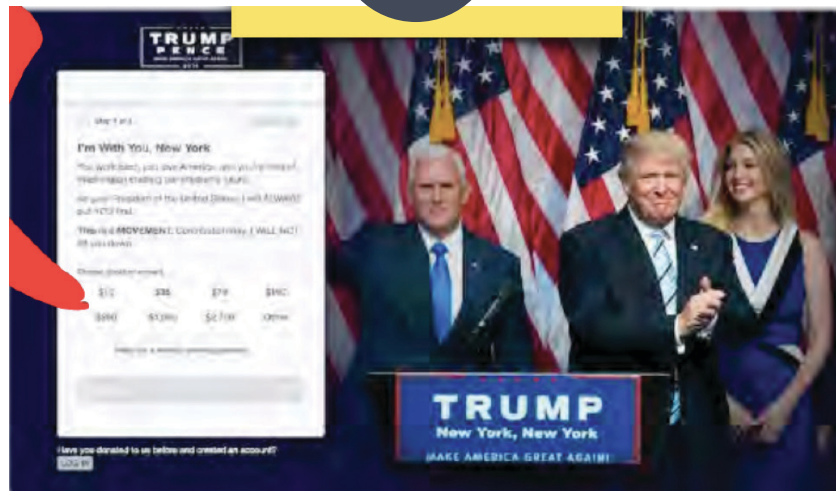
- Control: The control group saw the end-of-month donation page with no video.
- Treatment 1: The first treatment group saw the end-of-month donation page with a video of Donald Trump.
- Treatment 2: The second treatment group saw the end-of-month donation page with a video of Ivanka Trump.

Results

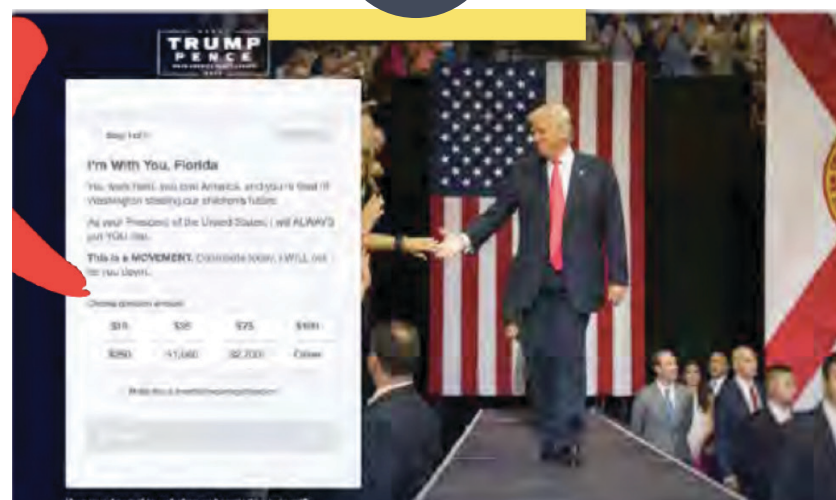
Experience	Revenue
No Video (Control)	\$142,330
Trump Video	\$129,326
Ivanka Video	\$129,381
Total	\$401,037



VS



VS





Test 57: State Specific Image/ Copy Test

Overview

Date Completed: 10/19

We tested the effectiveness of state specific donation pages, specifically for New York and Florida. After reviewing results, we concluded that state specific pages had little impact on donations. On first glance, the New York specific page appeared to be a clear winner. After examining individual transactions, a single donation on 9/25 skewed results dramatically in favor of the New York specific page. After factoring out the anomalous donation, the total revenue difference between state specific and control pages was \$750. When testing with Florida, the control page performed better than the Florida specific page. The difference in total revenue was \$2,208 in favor of the control page.

Treatments

New York Test

Control: The control group saw the typical background image of Donald Trump giving two thumbs up in front of the American flag. The header on the donation panel read "I Am Your Voice" with a generic paragraph.

Treatment: The treatment group saw a background image of Donald Trump at the podium, backed by Ivanka and Mike Pence, as well as several American flags. The podium said "New York, New York." The header on the donation panel read "I'm With You, New York," with a specialized paragraph.

Florida Test

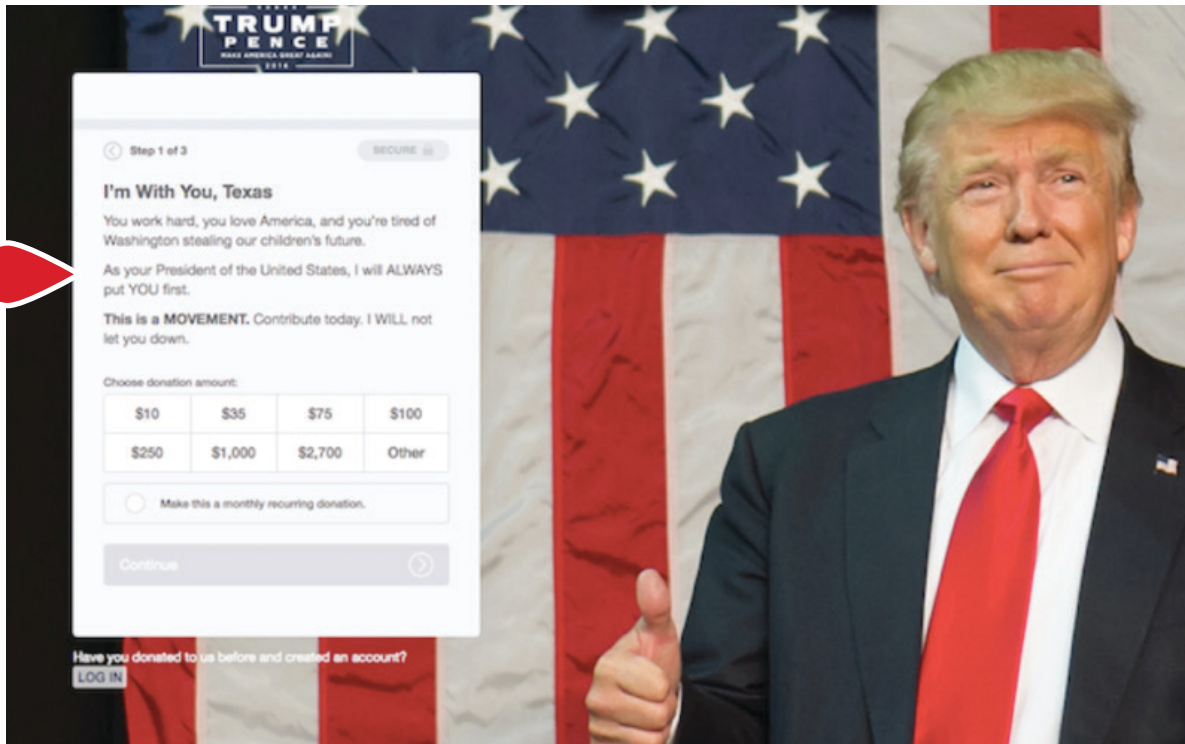
Control: The control group saw the typical background image of Donald Trump giving two thumbs up in front of the American flag. The header on the donation panel read "I Am Your Voice" with a generic paragraph.

