

## Post/Tweet:

Estoy en [#UXplayers](#) en la presentación de [#ABtesting](#) con [@elCarlosAguilar](#) de [#Conversiones](#).



The background of the slide is a photograph of a crowd of people at a concert or event. Many people have their fists raised in the air, suggesting a moment of celebration or protest. The lighting is dim and colorful, with shades of purple, blue, and red. The overall mood is energetic and vibrant.

<A/B

# Testing>

*Una manera de ahorrar discusiones*

social: @elCarlosAguilar  
work: conversiones.com

#UXplayers  
#Conversiones

¿Qué  
demonios  
es A/B  
Testing?

#UXplayers  
#Conversiones

» *Mandar*

*X* usuarios a una sección

*Z* usuarios a otra sección

para determinar **cuál logra**

**mayor** número de **conversiones**

con el **menor** número de visitas



50 % visitors  
see variation A



Variation A



23%  
conversion



50 % visitors  
see variation B



Variation B



11%  
conversion

¿Qué  
es una  
conversión?

#UXplayers  
#Conversiones

» Cuando **X** (Usuario/visitante) logra un **objetivo**

"Cuando **algo** se vuelve **medible**" - Carlos Aguilar



#UXplayers  
#Conversiones



¿A qué  
podemos  
hacerle A/B  
Testing?

#UXplayers  
#Conversiones

» *Aplicaciones*

» *Sitios Web*

» *Landing pages*

» *Botones*

» *Colores*

» *Copy*

» *Layout*

» *Fotografías*

» *Videos*

» *Foto vs Video*

» *Brochures*

» *# de teléfono*

» *Propuestas*

» *Correos de introducción*

» *Piropos*

» *Novias (¿esposas?)*

» *Rutas*

» *Mascotas*

» *Presentaciones de A/B Testing...*

# Ejemplos de A/B Testing en Apps/Webs

#UXplayers  
#Conversiones

TEST OF THE WEEK:

# WHICH COPY CONVERTS BETTER?

**Key Performance Indicator (KPI):** Form submissions, after clicking on the Call To Action (CTA) button

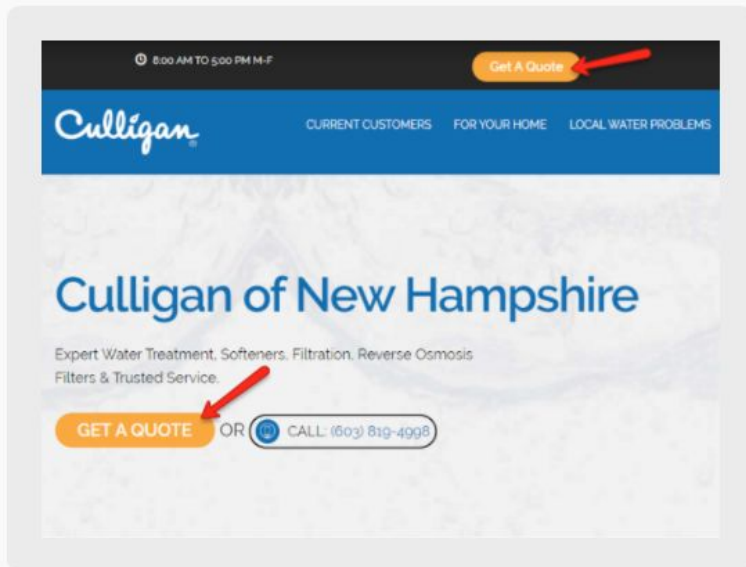
**Traffic Source:** Local homeowners, residing Southern New Hampshire. Arrived at the Culligan New Hampshire site through direct, search, referral, or organic channels

**Difference between versions:**

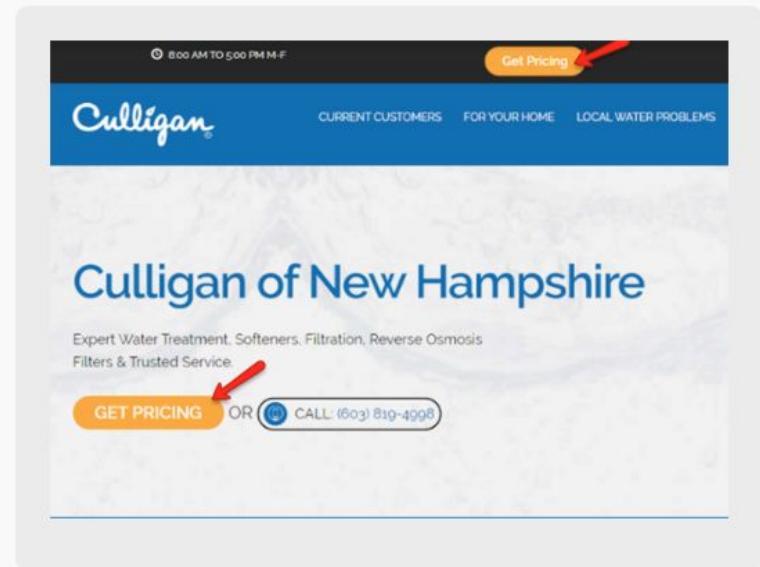
**Version A:** Landing page with Call To Action (CTA) button stating, "Get A Quote"

