

# How Sam Baker helped Kendo Brands define, develop, and execute A/B testing for a more optimized and data-driven website

Kendo Brands is an innovative beauty brand incubator that has created and acquired some of the most popular and well-known beauty brands today.

## Challenges

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Kendo Brands was eager to create a more personalized customer experience as well as leverage A/B testing to experiment with different ideas and gather meaningful data before making changes to their website. While they were already using a personalization platform, they needed a strategic partner who could advise them on the best A/B tests to run to yield the best data to support their optimization goals.

## Solution

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Kendo Brands partnered with Sam Baker, a conversion rate optimization consultant with a passion for analytics and strategy, who integrated seamlessly into the Kendo Brands team. She not only helped them identify the best A/B tests to run, but also collaborated with them to build the hypothesis, execute the tests, and analyze the data and results.

## Results

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- » One A/B test resulted in significant revenue impact and validated making a key change to the website
- » Kendo Brands filled their need for a data-driven specialist who could recognize optimization potential, hypothesize test data, and execute each test
- » Sam was a key strategic player who communicated with the agency and internal stakeholders, as well as collaborated with developers and software specialists
- » Sam helped Kendo Brands elevate their CRO strategy with a more informed and data-driven approach



*"Sam came up with ideas that added value to our team. As an outsourced partner, she had a different lens than we had inside the company. She was able to use her past experiences to give direction on where to prioritize our efforts. Sam's experience helped us make more informed decisions about the most impactful ways to test and optimize our website."*

— **LAURA MANN**

SENIOR PRODUCT MANAGER, KENDO BRANDS

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To learn how Sam Baker's CRO and A/B testing expertise can help your e-commerce strategy, go to [sambakerconsulting.com](https://sambakerconsulting.com).

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