

A/B testing

A/B Testing Overview

A/B testing, also known as split or bucket testing, is a statistical method of comparing two or more versions of one variable (like a blog post, web page, or advertisement) against each other to determine which version performs the best, and also to understand if a difference between the versions is statistically different.

There are many different reasons why you may be looking to do A/B testing...



Reason one

You are just starting out with the testing process.



Reason three

You have a limited number of conversions.



Reason five

You are just starting with a new webpage.



Reason two

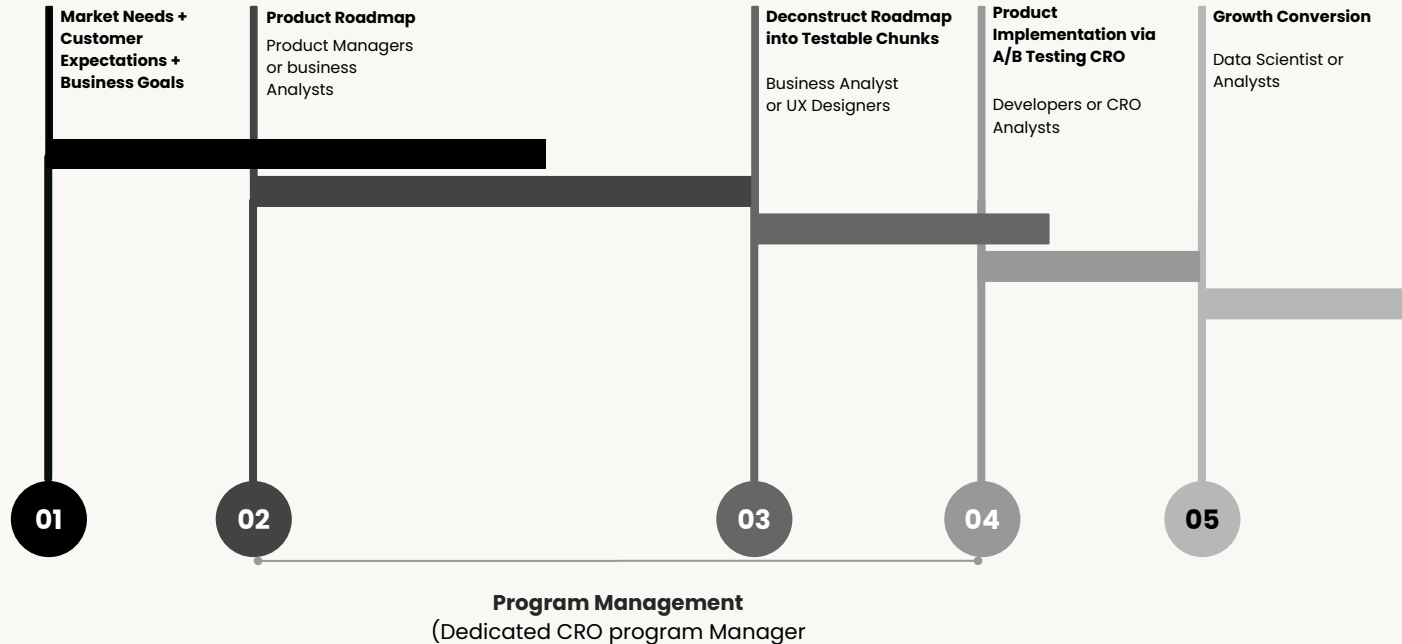
You have a limited number of website visitors.



Reason four

You are looking for a radical departure from existing designs.

Product Roadmap via A/B Testing



A/B Testing Process

1 Define Goal (conversion)

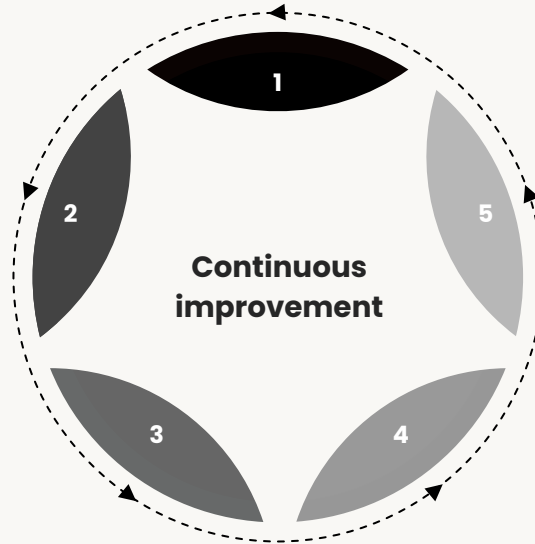
Before you create a test, you need to know what, exactly, you're hoping to accomplish.

