



A/B TESTING

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About the Tutorial

A/B Testing is one of the best way to compare two or more versions of an application or a web page. It enables you to determine which one of them performs better and can generate better conversion rates. It is one of the easiest ways to analyze an application or a web page to create a new version that is more effective.

This is a brief tutorial that covers the fundamentals of A/B Testing with suitable examples to illustrate how you can put it into practice.

Audience

This tutorial has been designed to suit the requirements of all those professionals who are working in the software testing domain. It provides sufficient insight into the concepts of A/B Testing and how you can apply it to perform data analysis and maximize the conversion ratio of any website.

Prerequisites

We assume that the readers of this tutorial have basic knowledge of HTML and some experience of handling a website. In addition, it is going to help if the readers have an elementary knowledge of Data Analysis and Conversion ratio of websites and mobile applications.

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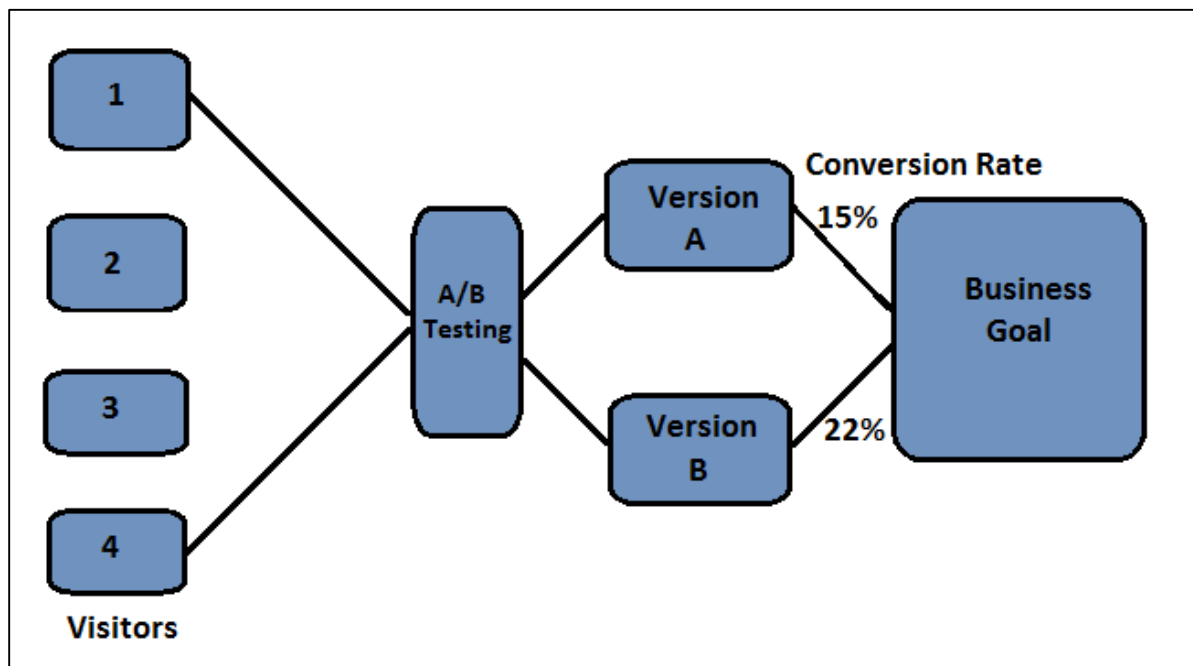
1. A/B Testing – Overview

A/B Testing (also known as **Split testing**) defines a way to compare two versions of an application or a web page that enables you to determine which one performs better. It is one of the easiest ways to analyze an application or a web page to create a new version. Thereafter, both these versions can be compared to find the **conversion rate**, which further helps in finding the better performer of these two.

Example

Let us assume that there is a web page and all the traffic is directed to this page. Now as a part of A/B Testing, you have made some minor changes like headlines, numbering, etc. on the same page and half of its traffic is directed to the modified version of this web page. Now you have version A and version B of the same web page and you can monitor the visitor's actions using statistics and analysis to determine the version that yields a higher conversion rate.

A conversion rate is defined as the instance, when any visitor on your website performs a desired action. A/B Testing enables you to determine the best **online marketing strategy** for your business. Take a look at the following illustration. It shows that version A yields a conversion rate of 15% and version B yields a conversion rate of 22%.



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