
PART



Implementing A/B Testing: Play-by-Play Guide

You've seen what A/B testing can do, and you've explored some of the key principles for getting the most out of A/B testing in your own business. There's one final principle: *start today*. Where Part I of the text focused on *what* to test, Part II discusses *how* to implement testing within the framework of your organization. Although it seems like a simple concept, we know it can sound a bit daunting, so we provide you with all the information you need. Let's go.