

---

**PART**



**Lessons Learned from  
200,000 A/B Tests  
(and Counting)**

---



**H**aving worked with thousands of different organizations on hundreds of thousands of different A/B tests, we've been able to distill some of the key principles and insights that any tester or testing team should have in mind as they make their first forays into testing. Part I addresses some of the typical questions that you might have about jumping in, starting with perhaps the biggest: "Where do I begin?"

And that's exactly where we pick up next.