

A/B Testing Plan:

Updated headline for Google Ads campaign

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Test details

Test ID:	7815
Overview:	Stay Hotel is planning to test a deals-focused headline for their Google Ads campaign.
Asset type:	Direct response ad
Channel:	Google Ads
Duration:	30 days
Test launch date:	July 17
Users per variant:	3,000
Primary metric:	Conversion rate
Current conversion rate:	2%
Expected conversion rate:	7% - a 5% point increase
Confidence level:	+95% (<i>Minimum 95%</i>)
Hypothesis:	Because we discovered that our target audience are deal seekers , we expect that featuring a 20% off promotion in the headline of an ad will cause the customers to respond more favorably and we will increase conversion by 5% points .
Description of variants:	<p>Variant A (Original):</p> <p>Ad https://www.stayhotel.com</p> <p>Stay Hotel - Great Rates & Free Breakfast</p> <p>Reserve your stay hassle-free with our online reservation system. We offer great rates, cozy rooms, and free cancellation.</p> <p>Variant B (Revised):</p> <p>Ad https://www.stayhotel.com</p> <p>Stay Hotel - Get 20% Off Your Reservation</p> <p>Reserve your stay hassle-free with our online reservation system. We offer great rates, cozy rooms, and free cancellation.</p>