

Moving targets: Adjusting media and performance goals

Performing and analyzing results from A/B tests

- Video:** Introduction to A/B tests
4 min
- Video:** Perform A/B tests in Google Ads
3 min
- Reading:** A/B test ad variations and bidding strategies in Google Ads
20 min
- Reading:** How to plan for A/B testing
20 min
- Practice Quiz:** Activity: Plan for A/B testing
1 question
- Reading:** Activity Exemplar: Plan for A/B testing
10 min
- Reading:** Other tools for A/B testing
20 min
- Reading:** Monitor A/B test results in Google Ads
20 min
- Video:** Jordan - Interpret A/B test results
2 min
- Reading:** Case study: How Good Boy Studios improves customer acquisition with A/B tests and analytics
20 min
- Practice Quiz:** Test your knowledge: Perform A/B tests
6 questions

What does a successful marketing campaign achieve?

Review: Measure the success of marketing campaigns

Other tools for A/B testing

You learned about performing A/B tests in Google Ads, but there are other tools that offer A/B testing capabilities. This reading lists similar tools and links to find more information about them. It also introduces a general process checklist to help you organize A/B testing efforts and defines additional tests that can be performed.

Note: *This certificate program does not promote or endorse any of the tools listed. The purpose of this reading is to provide you with a sampling of A/B testing tools that are available.*

Other tools for A/B testing

Here is a list of several other tools for A/B testing:

- [AB Tasty](#) : Pricing is available by custom quote
- [Convert](#) : Free trial is available
- [Crazy Egg](#) : Free trial is available (requires billing information)
- [Google Optimize](#) : Google Optimize is free while Google Optimize 360 is a paid subscription
- [Instapage](#) : Free trial is available (requires billing information)
- [Optimizely](#) : Pricing is available upon request
- [Unbounce](#) : Free trial is available (requires billing information)
- [VWO](#) : Free trial is available

Process checklist for A/B testing

Regardless of which tool you choose, the following is a process checklist that you can use to help you organize your A/B testing efforts.

- Choose a variable to test.
- Identify the goal of the test.
- Clearly identify the control and the variant.
- Verify that your test is the only A/B test running for a campaign or webpage.
- Split sample groups randomly (can be managed by A/B testing platform).
- Determine the required sample size (can be managed by A/B testing platform).
- Decide on the confidence level for statistical significance (can be managed by A/B testing platform).
- Select an A/B testing platform.
- Test both variants at the same time.
- Allow the test to run long enough to collect enough data.
- Review test results against your goal for the test.
- Decide on the appropriate actions to take based on the test results.
- Plan for additional A/B tests, if required.

Additional tests

You were previously introduced to A/B tests for a single variation, or variant. For example, you learned that you could run an experiment to test two variations of the same ad or landing page. Many tools that offer basic A/B testing also offer additional tests. It’s important to know the capabilities of the tools you choose so you’re able to run the tests you need. Two other types of tests are redirect and multivariate tests.

Redirect tests

A **redirect test** enables you to test separate webpages against each other. This is different from a basic A/B test in which you test changes to the same webpage. In a redirect test, variants are identified by a URL or path instead of by a certain element on the page, such as a banner. Redirect tests are useful if you want to test two completely different landing pages, or are involved in a complete redesign of a website.

Multivariate tests

A **multivariate test**, sometimes referred to as a **multivariable test**, is used to simultaneously test variants of two or more elements on a page to determine which combination yields the best results. This is different from a basic A/B test in which you only test a single variable or change. A multivariate test identifies the most effective variant for each element but also provides insights on how the variants work together when they are combined. This allows you to identify the best combination of variants.

Key takeaway

A/B testing is an essential part of marketing. It can help you create better customer experiences for e-commerce. Whether you need to test ads, webpages, social media posts, or other content, A/B testing tools with different capabilities and pricing are available. You can compare your testing needs to the features and plans offered to select the right tool for your organization.

Mark as completed

