

# A/B Testing

A/B Testing, sometimes also referred to as split testing, allows you to **test** different variables of your campaign (creative, delivery optimization, audience and placement) to see what elements work best to achieve your campaign goal.

Facebook's A/B testing tools work across the Facebook family of apps and services to help you understand which ad strategies have the strongest impact on campaign performance. You can use the insights you gain from an A/B test to improve your future advertising plans.

## How does A/B testing work?

Facebook's A/B testing tool helps you easily test different ads to see which ad performs the best. A/B testing divides your audience into random, non-overlapping groups who are shown ad sets which are identical on all aspects except for a distinct difference, or "variable". For example, your variable could be a different creative, audience, placement or delivery optimization.

The performance of each ad set is then measured against your campaign objective, and the best-performing ad set wins. After the A/B test has been completed, you'll receive an email and notification of the winning strategy.

A/B testing lets you test with one or more variables, including creative, audience, delivery optimization and placement.

First, the **Creative** variable. This allows you to compare the performance of different ad images, text, or creative types. For example, in one test you might compare how your ad performs with a video asset versus an image carousel. In another test you might have ads with the same image or video but different copy.

Choosing the **Audience** variable you can compare how effective your ads are at reaching different audiences or demographics. For example, you might add or remove certain regions for one audience, or compare a custom audience with a core audience. We'll explain the difference between those in a later lesson.

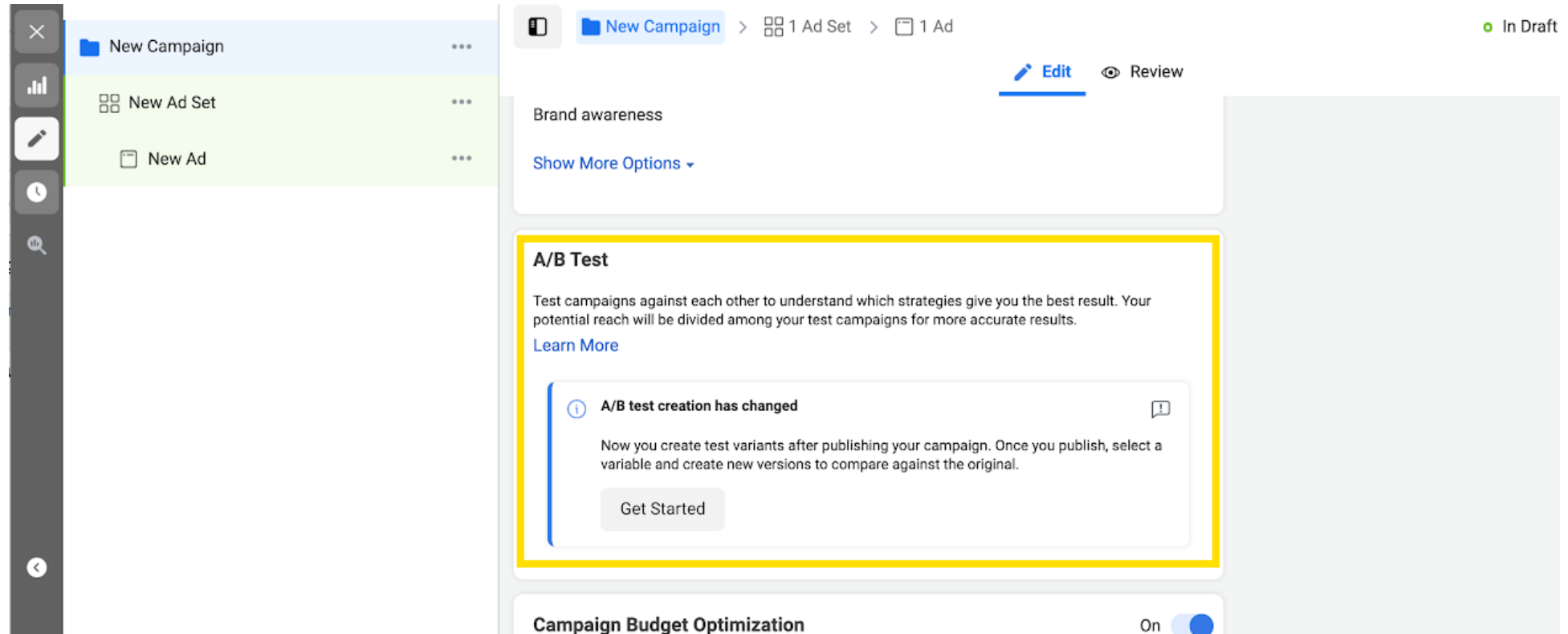
With the **Delivery Optimization** variable you can test which optimization is more effective. In a delivery optimization A/B test, you could run two ads driving people to your website. One would optimize ad delivery for impressions while the other optimizes for link clicks. You could then track metrics to see which ad performs better.

Finally, the **Placement** variable allows you to compare how effective different placement types are in reaching your audience. You could for example, compare automatic placements with specifically chosen ad placements. Or you could test Facebook placements against Instagram placements.

# Getting started with A/B tests

You can create an A/B test by selecting a campaign or ad set in Ads Manager and clicking the button labelled "A/B Test" .

1. Select a campaign objective that enables A/B testing: brand awareness, reach, traffic, app installs, video views, lead generation, conversions, catalog sales, engagement and messages.
2. Select the option to create an A/B test.



3. Select the variable(s) to test: creative, audience, delivery optimization or placements.
4. Run your campaign.
5. Once a winner has been determined, you'll be able to identify your winning ad set in Ads Manager and an email will be sent to you with the results.
6. Apply what you've learned about your results to determine your ad strategy for future campaigns.

## Where can I learn more?

This was a first overview of what A/B tests can do for you. We'll cover them in far more depth in Course 5. For more information, you can also visit Facebook's **Advertiser Help Center**.