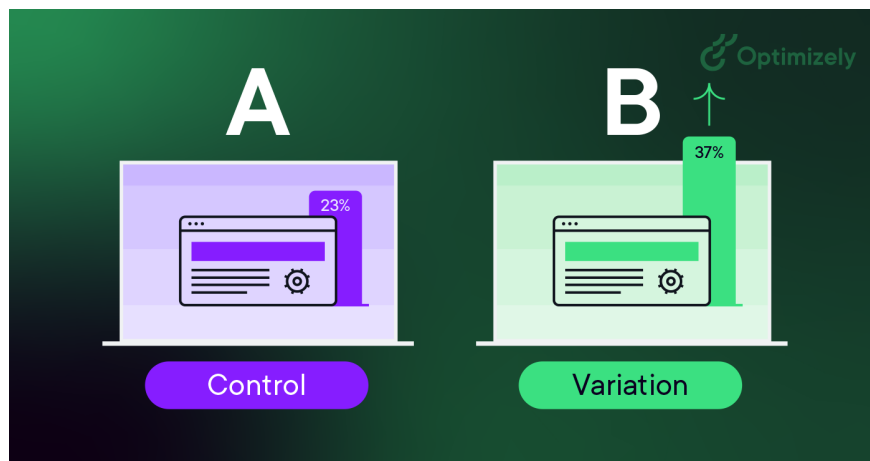


What is A/B testing? What is the process of performing A/B Test?

A/B testing is a method of comparing two versions of a website or app against each other to determine which version performs better.

What is A/B testing?

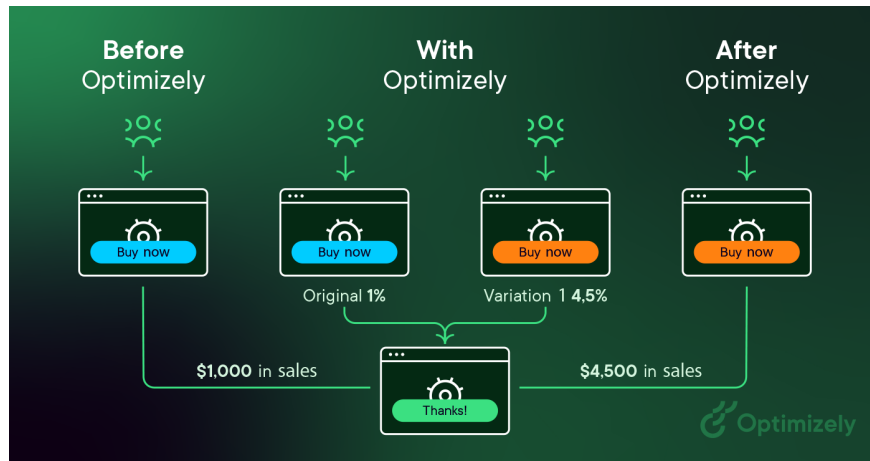
A/B testing (also known as Split testing or Bucket testing) is a method of comparing two versions of a web page or app against each other to determine which version performs better. It works by randomly showing two variations of a page to users and using statistical analysis to determine which variation achieves better results for your conversion goals.



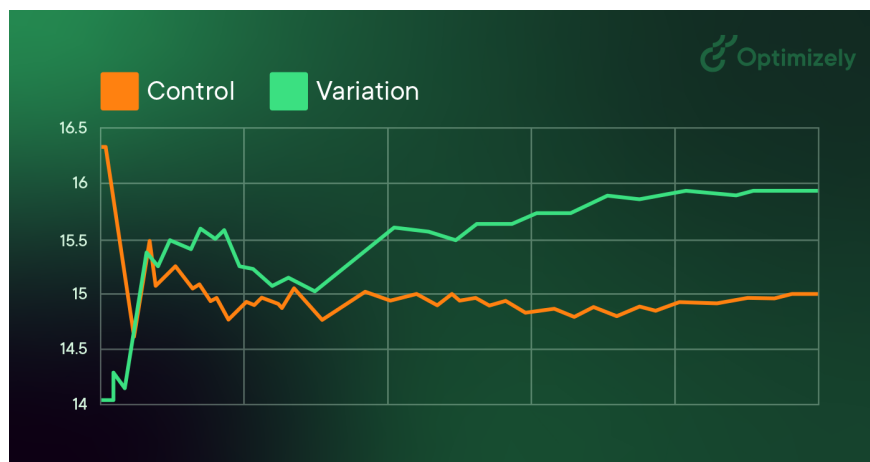
In practice, here's how A/B testing works:

1. Create two versions of a page - the original (control or A) version and the modified (variant or B) version
2. Randomly split your traffic between these versions
3. Measure user engagement through dashboards
4. Analyze the results to determine whether the changes had a positive, negative, or neutral impact.