Treatment: The treatment group saw a background image of Donald Trump walking on stage at a Florida rally, shaking hands with members of the crowd. Behind Trump are the American and Florida flags.

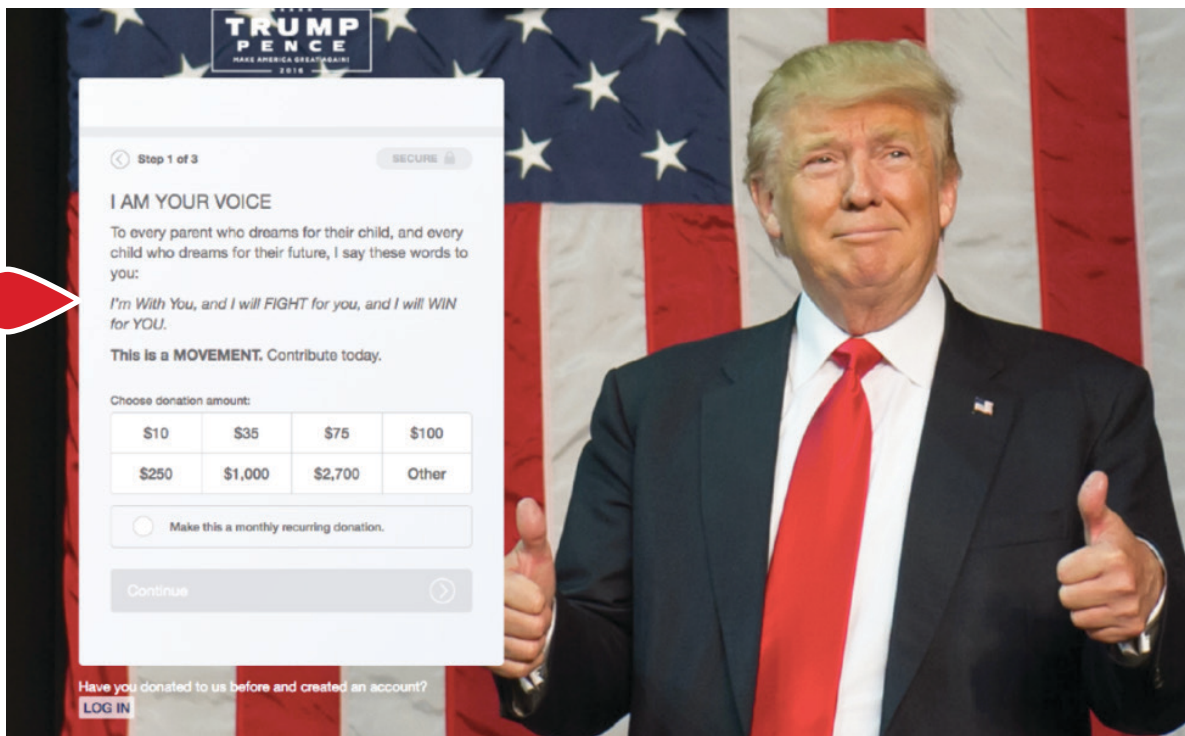
Results

Experience	Revenue		Unique Visitors		Revenue / Unique Visitors	Lift	Confidence
Control	\$20,741	67.5%	556	50.0%	\$37.30	108.34%	67.99%
New York	\$9,991	32.5%	558	50.1%	\$17.91	0.00%	0.00%
Activity	\$30,732		1,113		\$27.61	--	--

Experience	Revenue		Unique Visitors		Revenue / Unique Visitors	Lift	Confidence
Control	\$24,662	52.3%	752	50.0%	\$32.80	-	-
Florida	\$22,454	47.7%	753	50.1%	\$29.82	- 9.39%	26.56%
Activity	\$47,116		1,504		\$31.33	n/a	n/a



VS





Test 58: Texas and California Specific Copy Tests

Overview

Date Completed: 9/29

We ran tests to see if California and Texas specific pages would be effective. These pages used copy specific to the state, but a standard background image of Trump giving two thumbs up in front of an American flag. In both cases, we found that the state specific copy was a drag on revenue.

Treatments

California Test

Control: Visitors to the donation page in the control group saw a standard background image with standard header and paragraph copy. The header read "I Am Your Voice" while the paragraph read "To every parent who dreams for their child, and every child who dreams for their future, I say these words to you: I'm With You, and I will FIGHT for you, and I will WIN for YOU. This is a MOVEMENT. Contribute today."

Treatment: Visitors to the donation page in the treatment group saw a standard background image with California specific header and paragraph copy.

Texas Test

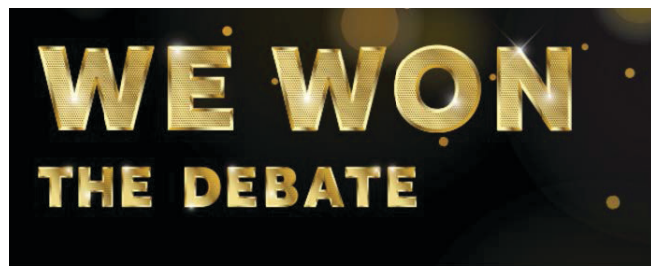
Control: Visitors to the donation page in the control group saw a standard background image with standard header and paragraph copy. The header read "I Am Your Voice" while the paragraph read "To every parent who dreams for their child, and every child who dreams for their future, I say these words to you: I'm With You, and I will FIGHT for you, and I will WIN for YOU. This is a MOVEMENT. Contribute today."