2 Brainstorm/Generate Idea

Once you've determined a goal you want to accomplish, you'll need to generate ideas.

3 Implement Changes

You will be need to implement changes with the highest potential, intuition and best practices.



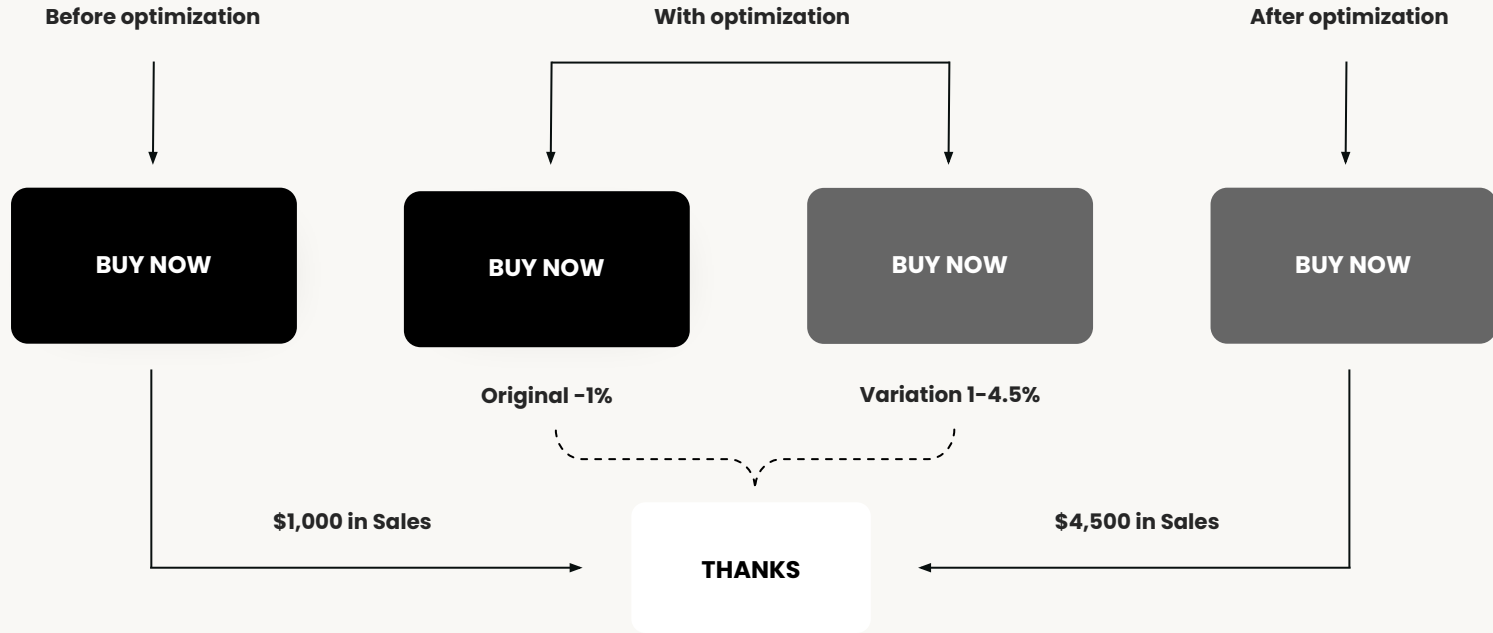
4 Crown the New Champion

Once you've launched your test, you need to let it run for a long enough period of time.

