twitch.json

misinformation

Page ID: 90

Source: https://dev.twitch.tv/docs/extensions/a-b-testing-in-extensions/

['authentic']

Using A/B Testing in Extensions | Twitch Developers Asset 20 Products Showcase Support Blog Docs Tutorials Log in with Twitch Contents Overview Twitch API EventSub Chat & Chatbots Authentication Organizations Drops Embedding Twitch Extensions Get started Required Technical Background Designing Extensions Building Extensions Using the Twitch API in an Extension Front End Life Cycle Management Monetization A/B Testing Introduction Step 1: Identify your Goal Step 2: Create a Variation Step 3: Monitor User Behavior in your Extension Step 4: Analyze Results and Draw Conclusions Sample Code Using Google Analytics Increase Feedback Load Testing Extensions Submission Best Practices Guidelines & Policies Reference Insights & Analytics Mobile Deep Links PubSub Video Broadcast Twitch CLI Changelog Product Lifecycle Using A/B Testing in Extensions Introduction A/B testing is a method of testing the performance of different variants of a web-page that is shown to users at random.

Developers can analyze the resulting test statistics to see which page variant helped users achieve a predetermined conversion goal - for example, a completed purchase.

The process of implementing A/B testing has four steps: Step 1: Identify your Goal Identify the goal of your A/B testing.

For example, are you interested in whether users click a certain link or button, or do you want to follow a user’s “page-path” through the extension (the sequence of pages a user clicks while navigating through an extension)?

Step 2: Create a Variation Statistically identify the population for each variation.

For example, you can split a population into two groups by performing an odd/even check on broadcaster ID.

For each of the resulting groups, enable or disable a feature in your front end.