

Optimization testing allows you to create different versions of a page (or specific parts of a page) and to evaluate them according to the behavior of the website's visitors. You can confirm which changes are actually beneficial and use the content that works best for the users who visit your website. The testing process does not interfere with browsing on the website. Visitors do not need to give any feedback manually.

There are two different techniques that you can use to optimize pages in Kentico – [A/B testing](#) and [Multivariate testing](#).

To be able to work with [optimization testing](#) in the **A/B tests** and **MVT tests** applications, you need to have the permissions for the **A/B testing** and **MVT testing modules**. To be able to access the A/B and MVT testing reports, you also need to have the permissions for the [Web analytics](#) module.



Enabling Web analytics for A/B and MVT testing

You also need to enable [Web analytics](#), which the system uses to log conversion statistics for A/B and MVT testing variants of pages:

1. In the **Settings** application, go to the **Online marketing -> Web analytics** settings.
2. Select the **Enable web analytics** check box.
3. Click **Save**.

Enabling A/B testing

To allow A/B testing on your website:

1. Open the **Settings** application.
2. Click on **Online marketing**.
3. Select your **Site** in the site selector (or enable A/B testing globally).
4. Select the **Enable A/B testing** check box.
5. Click **Save**.

Enabling multivariate testing

To allow Multivariate testing on your website:

1. Open the **Settings** application.
2. Click on **Online marketing**.
3. Select your **Site** in the site selector (or enable MVT testing globally).
4. Select the **Enable multivariate testing** check box.
5. Click **Save**.