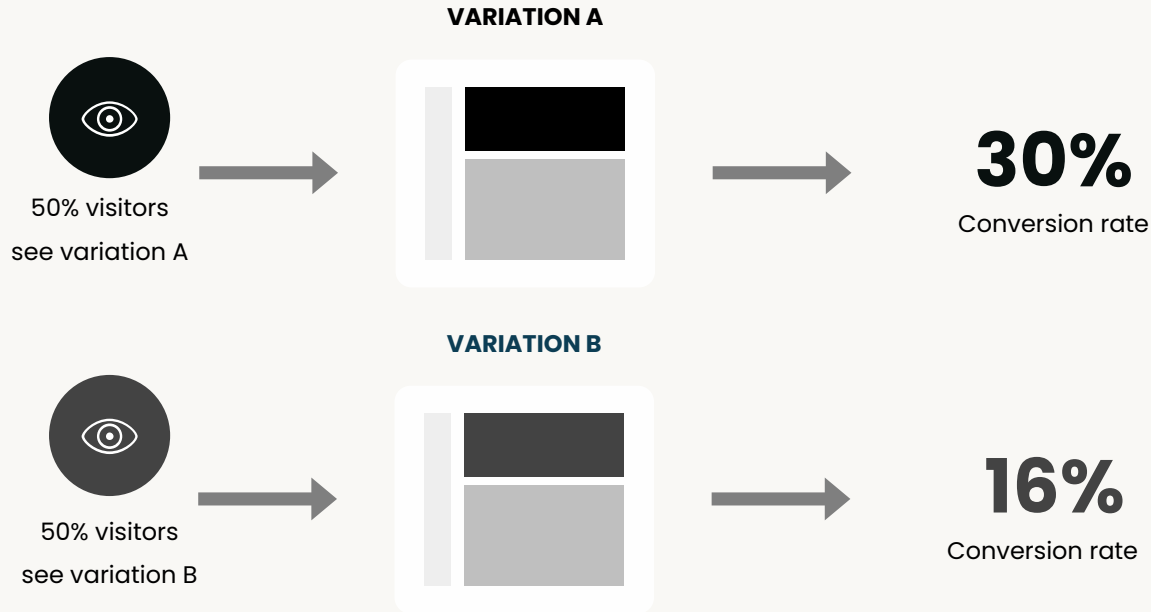
5 Test Until Statistically Significant

You need to continue testing until you notice a difference in your results and determined which change will have the most significant effect.

