

# Statistical Significance Notifications



## Supported Products



Web Experimentation



Feature Experimentation

\* Performance Edge

## What is this feature?

You can now elect to receive email alerts when an experiment within your selected project reaches statistical significance. When a metric exceeds your project's significance threshold, a notification is sent, keeping you updated on experiment progress without manual monitoring.

## Why should I use it?

The notifications will keep you updated on the significance status of the experiments you care about, saving you time spent manually checking results. Additionally, you can ensure timely awareness of significant changes and simplified results interpretation.

### Statistical Significance Notification

Your results are ready to be evaluated. Variations marked with a check mark  below have reached statistical significance.

Project

Marketing site - web - desktop

Experiment

Primary CTA Button color test

Visitors	Days running	Type	Status
37,211	14	A/B Test	Running

indicates statistical significance

**Metric:** Button Clicks

Variations	Conv. Rate	Improvement
Original	0.47%	--
Button color red	0.48%	<input checked="" type="checkbox"/> +3.47%
Button color blue	0.47%	+0.07%

[View Results](#)

These results were generated on 12:03 PM UTC. Click to see the [full experiment results](#) or read more about [statistical significance](#).

We want your feedback! Tell us [how to improve](#) these notifications.

## Key Benefits



### Efficiency and Time-Saving

Automation of notifications saves time for your teams by alerting when there's a clear outcome, rather than requiring constant manual monitoring.



### Identifying Early Wins and Failures

Notifications help identify experiments that show significant results early on, allowing teams to act quickly to adopt successful changes or abandon ineffective ones.



### Risk Mitigation

By halting unsuccessful experiments or changes that are having a negative impact early on, organizations can reduce the potential risks and losses associated with those changes.



Learn more at [Optimizely.com](https://www.optimizely.com)

## How will this help me increase experiment velocity?

Your goal is reaching statistical significance but you don't know when or if it will be reached. When you reach statistical significance, you can move onto the next experiment. Imagine missing it though, how often does that happen and for how long are you unaware? Now, instead of constant checking of results, simple notifications can allow you to shift your focus while your experiment runs.

## How often does Optimizely's system check for Stat Sig?

The system regularly checks the experiments' metrics for statistical significance at varying intervals based on the experiment duration, ranging from every 6 hours for experiments running 1-14 days, to every 96 hours for experiments running 90-365 days.

## How do I enable the feature?

To enable statistical significance email notifications, go to **Profile > Notifications** and select the projects for which you want to receive an email notification when a running experiment in that project reaches statistical significance.

### Profile

Preferences Notifications API Access

#### Statistical Significance

Select the projects below you would like the email notifications from. We will notify you when any experiment within that project reaches statistical significance. [Learn more](#)

Note: Legacy Full Stack projects can not use notifications, but you can [upgrade your project](#) to receive notifications.

Project Name	Project Type	Email Notifications
Full Stack - Flags	Feature Experimentation	<input type="checkbox"/>
Web & ODP Demo Sandbox	Web	<input type="checkbox"/>

[Select All](#) | [Deselect All](#) Save