



THE POWER OF A/B TESTING



Introduction

What assumptions are you making about the performance of your company's various campaigns?
Stop and think about this for a moment.

Now, taking that question a bit further—do you really know whether each of your campaigns are formatted optimally, to drive as many conversions as possible? Or, are you just crossing your fingers and hoping for the best?

It is impossible to develop more effective campaigns and grow your customer base if you don't know which elements of your campaigns are contributing to these efforts and which are working against them.

But there's a way to easily figure this all out, moving away from guessing and towards confidence. *The answer is A/B testing.*

A/B testing is the most used method for measuring conversion rates, with more than two-thirds of businesses integrating A/B testing

into their marketing strategy. In fact, A/B testing and the larger umbrella of conversion rate optimization, which, generally-speaking, is the transformation of passive site visitors into active, engaged users, have become so popular and valuable that now, 42% of companies employ more than one person to handle this vast area of expertise.

With A/B testing, any company can learn how to optimize their marketing campaigns, better understand their customer base, develop more relevant content, and improve return on investment (ROI). A/B testing is an efficient and cost-effective marketing strategy that companies cannot, and should not, live without.

So, with that being said, don't waste another moment assuming, instead of knowing, your

marketing campaigns are working. You could be alienating large customer groups or ignoring the potential to increase ROI for campaigns that do work, but could use improvement.

In this ebook, you'll learn all the essentials of A/B testing, including:

- ▶ The definition of A/B testing
- ▶ Why A/B testing is important
- ▶ The A/B testing process
- ▶ A/B testing and marketing automation
- ▶ Testing segmentation
- ▶ A/B testing best practices
- ▶ How to measure test results



What Is A/B Testing?

A/B testing, also known as split testing, compares two versions of the same campaign on a certain channel. These channels include (but are not limited to):

- ▶ **Website**
- ▶ **Social media**
- ▶ **Emails**
- ▶ **Mobile apps**
- ▶ **Landing pages**
- ▶ **Digital advertisements**

Individual campaigns on these channels could include:

- ▶ **The homepage of a website**
- ▶ **A notification on a smartphone of a new product offer**
- ▶ **The initial email a new customer receives after signing up for a service**

But how much do the two versions differ? It all comes down to one element, whether that's the size of a clickable button, the wording of a call-to-action, the fonts used, or another element concerning design, formatting, or language.

For example, you could set up a test that compares a blue background versus

a green background for a company's homepage. The page has had a blue background for years, but the company has seen steady dwindling conversions and wants to know if users are enticed by a change in branding and therefore may be more receptive to a green background. Running an A/B test would measure which color has a greater effect on click-through rates, page views, and conversions, as applicable. If the blue background prompts a significantly higher number of conversions, and the green background drives customers away, the company will know which color will help them meet their business goals.

As in this example, A/B testing is about testing only one element at a time so that marketers can maintain control over the results and draw firm conclusions. From these conclusions, marketers are able to assess the effectiveness of each variable in driving conversions and from there, can make the necessary adjustments to their campaign. By making these necessary adjustments, marketers are able to continue improving their efforts in order to deliver the highest return-on-investment (ROI) possible to their organization.

Testing Aliases

Don't get confused!
There are a handful of ways to refer to each of the two versions being tested. Here are some terms we've come across:

VERSION

A
▼

Control
Champion
Original
Version 1

VERSION

B
▼

Variant
Challenger
Test
Version 2

Why Is A/B Testing Important?

By assessing the actions of buyers, A/B testing reveals what truly appeals to them. In doing so, it also advances consumer engagement, campaign effectiveness, and marketer expertise. Here are a few specific reasons why A/B testing should be a part of your company's marketing strategy:



1 A/B testing increases engagement with customers:

The goal of A/B testing is to improve interactions between buyers and brands by uncovering which marketing methods most resonate with people. Since this type of testing applies to everything, from more engaging personalized emails to social networks, it opens up all channels to stronger communication.

2 A/B testing enhances campaign effectiveness and optimizes programs for a company's target audience:

By trying out different combinations for a specific group of customers, marketers can eliminate elements that alienate users, drive people away, or have no effect on conversion rates whatsoever. In addition, all audiences do not respond identically to a single campaign.

3 A/B testing enhances marketers' awareness and expertise of audience preferences:

A/B testing provides businesses with enormous amounts of data on audience behavior. The more tests marketers run, the more robust their understanding will be, and they can begin to make more intuitive choices in their marketing.

The A/B Testing Process

A/B testing starts with selecting the right elements to test and then following each step of a testing workflow. It's important that marketers complete the entire process before preemptively making any changes to their campaigns.

They don't want to make assumptions and jump the gun, otherwise, they will make an uninformed decision and risk eliminating or altering an element that was actually working well to drive conversions. It goes without saying that this would be a big uh-oh! A/B testing, when executed in full, enables you to avoid this mistake altogether.

First, let's discuss what to consider testing, and then, we will discuss how you test.

WHAT TO TEST

When it comes to A/B testing, you can test almost anything. With that being said, here are some general areas to consider and pursue:

- ▶ **Messages:** Which message and/or copy resonated the most with our target audience?
- ▶ **Visuals:** Which visual impacted the most conversions?

