

Multivariate Testing for Web Conversion

Resources about performing multivariate testing for web conversion, which is the practice of testing multiple elements of web pages to determine which combination of variations improves conversions.

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Below we have compiled publicly available sources from around the world that present views on Multivariate Testing for Web Conversion.

Perspectives on Multivariate Testing for Web Conversion

- [What is Multivariate Testing?](#)
conversion-rate-experts.com
- [When To Do Multivariate Tests Instead of A/B/n Tests](#)
conversionxl.com
- [Multivariate Testing: Promises and Pitfalls for High-Traffic Websites](#)
conversionsciences.com
- [A/B Split Testing vs. Multivariate: Pros and Cons](#)
widerfunnel.com
- [Using Multivariate Testing to Increase Website Conversion](#)
speckyboy.com
- [What Multivariate Testing Is, Its Pros and Cons and When to Use It](#)
yoast.com
- [Full Insight On Multivariate Testing For A Higher Conversion Rate](#)
shanebarker.com

How To

- [Multivariate Testing: How to Make It Work?](#)
blog.omniconvert.com
- [5 Steps for Multivariate Testing in Online Marketing](#)
convinceandconvert.com
- [10 Simple Ways Multivariate Testing Can Boost eCommerce Sales](#)
online-metrics.com

Case Studies

- [5 Multivariate Test Case Studies That Show Incredible Growth](#)
condorly.com

Specific Technologies

- [Using Multivariate Tests in Salesforce Pardot](#)
help.pardot.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

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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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