



# A/B TESTING

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# GROUP 1

Questions:

- How many different versions should be tested?
- What kind of changes can we implement in each version of the test (from changing just the colour of a button to redesigning the whole site)?
- How can we show one version to a selected group of users and another version to a different group?

# HOW MANY DIFFERENT VERSIONS SHOULD BE TESTED?

● DEFINE YOUR GOAL

● **DEFINE HYPOTHESIS AND SUCCESS**

In general, it depends on your creativity, traffic volume, success metric, and learnings from each variance.

✦ Use a prioritisation framework  
(and the right test duration)!

● ANALYSE, IMPLEMENT, DOCUMENT

● **REPEAT**

✦ Be aware of change aversion!

# WHAT KIND OF CHANGES CAN WE IMPLEMENT IN EACH VERSION OF THE TEST?

## ANSWER

Again, it depends...

**To reach higher statistical significance:**

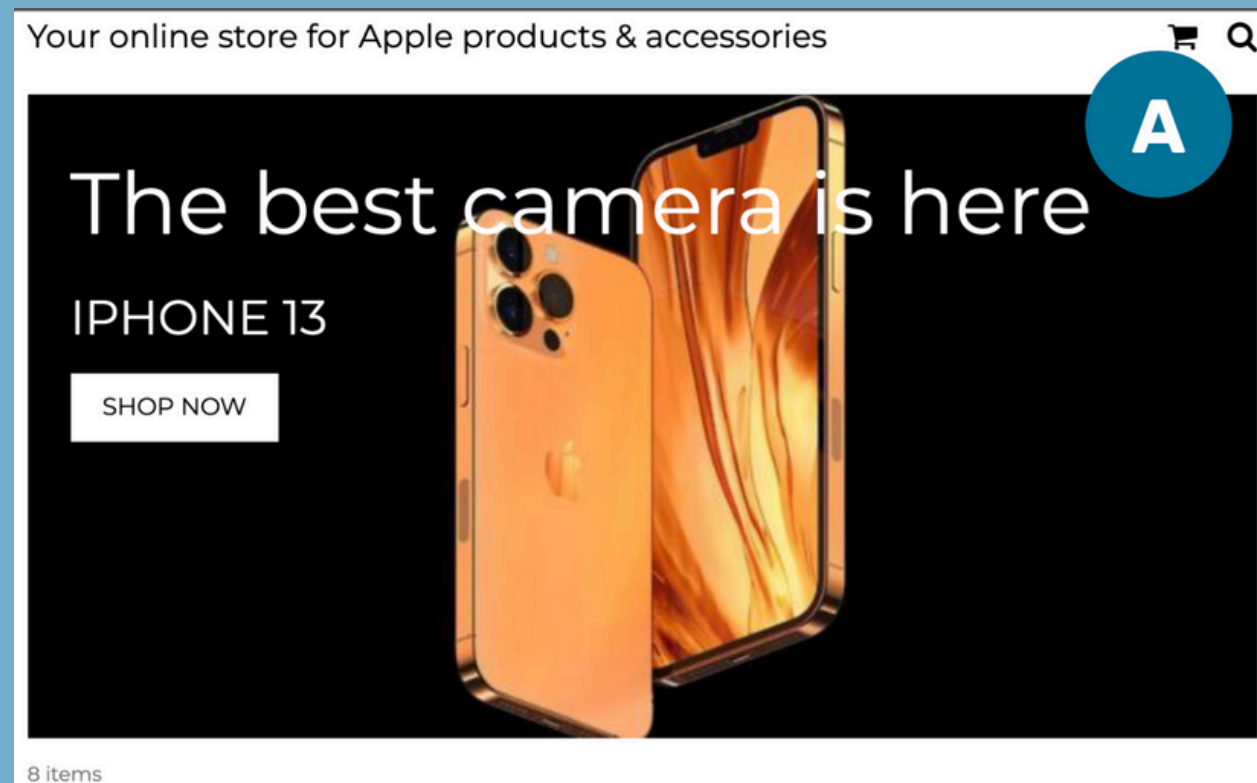
We should use in each stage of the testing  
**just one treatment (button colour or text).**