Within messages and visuals, there are countless elements that can be tested. In particular, marketers should look to test elements that they believe directly affect conversion rates and are high impact for your business. Here are elements for you to consider testing, broken down by channel:

WEBPAGE

- ▶ **Calls-to-Action (CTAs)**
 - Buy now? Purchase? Check out? Add to cart? Change your CTA text on your buttons to see which word or phrase converts the most visitors
 - Vary the location of your CTA button—make some more prominent than others
 - Test different colors, shapes, and sizes of images for CTA buttons on your website



Fast Fact

A/B Testing Goes Presidential

Dan Siroker, CEO of Optimizely, a web-testing firm, worked with Barack Obama's campaign team in 2007 to help the future president garner greater support online. The team hypothesized that video footage of Obama speaking at a rally would earn more supporters and online donations. Siroker administered an A/B test. The results shocked everyone: the video performed 30.3% worse than a still image of the candidate. Overall, Siroker's A/B testing was responsible for an estimated 4 million email addresses out of 13 million total and \$75 million in funding. If that's not an incentive to avoid making assumptions, what is?

WHAT TO TEST (CONTINUED)

WEBPAGE (CONTINUED)

► Content

- Test gated content against non-gated content. Find out which gets more downloads and whether users are willing to fill out forms.
- Test how your content is displayed. Do users prefer to scroll down the page, or click through to another page to learn more?

► Copy

- Test different headline texts. Try headlines that are more straightforward, goofy, or creative.
- Test paragraphs vs. bulleted lists.
- Test shorter vs. longer copy.

► Visual Media

- Test different types of imagery—people vs. products and photos vs. illustrations.
- See how stock images stack up against images of your employees or customers in action.
- Test auto-play against click-to-play for videos.

► Site Navigation

- Test the order of your menu items in your site navigation.
- Test the display of your navigation bar. Do visitors prefer a horizontal or vertical orientation?

► Forms

- Test the length of sign-up forms.
- Try a special offer, discount, or promotion to increase sign-ups.
- Try asking for different pieces of information in your form fields.

► Personalization

- Test different page designs and messaging for new vs. returning visitors.
- Test different content related to a visitor's demographics.
- Create seasonal or location-based offers and test them on visitors living in specific locations.

► Pricing and Shipping

- Test a free trial offer vs. a free demo offer for short-term and long-term conversions.
- Test annual billing vs. monthly billing on your pricing page. Which generates more subscriptions?

SOCIAL

- Test the size and placement of your social icons to see what compels users to share more often.
- Test your profile images, cover image, and more to see what customers respond to.
- Test different images in social ads. See which one, or style, gets the best results.
- Test different types of social messaging on each channel to see what type of copy resonates.

EMAIL

- Test the "from" name.
- Test the greeting.
- Test the length and copy of your email subject lines.
- Test using imagery and rich media in your emails.
- Test personalized vs. un-personalized emails by using the recipient's name, or other known personal data, in the subject or body of the email.
- Find the optimal time to reach your audience by measuring open rates on different days of the week and at different times.

MOBILE

- Try different displays and navigation options, such as blinds, buttons, and blocks.
- Try using different types of notifications—SMS, push, and in-app. Also make sure to test your messaging and offers.
- Test where an in-app message or push message routes to: a page on your website or a page in the app.
- Test rendering for mobile.

DIGITAL ADS

- Test the headlines on your paid campaigns to see what gets more clicks.
- Try changing the display URL on your ad.
- Try different conversion page variations—copy, image, CTA, and form.

A/B TESTING WORKFLOW

If your marketing team is going to integrate A/B testing into its marketing strategy, it needs to be mindful of doing it on a regular basis. It's not a process that can be partially monitored or dabbled in when convenient. Further, it's a good idea that every member of the marketing team have some background in testing or optimization and even more importantly, fully understand the merits.

With that being said, here is the detailed workflow for an A/B tester to follow:

1. Choose one element to test: Pick an element you feel will have an impact on the customer's behavior. Test high-impact programs: pricing page, sign-up page, welcome email, etc.

2. Write a hypothesis: Just like any scientific method, A/B testing begins with a hypothesis. Marketers should develop a strong hypothesis as to what they think might happen as a result of the test, such as an increase in conversions or click-through rate, or an increase in the amount of time a customer spends on a particular webpage. The hypothesis could be based on numerous things:

- ▶ **What's worked in other places, such as similar webpages and emails**
- ▶ **Insight from your colleagues**
- ▶ **Feedback from customers**
- ▶ **Just your plain old instinct!**

So, ask yourself, what do you think will happen? Which version do you think customers will prefer and why? Because A/B testing produces data that supports a hypothesis, A/B testing empowers marketers with confidence in their decision-making and gives marketers solid justification when pitching new ideas, or changes, to their managers.

3. Decide on the sample group: Make sure to use a large enough sample size. In short, the larger the sample size, the stronger your results will be. Which demographic or industry will you focus on for this A/B test? Specifically, for an A/B test of an email, this step could encompass just splitting your contact list in two.

