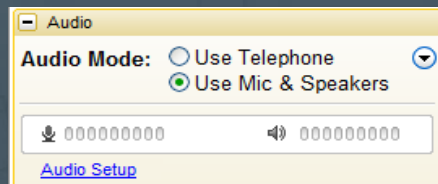


THE ABCs OF A/B TESTING



We will be starting at 2:00 pm ET.

Use the Question Pane in GoToWebinar to Ask Questions!

1

Use the hashtag #InboundLearning on Twitter

2

Question of the day

@HubSpotAcademy

#InboundLearning



HubSpot

Mark Kilens

@MarkKilens



Angela
Hicks

@angela_9



Isaac Moche

@isaacmoche



Quick Note:

A/B testing is available only to

HubSpot Enterprise Customers.

AGENDA

- 1 A/B testing strategy
- 2 A/B testing CTAs
- 3 A/B testing email
- 4 A/B testing landing pages
- 5 Dos and Don'ts of A/B testing

QUICK POLL:

How do you currently determine whether your A/B test is statistically significant?

The background of the slide is a dark blue-grey color with a repeating pattern of lightbulb icons in a lighter shade of blue-grey. The icons are arranged in a grid-like fashion, with some appearing slightly larger or more prominent than others, creating a subtle texture.

1

A/B TESTING STRATEGY.

A/B TESTING

is a method of testing through which marketing variables are compared to each other to identify the one that brings a better response rate.

A/B TESTING



50 % visitors
see variation A



Variation A



23%
conversion



50 % visitors
see variation B



Variation B



11%
conversion

A/B TESTING = THE SCIENTIFIC METHOD

1. Define your goal and hypothesis.
2. Set your Control (A) and Treatment (B).
3. Analyze results.

HUBSPOT.COM/AB-TEST-CALCULATOR

AB TEST CALCULATOR

Use this A/B testing calculator to find out if your test results are statistically significant.

In the boxes below enter the results from your experiment. For each variation you tested, input the total number of **tries** (emails sent, impressions seen), and the number of **goals** it completed (generally clicks, but could also be other conversions).

The calculator will tell you the confidence level your data produces for the winning variation. Typically you would be looking for a value above 95% or 98%.

Variation #1 Tries

Goals

Variation #2 Tries

Goals

The background of the slide is a dark blue-grey color with a repeating pattern of lightbulb icons in a lighter shade of blue-grey. The icons are arranged in a grid-like pattern across the entire slide.

74%

of companies who take a structured approach to conversion (including A/B testing) had improved their sales.

2 A/B TESTING CTAS.

CTA CASE STUDY: Friendbuy.com

Goal: To increase CTA conversions on the homepage for a decision stage offer.

CTA CASE STUDY:

Variation A:

Test it out



Variation B:

See demo



QUICK POLL:

Which is the better CTA?

CTA CASE STUDY: Results

Baseline (Variant A) CTR: 1.44%

Variant B CTR: 4.49%

211% improvement over Variant A.



See demo



CTA Case Study Conclusion

- Original CTA was vague, complicated, and reduced engagement.
- Variant B provided clear direction and included the word 'demo,' which is a well-defined term and understood by visitors.
- By meeting visitor expectations, Variant B outperformed all other calls-to-action in this test.

CTA ELEMENTS TO TEST

- Size
- Color
- Copy
- Image

The background is a dark blue-grey color with a repeating pattern of lightbulb icons in a lighter shade of blue-grey. The icons are arranged in a grid-like pattern across the entire page.

3 A/B TESTING EMAIL.

The background of the slide is a dark blue-grey color with a repeating pattern of lightbulb icons in a lighter shade of blue-grey. The icons are arranged in a grid-like pattern across the entire page.

1000

The minimum number of emails to run an effective A/B test

HOW TO RUN AN EFFECTIVE A/B TEST

1. Decide what element to test
2. Set your Control (A) and Treatment (B)
3. Analyze results

HOW TO RUN AN EFFECTIVE A/B TEST

1. Decide what element to test
2. Set your Control (A) and Treatment (B)
3. Analyze results

ELEMENTS TO TEST

- Subject line
- Offer
- Template
- CTA
- Personalization
- Images

OPEN RATE:
**TELLS YOU THE
EFFECTIVENESS OF
YOUR SUBJECT LINE**

The background is a dark blue-grey color with a repeating pattern of lightbulb icons in a lighter shade of blue-grey. The icons are arranged in a grid-like pattern across the entire page.