--> clearer results in the analysis phase

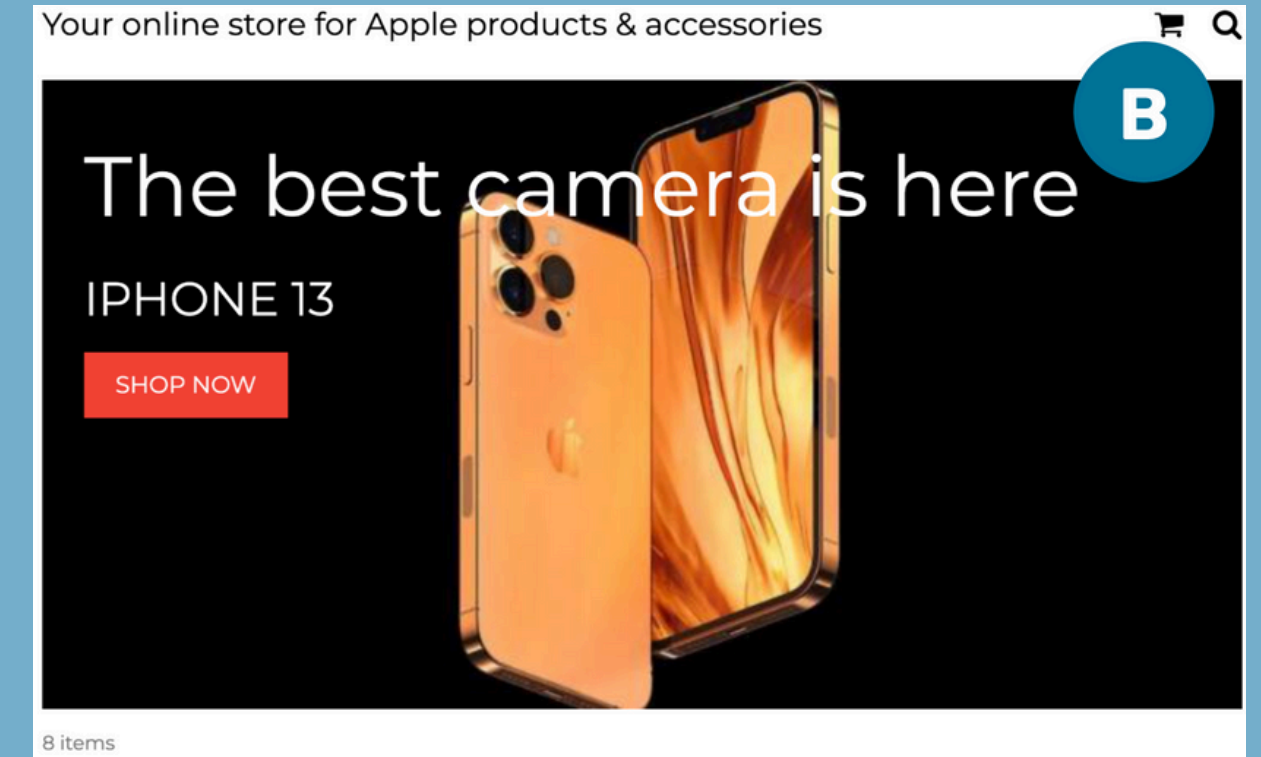
✦ For redesigning the whole landing page  
consider Multivariate Testing (MVT)!