A/B TESTING TIP

Every member of the marketing team should have some background in testing or optimization and even more importantly, fully understand the merits.



A/B TESTING WORKFLOW (CONTINUED)

4. Define what success will look like:

Determine what you want to achieve through testing. What are your ultimate success metrics? What will you improve through testing and optimization? Success can be measured in terms of opens, clicks, shares, conversions, and more.

5. Set up the test: Schedule when you'll administer the test and determine how long it will run.

6. Look at test results: After the test has completed, analyze data sets and examine results based on the success factors you decided earlier. It's helpful to set up a chart where you can keep a record of your results as you run tests. Below is an example of one:

Example of A/B Testing Results Record

Text Type (Subject Line, Link in Email, To, From, etc...)	Asset	A	B	Metric to Decide Winner	Winner
Subject Line	Dangers of a Good Enough Marketing Automation Solution	Don't Regret Your Marketing Automation Solution	Choose the Right Marketing Automation Solution for Your Company	Open	A
Subject Line	SiriusView	[New Report] 2014 Marketing Automation Vendor Comparison	[Download] 2014 Marketing Automation Vendor Comparison	Clicks	B
Link in Email	Gartner MQ for Lead Gen	Link to demo with image	Link to demo without image	Clicks	A
Subject Line	Let's Get Visual	[Download Now]	[How-To Guide]	Clicks	B
Subject Line	Social Media Tactical Plan	[Download Now] Your Customizable Social Media Plan	[Social Media Plan] Covers Facebook, LinkedIn, Twitter, Instagram, Pinterest, and Vine!	Clicks	Tie
Subject Line	4 Pieces of Social Media Real Estate	[Cheat Sheet] before	[Cheat Sheet] after	Clicks	A
Form in Landing Page	Pin to Win	Form on Left Side	Form on Right Side	Form Conversions	Tie
Subject Line	Social Media Tactical Plan	[Tactical Plan]	[Personalized Plan]	Clicks	A

A/B TESTING WORKFLOW (CONTINUED)

7. **Determine the winning combination:**

Which version performed better? Did it perform significantly better or just marginally? Was it statistically significant? (More on this later in the ebook.)

8. **Make necessary changes:** Make changes to reflect the results of the test. If a red CTA button is more effective than a black one, change it on the page or email in question.

Note that the exact process may vary depending on your industry, company size, and target audience, but it always consists of creating, running, and reporting on the test.

The keys to successful A/B testing are finding the process that works for you and your marketing team, and maintaining consistency throughout all tests. Consistency is crucial, as the slightest alteration can skew results and could possibly lead you to make changes to an element in a campaign that was working to drive conversions! Yikes!



How long should you test?

There's no exact rule for testing duration, but here are some sound points of advice:

- ▶ According to Neil Patel of KISSmetrics, no matter the size of your business, you should run A/B tests for at least one week since conversion rates are known to vary a lot during the first few days of a test.
- ▶ Businesses with larger client bases may need to let an A/B test run longer than their smaller counterparts, since they will need to test a higher sample of visitors in order to form a strong conclusion.
- ▶ In general, you don't want to test for too short of a time since you won't end up with a large enough group of visitors to be statistically accurate, and you don't want to test for too long of a time since there are more variables you can't control over a longer period.

A/B Testing and Marketing Automation

Marketing automation software can breathe new life into your A/B testing efforts. It has the ability to easily and quickly help you set up multiple tests and can automatically administer those tests so you can focus your attention wherever else it is needed.

Overall, incorporating A/B testing into your marketing automation strategy can help you:

- ▶ Test elements on multiple campaigns simultaneously, saving you time and allowing you to more quickly draw conclusions and make necessary changes to your campaigns.
- ▶ Optimize your emails, landing pages, and other campaigns.
- ▶ Determine and pinpoint the best campaigns to achieve your marketing objectives.
- ▶ Maximize your response rates on various campaigns.
- ▶ Raise your conversion rates through various channels. In fact, according to MarketingSherpa, A/B testing can help raise conversion rates by 48% or more!

48%

According to MarketingSherpa, A/B testing can help raise conversion rates by 48% or more



A/B TESTING AND MARKETING AUTOMATION (CONTINUED)

For the email channel in particular, specific features of a marketing automation platform can be set to send a test email to a recipient list as part of an automatic, triggered campaign. If the variant outperforms the control, the marketer will be notified and can take any necessary action. This type of testing ensures marketing campaigns are always optimized.

Marketo Champion/Challenger Testing System

The screenshot displays the Marketo Champion/Challenger Testing System interface. The top navigation bar includes the 'MarketingEmail.Test' logo, 'Community', and 'Help' links. A status bar indicates 'Auto-saved: Jan 3, 2:05 PM PST'. The left sidebar shows a four-step process: 1. Test Settings (active), 2. Winner Criteria, 3. Schedule, and 4. Finish. The main content area is titled 'Test Settings' and includes 'NEXT' and 'FINISH' buttons. Under the 'Variations' section, the 'Test Type' is set to 'Subject Line'. The 'Email' field contains 'MarketingEmail.5% discount coupon'. The 'Subject Line' field shows two variations: A. 'Get %5 off your next purchase' and B. '5% off for valued customers'. The 'Test Sample Size' section features a progress bar from 10% to 90%, with 'Receives Test' at the 10% mark and 'Receives Winner' at the 90% mark.

