TESTING 123

9 Tips That Guarantee A Successful A/B Test For Your Next Campaign

1. Pick one variable to test

As you optimize campaigns, you may find there are a number of variables you want to test. But it's important to choose only one at a time so you can get clear results.

2. Identify your goal

What are you hoping to get out of this test? You'll be watching several metrics while you run your test, but choose one or two that will be your determining factors.

3. Create a "control" and a "challenger"

Choose one campaign or ad set to be the control – the ad as it already exists – and the second set will be the test – the ad you'll run against the control to "challenge" the variable.

4. Decide how significant your results need to be

This will depend on your goal. If you're looking for more impressions, "significant" results will be a lot greater than if you're looking for a higher conversion rate. In this instance, the difference of 1% is very significant in terms of conversion rate, but not incredibly significant in terms of impressions.

5. Make sure you're only running one test at a time on any campaign

This is crucial to the validity of your results. Make sure between your two ads or campaigns, there is ONLY ONE variable. Even when you optimize campaigns, make sure you are making the same changes to both campaigns.

6. Test both variations simultaneously

Timing is key and results will vary week over week, month over month, and even down to time of day. Make sure your campaigns are set up to run at the exact same time for the most clear results.

7. Give the A/B test some time to produce enough useful data

Give it time. Like any good wine, results only get better over time. Let your campaigns run. The more time your campaigns run and optimize, the more data you can gather to make a decision.

8. Focus on your ultimate goal metric

There will be a lot of data that comes out of a test and it can be hard not to focus on vanity metrics. But in this time, it is important to remember what your ultimate goal is and focus on that data when making decisions.

9. Take action based on your results

When your test is finished and you've compiled your data, don't let it go to waste! Take your findings and implement them in future campaigns and strategies. Take this data and implement another test to keep optimizing your content.