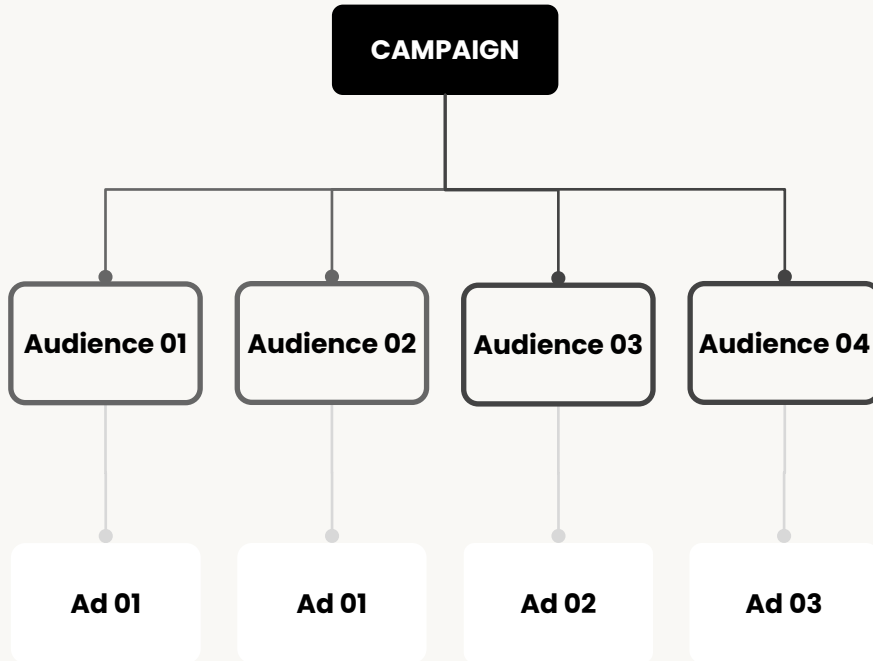
A/B Testing Process



A/B Testing Process



A/B Testing Campaign

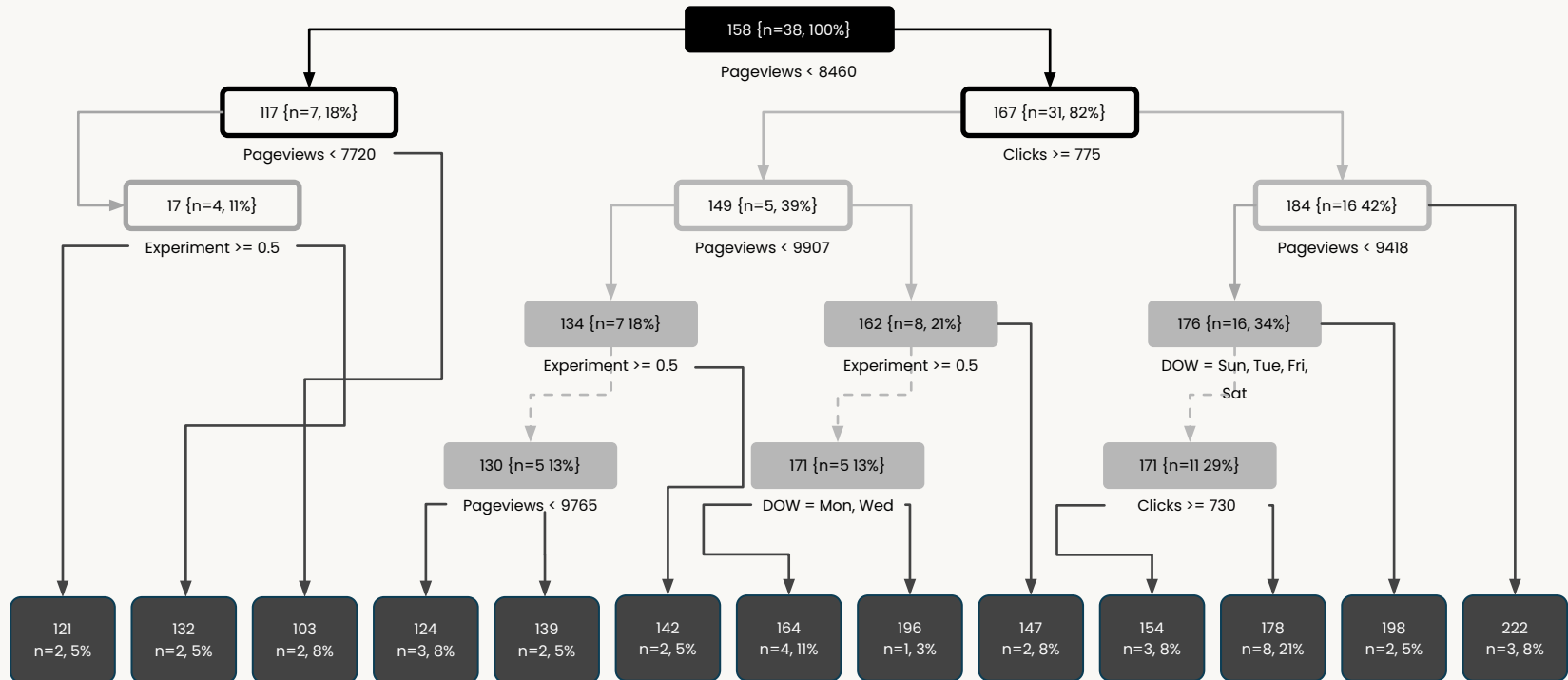


→ Campaign with a single objective.
For example, website conversions.