MarketingEmail.Test Community Help ?

Auto-saved: Jan 3, 2:05 PM PST

1 Test Settings

2 Winner Criteria

3 Schedule

4 Finish

Test Settings NEXT FINISH

Variations

Test Type: Subject Line

Email: MarketingEmail.5% discount coupon

Subject Line: A. Get %5 off your next purchase B. 5% off for valued customers

Test Sample Size

10% 90%

Receives Test Receives Winner

Examples of A/B Testing

As we've seen, there is nearly an endless amount of A/B tests that you can perform. Why? Because there are numerous channels on which to test numerous elements. Let's take a closer look at examples of A/B tests conducted on different channels and see what we can learn from each:

Webpage Background Color A/B Test



Version A

In this example, the test focused on the background color of the webpage. The white was considered to be a little on the dull side. So the team hypothesized that adding some color may attract more attention and increase the number of times the form was filled out (i.e. getting more leads.)

Version B

The success metric was the number of form completions. The hypothesis ended up being wrong, however, because the winner was the version with the white background. The conclusion here is that the strong purple background was too intimidating and perhaps even too jarring to view.

From this conclusion, a marketer would be smart to test another background color that is less harsh and dramatic to determine if that fares better than white—or, maybe not—maybe white will win every time!

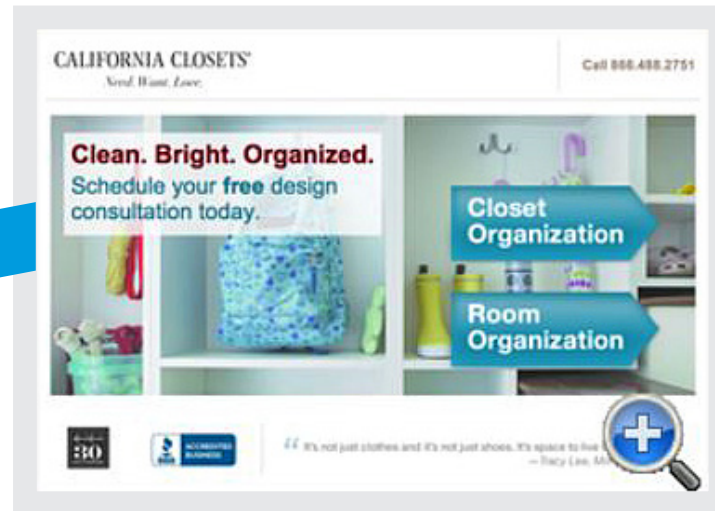
EXAMPLES OF A/B TESTING: HOME PAGE HEADLINE

Home Page Headline and Sub-Headline A/B Test



Version A

Here, we see a test that focuses on the headline and sub-headline on California Closets' home page. With its catchier headline and its straightforward sub-headline, you probably are thinking that Version B won this test. But, you'd be wrong! Version A increased leads by an astounding 115%! Why? The copy on Version A was actually tied to the brand's PPC ads that drive people to the page. The key take-away here?



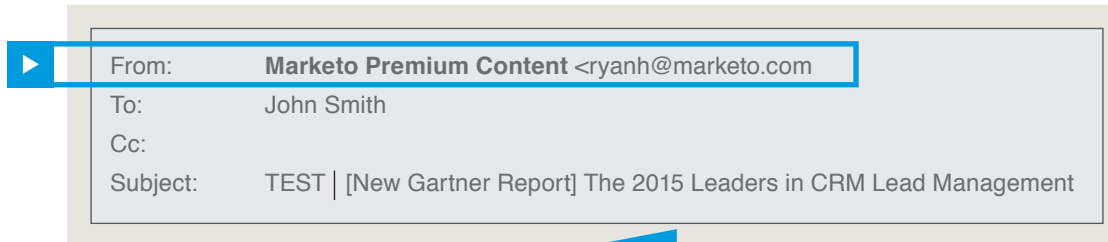
Version B

All components of your marketing and sales experience work together, so it's important to keep this in mind when developing each one.

Ask yourself: Does this component coordinate well with this other component? Keep this in mind when performing A/B tests on elements that are indirectly connected to one another.

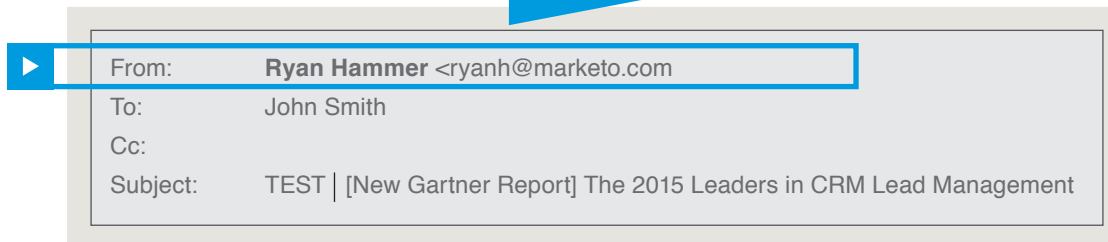
EXAMPLES OF A/B TESTING: EMAIL SENDER NAME

Email Sender Name A/B Test



Version A

VS



Version B

Which type of approach do your customers prefer in your email communications? In this example, the sender name of an email was tested: the control showed “Marketo Premium Content” as the sender and the test (i.e. variant) showed “Ryan Hammer” as the sender. The success metric was the number of opens. The hypothesis was that the generic name would win since customers and potential customers know the name “Marketo”, but they are probably not familiar with the name “Ryan Hammer”, meaning they would be more inclined to ignore (or even automatically delete) an