Treatment: Visitors to the donation page in the treatment group saw a standard background image with Texas specific header and paragraph copy. The header read "I'm With You, Texas" while the paragraph read "You work hard, you love America, and you're tired of Washington stealing our children's future. As your President of the United States, I will ALWAYS put YOU first. This is a MOVEMENT. Contribute today. I WILL not let you down."

Results

Experience	Visits		Revenue	
Control	52.4%	770	51.6%	\$13,315
California	47.6%	700	48.4%	\$12,488
Activity	100.00%	1,470	100.00%	\$25,803

Experience	Visits		Revenue	
Control	51.6%	549	51.4%	\$14,445
Texas	48.4%	514	48.6%	\$13,667
Activity	100.00%	1,063	100.00%	\$28,112

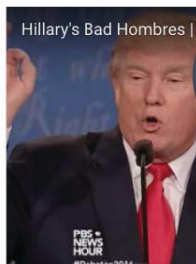


Thank You!

The Final Debate was a win for the American people. Together, we will once again make a government by, for, and of the people!

\$35 \$50 \$100 \$250

Contribute >>



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VS

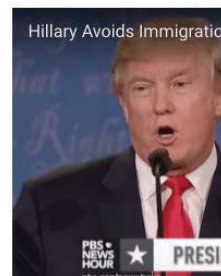


Drain The Swamp

The Final Debate was a win for the American people. Together, we will once again make a government by, for, and of the people!

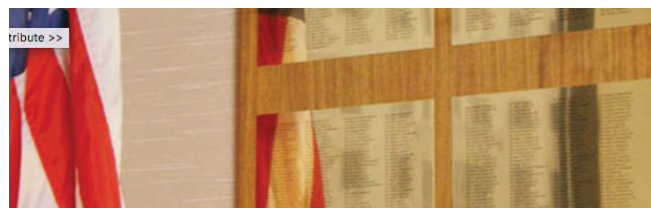
\$35 \$50 \$100 \$250

Contribute



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I want to see your name.

Contribute Now and add your name to the Trump Donor Wall!

\$49 \$65 \$100 \$250

Contribute >>

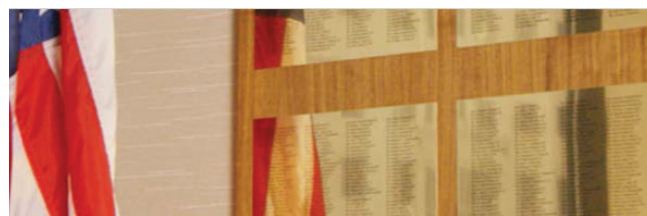


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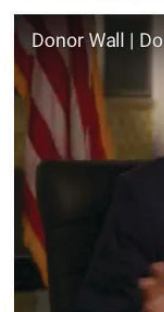


I want to see your name.

Contribute Now and add your name to the Trump Donor Wall!

\$49 \$65 \$100 \$250

Contribute



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Test 59: Testing The Addition of “>>” to Contribute Button

Overview

Date Completed: 10/24

We tested the effectiveness of adding “>>” to the contribute button on both the “Donor Wall” and “We Won the Debate” contribution pages in order to increase revenue. We calculated an 8% lift to revenue when visitors saw a “Contribute >>” button as opposed to a “Contribute” button.

Treatments

Donor Wall Test

Control: For the Donor Wall page, our control group saw a green button which said “Contribute.”

Treatment: The second group of visitors to the donor wall saw a green button which said “Contribute >>.”

We Won the Debate Test

Control: For the “We Won the Debate” page, our control group saw a green button which said “Contribute.”

Treatment: The second group of visitors to the “We Won the Debate” page saw a green button which said “Contribute >>.”

Results

Adding “>>” to the Contribute button is calculated to result in an 8% lift to revenue.

First to know

Be the first to receive the most up-to-date Team Trump news, announcements and event information.

Email Address*

Zip Code

I'm in



VS

Be the first to know

Be the first to receive the most up-to-date Team Trump news, announcements and event information.

Email Address*

Zip Code

I'm in >>





Test 60: Testing Addition of “>>” to Call-to-Action Button

Overview



Date Completed: 9/14,9/23

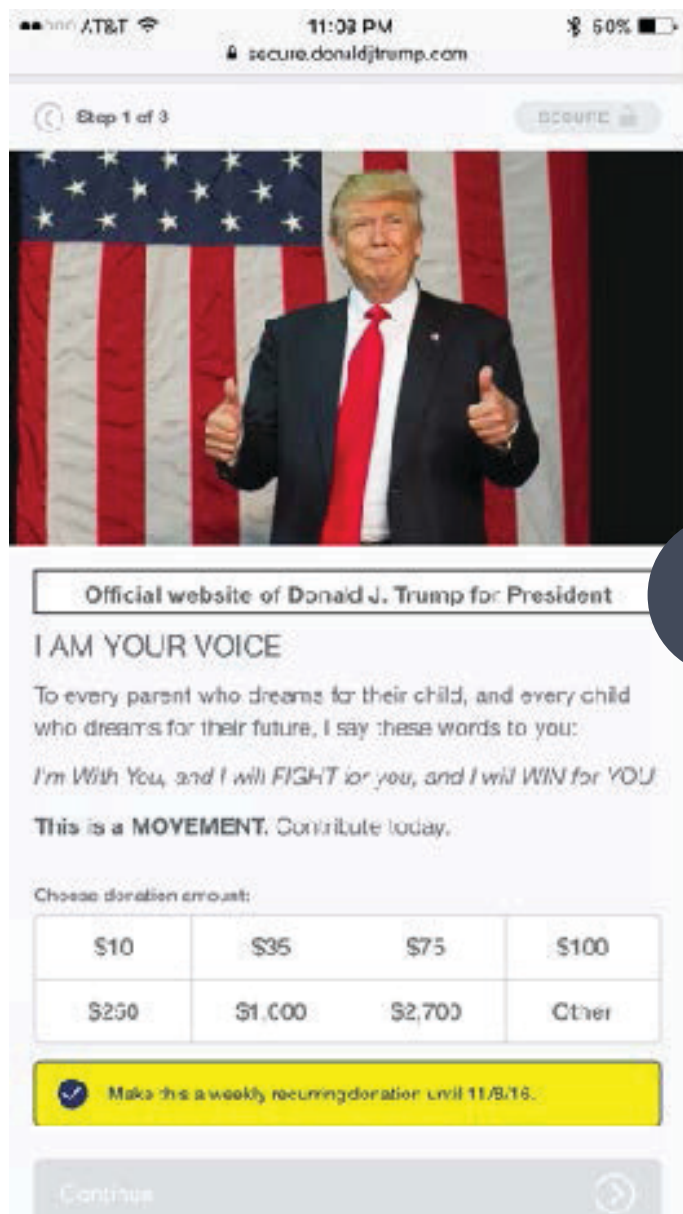
We tested the effectiveness of adding “>>” to the call-to-action button for email list sign ups on the homepage. We found that the addition of “>>” led to a 4% lift in conversion rates.

