



NEVER FAIL AT A/B TESTING

CHEATSHEET

A/B Testing is an extremely powerful tool for ANY marketer. It allows you to make data-driven decisions and know exactly what your visitors want.

Unfortunately, a staggering number of people doing A/B Tests get fake results.

We don't want you to be like them, that's why we made this cheatsheet. Keep it in your back pocket and never fail at A/B Testing again!



START SIMPLE

Get quick wins, rally your colleagues, learn and tweak your process then take things up a notch.

Examples:

- **Test the copy** on your offers, product and landing pages (make it focus on benefits not features, be simple, concise)
- **Remove distractions** on key pages and in your funnel



ALWAYS HAVE A HYPOTHESIS

Have a hypothesis based on data, with an underlying theory for every test.

You can use this format:

- **By** {making this change}, {KPI A, B} **will improve** {slightly / noticeably / greatly} **because** {reasons (data, theory, ...)}.



HAVE A RIGOROUS PROCESS

Have a rigorous process, with clear, scalable and repeatable steps.

1. **Analyze** data
2. **Formulate** hypothesis
3. **Prioritize** test ideas
4. **Launch** test
5. **Learn from** results
6. **Communicate** learnings and implications with your team / executives / IT
7. **Repeat**



HAVE A CLEAR ROADMAP

Define what success looks like, where you're going, optimize for metrics aligned with your business goals and focus on what has the most impact.

In your roadmap you should have:

Business goals: the reasons you have a website. Be concise, simple, realistic.

Website goals: how will you achieve these business goals through your site.

- What are your priorities? Find your **most popular pages**. Which ones have the highest potential for improvement?
- Spec out your **conversion funnel** step by step. Where are the friction points?
- **Key metrics:** how will you measure success?
- **A North Star:** What's the one metric—correlated with Customer satisfaction, that if you focus exclusively your efforts on will guarantee your success?



PRIORITIZE YOUR TESTS

Remove ego and focus on what matters by prioritizing objectively your tests ideas.

- **Each test will be rated on 3 criteria:**
 1. **Potential gain (../10):** How much room for improvement is there on this(these) page(s)?
 2. **Importance (../10):** How valuable is the traffic on this(these) page(s)?
 3. **Ease of implementation (../10):** How easy will this test be to implement on your site?



OPTIMIZE FOR THE RIGHT KPIs

There are two types of conversions: micro and macro. Make sure you track both but optimize for macro conversions.

- A **micro conversion** is a step (click, social share, newsletter subscription, add to cart, ...) on the path leading to a **macro conversion**, which is an outcome that impacts your bottom-line (check out, free trial, ...), in other words, the main conversion goals of your website.



DON'T IGNORE SMALL GAINS

If your website is good you usually won't have big lifts. But don't dismiss small gains!

- If you have a 5% improvement every month, at the end of the year it'll result in a 80% increase (in conversions)!



DON'T STOP YOUR TEST TOO EARLY

If you stop your tests too early, you'll get invalid results. You don't make business decisions based on false data.

- **You can stop your A/B Test when:**
 - You have at least **200-300 conversions** on each variations.
 - Your **sample is representative of your overall audience** in proportions and compositions.
 - You let your tests run for at least **2-3 weeks** (if you need to prolong your test, do it by a minimum of a full week).
 - You have a **significance level of at least 95%**.
 - Your **CR difference is stable** (look the graph to see this).



ALWAYS BE TESTING

Every day spent without an experiment running is wasted.

- Considering the time required to run a test properly, don't lose any. Always have a test running.



DON'T TEST FOR TOO LONG

Don't run tests for too long.

- The cookies from your A/B Testing solution have a limited validity period.
- You'd end up with people exposed to your experiments several times.
- Make sure you check the duration before launching your test.



BROWSER/DEVICE COMPATIBILITY

Test that your experiment works across devices and browsers.

- Don't skip nor fast-track this, your A/B Test depends on your variation working.



FALSE POSITIVES

Each test has a chance to find a winning variation even though there are none.

- Don't repeatedly test the same element against the winner of its previous test as you'll end up with a false positive down the line.
- We call this "cascade testing".



CHECK YOUR SEGMENTS

Always segment your test results.

- A test can be losing overall but be a win on specific segments (don't forget it should be statistically valid too).



TOO MANY VARIABLES

Don't test too many variables at once on a variation as you won't know which moved the needle in the right (or wrong) direction.

- If you still do it, make sure to retroactively test each variable alone after to see exactly their individual impact on your conversion rate.



DON'T TRUST YOUR GUTS (OR BRAINS)

We're influenced by a long list of cognitive biases. AND our ego sneaks in most of our decisions.

- Focus on **impact and learnings**, not ideas and activity.
- **Past results** don't influence **future probabilities**.
- Don't take anything for granted, **challenge every idea**.
- Don't test to confirm your personal beliefs, **prioritize objectively**.
- Don't **jump to conclusions** with **incomplete data**.



CROSS-CHECK YOUR DATA

ALWAYS cross-check your data / KPIs / results with your web analytics tool.

- If your data is wrong, you can do everything else perfectly, you'll still end up with false data.



DON'T IGNORE THE FLICKER EFFECT

Check that people don't catch a glimpse of both the control and variation when landing on your page (Flicker effect).

- **If it is noticeable, here are possible reasons:**
- Your website is slow to load (it's bad both for UX and SEO by the way).
- Too many scripts load before your A/B Testing tool's.
- Something in your test is in conflict with / disables the tool's script.
- You didn't put the script in the <head> of your page.



MULTIPLE TESTS AT THE SAME TIME

If run several tests in parallel, make sure your traffic is evenly and randomly distributed.

- AND that you have the resources necessary to properly setup and maximize learning for every tests.

HERE'S WHAT TO DO NEXT

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Did this cheatsheet helped you?
What could be better?
Let me know:

jbalarcon@kameleoon.com

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Conversion Matters
by Kameleoon