Conclusion

In this book we've tried to demonstrate the power of what A/B testing can bring to your own organization. We've seen examples from companies and teams across a number of fields: what they tried, what they learned, and how a few simple questions turned into a cultural sea change.

We've explored some of the most important overarching principles for A/B testing. We showed the importance of defining quantifiable success metrics, and why you should seek the global maximum. By looking at case studies, we uncovered the idea that sometimes less is more, and that words matter. Not every single test, of course, will be an instant success, which is why it's important to fail fast and learn. And we hope we've persuaded you that the best time to start is today.

We've laid out a roadmap that starts by choosing a testing solution that's right for you. In month one you should identify your first experiment and get buy-in from your company's stakeholders and decision makers. The evolution continues in months two to five as you build a testing culture, a team, and a process within your organization. And from month six and beyond, we've outlined some of the components of building out a long-term strategy that includes testing as an ongoing iterative process that is wedded not only to evaluation but to creativity and design as well.

We've also explored some advanced topics in A/B testing, such as potential cautions and hazards you may encounter along the way, how to take testing beyond page elements, and how to go beyond the "average best" experience and into targeting, segmentation, and personalization.

We hope you feel inspired to ask questions, to test possible solutions, and to evangelize—to become an internal advocate for testing in your own organization.

The methods and approaches we discuss in this book are all part of a bigger story and a longer journey of helping your company and the world at large to become more data-driven. There is a broader cultural shift from the top-down management style of old to the analytical, quantitative, measurable, data-driven style of the future.

A/B testing is at the vanguard of this massive shift. Now not only can you come up with creative, interesting ways to improve a user's experience—you can measure that. Since for the first time it is now possible to clearly measure what works and what doesn't work, businesses will evolve to focus on trying to ask the right questions and not prescribing the "right" answers.

And the right questions can change everything.