Treatments

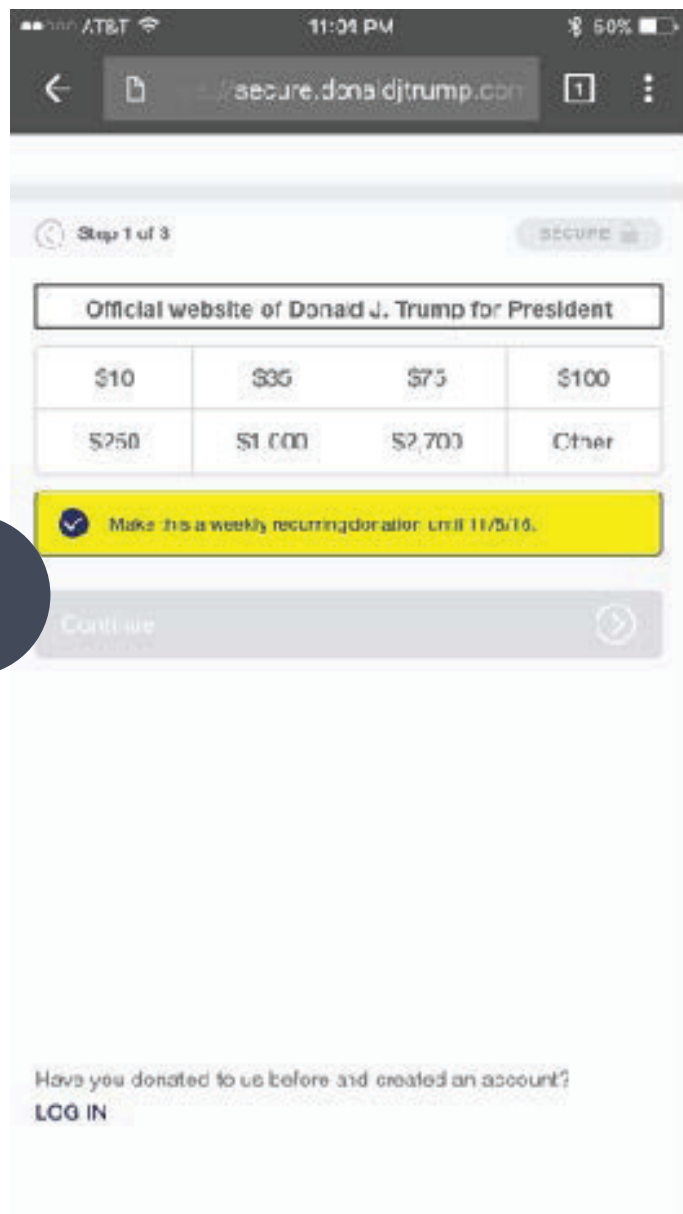
Control: The control group saw a red button next to the email and zip code entry fields which said “I’m In.”
Treatment: The treatment group saw a red button next to the email and zip code entry fields which said “I’m In >>.”

Results

Experience	 Visitors		Conversion Rate		 Lift	Confidence	
I’m In (Control)	49.96%	452,168	1.05%	4,728	--	--	--
I’m In >>	50.04%	452,853	1.09%	4,933	4.18%	--	95.68%
Activity	100.00%	905,021	1.07%	9,661	--	--	--



VS





Test 61: No Text for Mobile Donations Test

Overview

Date Completed: 10/12

We tested the elimination of text on the mobile donation page for organic traffic. We found that the no text page was an immediate drag and ended the test.

Treatments

Control: The control group saw a typical mobile donation page which had header and paragraph text. The header read "I AM YOUR VOICE" while the paragraph read "To every parent who dreams for their child, and every child who dreams for their future, I say these words to you: I'm With You, and I will FIGHT for you, and I will WIN for YOU. This is a MOVEMENT. Contribute today."

Treatment: The treatment group saw no header or paragraph text, only the official website disclaimer and the amount selection array.

Results

The no text option was an immediate drag and the test was ended.

TRUMP
PENCE
MAKING AMERICA GREAT AGAIN
2016

Step 2 of 3 SECURE

Enter your information:

First* Last*

Address*

Zip* City* State*

Email*

☐ Check this box if you are retired or not employed.

Occupation* Employer*

Continue

VS

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PENCE
MAKING AMERICA GREAT AGAIN
2016

Step 2 of 3 SECURE

Enter your information:

This field is required.

First* Last*

Address*

Zip* City* State*

Email* Mobile

☐ Check this box if you are retired or not employed.

Occupation* Employer*

Continue



Test 62: Testing the Removal of Phone Number Field on Donation Pages

Overview

Date Completed: 9/12

We tested the impact of removing the phone number entry field on donation pages. The test indicated that a 5.3% lift to order rate and a 1.6% lift to revenue was possible by removing the optional phone field.

Treatments

Control: The control group saw a donation form with an optional phone number entry field.

Treatment: The treatment group saw a donation form with no phone number entry field.

Results

Experience	Revenue		Revenue Per Visitor (RPV)		Visits		Orders		Orders Per Visitor	
Phone Field (Control)	\$151,412	49.5%	\$5.34	49.5	28,357	50.0%	1,397	48.6%	0.0493	48.6%
No Phone Field	\$154,566	50.5%	\$5.45	50.5	28,366	50.0%	1,478	51.4%	0.0522	51.4%
Activity	\$305,978		\$5.40		56,723		2,875		0.0508	

Step 1 of 3

SECURE

Official website of Donald J. Trump for President

I AM YOUR VOICE

To every parent who dreams for their child, and every child who dreams for their future, I say these words to you:

I'm With You, and I will FIGHT for you, and I will WIN for YOU.