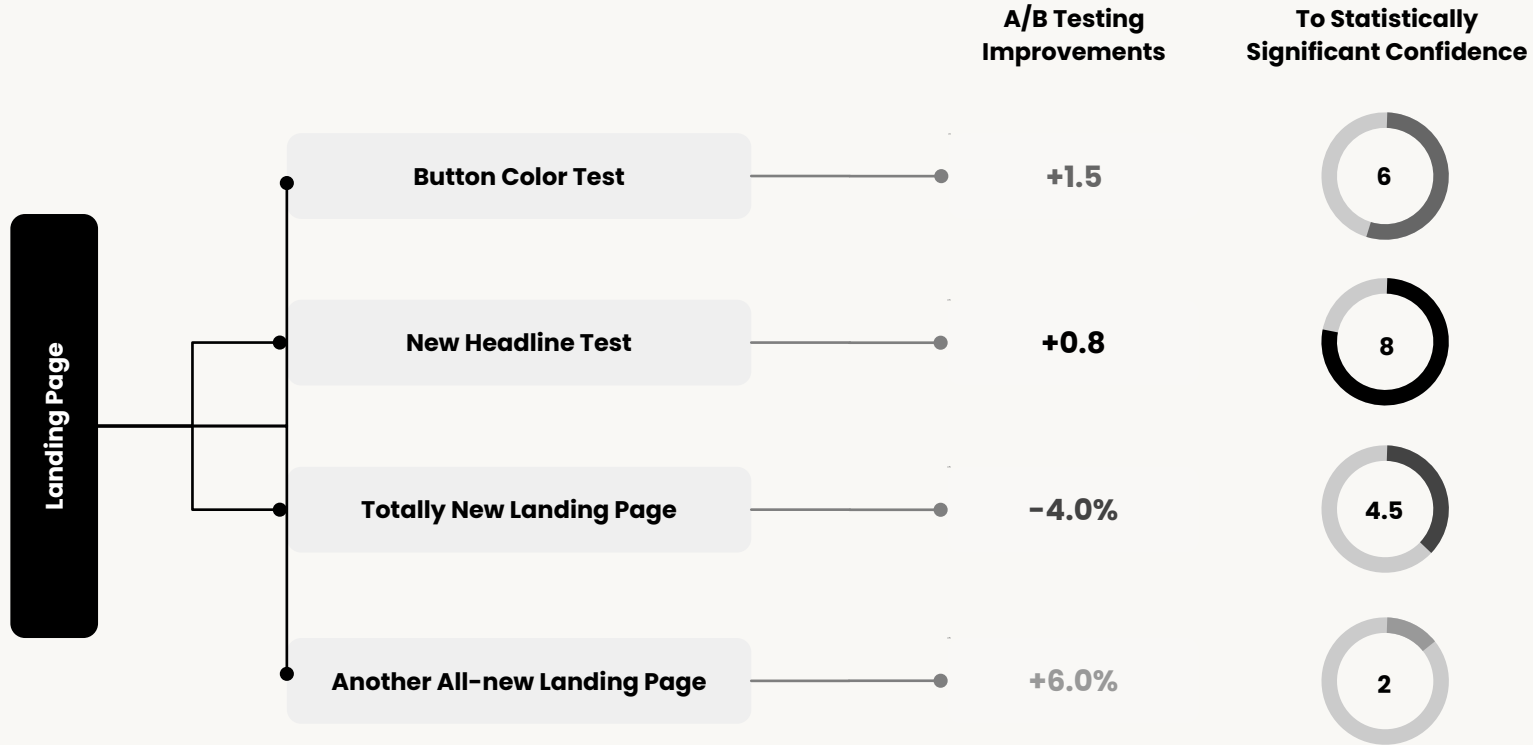
→ Four separate Ad sets targeting
two different audience.

→ One Ad per Ad set. Notice there are only
2 different ads. Each Ad is displayed in its
own Ad set to each audience.