email from a perceived stranger. But the hypothesis was wrong! The email from Ryan Hammer generated more opens. The conclusion is that customers saw those emails as more personal and warm, rather than being the result of a mass email blast.

The take-away here is that even when we think our hypotheses are correct, there’s always a chance we are wrong—emphasizing the importance of testing. We wouldn’t want to be sending only “Marketo Premium Content” emails totally unaware that they are not optimized!

A/B TESTING TIP

Even when we think our hypotheses are correct, there’s always a chance we can be wrong, so testing is of utmost importance.



EXAMPLES OF A/B TESTING: EMAIL SUBJECT LINE

Does the exact wording of a subject line of an email really matter? Yes, yes it does! Here is a face-off between “[Webinar] How to Measure the ROI of Your Social Marketing” and “[Webinar] Do You Measure the ROI of Your Social Marketing?” The success metric with testing email subject lines is open rate and click rate.

The hypothesis was that Version A’s subject line would perform much better because it is worded in an actionable way for marketing practitioners, the target audience. But the hypothesis was wrong! The more direct subject line, that of Version B, took the cake. Here, we learn that a subject line that leverages human psychology and instills fear works to get more opens and clicks than a subject line that simply encourages education. It’s interesting to see how your customers’ brains work, to say the least!

Email Subject Line A/B Test

From: Marketo Webinars <marketoteam@marketo.com>
Reply-to: marketoteam@marketo.com
To:
Subject: [Webinar] Do You Measure the ROI of Your Social Marketing?

Marketo

ACCURATELY MEASURING YOUR SOCIAL ROI
Thurs, July 16, 2015 @ 8AM PT / 11AM ET

REGISTER NOW **Hootsuite**

Hello Friend,

We all know social media is an effective marketing channel. But can you prove its actual impact on ROI? Join this webinar to discover how to achieve more accurate social tracking.

REGISTER NOW

Date: Thursday, July 16, 2015
Time: 8am PT/ 11am ET

You'll hear from experts at Hootsuite, Harvard University, and Marketo as they discuss strategies for measuring and reporting social activity.

See you there!

Marketo Team
1.650.376.2300

Master Your Marketing with Marketo

VS

From: Marketo Webinars <marketoteam@marketo.com>
Reply-to: marketoteam@marketo.com
To:
Subject: [Webinar] How to Measure the ROI of Your Social Marketing

Marketo

ACCURATELY MEASURING YOUR SOCIAL ROI
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You'll hear from experts at Hootsuite, Harvard University, and Marketo as they discuss strategies for measuring and reporting social activity.

See you there!

Marketo Team
1.650.376.2300

Master Your Marketing with Marketo

Version A

Version B

EXAMPLES OF A/B TESTING: MOBILE

With such a small screen to work with on mobile devices, marketers must identify the best way to lay out their content to attract customers. ApartmentGuide set out to determine whether using a new format on its mobile site would generate more prospects. Specifically, they wanted to see whether placing sponsored search results on a certain mobile page would generate more conversions and more revenue. The success metric was the number of clicks. ApartmentGuide theorized that the number of clicks would decrease, but they were wrong! The number of clicks went up by 1.6%. The take-away here is that even just a small tweak to your site can produce a lift in conversions.


Mobile Site Sponsored Listings A/B Test



EXAMPLES OF A/B TESTING: DIGITAL AD COPY

Digital Ad Copy A/B Test

Do You Run Facebook Ads?




LIKE us for pro tips on how to improve your Facebook ad campaigns today!

3,945 people like AdEspresso.

A

VS

Do You Run Facebook Ads?



LIKE us for daily tips on how to improve your Facebook ad campaigns & increase your ROI!

3,945 people like AdEspresso.

B

Version A

Version B



Here is a digital advertisement test that took place on Facebook. AdEspresso set out to increase the number of “likes” on its Facebook page. In this pursuit, the company A/B tested both versions of this ad. The number of “likes” is the success metric. The headline and image remained the same; only the copy differed. You’ll see that Version B changes the word “pro” to “daily” and also adds the line

“increase your ROI!” You would think that the notion of increasing ROI would be enticing to potential customers. But surprisingly, Version A ended up winning this showdown. Within a few days, it had acquired over 70 new likes while Version B had acquired zero! Here we see the power of changing copy on digital ads—even if the change is perceivably small.