This is a MOVEMENT. Contribute today.

Choose donation amount:

\$35	\$50	\$75	\$100
\$250	\$1,000	\$2,700	Other

☐ Make this a monthly recurring donation.

Continue

Step 2 of 3

SECURE

Enter your information:

First*

Last*

Address*

Zip*

City*

State*

Email*

Mobile

☐ Check this box if you are retired or not employed.

Occupation*

Employer*

Continue

Step 3 of 3

SECURE

Enter your credit card information:

Credit Card Number

Expires

Security Code

MM/YYYY

CVV

Create a password to setup a secure Revv account (optional):

Password (min. 8 characters)

Contribute

\$35

VS

SECURE

Official website of Donald J. Trump for President

I AM YOUR VOICE

To every parent who dreams for their child, and every child who dreams for their future, I say these words to you:

I'm With You, and I will FIGHT for you, and I will WIN for YOU.

This is a MOVEMENT. Contribute today.

Choose donation amount:

\$35	\$50	\$75	\$100
\$250	\$1,000	\$2,700	Other

☐ Make this a monthly recurring donation.

Enter your information:

First*

Last*

Address*

Zip*

City*

State*

Email*

Mobile

☐ Check this box if you are retired or not employed.

Occupation*

Employer*

Enter your credit card information:

Credit Card Number

Expires

Security Code

MM/YYYY

CVV

Create a password to setup a secure Revv account (optional):

Contribute



Test 63: Single vs. Multi-Step On Mobile Test

Overview

Date Completed: 9/6

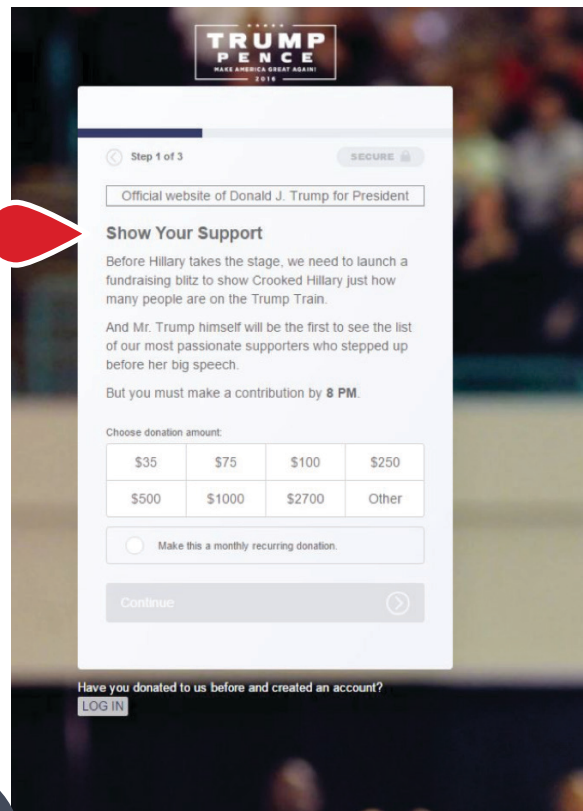
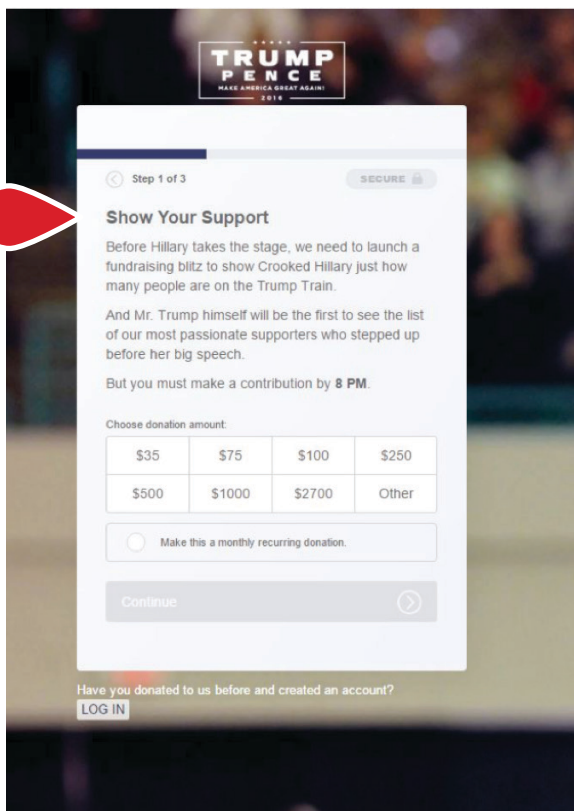
We tested the effectiveness of a single page sign up against the typical multi-page sign up on mobile. Across 39.9K visitors, single step resulted in a 30% drag, having fields across multiple pages resulted in more than \$5K in additional revenue.

