



## WHAT MARKETING PROFESSIONALS CAN LEARN FROM A/B TESTING BEST PRACTICES

# A/B Testing Best Practices

## What's in it for marketing professionals?

In today's hyper-connected competitive world, businesses need to make the most of their advertising and other promotional budgets. This is specifically true of brick-and-mortar stores, quick serve restaurants, and shopping malls. Customers of today have more options and are spending less time and money in physical stores. To stem this trend, it

becomes imperative for store managers to know exactly what brings people in, what makes them stay, and what makes them buy. One of the most effective ways to get that information is through split or **A/B testing**. This is a simple way to test an operational and marketing approach against another



*There's an old saying: "half the money I spend on advertising is wasted; the trouble is I don't know which half."*

and determine which produces better results. A/B testing has been popular in the online world for quite long time, where it is used to test everything from website designs to different offers.

To compete with the online world, brick-and-mortar stores must embrace a similar approach. A/B testing in the online or offline world can only be effective if you measure the **right metrics** that tie to the desired result. And, to get the most comprehensive look at the A/B data in the physical world, you

need location analytics, because it provides a suite of comprehensive metrics.

In fact, today, location analytics can provide the broadest dataset at scale to help retailers get the insights needed to make accurate, strategic decisions such as:

1. **Which window displays attracted the most shoppers?**
2. **Which promotion resulted in the most sales?**
3. **When and where the staff should be deployed?**

Here are some basic A/B testing best practices to keep in mind while running your test:

**1. Think big:** When you first commence testing, test two different versions of your landing page, PPC ad or another digital deliverable to quickly see which variation yields the higher conversion rate.

**2. Attention to details:** After you understand the big picture of what works better, you can start fine-tuning. However, be vigilant and only test one variable at a time as changing too many things at once can muddle the results. Test small changes, such as two different versions of a **CTA or form placement** on a landing page, to get an accurate idea of what resonates with your customers. Then, continue making adjustments as necessary.

**3. Don't sweat the small stuff:** Use your judgment when A/B testing. For instance, making a minuscule change like "Buy our book of 15 business management best practices" to "Order our book of 15 business management best practices" will probably have little impact on the overall success of your campaign. However, testing a landing page with an image of the book against a version without an image may yield a more precise representation of your **audience's behavior**.

To conclude, A/B testing is crucial for anyone who not only wants to accurately measure their marketing efforts but improve their campaigns for **increased conversions**. If you're looking to improve the power of your A/B testing phase, you may well want to consider adding call tracking to your analytics arsenal.

By knowing exactly which campaigns are driving phone calls to your business, you'll be able to **better your campaigns** — and ultimately, your conversion rate.

## LATEST INSIGHTS



### Top Tips to Get Your A/B Testing Right

Testing anything and everything without any set protocols may not yield ideal results. Here are some tips to help you with your A/B testing. Read more!

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### A/B Testing Engagement for An Online Food Retailer

In our latest engagement, we helped an online food retail client improve content engagement.

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# Success Story

A/B testing engagement for an online food retailer...

## Challenge

The client was facing challenges in measuring the value of their marketing and advertising campaigns.

## Benefits offered

Helped the client identify the version (A or B) that their visitors and customers would find most engaging.

## Insights offered

The solution helped the client to increase ROI in terms of both short and long-term conversions.

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## About Quantzig

For more 15 years, we have assisted our clients across the globe with end-to-end data management and analytics services to leverage their data for prudent decision making. Our firm has worked with 120+ clients, including 55+ Fortune 500 companies.

At Quantzig, we firmly believe that the capabilities to harness maximum insights from the influx of continuous information around us is what will drive any organization's competitive readiness and success. Our objective is to bring together the best combination of analysts and consultants to complement our clients with a shared need to discover and build those capabilities and drive continuous business excellence.



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