**A/A testing**

### What is A/A testing?

A/A testing uses A/B testing to test two identical versions of a page against each other. Typically, this is done to check that the tool being used to run the experiment is statistically fair. In an A/A test, the tool should report no difference in conversions between the control and variation, if the test is implemented correctly.

### Why test identical pages?

In some cases, you may want to monitor on-page conversions where you are running the A/A test to track the number of conversions and determine the baseline conversion rate before beginning an A/B or multivariate test.

In most other cases, the A/A test is a method of double-checking the effectiveness and accuracy of the A/B testing software. You should look to see if the software reports that there is a statistically significant (>95% statistical significance) difference between the control and variation. If the software reports that there is a statistically significant difference, that’s a problem. You will want to check that the software is correctly implemented on your website or mobile app.

### Things to keep in mind with A/A testing:

When running an A/A test, it’s important to note that finding a difference in conversion rate between identical test and control pages is always a possibility. This isn’t necessarily a poor reflection on the A/B testing platform, as there is always an element of randomness when it comes to testing.

When running any A/B test, keep in mind that the statistical significance of your results is a probability, not a certainty. Even a statistical significance level of 95% represents a 1 in 20 chance that the results you’re seeing are due to random chance. In most cases, your A/A test should report that the conversion improvement between the control and variation is statistically inconclusive—because the underlying truth is that there isn’t one to find.