

CITATION REPORT

List of articles citing

Trustworthy Online Controlled Experiments: A Practical Guide to A/B Testing

DOI: 10.1017/9781108653985
, 2020, , .

Source: <https://exaly.com/paper-pdf/84629009/citation-report.pdf>

Version: 2024-04-24

This report has been generated based on the citations recorded by exaly.com for the above article. For the latest version of this publication list, visit the link given above.

The third column is the impact factor (IF) of the journal, and the fourth column is the number of citations of the article.

#	Paper	IF	Citations
95	Preface. 2020 , xv-xvi		
94	Introductory Topics for Everyone. 2020 , 1-78		
93	Introduction and Motivation. 2020 , 3-25		
92	Running and Analyzing Experiments. 2020 , 26-38		
91	Twyman's Law and Experimentation Trustworthiness. 2020 , 39-57		
90	Experimentation Platform and Culture. 2020 , 58-78		
89	Selected Topics for Everyone. 2020 , 79-124		
88	Speed Matters. 2020 , 81-89		0
87	Organizational Metrics. 2020 , 90-101		
86	Metrics for Experimentation and the Overall Evaluation Criterion. 2020 , 102-110		
85	Institutional Memory and Meta-Analysis. 2020 , 111-115		
84	Ethics in Controlled Experiments. 2020 , 116-124		
83	Complementary and Alternative Techniques to Controlled Experiments. 2020 , 125-150		
82	Complementary Techniques. 2020 , 127-136		
81	Observational Causal Studies. 2020 , 137-150		
80	Advanced Topics for Building an Experimentation Platform. 2020 , 151-182		
79	Client-Side Experiments. 2020 , 153-161		

78 Instrumentation. **2020**, 162-165

77 Choosing a Randomization Unit. **2020**, 166-170

76 Ramping Experiment Exposure: Trading Off Speed, Quality, and Risk. **2020**, 171-176

75 Scaling Experiment Analyses. **2020**, 177-182

74 Advanced Topics for Analyzing Experiments. **2020**, 183-245

73 The Statistics behind Online Controlled Experiments. **2020**, 185-192

72 Variance Estimation and Improved Sensitivity: Pitfalls and Solutions. **2020**, 193-199

71 The A/A Test. **2020**, 200-208

70 Triggering for Improved Sensitivity. **2020**, 209-218

69 Sample Ratio Mismatch and Other Trust-Related Guardrail Metrics. **2020**, 219-225

68 Leakage and Interference between Variants. **2020**, 226-234

67 Measuring Long-Term Treatment Effects. **2020**, 235-245

66 References. **2020**, 246-265

65 Index. **2020**, 266-272

64 Online randomized controlled experiments at scale: lessons and extensions to medicine. *Trials*, **2020**, 21, 150 2.8 5

63 Big Data. **2021**, 4

62 ITB time to close the experimentation gap in advertising: Confronting myths surrounding ad testing. *Business Horizons*, **2021**, 10.1 1

61 Eye Tracking and an A/B Split Test for Social Media Marketing Optimisation: The Connection between the User Profile and Ad Creative Components. *Journal of Theoretical and Applied Electronic Commerce Research*, **2021**, 16, 2319-2340 4.1

60	Self-fulfilling Bandits: Endogeneity Spillover and Dynamic Selection in Algorithmic Decision-making. <i>SSRN Electronic Journal</i> ,	1	
59	Automated Online Experiment-Driven Adaptation Mechanics and Cost Aspects. <i>IEEE Access</i> , 2021 , 1-1	3.5	0
58	Trustworthy Online Controlled Experiments: A Practical Guide to A/B Testing. 2020 ,		60
57	Effectiveness of Paid Search Advertising: Experimental Evidence. <i>SSRN Electronic Journal</i> ,	1	4
56	Design and Analysis of Switchback Experiments. <i>SSRN Electronic Journal</i> ,	1	3
55	Business Experiments with R B. D. McCullough Wiley, 2021, xxi+661 pages, \$104, Reflowable softcopy on VitalSource eText ISBN: 978-1-119-68988-1, 1119689880. <i>International Statistical Review</i> ,	1.4	
54	A learning health system approach to COVID-19 exposure notification system rollout.. <i>Learning Health Systems</i> , 2021 , e10290	3	1
53	Online Controlled Experiments at Large Scale in Society 5.0. <i>Springer Optimization and Its Applications</i> , 2019 , 17-21	0.4	
52	The Effects of Confounding When Making Automatic Intervention Decisions Using Machine Learning. <i>SSRN Electronic Journal</i> ,	1	
51	Engineering for a science-centric experimentation platform. 2020 ,		0
50	Unbiased experiments in congested networks. 2021 ,		1
49	False Discovery in A/B Testing. <i>SSRN Electronic Journal</i> ,	1	1
48	Dealing with Ratio Metrics in A/B Testing at the Presence of Intra-user Correlation and Segments. <i>Lecture Notes in Computer Science</i> , 2020 , 563-577	0.9	0
47	Comparative Probability Metrics: Using Posterior Probabilities to Account for Practical Equivalence in A/B tests. <i>American Statistician</i> , 1-34	5	
46	Statistik-Basiswissen zum Thema Testing. <i>Quick Guide</i> , 2021 , 59-67	0.1	
45	A Bias Correction Approach for Interference in Ranking Experiments. <i>SSRN Electronic Journal</i> ,	1	1
44	Local Search Quality: Comment on Product Quality and Entering Through Tying: Experimental Evidence <i>Management Science</i> ,	3.9	
43	Online Advertising Incrementality Testing: Practical Lessons, Paid Search and Emerging Challenges. <i>Lecture Notes in Computer Science</i> , 2022 , 575-581	0.9	1

