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Set clear goals

Never start your testing without asking this question: Why are we running this test? Whether your aim is to improve conversion rates or collecting registration information, you should have a clarified target in mind.

2

Keep confidence level high

The Higher the confidence level, the higher the chances are that your test results are accurate. The ideal confidence level is 95% to determine whether the result is statistically significant.

3

Increase the sample size

Obtaining a larger sample size increases the power of an experiment. Larger sample size means you have more data to reach a reliable result, so the uncertainty reduces.

4

Test simultaneously

Time is the biggest variable which affects conversion rate. Test different versions at the same time to make sure that the same traffic goes to each version.

5

Run an A/A testing

Take two identically segmented groups and expose them to the same variation. Eliminate any possible technical errors with the test.

6

Run your tests for full weeks

When you run your test on a weekday but not on a weekend, you get an inaccurate snapshot of your traffic since weekend traffic tends to differ from weekday traffic.

7

Test, Test and Test Again

Don't stop testing once the winning variation is identified. Start a new round of testing using the data you get.

A/B testing shows you which works best for your business by comparing two versions of a single campaign. Seeing which variant outperforms the other, marketers can create more sophisticated strategies and increase conversions.

A Marketer's Guide to Effective **A/B Testing**

But there are sure some rules to follow. Here are 7 must-know tips to stick to, in order to run a successful A/B testing on the slippery ground of marketing business.