The changes you test can range from simple tweaks (like headlines or buttons) to complete page redesigns. By measuring the impact of each change, A/B testing turns website optimization from guesswork to data-driven decisions, shifting the conversation from 'we think' to 'we know.'



As visitors are served either the control or the change method, their engagement with each experience is measured and collected in a dashboard and analyzed through a statistical tool. You can then determine whether the change to the experience (change method or B) has a positive, negative, or neutral impact compared to the baseline version (control method or A).



'The concept of A/B testing is simple: Show different variations of a web page to different people and measure which variation is most effective at converting them into customers.' According to Dan Siroker and Pete Koomen (Book | A/B Testing: The Most Powerful Way to Turn Clicks into Customers)

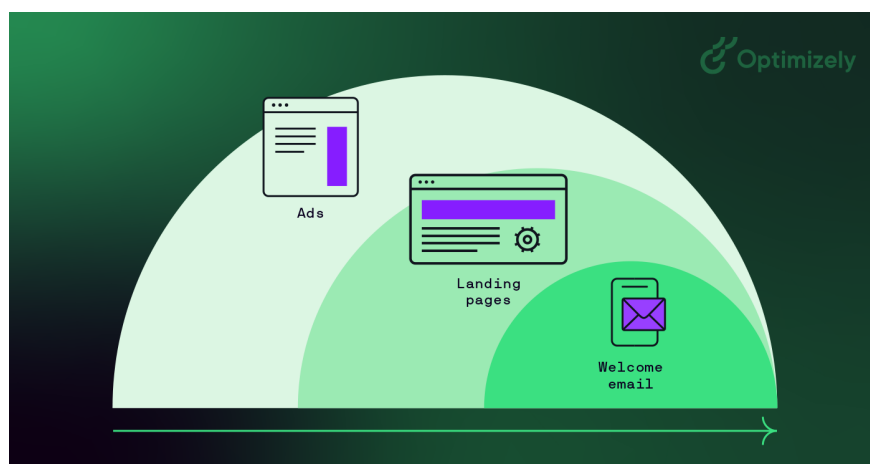
Why should you do A/B testing?

A/B testing allows individuals, teams, and companies to make careful changes to their user experience while collecting data on its impact. This allows them to build hypotheses and learn which elements and optimizations in their experience have the most impact on user behavior. In other words, they can be proven wrong – their opinion of the best experience for a given goal can be proven wrong through A/B testing.

More than just answering a one-time question or resolving a disagreement, A/B testing can be used to continually improve a given experience or improve a single goal like conversion rate optimization (CRO) over time.

Examples of A/B testing applications:

1. **B2B Lead Generation** : If you're a tech company, you can improve yours by testing changes to your headlines, form fields, and CTAs. By testing each element one by one, you can determine which changes increase lead quality and conversion rates.
2. **Campaign performance** : If you're a marketer running a product marketing campaign, you can optimize your ad spend by testing both your ad copy and your landing page. For example, testing different layouts can help determine which version converts visitors into customers best, reducing your overall cost of acquisition.
3. **Product Experience** : Product teams across the company can use A/B testing to validate assumptions, prioritize important features, and deliver products without risk. From integration flows to in-product notifications, testing helps optimize the user experience while maintaining clear goals and hypotheses.



A/B testing helps shift decision making from opinion-based to data-driven, challenging the term HiPPO (Highest Paid Person's Opinion).

As Dan Siroker notes, *'We really don't know what's best, let's look at the data and use that data to help guide us .*

How to do A/B testing

Here is an A/B testing framework you can use to get started running tests:

1. Data collection

1. Use analytics tools like Google Analytics to identify opportunities
2. Focus on high traffic areas through heat maps
3. Find pages with high bounce rates