42	Understanding and Evaluating Search Experience. <i>Synthesis Lectures on Information Concepts, Retrieval, and Services</i> , 2022 , 14, 1-105	1.7	
41	Cocreating the ICU-PAUSE Tool for Intensive Care Unit Ward Transitions. <i>ATS Scholar</i> ,	1.6	2
40	Locally Optimal Design for A/B Tests in the Presence of Covariates and Network Dependence. <i>Technometrics</i> , 1-12	1.4	
39	False Discovery in A/B Testing. <i>Management Science</i> ,	3.9	0
38	Report on the 1st simulation for information retrieval workshop (Sim4IR 2021) at SIGIR 2021. <i>ACM SIGIR Forum</i> , 2021 , 55, 1-16	0.9	0
37	A Real-World Implementation of Unbiased Lift-based Bidding System. 2021 ,		1
36	Pigeonhole Design: Balancing Sequential Experiments from an Online Matching Perspective. <i>SSRN Electronic Journal</i> ,	1	
35	Non-stationary A/B Tests: Optimal Variance Reduction, Bias Correction, and Valid Inference. <i>SSRN Electronic Journal</i> ,	1	
34	Conducting organizational survey and experimental research online: From convenient to ambitious in study designs, recruiting, and data quality. <i>Organizational Psychology Review</i> , 204138662210975	3.5	0
33	Martingale Stopping Rule for Bayesian A/B Tests in Continuous Monitoring. <i>SSRN Electronic Journal</i> ,	1	
32	Feature Selection Methods for Uplift Modeling and Heterogeneous Treatment Effect. <i>IFIP Advances in Information and Communication Technology</i> , 2022 , 217-230	0.5	0
31	AI and Personalization. <i>SSRN Electronic Journal</i> ,	1	
30	Evaluating conversational recommender systems. <i>Artificial Intelligence Review</i> ,	9.7	0
29	Learning to Rank Instant Search Results with Multiple Indices. 2022 ,		
28	A/B Testing Intuition Busters. 2022 ,		1
27	Comment on: Confidence Intervals for Nonparametric Empirical Bayes Analysis by Ignatiadis and Wager. 2022 , 117, 1181-1182		0
26	A causal test of the strength of weak ties. 2022 , 377, 1304-1310		2
25	Optimizing product recommendations for millions of merchants. 2022 ,		0

24	Novelty and Primacy: A Long-Term Estimator for Online Experiments. 1-26	1
23	Testing software-changing features with environment-driven abstraction identification.	0
22	From Testers to Cocreators: The Value of and Approaches to Successful Patient Engagement in the Development of eHealth Solutions: Qualitative Expert Interview Study. 2022 , 9, e41481	1
21	A Multi-Objective Evolutionary Approach Towards Automated Online Controlled Experiments.	0
20	UX Debt in an Agile Development Process: Evidence and Characterization.	0
19	Crafting and Assessing Design Science Research for Entrepreneurship. 104225872211282	1
18	Design and Analysis of Switchback Experiments.	0
17	Close Enough? A Large-Scale Exploration of Non-Experimental Approaches to Advertising Measurement.	0
16	Towards Optimal Variance Reduction in Online Controlled Experiments. 1-33	0
15	Unternehmensentwicklung und Experimente. 2022 , 23-31	0
14	Tooling zum Experimentieren. 2022 , 47-57	0
13	Experimente und kulturelles Mindset. 2022 , 35-45	0
12	Die Funktion von Experimenten. 2022 , 13-22	0
11	Entscheidungsfindung durch Experimente. 2022 , 3-12	0
10	A/B-Testing. 2022 , 111-119	0
9	An AI decision-making framework for business value maximization. 2023 , 44, 67-84	0
8	HHVM Performance Optimization for Large Scale Web Services. 2023 ,	0
7	Frontiers: Which Firms Gain from Digital Advertising? Evidence from a Field Experiment.	0

- 6 Which Firms Gain from Digital Advertising? Evidence from a Field Experiment.
- 5 Augmenting adjusted plus-minus in soccer with FIFA ratings. **2023**, 19, 43-49
- 4 Online Controlled Experiments and A/B Tests. **2023**, 1-13
- 3 Is designed data collection still relevant in the big data era? A discussion.
- 2 Investigating the effects of product popularity and time restriction: The moderating role of consumers' goal specificity.
- 1 Is designed data collection still relevant in the big data era?.