1.

To pass this practice quiz, you must receive 100%, or 1 out of 1 point, by completing the activity below. You can learn more about the graded and practice items in the course overview↗.

Activity Overview

In this activity, you will complete an A/B testing plan for an ad campaign.

An A/B test is an online experiment with two variants, and a random 50 percent split of users between the variants, to determine the better-performing option. An A/B testing plan helps you structure the experiment by identifying key test details, such as a description of the variants, current and expected performance, and key metrics you'll use to measure the success of the A/B test.

Be sure to complete this activity before moving on. The next course item will provide you with a completed exemplar to compare to your own work. You will not be able to access the exemplar until you have completed this activity.

Scenario

Review the scenario below. Then complete the step-by-step instructions.

Stay Hotel is a global hotel chain that needs you to create an A/B testing plan for their ad campaign. Their goal is to increase the conversion rate. The current conversion rate for the campaign measured in Google Ads is 2%, and the hotel is expecting an additional 5% in conversions (a five percentage point increase) after updating the headline. Recently, the hotel researched their target audience and discovered that their customers are deal seekers. The hotel's hypothesis for the A/B test is that customers will respond more favorably to an ad that calls out a special offer or deal in the headline. The hotel is currently running a special promotion for deals up to 20% off, which they would like to feature in the headline for Variant B of the A/B test.

One of your colleagues will run the A/B test, so you don't need to run the experiment in Google Ads yourself. Your task is to make sure your A/B testing plan is complete enough for them to be able to run the ad variation experiment for you.

Step-By-Step Instructions

Step 1: Access the template

To use the template for this course item, click the link below and select "Use Template."

Link to template: A/B testing plan↗

OR

If you don't have a Google account, you can download the template directly from the attachment below.

Activity Template_A_B testing plan
DOCX File

Step 2: Add the conversion rate percentages

Using the information from the scenario above, enter the campaign's current conversion rate as a percentage by replacing *[X%]* in the template.

Then enter the campaign's expected conversion rate as a percentage by replacing *[X%]* in the template.

Step 3: Complete the hypothesis

Using the information from the scenario above, complete the hypothesis by replacing the bracketed text with the correct information.

Here is the hypothesis and an explanation of the bracketed text:

Because we discovered [research insight], we expect that [change] will cause [impact].

Research insight: Describe the information that the company gathered in researching their target audience.

Change: Describe how the company plans to update their Google Ads campaign.

Impact: Explain what the company expects to happen based on this change.

Step 4: Write a headline for Variant B
In the description of variants section, replace the bracketed text in the template with an updated headline for Variant B.
The updated headline should follow these guidelines:

Include the hotel's current promotion for deals up to 20% off.

30 characters or less, including spaces (do not include "Stay Hotel" or the hyphen as part of the character count)

Pro Tip: Save your work
Finally, be sure to save the work you did to complete this activity. This can help you work through your thought processes and demonstrate your experience to potential employers.
What to Include in Your Response

Be sure to address the following criteria in your completed A/B testing plan:

The current conversion rate

The expected conversion rate increase

 A completed hypothesis that includes a research insight, change, and impact

A headline for Variant B that features the hotel's current promotion and is 30 characters or less