Treatments

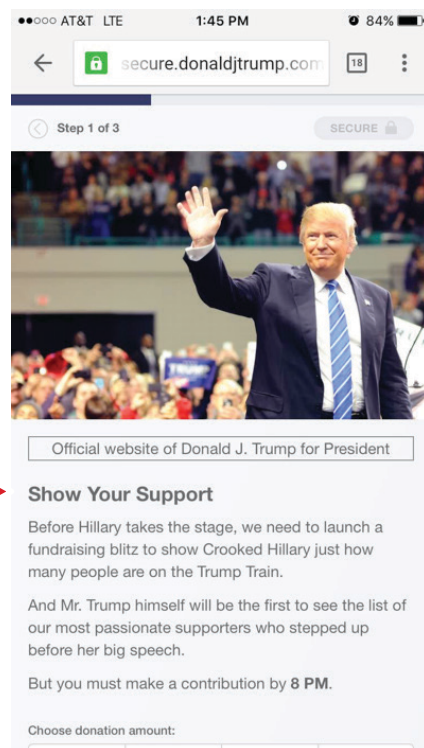
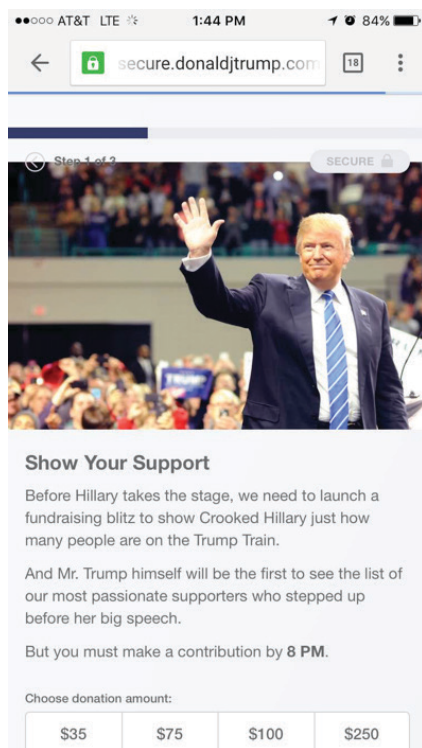
Control: Visitors to the mobile site in the control group saw a sign up form which spanned multiple pages/steps.
Treatment: Visitors to the mobile site in the treatment group saw a single page sign up form.

Results

Experience	Revenue		Visitors		Revenue / Visitors	Lift/Confidence	
Multi-Page (Control)	\$16,930	59.0%	19,950	50.0%	\$0.85	0.00%	0.00%
Single Page	\$11,748	41.0%	19,973	50.0%	\$0.59	-30.69%	93.32%
Activity	\$28,678		39,907		\$0.72	n/a	n/a



VS





Test 64: Adding Official Box to Donate Page

Overview



Date Completed: 9/6

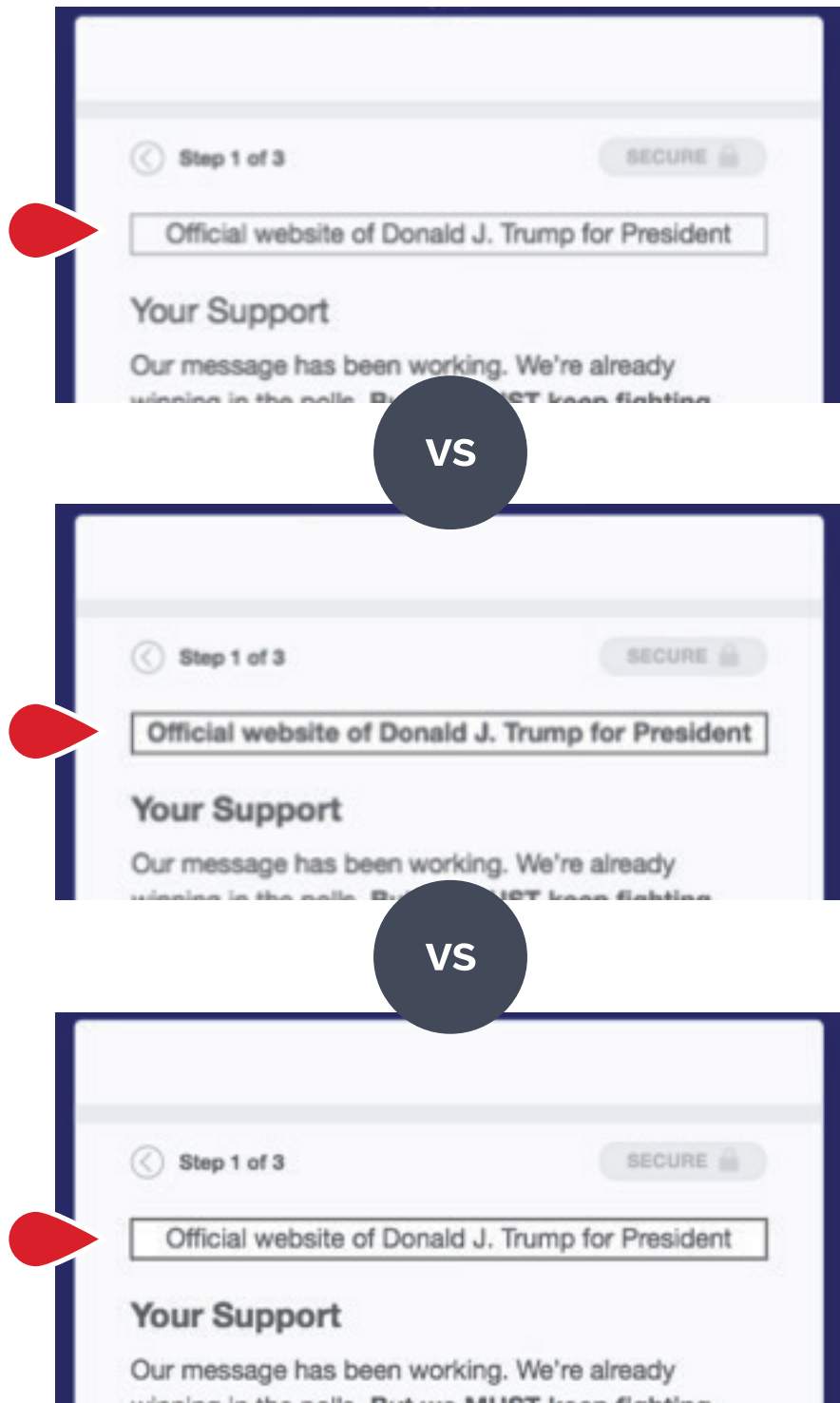
To add validity to our donation pages, we tested adding a box with the text “Official website of Donald J. Trump” to the top of an ad donation page against the standard page with no box. This test was immediately successful and showed a lift of 45.81%.

Treatments

- Control: Visitors in the control group saw a standard donation page without a box at the top.
- Treatment: Visitors in the treatment group saw a donation page with “Official website of Donald J. Trump” in a box.