CLICK RATE:
**ARE PEOPLE ENGAGING
WITH YOUR EMAILS?**

HOW TO RUN AN EFFECTIVE A/B TEST

1. Decide what element to test
2. Set your Control (A) and Treatment (B)
3. Analyze results

A/B TESTING BEST PRACTICES

- Know what you are testing and why
- Only test one thing at a time
- Focus on frequently sent emails or global factors
- Make bold changes aka turn the “big knobs”
- Act on your results
- ABT – Always Be Testing

HOW TO RUN AN EFFECTIVE A/B TEST

1. Decide what element to test
2. Define what success looks like
3. Analyze results

The background of the slide is a dark blue-grey color with a repeating pattern of small, light grey lightbulb icons. The text is centered horizontally and consists of two lines. The first line is in white, and the second line is in orange.

**WAS YOUR A/B TEST
STATISTICALLY SIGNIFICANT?**

QUICK POLL:

**How often do you run
A/B tests?**

The background is a dark blue-grey color with a repeating pattern of lightbulb icons in a lighter shade of blue-grey. The icons are arranged in a grid-like pattern across the entire page.

4 A/B TESTING LANDING PAGES.

ELEMENTS TO TEST ON A LANDING PAGE

- Headlines
- Paragraph text
- Images
- Links
- Content placement
- Social Proof
- Testimonials
- Awards and Badges
- Video content, length
- CTA

Goal: Higher conversion rate.

Hypothesis: A different image would help.



JOCELYN



MICHAEL

4.78% ↑

Goal: Increased signups.

Hypothesis: A different headline would help.

VERSION A vs. **VERSION B**

VERSION A: Check email every 5 mins? Stop! Let us find your urgent messages.

VERSION B: Checking email every 5 minutes? Stop! Get AWAY from your inbox — let urgent emails cut through the clutter and FIND you... instantly.

Both versions feature a "Try it Free" button and a smartphone displaying the app interface.

VERSION A Results: 250,240,213 unimportant emails... Meet a few below!

VERSION B Results: 37,019,990 unimportant emails... Meet a few below!

VERSION B Testimonials:

- Patrick Healy:** I've not had to log email. The important stuff gets through to me.
- Susan Murphy:** It prevented me from being mind blown from a client's bleeping 20 meg letters.
- Markus Mann:** It gives me confidence in the office I need not feel like I'm missing out on any important work.

VERSION B Logos: Apple, Google, ESPRIMO, DOLL, American Red Cross.

38% ↑

The background is a dark blue-grey color with a repeating pattern of lightbulb icons in a lighter shade of blue-grey. The icons are arranged in a grid-like fashion, with some appearing slightly larger or more prominent than others, creating a subtle texture.

5 DOS AND DON'TS OF A/B TESTING.

WHEN CONDUCTING AN A/B TEST DO:

- 1 Test one variable at a time.
- 2 Decide on statistical significance for the test.
- 3 Focus on changes that can have the biggest impact.
- 4 Pay attention to external factors.

WHEN CONDUCTING AN A/B TEST **DON'T:**

- 1 Split your sample groups unevenly.
- 2 Vary the timing of your A/B testing.
- 3 Test multiple assets at the same time.
- 4 Stop testing.

RESOURCES

- [AB Test Calculator](#)
- [Getting Started With A/B Testing](#)
- [The A/B Test That Improved Call-to-Action CTR by 211%](#)
- [A/B Test Your Email Marketing: How to Get Started, What to Test and 20+ Apps to Help](#)
- [7 Dead-Simple A/B Tests You Should Run on Your Homepage](#)

NEXT STEPS

- 1 Create a hypothesis for a CTA, email or landing page test.
- 2 Create a goal for the A/B test.
- 3 Conduct the A/B test until significant results are reached.
- 4 Analyze the results of the test.

HAVE A QUESTION?

Type it in the question pane, now!



THANK YOU.

HubSpot
Academy 