

7 questions to ask **before you believe an A/B test**

You don't need statistics to judge a test result; you need process answers the presenter should have instantly.

Pick two or three and ask them calmly. Honest tests survive all seven. The others start wobbling on question two.

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01 Was this metric chosen before the test started?

GOOD "Yes, it's in the test plan. Here's the doc from before launch."

BAD "We tracked several metrics and this one showed the clearest signal."

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02 What were the raw visitor counts per arm?

GOOD "24,912 vs 25,090. We ran the SRM check, it passed."

BAD "We'd have to dig that export up."

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03 How many visitors did the test need, and who decided that before launch?

GOOD "18,000 per arm to detect a 10% lift. Here's the calculation."

BAD "We ran it for two sprints." (A schedule is not a sample size.)

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04 Was the stopping date fixed, or did the test end when it looked good?

GOOD "Stop rule written up front: 4 weeks or 18,000 per arm, whichever came second."

BAD "It hit significance on day 9, so we called it early."

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05 What does the lift look like after deflation?

GOOD "Observed +23%, shrunk estimate +9%. We'd plan revenue on the +9%."

BAD "The tool said 23, we report 23."

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06 How many metrics and segments were examined?

GOOD "One primary metric, two guardrails. Segments are exploratory only."

BAD "The overall result was flat, but look at this segment."

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07 Did last year's wins show up in revenue?

GOOD "We reconcile claimed lift against actuals quarterly. Here's the ledger."

BAD "Attribution makes that impossible to measure."

Check privately first: paste the deck's numbers into abintegrity.com/analyze before the meeting. Free, runs in your browser, and nobody sees you checking.

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