

AB Testing

Resources about A/B testing, which is the practice of comparing two versions of a web page to see which one performs better.

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Below we have compiled publicly available sources from around the world that present views on A/B Testing.

Perspectives on A/B Testing

• **The Ultimate A/B Testing Guide: Everything You Need to Know**

A post that covers everything you need to know about A/B testing (also referred to as "split" testing), from start to finish. By the end of this guide, you'll have a thorough understanding of the entire AB testing process and a framework for diving deeper into any topic you wish to further explore.

Read the article on conversionsciences.com »

• **"The More Tests, the Better!" and Other A/B Testing Myths, Debunked**

Most marketers understand the importance of A/B testing. But, while the practice of A/B testing has become more and more common, too many marketers still buy into pervasive A/B testing myths. This post will rebut four A/B testing myths that we hear over and over again.

Read the article on widerfunnel.com »

• **Why A/B Tests are the Workhorse of a CRO Research Phase**

A/B testing platforms use statistics to validate that one version is outperforming the other, and this form of testing can be useful both in the Research & Analysis phase as well as Execution, when you have developed a strong hypothesis you want to test.

Read the article on awa-digital.com »

• **How Does A/B Testing Help You Get a Better Website?**

Designing a website is a real challenge for any business. It is a work of creativity. No matter whether you are building a new website or re-designing an existing one, it is important to rely on data, rather than intuition. It would be a great idea to start with A/B testing.

Read the article on bigeyedeers.co.uk »

- A/B Testing: 5 Reasons Why App Developers Fail In Their Strategy 2017
thetool.io
- Why User Feedback and A/B Testing Need Each Other
medium.theuxblog.com
- A/B Testing: Getting the Most out of Your Site
10poundgorilla.com
- Audio Podcast on A/B Testing
testingpodcast.com
- A Beginner's Guide To AB Testing: An Introduction
blog.kissmetrics.com
- What is A/B testing?
unbounce.com
- Why Most A/B Tests Give You Bullshit Results
venturebeat.com
- A/B Test Intro: What Is An A/B Test?
conversionsciences.com
- The A/B Test: Inside the Technology That's Changing the Rules of Business
wired.com

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How To

- **How to A/B test landing pages**

This tutorial introduces you to the process of creating a landing page A/B test, including guidelines and instructions for effective A/B testing.

[Read the article on hubspot.com »](#)

- **How To Run An A/B Test For Email Campaign Landing Pages**

A talk with Alex Birkett - Growth Marketing Manager at ConversionXL, to understand the ins and outs of optimizing your landing page as part of your email campaigns.

[Read the article on litmus.com »](#)

- **A Beginner's Guide to Display Ad A/B Testing**

A/B testing is essential because it allows you to test creative copy, images, call to actions, or anything, in fact, to determine which will deliver the best results. This will ultimately set the campaign up for success.

[Read the article on 3qdigital.com »](#)

- [A Developer's Guide to A/B Testing](#)
deltadna.com
- [10 Guidelines To Improve The Effectiveness Of A/B Testing](#)
usabilitygeek.com
- [App Store Optimization Hacks: A/B Testing Google Play Title](#)
2017
android.jlelse.eu
- [How to A/B Test your Landing Page to Maximize Conversions](#)
blog.wishpond.com
- [How To Boost Your A/B Testing Effectiveness With Attention Tracking](#)
usabilitygeek.com
- [A/B Testing for Video: What Variations to Test](#)
2017
animoto.com

Specific Technologies

- [AB Tasty - How to Create a Multipage Test Or a Test on All pages of a Conversion Funnel?](#)
support.abtasty.com
- [AdBasis - AB Test AdWords Expanded Text Ads](#)
2017
www.adbasis.com
- [How to Use Google Optimize A/B Testing Tool to Run Experiments On Your Site in a Few Minutes](#)
2017
premium.wpmudev.org
- [Slide Deck: How to AB Test Landing Pages in Marketo](#)
slideshare.net

Examples

- [A Beginner's Guide to A/B Testing for Your Hotel's Website](#)
bluemagnetinteractive.com
- [What Booking.com Can Teach Us About A/B Testing Strategy](#)
eyequant.com
- [5 Landing Page A/B Tests And Their Surprising Results](#)
blog.hubspot.com
- [4 Meaningful Landing Page AB Test Ideas to Learn From](#)
conversioner.com

Further Reading

- [Web Analytics Concepts and Metrics](#) — In-depth resources about the basic building blocks of analytics - practices, metrics and concepts.
- [BI for Digital Marketing](#) — Resources about how business intelligence technology is used to aid digital marketing analytics and decision making.
- [Specialized Analytics](#) — Resources about strategies, techniques and metrics for specialized analytics use cases: mobile analytics, eCommerce analytics, game analytics, email analytics, and more.
- [Web Analytics and BI Technologies](#) — Resources about tools and technologies that help organizations measure, analyze and manage traffic to digital resources.
- [Digital Analytics Community](#) — Resources about events and conferences, online forums, books, and famous figures in the global digital analytics community.

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