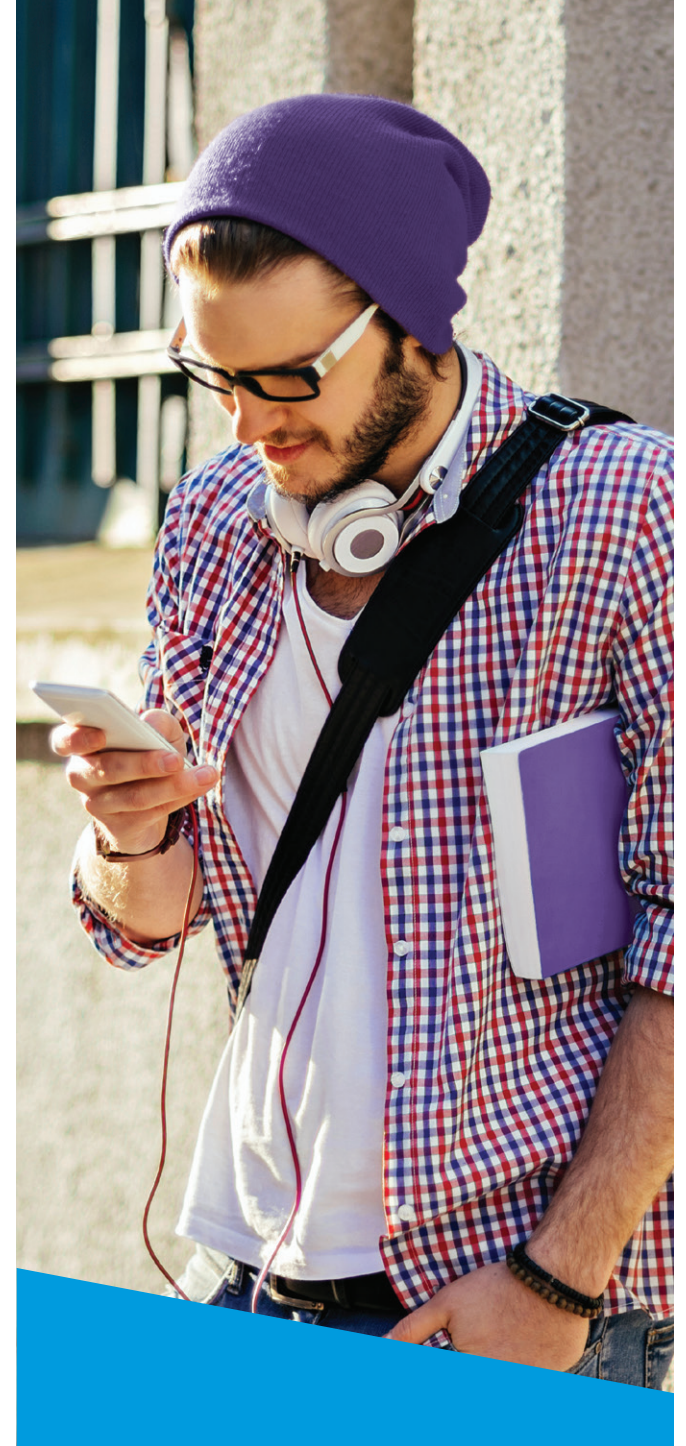
Testing Segmentation

As we've learned, an A/B test is where we change one element of a webpage, for example, in order to see if the change has an effect on conversions or another success metric. To take this one step further, these two variations need to be tested by two different groups of buyers, one variation on one group and one variation on another.

This is where the concept of segmentation comes into play. Segmentation brings a level of focus to your test that you could not obtain without it.

Segmentation is the grouping of prospective buyers based on their wants, needs, and attributes. The thought behind this is that those with similar wants, needs, and attributes will also have similar buying behavior and will respond similarly to a change during an A/B test.

If you don't segment it's as though you are treating your entire audience as one person. Doing so could negatively affect your A/B test results, since with A/B testing, you need to be as specific and as in control of the variables as possible.



Ways to Segment Your Buyers

- ▶ Source
- ▶ Behavior
- ▶ Outcome
- ▶ Demographic



TESTING SEGMENTATION (CONTINUED)

Your buyers vary greatly, and so in order to draw solid conclusions from your A/B test, you must first segment them. With that being said, here are four common segmentation approaches to consider, according to Conversion XL:

- ▶ **Segment by source:** Separate people by which source led them to your website or other channel, e.g. did they land on your website by clicking a paid ad on a related site, or did they reach your site by clicking on a link that popped up in their Facebook newsfeed?
- ▶ **Segment by behavior:** Separate people by how they behave when using a certain channel—which actions do they typically take, and which do they typically avoid? For example, they may often be compelled to click on a CTA that offers a product discount, but they may seldom click a CTA that simply encourages them to “learn more” about the product.
- ▶ **Segment by outcome:** Separate people by the products/services they’re interested in or regularly purchase or by the type of event they typically register for. For example, they may attend every webinar your company holds, which suggests that they’re very interested in your product/service, but they may stay away from the networking parties.
- ▶ **Segment by demographic:** Separate people by their age, gender, location, or other defining qualities.

Let’s take a look at an example. In segmenting by demographic, you could perform an A/B test on two groups that both consist of people who are 18-25 years old. The objective is to make sure that the groups mirror one another as a way to maintain control over the conclusions drawn from the test.