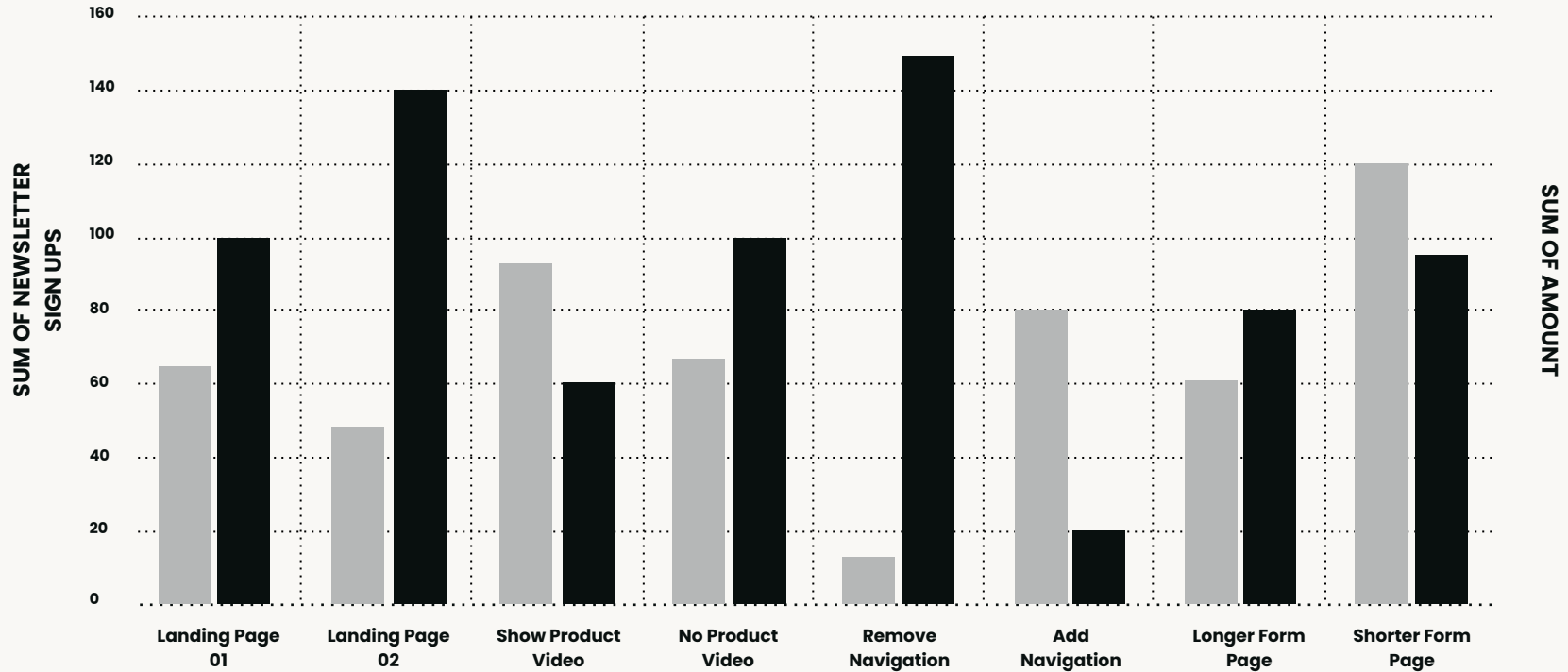
A/B Testing Decision Tree



A/B Test Example



Landing Page A/B Test



A/B Test Dashboard

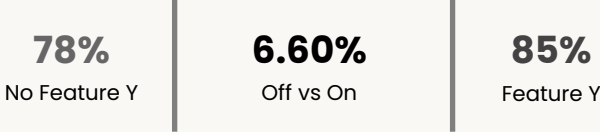
Weighted satisfaction score



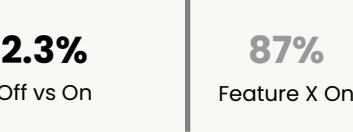
Weighted satisfaction score



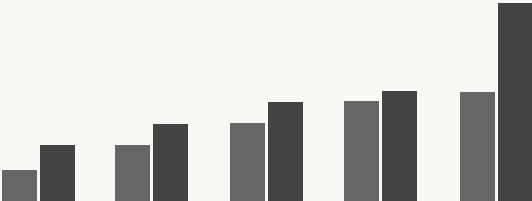
Positive satisfaction rating



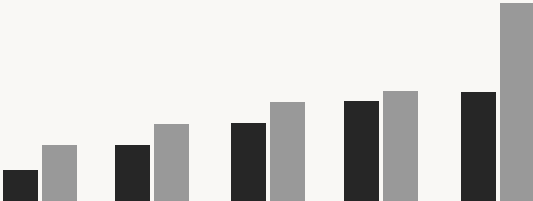
Positive satisfaction rating



■ No Feature Y ■ Feature Y

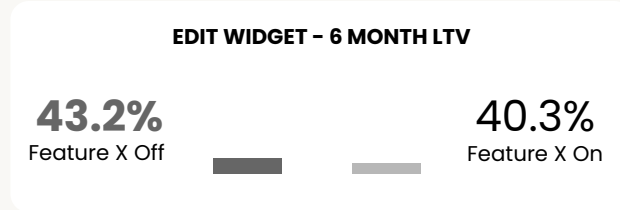
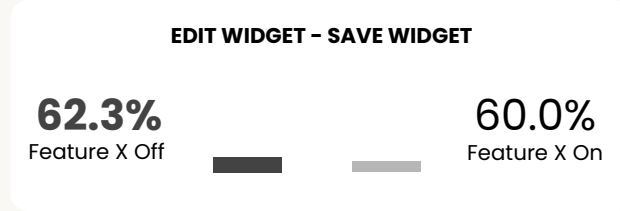
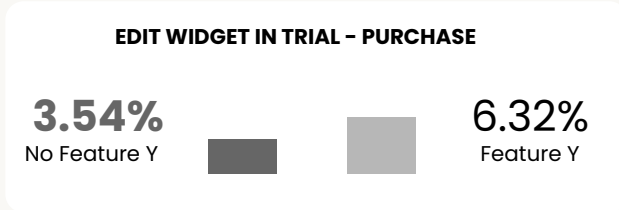
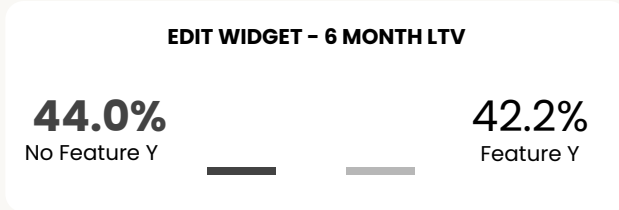


