PART

III

Advanced Topics in A/B Testing

Having explored both the broad principles of A/B testing and the roadmap to implementing A/B testing within your own organization, it's time to go further. This final part of the text deals with a potpourri of advanced topics in A/B testing—including how testing can go awry, how to take testing beyond page design elements, and how to progress from giving your users the "average best" experience into something more personalized.