You wouldn’t want to perform the same test on two different demographics because then you wouldn’t know whether the outcome of your test was a result of the variation in element or the variation in demographics. Therefore, setting up the test without segmentation will likely lead to skewed results. This works against your attempt to be in control of your A/B test at all times.

A/B Testing Best Practices

Just like with any marketing strategy, there are a set of best practices that marketers should adhere to in order for A/B testing to do its job and do it well. Here are some best practices for you to consider:

- ▶ **Consult your co-workers:** Ask your co-workers for their input when creating tests. It's a good idea to gain insight into what needs to be tested from those on the front lines. Consult members of different teams to cover perspectives from across the board.
- ▶ **Test the entire customer journey:** It's easy to get caught up in testing elements on webpages and other channels that only pertain to the early stages of the customer journey. Why? Because the most energy from your marketing team as a whole tends to focus on the development of these initial attention-grabbers. But as an A/B tester, it's important to test elements on webpages and other channels that pertain to *all* stages of the customer journey, so that the entire journey is optimized.
- ▶ **Test one-by-one:** This point may be repetitive, but it's an important one. Only test one element at a time so that you'll be sure as to which variation is responsible for the change in conversions.
- ▶ **Test incrementally:** We've heard that slow and steady wins the race, and with A/B testing, this couldn't be truer. Before getting started, you need to map out a strategic plan of attack. It would help to draw a tree showing what exactly you will test and based on the results of those tests, what you will test next, and so on and so on. The point here is to test several elements in a particular order, all leading up to the end where you can draw a firm conclusion and validate (or invalidate) your hypothesis.
- ▶ **Be realistic:** Not every test will produce slam-dunk results every time. And honestly, with good A/B testing, this is the way it should be. What's important is that there is subtle positive change with each test. Therefore, with a combination of many tests, a much more telling result will present itself. This is the real goal of A/B testing—drawing conclusions about your customers based on the bigger picture instead of just based on one isolated test. So, know that good things will come as long as you remain patient.
- ▶ **Test in full:** On the topic of patience, here's another best practice for you. Even if your test is yielding good results right off the bat, you should always see it through to completion. This means to test for the duration you had originally planned on or until you reach the number of visitors you had originally decided upon. Why? Not only will you be able to see how your users are interacting with your webpage or other channel, but you'll also be able to obtain stronger data, which can be used to better back up your recommendations to company stakeholders.
- ▶ **Go with your instinct:** If you're not convinced by the results of a test (i.e. it greatly differs from your hypothesis and/or doesn't make sense), then don't be afraid to run the test again. Odds are, your instinct is right. When re-testing, assess how you set up the original test and correct any technical mistakes. Remember, just a millimeter of difference in set-up can dramatically affect the outcome of an A/B test.

How to Measure Test Results

Interpreting and tracking results is the most important step of the entire A/B testing process, as this is where marketers discover where they need to make changes in order to make their campaigns more effective. Optimizely recommends assessing results in terms of added value. This means that even just a small percentage increase in conversion rate could mean a major difference in revenue.

STATISTICAL SIGNIFICANCE

Once you have your results, determine whether a statistically significant difference exists between your two versions. The process of gaining validity is hypothesis testing, but the actual validity we seek is called statistical significance. Statistical significance refers to setting up a confidence level—how sure are we that the results we're getting from an A/B test are accurate?

Instead of performing the significance tests yourself, you can use an online A/B testing significance calculator. Websites such as Optimizely and KISSmetrics offer up these handy tools for free. And it's never a bad idea to use two different calculators to double-check your results.



NEGATIVE RESULTS

Marketers also should remember that even negative and neutral results can be helpful for better understanding customers. For example, OK A.M.B.A., a Scandinavian oil and energy company, produced a negative result in their A/B test, but later turned that into a win—an increase in conversions by almost 50%!

How'd they do that? They wanted to change a particular landing page in order to drum up conversions through this page alone. This page was copy heavy and lacked visuals, so they set out to change this factor. The variant

in the first test included an additional image to the page. However, this image showed a breakdown of the calculation of an offer. Doing this led to 30% fewer conversions! The company had thought that customers would want a better understanding of the calculation, but apparently this was the wrong assumption.

The hypothesis was invalidated. So, they tested again, but this time, they changed the image to that of a checklist of what the customer would get in the offer, and this is when conversions skyrocketed by nearly 50%.

The take-away here is that customers may surprise you, completely throwing you off and negate your hypothesis. That's OK. The important thing is to learn from the test—learn more about your customers' preferences, what attracts them and what makes them tick. Then, based on this information, test again and again until you eventually uncover what actually makes conversions go through the roof. Just think of A/B testing as a long, but accurate opportunity for learning.

Original

OK

Kontakt • Min OK • Nyheder • Presse • Om OK • Job • English • Sitemap

OK Bil • Landbrug • Transport • Industri • Andre erhverv • Priser • Find station • OK starter sporten

OK.dk / Sitemap / Fyringsolie

Spar op til 1.150 kr. på din fyringsolie

Bestil fyringsolie >>

Når du bestiller fyringsolie fra OK, kan du vælge 3 tilføjesprodukter, der vil spare dig penge og en masse besvær. Vælger du alle tre, bliver du helkundes og sparer op til 1.150 kr. første gang, du bestiller. Derefter får du 300 kr. i fast rabat pr. 1000 liter fyringsolie.

