# Document campaign performance testing insights guide

## Project scenario

The digital marketing analyst team for Friska decided to run an A/B test for an ad using two variants. Two variables were selected to test which messaging and experience the audience was most responsive to and which ad led to a higher conversion rate. As a digital marketing analyst for Friska, you are in charge of analyzing the A/B testing campaign’s results and providing actionable insights to stakeholders.

## Step-by-step instructions

### Step 1: Determine a need for A/B test.

Digital marketing analysts determine a need for an A/B test by identifying an area within a campaign that could be optimized. Typically, the need is based on performance data, customer feedback, or the desire to obtain a higher conversion rate and performance metrics.

Friska’s need for an A/B test is to obtain a higher conversion rate from males for *deodorant 6 – sustainable.*

Do you think Friska’s need for an A/B test aligns with its overall campaign strategy? Why or why not? Write your answers in the space below.

| ***Need for A/B test*** |  |
| --- | --- |

### Step 2: Determine variables to test.

When conducting A/B tests, it’s best to test small amounts of variables (about two at a time) to compare their impact or change. The more variables you alter in an A/B test, the harder it will be to determine what change brought the better results. For example: Let’s say you are trying to increase conversion rates from a website landing page and decide to use variant A as the current landing page and variant B will have the following changes:

* Color scheme
* Landing page layout
* Call-to-action button
* Value proposition text
* Pricing structure
* Navigation menu structure

After you run the A/B test, results show that variant B produced a higher conversion rate. Your stakeholders ask about the specific change or variable that customers responded to, to increase the conversion rate. This is difficult to pinpoint because you used six variables to test.

It’s best to keep the amount of variables you test to a maximum of two. If more A/B tests need to be conducted in the future to test other variables, do so according to your campaign’s budget, customer feedback, and performance data.

In Friska’s A/B test, the digital marketing analyst team decided to test an ad with two different variables.

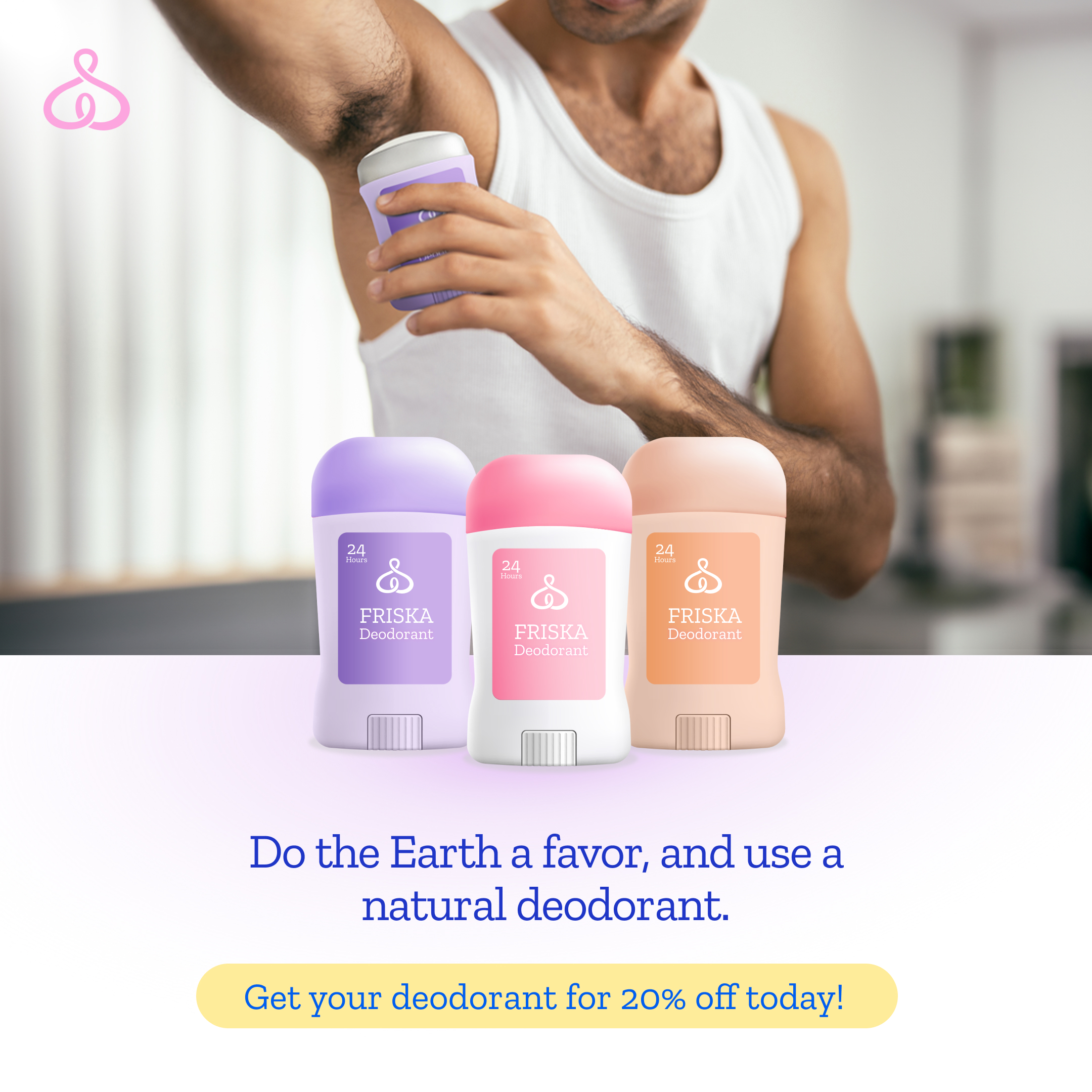
Why is it important to test a small number of variables in A/B testing? Write your answers in the space below.