2. Set clear goals

1. Identify specific metrics to improve
2. Set up measurement criteria

3. Set improvement goals

3. Create a test hypothesis

1. Form clear predictions
2. Based on existing data
3. Prioritize by potential impact

4. Design variations

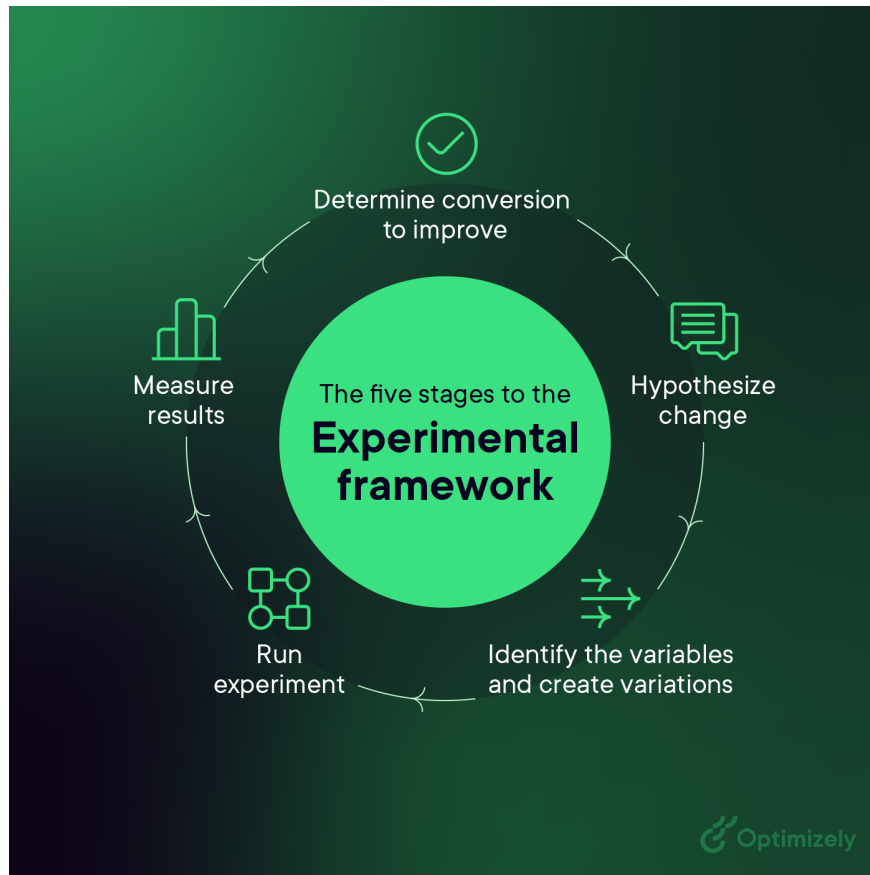
1. Make specific, measurable changes
2. Ensure proper follow-up
3. Technical Implementation Check

5. Test run

1. Random traffic split
2. Track issues
3. Collect data systematically

6. Analyze the results

1. Test for statistical significance
2. Consider all the figures
3. Record lessons learned



If your variation wins, great! Apply those insights to similar pages and keep iterating to find success. But remember – not every test will yield positive results, and that's okay.

In A/B testing, there are no failures, only opportunities to learn. Every test, whether positive, negative, or neutral, provides valuable insights about your users and helps refine your testing strategy.

12 Best A/B Testing Tools

1. Contentsquare

Contentsquare is an end-to-end experience intelligence platform that teams can use to monitor their website's digital experience. With both quantitative and qualitative tools and capabilities, the platform allows you to add deeper insights to your A/B tests and understand the motivations behind user actions.

2. VWO

Fast growing companies use VWO for their A/B testing

Thousands of brands across the globe use VWO as their experimentation platform to run A/B tests on their websites, apps and products.

name@yourcompany.com

TRY VWO FOR FREE

Visual Website Optimizer (VWO) is an experimentation platform with a comprehensive CRO toolset that allows you to A/B test different elements of your website and mobile apps, such as headlines, CTA buttons, and images, to see which variation converts more users.

3. Omniconvert

Unlock growth. Fuel your eCommerce engine.

Give your team, leadership and agencies the ultimate eCommerce suite to thrive in a cookieless future.

Work email

Book a demo

Trusted and used by:



improve conversion

EXPLORE

Omniconvert Explore helps you improve conversion

Omniconvert is a website optimization platform with A/B testing, surveys, website personalization, customer segmentation, and behavioral targeting features.

4. Unbounce

unbounce Products Solutions Pricing Learn Contact Log In Start My Free Trial

Smart Marketing Tools to Grow Your Business

Turn more of your visitors into customers. Unbounce is the AI-powered landing page builder with smart features that let you create beautiful, high-performing marketing campaigns in just a few minutes.

