

Activity Exemplar: Plan for A/B testing

Here is a completed exemplar along with an explanation of how the exemplar fulfills the expectations for the activity.

Completed Exemplar

To review the exemplar for this course item, click the link below and select “Use Template.”



Link to exemplar: [A/B testing.plan](#)

OR

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



Activity Exemplar_ A_B testing plan
DOCX File



Assessment of Exemplar

Compare the exemplar to your completed A/B testing plan. Review your work using each of the criteria in the exemplar. What did you do well? Where can you improve? Use your answers to these questions to guide you as you continue to progress through the course.

Current conversion rate

Based on the information provided in the scenario, the current conversion rate for the hotel’s Google Ads campaign is 2%.

Expected conversion rate

Based on the information provided in the scenario, the expected conversion rate for the hotel’s Google Ads campaign is 7%.

Hypothesis

- **Research insight:** The hotel recently did research on their target audience. The insight from this research led them to the discovery that their target audience was made up of customers who were deal seekers.
- **Change:** Based on this research insight, the hotel thinks it would be a good idea to change the ad’s headline to focus on deals.
- **Impact:** After making this change, the hotel expects the conversion rate to increase by 5 percentage points.

Headline for Variant B

Since the hotel would like to feature their current promotion, the exemplar uses the headline “Deals Up to 20% Off” to appeal to customers who are deal seekers. The character count is 19 (including spaces), which fits within the 30-character limit.