Results

Experience	 Visitors		Revenue / Order Rate		Revenue / Unique Visitor	 Lift	
Normal (Control)	7,198	18.1%	\$15,958	3.6%	\$2.22	--	--
Official	32,577	81.9%	\$105,310	4.6%	\$3.23	28.92%	45.81%
Activity	39,775		\$121,268		\$3.05	n/a	n/a





Test 65: Testing Variations of Official Box on Donation Form

Test




Overview

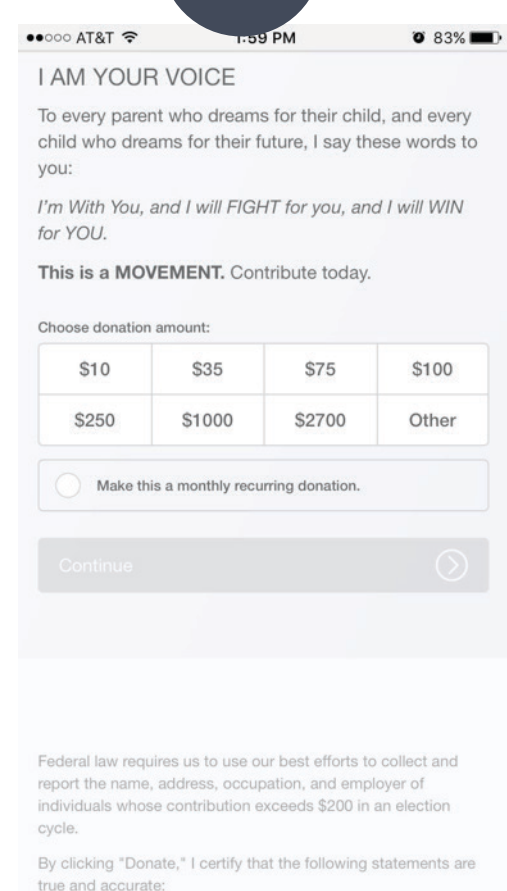
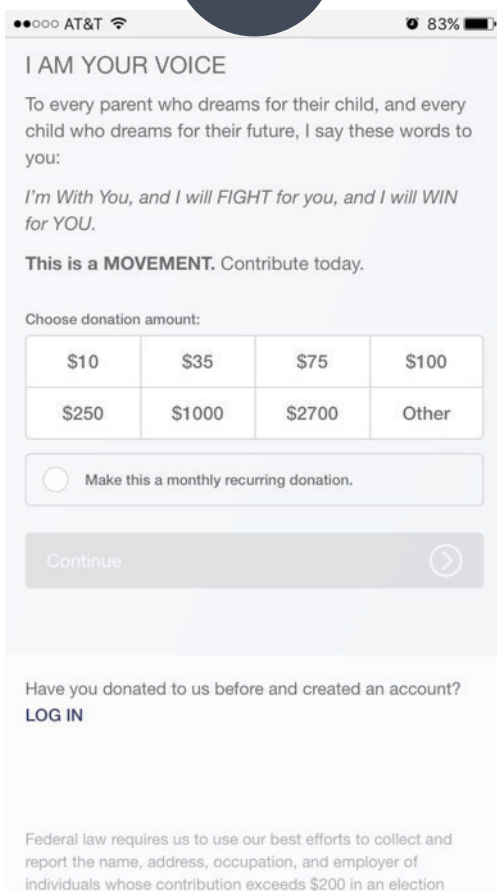
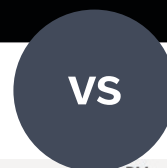
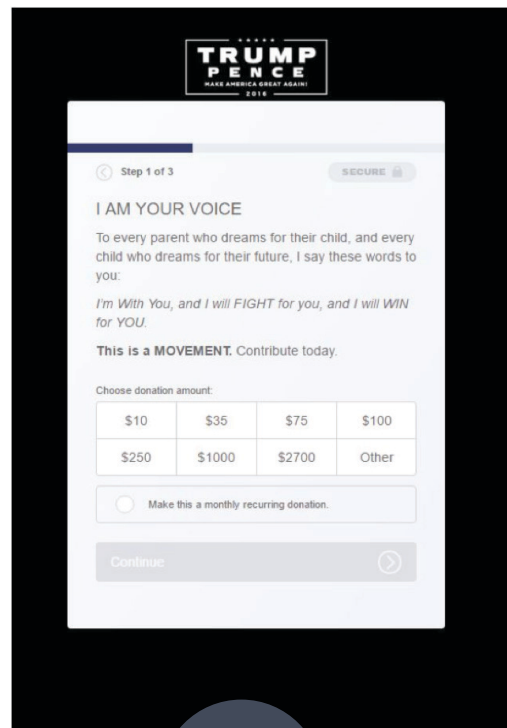
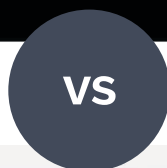
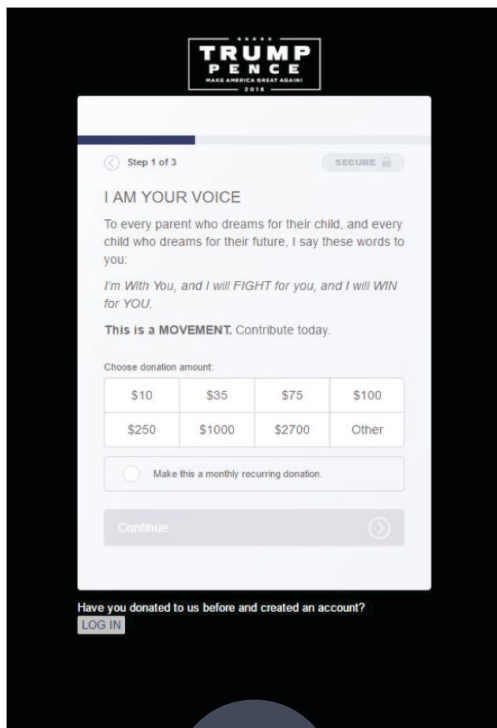
We tested three variants of the Official Box which said “Official website of Donald J. Trump for President” on the donation form. The original was just plain text with a clear background and a black box around the text. We compared that with a box that had a white background, and with a box that had a white background and bold text. We found that the box with bold text and a white background led to a 301% lift in revenue.

Treatments

- Control: The control group saw a donation page with the Official Box which said “Official website of Donald J. Trump for President” and a white background in the box.
- Treatment 1: The first treatment group saw a donation page with the Official Box which said “Official website of Donald J. Trump for President” and a clear background.
- Treatment 2: The second treatment group saw a donation page with the Official Box which said “Official website of Donald J. Trump for President” and a white background in the box and bold text.

