**A**/**B testing** (sometimes called split **testing**) is comparing two versions of **a** web page to see which one performs better. You compare two web pages by showing the two variants (let's call them **A** and **B**) to similar visitors at the same time. The one that gives **a** better conversion rate, wins!

AB testing is essentially an experiment where two or more variants of a page are shown to users at random, and statistical analysis is used to determine which variation performs better for a given conversion goal.

A/B testing allows individuals, teams, and companies to make careful changes to their user experiences while collecting data on the results. This allows them to construct hypotheses, and to learn better why certain elements of their experiences impact user behavior. In another way, they can be proven wrong—their opinion about the best experience for a given goal can be proven wrong through an A/B test.

A/B is More than just answering a one-off question or settling a disagreement, AB testing can be used consistently to continually improve a given experience, improving a single goal like conversion rate over time.

A/B testing can also be used by product developers and designers to demonstrate the impact of new features or changes to a user experience. Product onboarding, user engagement, modals, and in-product experiences can all be optimized with A/B testing, so long as the goals are clearly defined and you have a clear hypothesis

In [marketing](https://en.wikipedia.org/wiki/Marketing) and [business intelligence](https://en.wikipedia.org/wiki/Business_intelligence), **A/B testing** is a term for a [controlled experiment](https://en.wikipedia.org/wiki/Controlled_experiment) with two variants, A and B.[[1]](https://en.wikipedia.org/wiki/A/B_testing#cite_note-1) It can be considered as a form of [statistical hypothesis testing](https://en.wikipedia.org/wiki/Statistical_hypothesis_testing) with two variants leading to the technical term, *two-sample hypothesis testing*, used in the field of [statistics](https://en.wikipedia.org/wiki/Statistics). Other terms used for this method include **bucket tests** and **split-run testing.**

**term A/B testing is also frequently used in the context of testing more than two variants. In online settings, such as** [**web design**](https://en.wikipedia.org/wiki/Web_design) **(especially** [**user experience design**](https://en.wikipedia.org/wiki/User_experience_design)**), the goal of A/B testing is to identify changes to web pages that increase or maximize an outcome of interest (e.g.,** [**click-through rate**](https://en.wikipedia.org/wiki/Click-through_rate) **for a banner advertisement). Formally the current web page is associated with the** [**null hypothesis**](https://en.wikipedia.org/wiki/Null_hypothesis)**.**

**A/B testing has been marketed by some as a change in philosophy and business strategy in certain niches, though the approach is identical to a** [**between-subjects design**](https://en.wikipedia.org/wiki/Between-subjects_design)**, which is commonly used in a variety of research traditions.**[**[4]**](https://en.wikipedia.org/wiki/A/B_testing#cite_note-wired-4)[**[5]**](https://en.wikipedia.org/wiki/A/B_testing#cite_note-5)[**[6]**](https://en.wikipedia.org/wiki/A/B_testing#cite_note-6) **A/B testing as a philosophy of web development brings the field into line with a broader movement toward** [**evidence-based practice**](https://en.wikipedia.org/wiki/Evidence-based_practice)**. The benefits of A/B testing are considered to be that it can be performed continuously on almost anything, especially since most marketing automation software now, typically, comes with the ability to run A/B tests on an on-going basis. This allows for updating websites and other tools, using current resources, to keep up with changing trends.**

[**A/B testing**](http://unbounce.com/ab-testing/) **is the act of running a simultaneous experiment between two or more pages to see which performs or converts the best. Despite the name (A/B testing), the experiment can be conducted with as many pages as desired.**

**An A/B test is an online marketing tactic where different versions of a product are used to see which one users or consumers prefer. With online products, such as a webpage, email campaign or advertisement, A/B testing can be carried out with relative ease and yield quick results due to the instant and detailed analytics that testers receive.**