**Version B:** Landing page with CTA button stating, "Get Pricing"

[CLICK TO ENLARGE](#)



[CLICK TO ENLARGE](#)

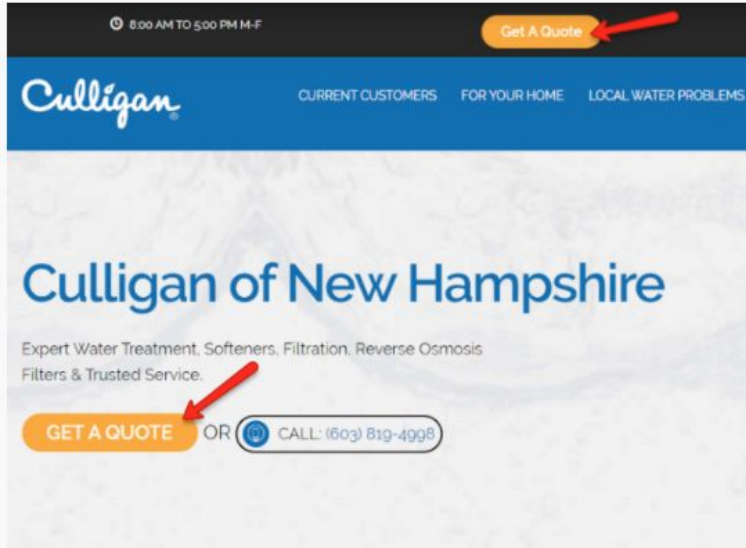


Take your guess now.

Guess which version you think won... and then see real-life test results:

RESULTS FOR:

# WHICH COPY CONVERTS BETTER?



WhichTestWon's Analysis: (Click back to see versions A & B)

## – Case Study –

### Opportunity:

Culligan of New Hampshire, the local outlet of water treatment brand Culligan, offers water treatment parts, services, and repairs to people in Southern New Hampshire.

In an effort to drive increased online form submissions, Culligan hired Optimized Marketing to understand whether a change in CTA copy, "Get A Quote" or "Get Pricing", would affect their submission rates.

The study ran for three weeks on the Visual Website Optimizer (VWO) platform, using VWO's "balanced mode."

WINNING VERSION

# A

READER GUESSES:

Version B



Version A

 **TWEET THAT YOU 'GOT IT RIGHT'**

 **TWEET THAT YOU 'GOT IT WRONG'**

TEST OF THE WEEK:

# BOXES OR ROWS? WHICH FORMAT CONVERTS BETTER?

**Key Performance Indicator (KPI):** Clickthrough rate on "Add to Basket" button

**Traffic Source:** All traffic

**Difference between versions:**

**Version A:** Product page with pricing information displayed in boxes

**Version B:** Product page with pricing information displayed in rows

[CLICK TO ENLARGE](#)

Was £0.052  
**£0.024**  
Price Each (In a Pack of 100)

100 - 400 units <b>£0.024</b> £2.40 / pack*	500 - 2400 units <b>£0.02</b> £2.00 / pack*	2500 - 4900 units <b>£0.017</b> £1.70 / pack*
5000 - 9900 units <b>£0.014</b> £1.40 / pack*	10000 + units <b>£0.012</b> £1.20 / pack*	

✓ 126100 in stock for FREE next working day delivery

Quantity  units [Add to basket](#)

[CLICK TO ENLARGE](#)

Was £0.052  
**£0.024**  
Price Each (In a Pack of 100)

Units	per unit	per pack
100 - 400	£0.024	£2.40*
500 - 2400	£0.02	£2.00*
2500 - 4900	£0.017	£1.70*
5000 - 9900	£0.014	£1.40*
10000 +	£0.012	£1.20*

✓ 126100 in stock for FREE next working day delivery

Quantity  units [Add to basket](#)

Take your guess now.

Guess which version you think won – and then see real-life test results.

RESULTS FOR:

# BOXES OR ROWS? WHICH FORMAT CONVERTS BETTER?

Was £0.052  
**£0.024**  
Price Each (In a Pack of 100)

Units	per unit	per pack
100 - 400	£0.024	£2.40*
500 - 2400	£0.02	£2.00*
2500 - 4900	£0.017	£1.70*
5000 - 9900	£0.014	£1.40*
10000 +	£0.012	£1.20*

✓ 126100 in stock for FREE next working day delivery

Quantity  units [Add to basket](#)

WhichTestWon's Analysis: (Click back to see versions A & B)

## – Case Study –

### Opportunity:

RS Components, a distributor of electronic, electrical, and industrial components, conducted this design simplification test in-house.