# OneTreatment

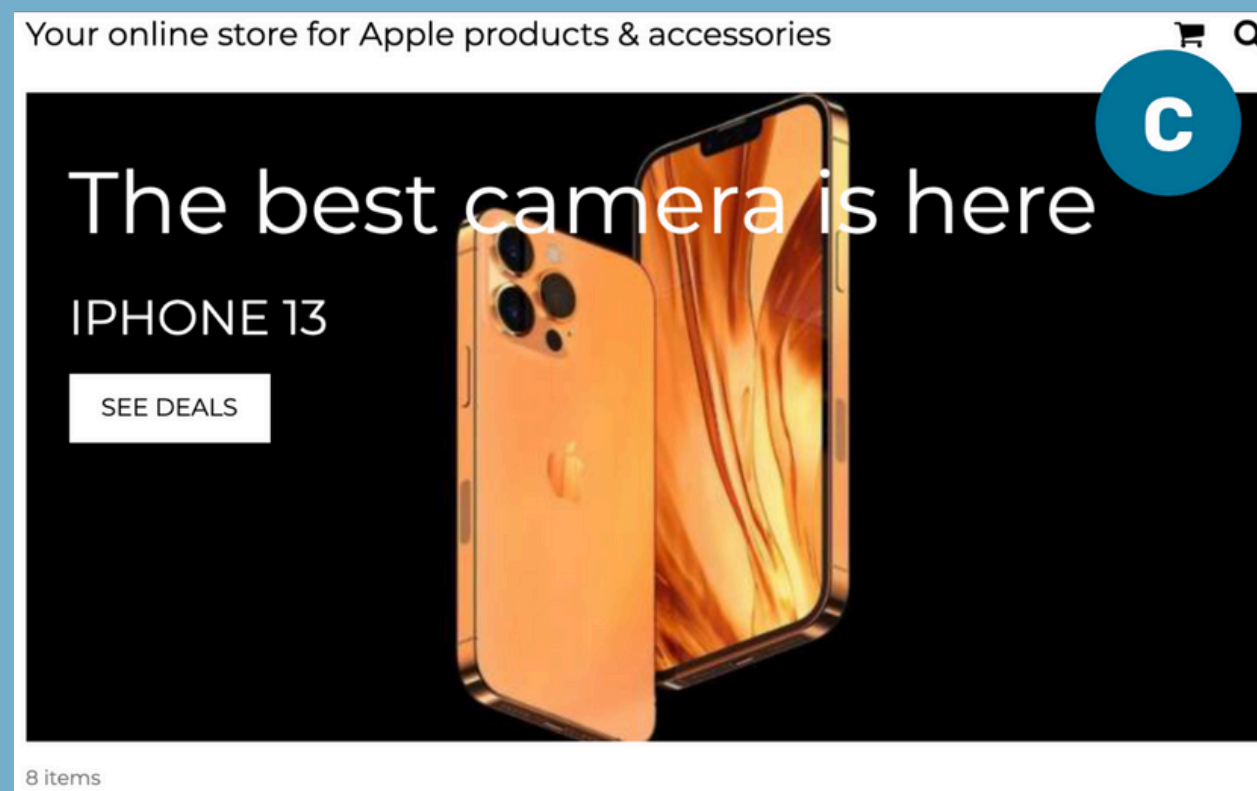
OG  
Button



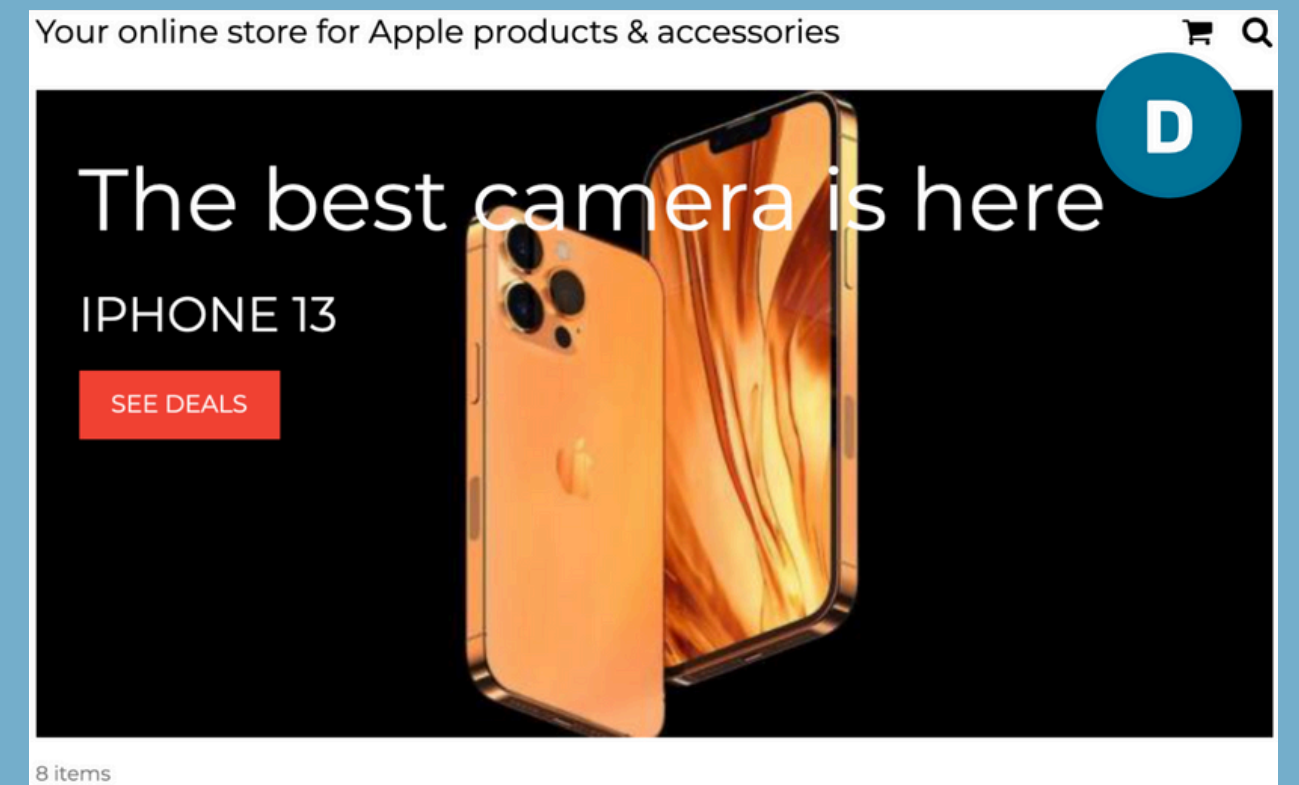
Colour



CTA



Colour  
+ CTA



## Multiple Treatments

HOW CAN WE SHOW  
ONE VERSION TO A  
SELECTED GROUP OF  
USERS AND ANOTHER  
VERSION TO A  
DIFFERENT GROUP?

# HOW TO SPLIT USERS FOR A/B TESTING

Method	Best For	How it Works
Cookies (Client-Side)	Small changes like button colour or layout adjustments	Randomly assign users to a group or store in a cookie
Server-Side Random Assignment	Backend changes like checkout process adjustments	Randomly assign users on the server, ensuring consistency.
A/B Testing Platforms	Full-feature A/B testing with statistical analysis	Use platforms to manage assignments and analyse results.

## Define Test Variants

- Version A (Control): Current button design
- Version B (Variation): New design (colour, text, placement, etc.)
- using **Z-Test** or Chi-Squared-Test

## Assign Users (Randomly)

- Client-Side using JavaScript
- Server-Side assigning users before page load for consistency
- **Ready-Made** A/B Testing Solutions (ABTasty, Google Optimize, Optimizely, VWO)

✦ Consider Sample Segmentation

## Measure, Analyse & Decide

- Key Metrics: **CR** (and CTR)
- Check if the difference is significant, i.e. a treatment was successful
- If one version performs better, deploy it to all users
- Afterwards, you can test **another variation**

# SUMMARY





# THANK YOU!

Appendix