| ***Variables*** |  |
| --- | --- |

### Step 3: Create the A and B test images.

Friska’s digital marketing analyst team brainstormed ideas for the two ad designs. The ads will be displayed on CleanWash’s website—an organic face-cleansing company. The team decided on the following A and B ad images:

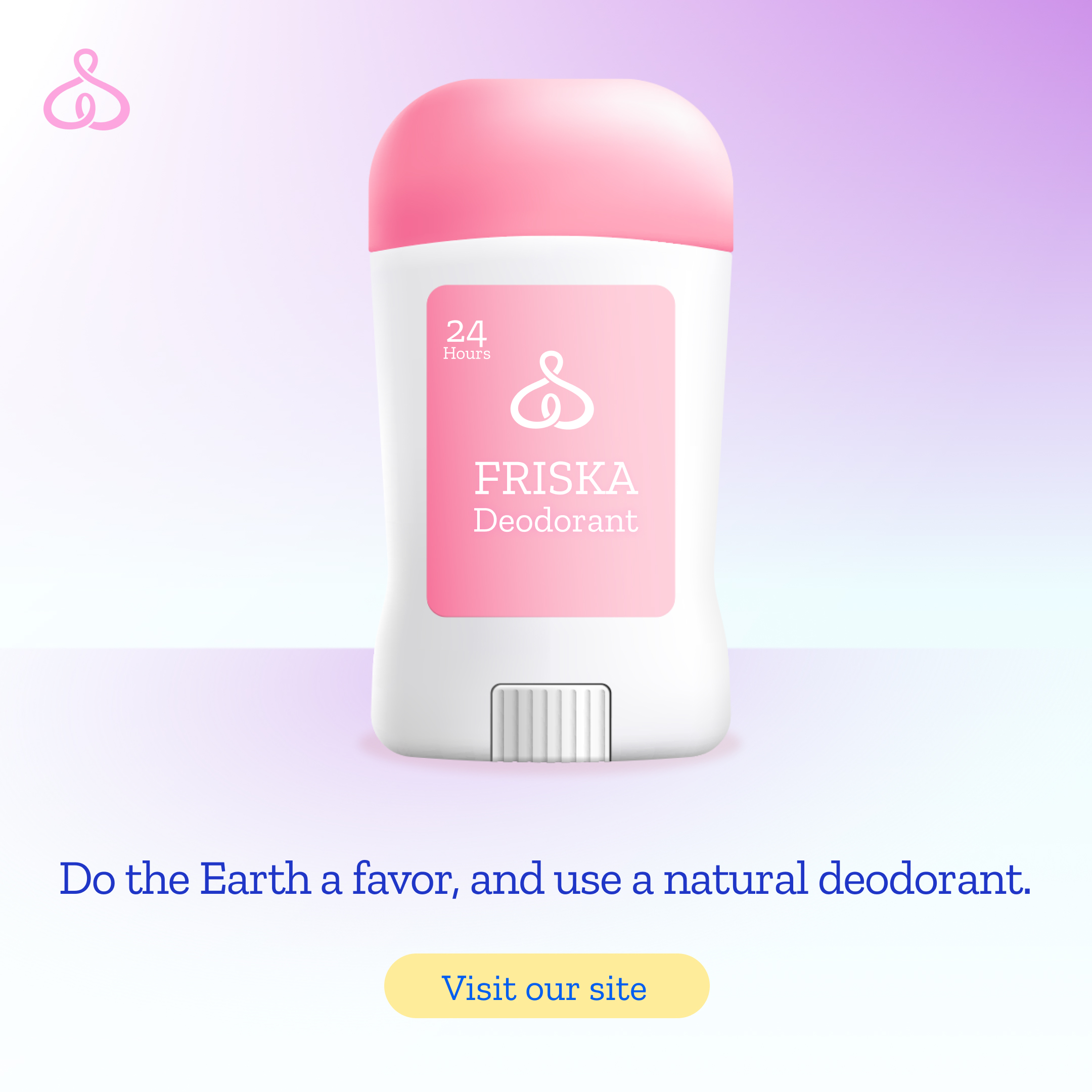
#### Test A image



What do you notice about the background of the ad? What is the headline text for Test A? What is the call-to-action text for Test A? Write your answers in the space below.

| ***Background*** |  |
| --- | --- |
| ***Headline text*** |  |
| ***Call to action*** |  |

#### Test B image



What do you notice about the background of the ad? What is the headline text for Test B? What is the call-to-action text for Test B? Write your answers in the space below.

| ***Background*** |  |
| --- | --- |
| ***Headline text*** |  |
| ***Call to action*** |  |

Is the background for Test A and Test B the same or different?

* Same
* Different

Is the headline text for Test A and Test B the same or different?

* Same
* Different

Is the call-to-action text for Test A and Test B the same or different?

* Same
* Different

### Step 4: Document the critical elements of the test.

Documenting the critical elements of the A/B test ensures that all stakeholders are informed and have a clear understanding of the testing parameters. This improves tracking, reduces miscommunication and potential errors. In addition, it can provide historical information about the test, which can be used in the future to analyze other variables and make data-driven decisions.

Share the documentation with stakeholders before running the test. Use the [A/B testing template](https://drive.google.com/file/d/1BltAJOeN3-sid3ys7WZ6pI82uj08Pj0r/view?usp=drive_link) to fill out and add to your portfolio at the end of Course 4.

Why do you think it’s important to identify the critical elements before executing an A/B test? Write your answers in the space below.

| ***Critical elements*** |  |
| --- | --- |

### Step 5: Run the A/B test.

It’s important to alternate the posting days of each test to ensure an equal runtime for the tests so that the results are comparable.

Friska decided to run its A/B ad test in September. It will run Test A on odd days and Test B on even days.

