

Frequently Asked Questions

- 1. Is Taguchi testing a service, a software, consulting, a product?**
It has to be a consulting service. No software or product can optimize your marketing campaigns, like no calculator can design a car, no electric knife can cook a dinner, etc.
- 2. How do you pick the factors for a Taguchi test?**
We use the 80/20 rule: we do a multivariate testing of the 20% percent of the factors that represent 80% of the success. For the less influential factors we use split-testing.
- 3. Is the list considered a variable?**
Yes, but a different kind of variable than the components being optimized. Lists must be tested separately from the components.
- 4. How viable is your system to markets under 15,000 prospects?**
Depends on the medium. For example, an email optimization needs a minimum of 10,000 names, a direct mail optimization needs a minimum of 50,000 names, a landing page optimization requires a minimum of 1,500 visitors per day.
- 5. What if I do not want to test so many variables? How can I test fewer variables or use fewer tests?**
We only test the most critical variables, applying the 80/20 principle described in Question # 2. For the non-critical variables (20% of the influence) we use split testing (A/B, A/B/C, etc).
- 6. Can the Taguchi Method be used for Pay-Per-Click (PPC) advertising?**
Absolutely. A PPC ad has 4 variables (headline, description 1, description 2 and URL) so we test 3 variations of each with 9 test ads to find the optimum ad.
- 7. Is the method tied to the use of Taguchi arrays, or to fractional arrays, i.e. could other arrays (Central Composite, Box-Benkhen, etc) be used instead of the Taguchi arrays to create the ads?**
Taguchi arrays are a subset of a group of testing arrays called "fractional". They are all "Latin Squares" (a name given by Leonhard Euler, a Swiss mathematician that lived in the 18th century and discovered them) and are very particular because a number appears only once on each row and on each column, like for example:

1	2	3
2	3	1
3	1	2



Note that a number doesn't repeat on any single row or column. The insanely popular Sudoku game is based on this property of all Latin Squares called "orthogonality" - that's why Taguchi arrays are also called "orthogonal arrays". Dr. Genichi Taguchi discovered in 1946 that using orthogonal arrays for Design of Experiments allows to reduce dramatically the number of tests. The rest is history.

Now the answer to the question: can you use other arrays beside the Taguchi ones for marketing optimization? Sure. We like Taguchi arrays.

8. **How do you measure success - actions or sales?**
Both. In our projects we track responses and conversions.

9. **How much variance is there among media format? For example, if you test 9 variations of a direct mail piece, how close would the results match if you tested the same 9 creatives in e-mail, or landing pages?**
We found that there is a 60-70% similarity.

10. **Is there a Taguchi software that you could recommend for someone to use to get more acquainted with the numerical portion of the process?**
See the answer to Question No. 1.

11. **How well does the Taguchi Method work for landing page optimization?**
Very well. In a way landing pages are the easiest of all optimizations because there are no campaigns to be sent - just test pages to be rotated. That's why all our competitors do ONLY landing page optimizations (we are the only ones to optimize email campaigns, direct mail, and printed ads).

12. **Where do you place yourself against your competitors?**
They do only landing pages, we do other media (see Question No. 11). They have monthly fees and require 6-months or 1-year contracts, we have one-time fees. You have to use their platforms to test, we don't require any platform.