Results

Experience	 Visitors		 Revenue Per Visitor	 Lift
White (Control)	33.44%	41,776	\$0.55	--
Original	12.56%	15,690	\$1.06	93.78%
Bold-White	54.00%	67,466	\$2.20	301.82%
Activity	100.00%	124,932	\$1.31	--





Test 66: Login Vs. No Login Test

Overview

Date Completed: 7/21

We tested the effectiveness of removing the login link which is under the donation panel in order to increase donations. We found that removing the login link led to fewer donations and a lower conversion rate. We saw 8.56% less donations by removing the login link. The test ran both on mobile and desktop.

Treatments

Control: The control group saw a login link beneath the donation panel with a sentence that read, "Have you donated to us before and created an account?"

Treatment: The control group saw nothing below the donation panel.

Results

Experience	Visitors	Donations	Conversion Rate	Lift	Average Donations	Change	Lift	Revenue Per Visitor	Change	Lift
Login (Control)	142,257	10,062	7.07%	-	\$73.69	-	-	\$5.21	-	-
No Login	42,442	2,745	6.47%	-8.56%	\$70.36	-\$3.33	-4.52%	\$4.55	-\$0.66	-12.67%
Total	184,699	12,807	6.93%	-	\$72.97	-	-	\$5.06	-	-

**Together, we are going to MAKE
AMERICA GREAT AGAIN!**

Add your name below!

First Name

Last Name

Email

Zip

I'm In >>

VS

**Together, we are going to MAKE
AMERICA GREAT AGAIN!**

Add your name below!

Email

Zip

I'm In >>



Test 67: Snapchat Landing Page Tests

Overview



Date Completed: 9/7


We tested the impact of removing the first name and last name entry fields on conversion rate on Snapchat landing page. We found that removing the first and last name fields indicates a 1.5% conversion lift.

Treatments

Control: The control group saw the Snapchat landing page with first name, last name, email, and zip code entry fields.
Treatment: The treatment group saw the Snapchat landing page with only email and zip code entry fields, but no first or last name fields.

Results

Experience	 Visitors	Conversions				 Lift	Confidence
First, Last Name (Control)	50.00% 1,628,496	1.40%	--	22,763	--	--	
No First, Last Name	50.00% 1,628,762	1.42%	±0.02%	23,135	1.62%	91.66%	
Activity	100.00% 3,257,258	1.41%	--	45,898	--	--	



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2016

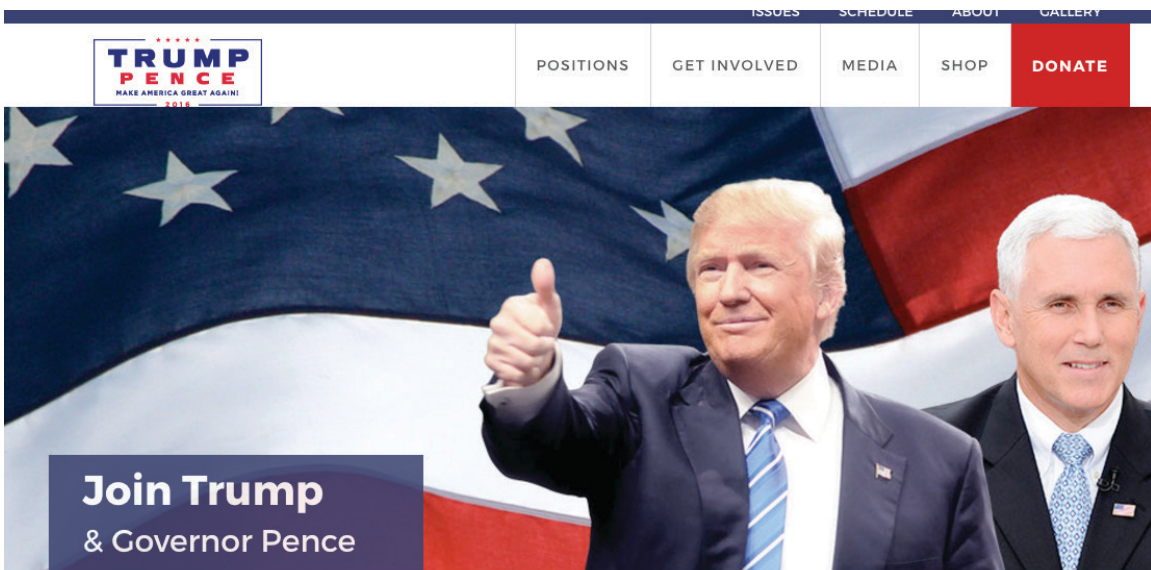
America is Back I am Your Voice

[Contribute](#)

It's a very exciting time for America. Your voices represent a bright new future for our great nation full of more opportunities for everyone, not just a select few. Together, we have created a movement that continues to gain momentum. Together, we are making history. Together, we are bringing back the American Dream. The time is now. Together, we WILL Make America Great Again!

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ISSUES SCHEDULE ABOUT GALLERY

POSITIONS GET INVOLVED MEDIA SHOP **DONATE**

Join Trump & Governor Pence

[Donate](#)

It's a very exciting time for America. Your voices represent a bright new future for our great nation full of more opportunities for everyone, not just a select few. Together, we have created a movement that continues to gain momentum. Together, we are making history. Together, we are bringing back the American Dream. The time is now. Together, we WILL Make America Great Again!



Test 68: Splash Page Versus Standard Home Page

Overview




Date Completed: 9/15

In this first test of using splash pages on DonaldJTrump.com for fundraising, we tested the impact of directing traffic from the standard homepage to a convention specific splash page. The event specific splash page directed users to make a donation or continue to the site. The rate of donations spiked, and our revenue per visitor saw a 5.66% lift when users saw the splash page.

Treatments

Control: The control group saw the homepage with standard navigation links, videos, and form.
Treatment: The treatment group saw a splash page which gave them the option to donate or continue to site.

Results

Experience	 Visitors		 Revenue Per Visitor / Orders Rate		 Lift	Confidence
Standard Homepage (Control)	46.35%	4,531	\$1.58	1.88%	-	-
Splash Page	53.65%	5,244	\$1.67	2.52%	5.66%	-
Activity	100.00%	9,775	\$1.63	2.22%	-	-