Think about the number of days that are in September. Does testing the A/B test in September give each variant equal runtime to customers? Why or why not? Write your answers in the space below.

| ***Runtime*** |  |
| --- | --- |

### Step 6: Analyze A/B test results.

Once the A/B test is complete, it’s time to analyze the results. The A/B test analysis provides valuable insights as to the impact of the changes made during testing and helps determine which variant—A or B—performed better. These insights are used to optimize digital marketing strategies, leading to overall higher conversion rates and performance.

Friska’s A/B test results show the following:

* Test A had a 20% conversion rate.
* Test B has a 3% conversion rate.

Which test had a higher conversion rate? Why do you think that is? Write your answers in the space below.

| ***Test results*** |  |
| --- | --- |

### Step 7: Prepare findings for stakeholders.

Once the A/B test is completed, analyze the results and prepare the findings for stakeholders. The A/B test findings notify stakeholders of the test’s results and enable them to make informed marketing decisions based on the findings and the current market. In addition, provide recommendations to improve campaign performance based on the data results. When A/B test findings are well prepared, this encourages collaboration, accountability, and trust (as fact-checked) among the broader team—who all play a role in optimizing marketing efforts.

Prepare your findings in a presentation format. Use either Google Slides or Microsoft PowerPoint, and customize each slide to make it your own! You can add speaking points to the notes section and even practice presenting the findings to stakeholders by speaking out loud. This will help prepare you for when the time comes to present document campaign performance-testing insights for a real product. Your insights should include:

* Images of the variants used
* The variables
* The conversion results
* How the performance was measured

When you’re ready, go back to [the assignment](https://www.coursera.org/learn/measurement-and-analysis/assignment-submission/VTXmc/document-campaign-performance-testing-insights) to complete the reflective questions.