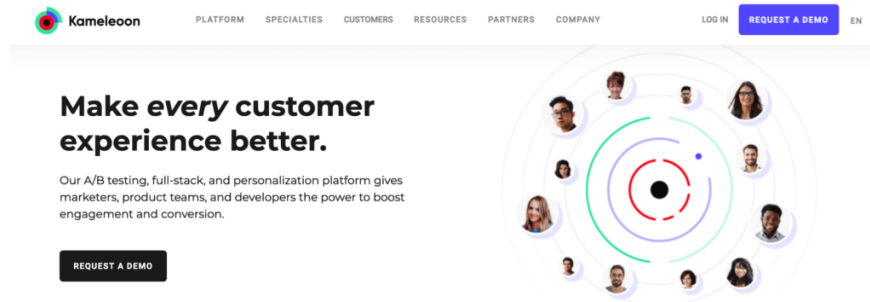
Build Landing Pages Write with AI

Unbounce is a landing page builder that includes analytics and A/B testing features that allow you to track key performance indicators (KPIs) and optimize conversion rates.

5. Crazy Egg

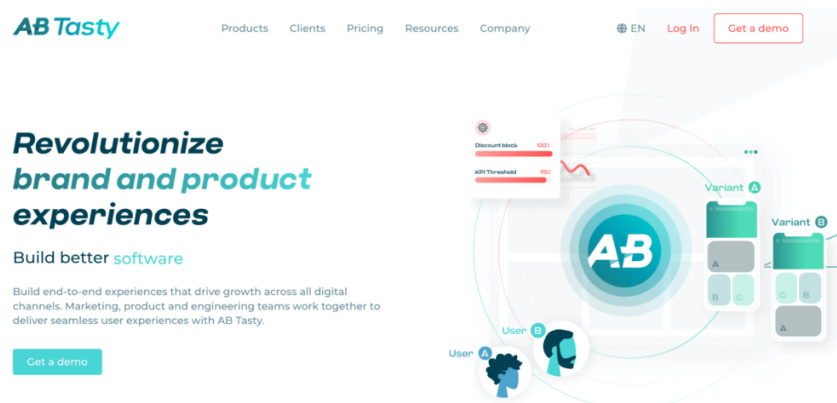
Crazy Egg is a website optimization tool that allows you to analyze user behavior on your website. It includes features like heatmaps, scroll maps, and click reports to help you test different versions of your website to see which one generates more engagement or conversions.

6. Kameleoon



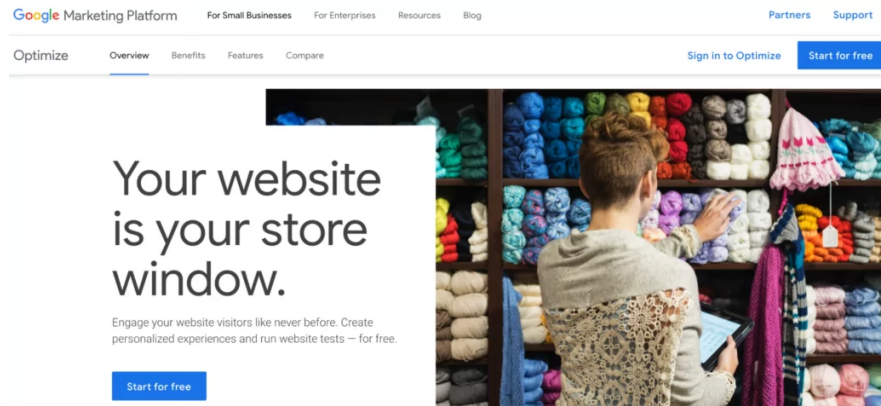
Kameleoon is a web optimization platform with full-featured, web testing capabilities that lets you run A/B testing in real-time and gives you data-driven insights to make better product decisions.

7. AB Tasty



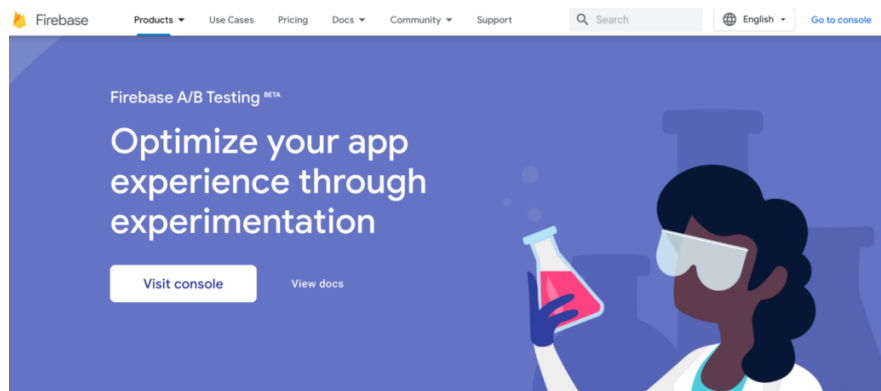
AB Tasty is a web optimization platform that offers feature management, A/B testing, and personalization tools to help you improve conversion rates and customer experience in real-time.

