Khan Academy

Studio raises more for Khan Academy per A/B test results

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Justify the decision to move Khan Academy's campaigns to GoFundMe Pro's new campaign builder, Studio, through data-backed testing

Solution

Studio proved to be the more effective fundraising solution and better overall for donor experience, which led to higher conversion, more dollars raised, and a lift in retention

"We ran the A/B test so we could feel confident in our decision to use Studio. We found that more supporters chose to donate on the Studio donation page."

– Lizzie Rock, Senior Manager, Community Giving

A/B testing to make data-backed decisions

While Khan Academy was interested in upgrading the standard GoFundMe Pro donation page on its website, it wanted to make a data-backed decision before going all-in. After hearing about Studio at Collaborative, Khan Academy decided to run a test to compare important KPIs like revenue, conversion, and retention.

The organization ran an A/B test for three weeks, during which **50% of organic traffic through the donation banner was directed to a standard GoFundMe Pro donation page and the other 50% to a Studio donation page.** With GoFundMe Pro's source codes and unique donation pages, the Khan Academy team could see exactly where donors were coming from, and they could easily be attributed back to the donation page they converted on.

The Khan Academy team hypothesized that they would see a higher conversion rate with the Studio donation page because of the updated design and donation form above the fold. **Not only did the Studio**

A/B test comparing a standard donation page and a Studio donation page

A clearer donor experience with Studio

With monthly set as the default giving frequency, it is important that Khan

Because of the clear distinction between one-time and recurring, the team hypothesized that the Studio donation page would have a higher retention rate. And that's exactly what they saw in the A/B test. **The Studio page drove 8% higher monthly donor retention after the second month than the standard donation page.**

> " The experience was better for our supporters with the Studio donation form because it made it clear what kind of donation someone was making. Based on the data from our test, we determined that switching to Studio would be beneficial for establishing longer-term revenue.
>
> **Lizzie Rock**
> Senior Manager, Community Giving

Now that Khan Academy is confident in the results achieved on Studio, the team will be moving its highest-traffic campaigns to Studio.

Get results like Khan Academy

Learn how top nonprofits use GoFundMe Pro to power their fundraising.

Request a demo

Related Case Studies

Success Story

Stand Up To Cancer brings in thousands of donations from participating in GoFundMe's experiments

Success Story

Joni and Friends grew 34% year over year on Giving Tuesday with Campaign Studio

Success Story

More than 50% of donors gave multiple gifts in a single transaction through HOPE International's Gift Catalog

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Nonprofit Pages on GoFundMe

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GoFundMe Pay

Donor Dashboard

Integrations Hub

Campaign Templates

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