■ Feature X off ■ Feature X on



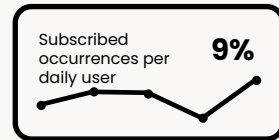
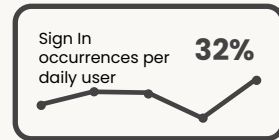
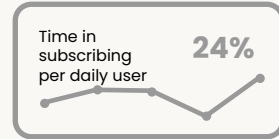
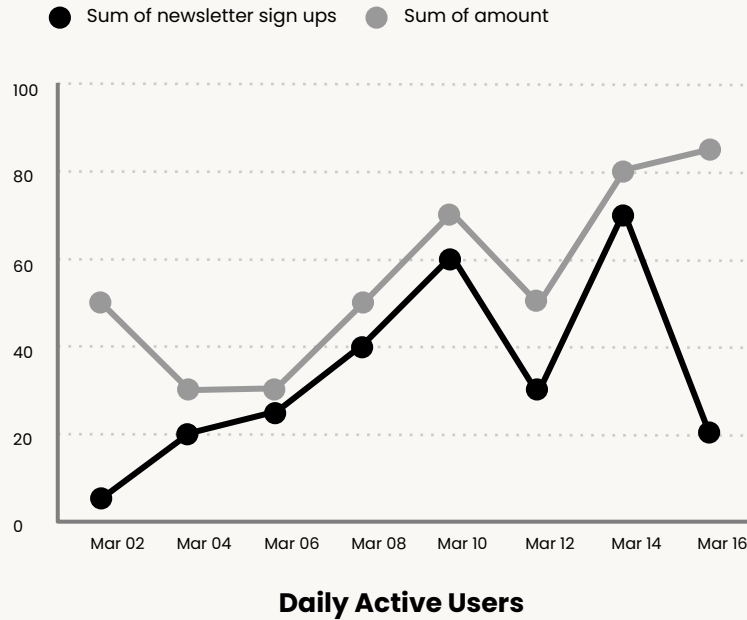
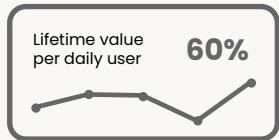
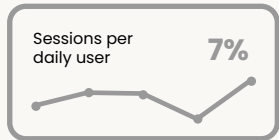
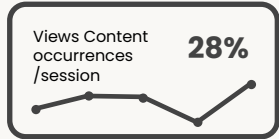
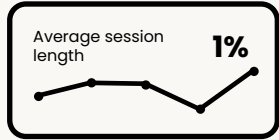
A/B Test Dashboard

AB Test Feature Y Funnels



AB Test Feature X Funnels

A/B Test Analytics



A/B Test Results

Variation	Conversion rate	Improvement	Confidence	Conv./visitors	Status
Original	0.15% (+0.10%)	-	-	5/5,134	Stopped
Variation one	0.25% (+0.20%)	+150.00%	97.01%	13/5,152	Winner