8. Google Optimize



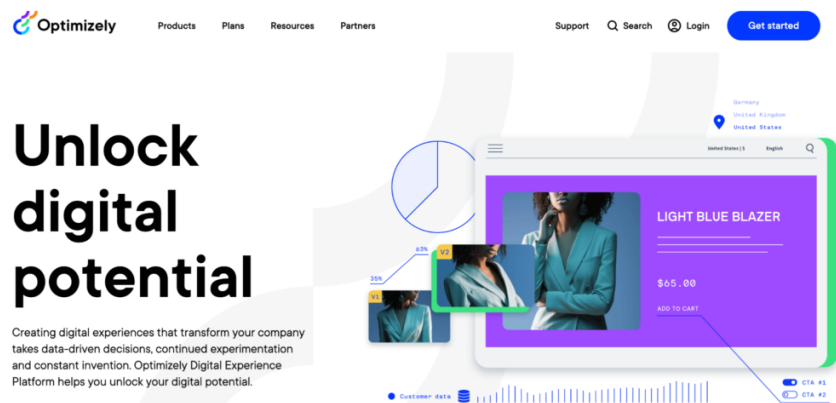
Google Optimize is one of the most popular A/B testing solutions out there. It's completely free and designed to work with other popular Google products like Google Analytics, Google Ads, and Firebase.

9. Firebase A/B Testing



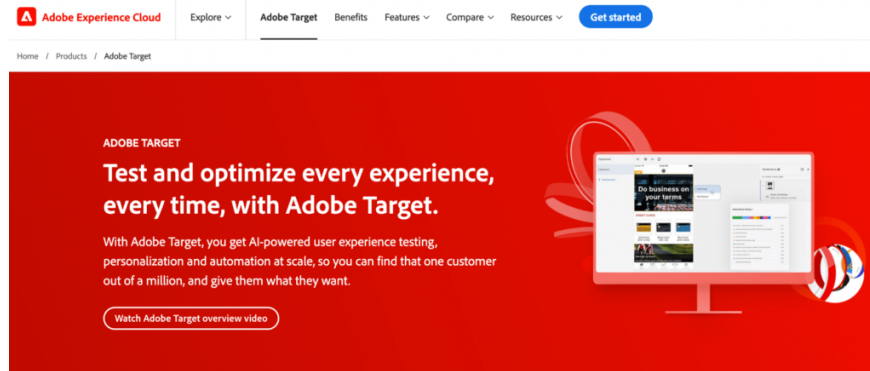
Firebase is an app development platform created by Google. Firebase's A/B testing module can help you test changes to your app's features, user interface, or engagement campaigns.

10. Optimizely



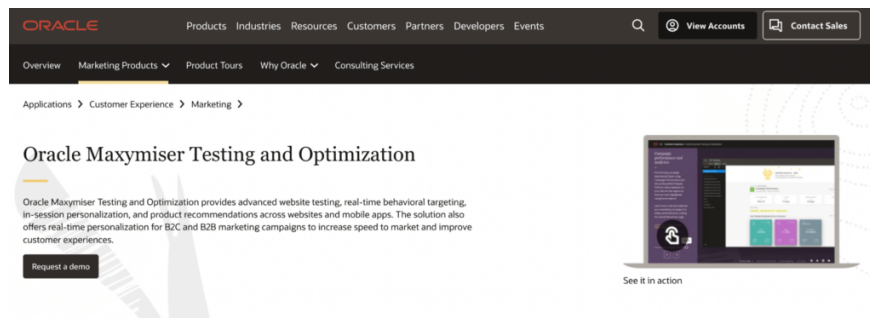
Optimizely is a digital experience platform. It comes with A/B testing and multivariate capabilities, as well as CMS, website personalization features, feature conversion capabilities, and more.

11. Adobe Target



Adobe Target is a testing platform — part of the Adobe Experience Cloud. Like the entire experience cloud, Adobe Target is built for enterprises, focused on omnichannel user experiences and running tests on thousands or even millions of users.

12. Maxymiser



Maxymiser is a testing and optimization tool acquired by Oracle in 2015. The main focus of the tool is to put testing and personalization in the hands of marketers by eliminating the need for development resources.

You finished reading the article "**What is A/B testing? What is the process of performing A/B Test?**" edited by the [TipsMake](#) team. We hope this article has provided you with many useful tech tips and tricks. You can search for similar articles on tips and guides. Thank you for reading and for following us regularly.