

A/B TESTING

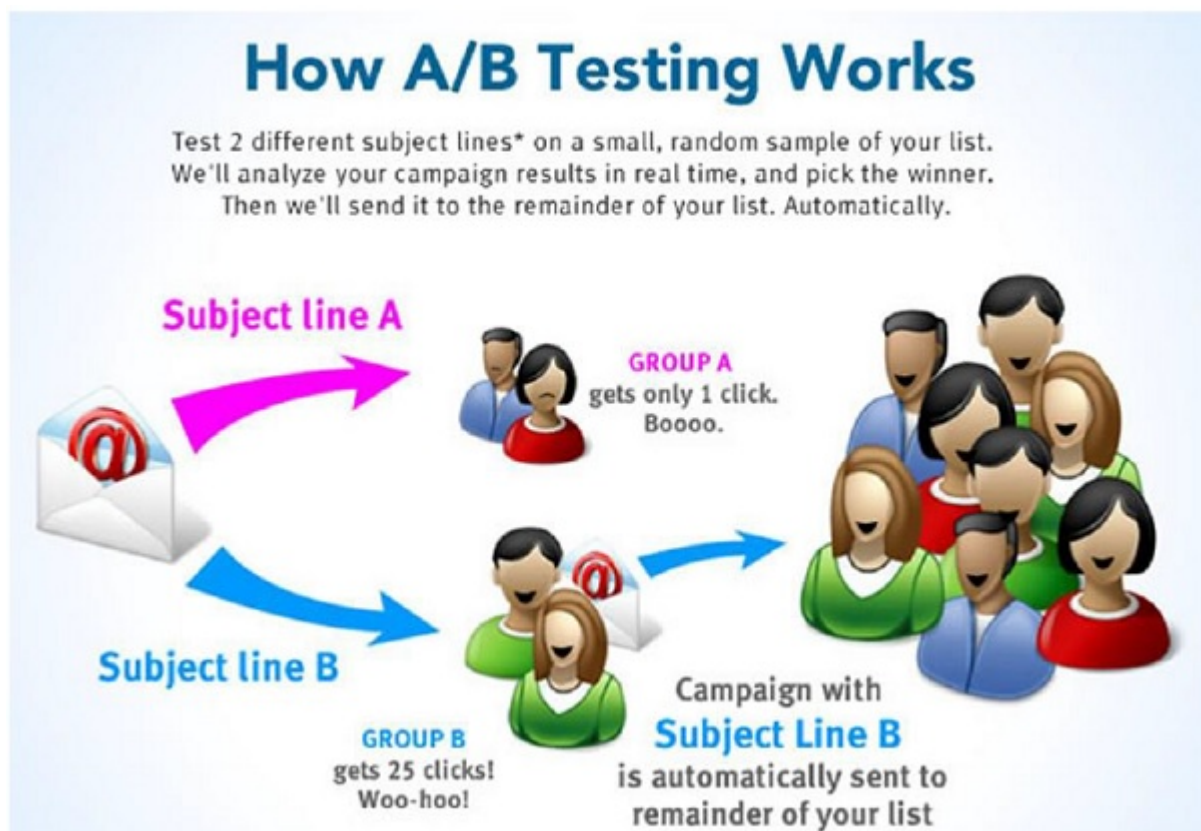
http://www.tutorialspoint.com/web_analytics/ab_testing.htm

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A/B Testing or **split testing** is a comparison between two variants of one aspect, say, two versions of a webpage. It is like running an experiment between two or more pages simultaneously to discover which one has the potential to convert more.



For example, e-Commerce websites use A/B testing on products to discover which product has the potential to earn more revenue. Second example is AdWords campaign manager running two ads for the same campaign in order to know which of them works well.



A/B testing allows you to extract more out of your existing traffic. You can run A/B Testing on Headlines, Ads, Call to action, Links, Images, Landing pages, etc...