Så meget kan du spare på din fyringsolie

Alt efter hvor mange tilføjesprodukter du vælger, kan du spare op til 1.150 kr. første gang du bestiller fyringsolie. Få bestillingen kan du se priser. Du kan også afregne dine og få penge på de enkelte produkter og hvis du vil, kan du spare på din fyringsolie.

Se hvor meget du kan spare på din fyringsolie

Helkunde får billigere fyringsolie med disse produkter

OKfyreservice: Spar op til 15% af dit olieforbrug

Automatisk olielevering: Få automatisk op tankning og slip for selv at holde øje med din fyringsolie

Billig el fra OK: Få en måneds el til 0 kr. og udnedt lave el-priser

Bestil fyringsolie >>

Version A

OK

Kontakt • Min OK • Nyheder • Presse • Om OK • Job • English • Sitemap

OK Bil • Landbrug • Transport • Industri • Andre erhverv • Priser • Find station • OK starter sporten

OK.dk / Sitemap / Fyringsolie

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Se hvor meget du kan spare

Eksempel på beregning

Fyringsolie-køb	1000 l	15.120 kr.
OKfyreservice	-260,00 kr.	
Automatisk olielevering	-12,00 kr.	
Billig el fra OK	-15,00 kr.	
OKfyreservice - rabat	-18,00 kr.	
Automatisk olielevering - rabat	-150,00 kr.	
Billig el fra OK - rabat	-200,00 kr.	
Faste rabatter - rabat	-114,50 kr.	
Faste rabatter - rabat	-175,50 kr.	
Rabat i alt		-1.134,50 Kr.

Helkunde får billigere fyringsolie med disse produkter

OKfyreservice: Spar op til 15% af dit olieforbrug

Automatisk olielevering: Få automatisk op tankning og slip for selv at holde øje med din fyringsolie

Billig el fra OK: Få en måneds el til 0 kr. og udnedt lave el-priser

Version B

OK

Kontakt • Min OK • Nyheder • Presse • Om OK • Job • English • Sitemap

OK Bil • Landbrug • Transport • Industri • Andre erhverv • Priser • Find station • OK starter sporten

OK.dk / Sitemap / Fyringsolie

Spar op til 1.150 kr. på din fyringsolie

Når du bestiller fyringsolie fra OK, kan du vælge 3 tilføjesprodukter, der vil spare dig penge og en masse besvær.

Vælger du alle tre, bliver du helkunde og sparer op til 1.150 kr. første gang, du bestiller. Derefter får du 300 kr. i fast rabat pr. 1000 liter fyringsolie.

Se hvor meget du kan spare

Så meget kan du spare på din fyringsolie

Alt efter hvor mange tilføjesprodukter du vælger, kan du spare op til 1.150 kr. første gang du bestiller fyringsolie. Få bestillingen kan du se priser. Du kan også afregne dine og få penge på de enkelte produkter og hvis du vil, kan du spare på din fyringsolie.

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Helkunde får billigere fyringsolie med disse produkter

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Conclusion

Here are some key take-aways for the savvy marketer:

- ▶ **There's no time like the present—start testing now!**
- ▶ **Don't assume you know what your audience is thinking—test to confirm your instincts.**
- ▶ **Listen to and take action based on what you learn from testing—A/B testing is your vehicle to optimizing your marketing efforts.**

Clearly, A/B testing is an ongoing process and not a one-time-only event. People, trends, and preferences change over time, and marketers will have to respond accordingly. The best way to stay at the top of your game is to consistently test

elements across all your campaigns so that you don't neglect any opportunities for bringing in sales and conversions.

A/B testing is revolutionizing marketing because results are real, and data is immediately applicable for making changes to campaigns.

The beauty of the A/B test is that the possibilities are endless. Marketers can always learn something new and continue to improve their marketing efforts. It simply takes perseverance, creative thinking, and swift automation.

Don't guess. Test!



Marketo (NASDAQ: MKTO) provides the leading marketing software for companies of all sizes to build and sustain engaging customer relationships. Spanning today's digital, social, mobile and offline channels, Marketo's® customer engagement platform powers a set of breakthrough applications to help marketers tackle all aspects of digital marketing from the planning and orchestration of marketing activities to the delivery of personalized interactions that can be optimized in real-time. Marketo's applications are known for their ease-of-use, and are complemented by the Marketing Nation™, a thriving network of more than 250 third-party solutions through our LaunchPoint™ ecosystem and over 50,000 marketers who share and learn from each other to grow their collective marketing expertise. The result for modern marketers is unprecedented agility and superior results. Headquartered in San Mateo, CA with offices in Europe, Australia and a joint-venture in Japan, Marketo serves as a strategic marketing partner to more than 3,000 large enterprises and fast-growing small companies across a wide variety of industries. For more information, visit **marketo.com**.