

You can find all your A/B test data on a single overview page. You can access an A/B test's **Overview** tab in the following two ways:

1. Open the **Pages** application.
2. Select the page that is being tested.
3. Switch to the **Analytics -> A/B tests** tab.
4. **Edit** (🔧) the test for which you want to see an overview.

—OR—

1. Open the **A/B tests** application.
2. **Edit** (🔧) the test for which you want to see an overview.

#### ✖ Making modifications to running A/B tests

It is not recommended to make modifications, such as adding or deleting variants, to already running A/B tests. This would make the information provided by the test unreliable.

## Conversion goals

In the **Conversion goals** drop-down list, you can select the goals that you wish to view. The graph then shows how each of the variants is doing in the particular conversion goal.

- ✔ Analyzing the test using all the available conversion goals on your site can be helpful and give you new insights. Most of the time, though, it's better to use a smaller number of conversion goals. To do that, edit out the conversion goals that visitors can't realistically perform on the variants. To edit the conversion goals available in the drop-down list, switch to the test's **Settings** tab and modify the **Displayed conversion goals** field in the *Advanced settings* category.

## Success metric

Using the **Success metric** drop-down list, you can change the conversion data presented on the graph:

- **Conversion rate** – indicates how many visitors of the page perform a conversion (*conversion / visit ratio*) selected in the **Conversion goals** drop-down list.
  - This is a general metric that you can use for pretty much any conversion goal in most A/B tests.
  - This success metric doesn't provide useful results when viewing it together with **all** conversion goals. The differences between various conversion goals make the results irrelevant. For example, viewing Conversion rate for newsletter subscription (a conversion that provides a one-time action relevant results) together with conversion measuring set up to for each article a visitor reads would most likely provide unusable results.
- **Conversion value** – displays the sum of logged conversion values for the conversion goals selected in the **Conversion goals** drop-down list.
  - This metric is useful mainly to verify that a higher number of conversions on a variant also yields a higher value.
- **Average conversion value** – displays the average value of the logged conversions for the conversion goals selected in the **Conversion goals** drop-down list.
  - An example of using this metric is an e-commerce site, where you're interested in how a change made to a variant affects the average value of the visitors' shopping cart.
- **Conversion count** – displays the number of conversions for the conversion goals selected in the **Conversion goals** drop-down list.

## Counting methodology

In the **Counting methodology** drop-down list you can change the kind of page visits represented on the graph:

- **Visitor conversion** – the number of visitors that made a conversion on the page through any of their visits on the page.
  - Use this methodology for analyzing the success one-time visitor conversions. An example is whether a visitor subscribed to your newsletter. Another example is whether a visitor filled out your lead generation form.
- **Visit conversion** – the number of visits during which visitors made any conversion.

- Use this methodology for analyzing whether visitors perform repeating conversions. An example is whether a visitor books a service on your variant during each visit. Another example is whether a visitor buys a consumable product during each visit, such as printer ink.
- **Every conversion** – the total number of conversions. Note that a single visitor can make multiple conversions during a single visit.
  - Use this methodology when you're interested in every conversion a visitor makes. For example, if you want to know how many articles a visitor opens after visiting your variant.

## Culture

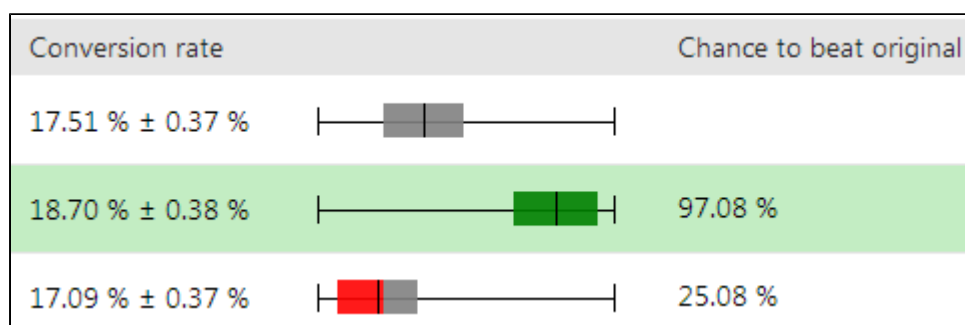
A variant may be doing differently in different cultures. Make sure you analyze the relevant success metrics in all the tested cultures via the **Culture** drop-down list.

## Chance to beat the original

Chance to beat original is the percentage *confidence* that you can have in a variation outperforming the original variant. For example, 97% Chance to beat original means that there is a 97% confidence that the variant will outperform the original variant in a real scenario. That means that there is still a 3% probability that the variant won't outperform the original variant. Note that this Chance to beat original is available only when using the **Conversion rate** success metric.

**Significance** is set to 80%. That is, once **Chance to beat original** reaches 80 % or more for a variant, it is marked as significant and its background turns green.

The following picture shows an original variant at the top and two other variants, each of which has a different *Chance to beat original*.



Whether there is an **overlap** between variants is calculated using the range of the **Conversion rate** next to the sliders.

- **Green slider** (first variant) – does not overlap the original. The original has the highest Conversion rate of 17.88%. The lowest Conversion of the variant is 18.32% so there's a 0.44% gap.
- **Red/gray slider** (second variant) – overlaps the original variant slightly in the gray area. The original has the lowest Conversion rate of 17.14%. The second variant has the highest Conversion rate of 17.46%.

## Selecting an A/B test winner

When a test finishes or when you've gathered enough information to decide which variant provides the best conversions, you can select the variant as a winner. The selected variant is marked as a winner in the test overview.



### When is the best time to end an A/B test?

It is not recommended to finish a test prematurely. For example, ending a test as soon as a variant becomes *significant* without gathering enough data can lead to choosing a wrong variant. Always wait for the test to end or for gathering enough data before you select a winner. Also, make sure that you analyze different [success metric](#) / [counting methodology](#) combinations before ending a test.

- At the minimum, an A/B test should be running for **14 days**.
- Also, the test should have, at the very least, **100 or more conversions**.

To select a winning A/B variant:

1. Open the **A/B tests** application.
2. **Edit** (✎) the A/B test in which you want to push the variant on.
3. Navigate to the **Overview** tab.
4. Use the **Finish test** button and select the variant that you want to the system to mark as a winner.

—OR—

5. Click **Select variant as winner** (🏆) next to the variant that you want the system to mark as a winner.
  - **Note** that selecting a winning variant finishes the test.

Once the winner is selected, you need to manually make corresponding changes to pages in the **Pages** application in the content tree so it reflects the result of the A/B test.