Total visitors



Average conversion rate



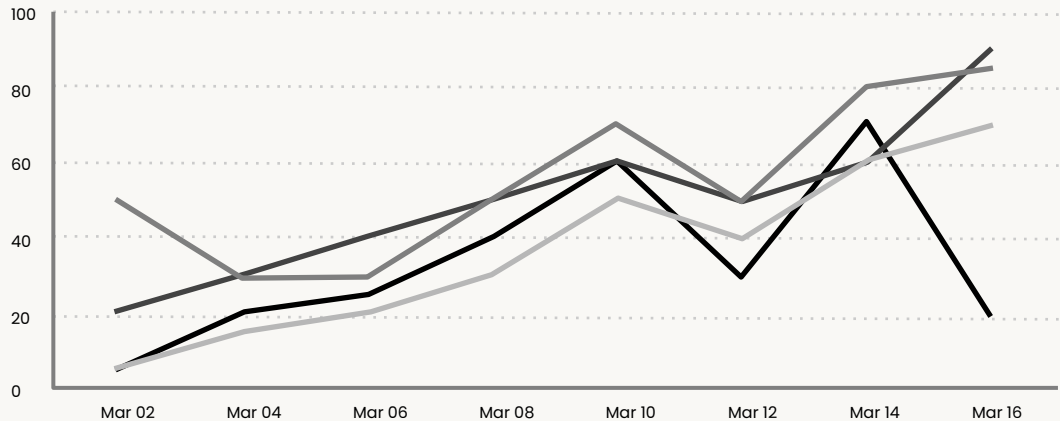
Original



Variation 01

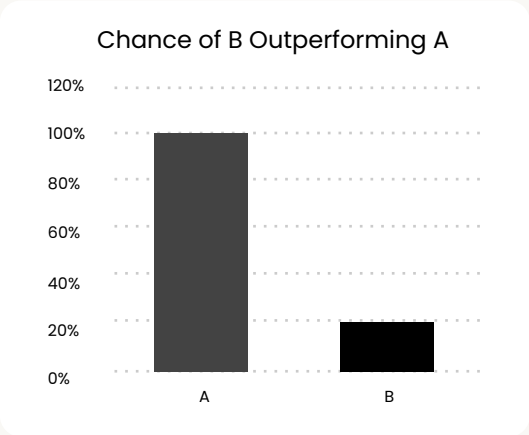
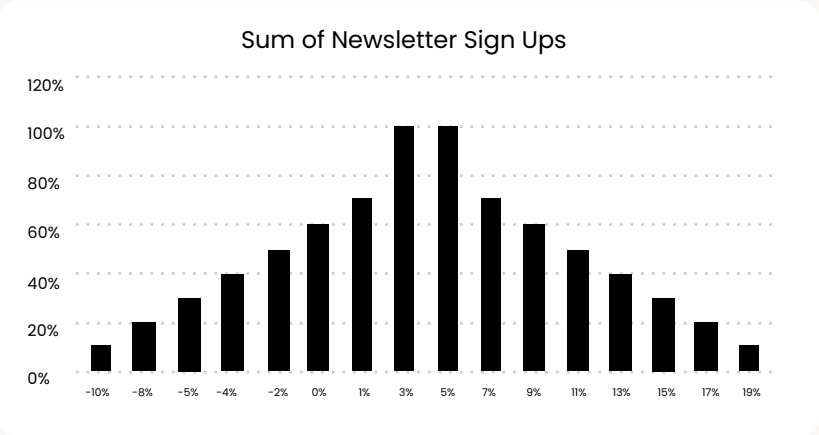


A/B Testing Line Graph



A/B Test Results

VARIATION	USERS	CONVERSIONS	CR	UPLIFT	CHANGE OF BEING BEST
A Default	30.000	1.200	4.00%	-	-
B Variation	30.000	1.260	4.20%	5.00%	89.1%



A/B Test Tracking

LANDING PAGE NAME	OWNER (LIST NAME OF DRI FOR TEST HERE)	STATUS	TEST	START	END	PREDICTION	RESULT	STATISTICALLY SIGNIFICANT ?	NOTES	NEXT STEPS
How to Create Visuals for Marketing	John Smith	Completed	LP Header swapped with subheader	5/17/17	5/20/17	Version B will perform better because the original sub header is more actionable	Success	✓	Variation B performed 8% better than the original version and was statistically significant at 95% confidence. Declared version B the winner	Chose Variation B as winner, setting up a/b on CTA placement next
Demo Landing Page	Amanda Morgan	Not Started	Different image on B version	5/27/17	6/20/17	Version B (image with background) will perform better	Inconclusive	X	Variation B performed 4% better than A - not statistically significant but declared B as winner.	Chose Variation B. setting up a/b test testing two different types of images next
Call Sales Landing Page	John Smith	Not Started	Different Headline. A is the title, B is descriptive	6/23/17	7/6/17	Version A will perform better because it matches promo copy	Inconclusive	X	Version A performed 3% better, not statistically significant. Test ran for 3 weeks.	Chose Variation A as winner, running template-level A/B test next
2018 Predictions Landing Page	Amanda Morgan	In Progress	Copy bullets vs long form paragraphs	6/17/17	7/12/17	version B will perform better	Success	✓	Test "A" converted 33% better than Test "B." We are 100% certain that the changes in Test "A" will improve your conversion rate.	Chose Variation A as winner, setting up a/b on CTA placement next