The study ran for two weeks on the Adobe Target platform. Traffic was comprised of 3,500 visitors, split 50/50.

### Hypothesis:

Previous feedback from customers suggested the boxed "grid layout" wasn't easy to understand or read at-a-glance.

The team suspected changing the price panel design to a clearer row

WINNING VERSION

B

READER GUESSES:

Version B

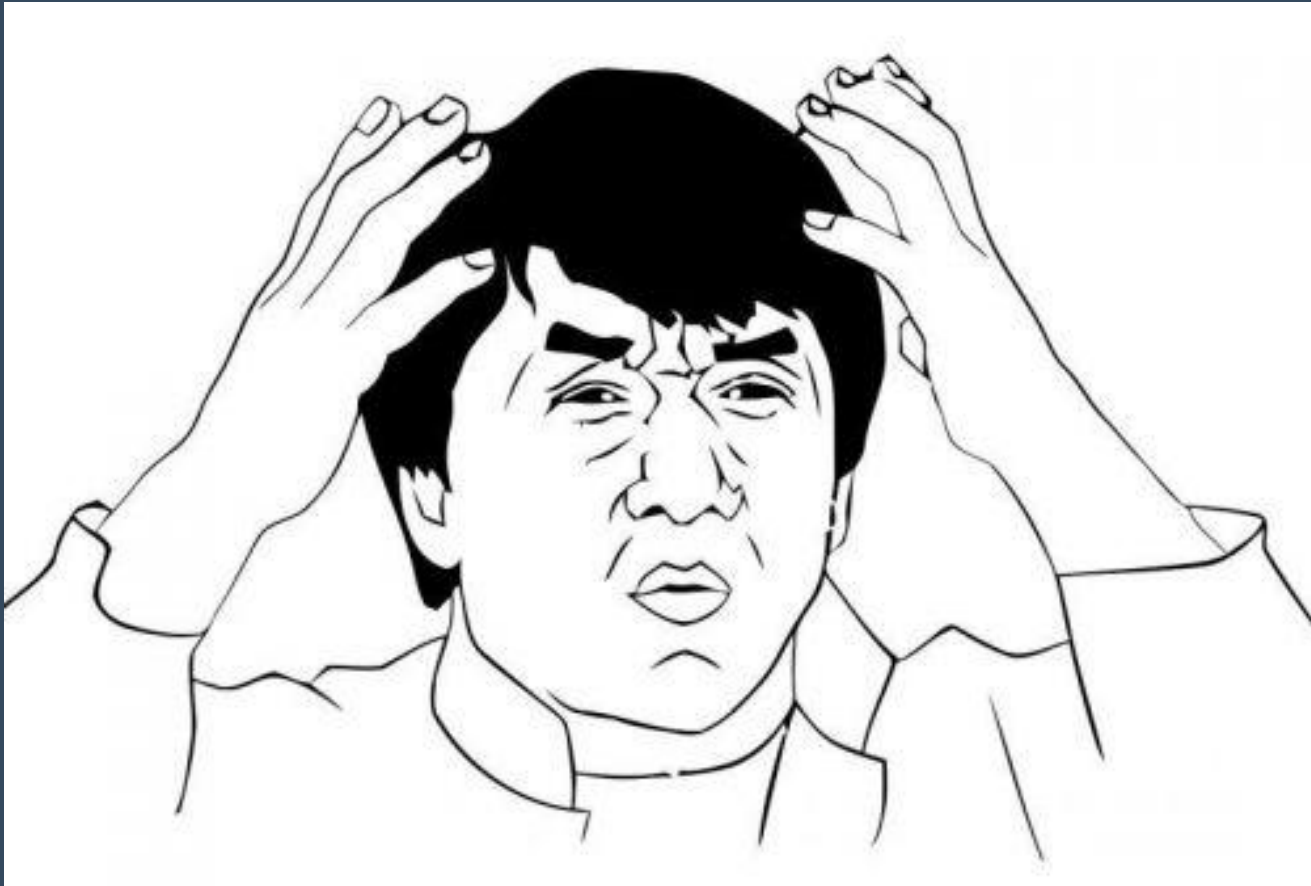


Version A

 TWEET THAT YOU 'GOT IT RIGHT'

 TWEET THAT YOU 'GOT IT WRONG'





#UXplayers  
#Conversiones

# LIVING ROOM OR MASTER BEDROOM: WHICH ROOM WON?

**Key Performance Indicator (KPI):** *Condo reservations (made after visiting the showroom & tracked using a mobile app)*

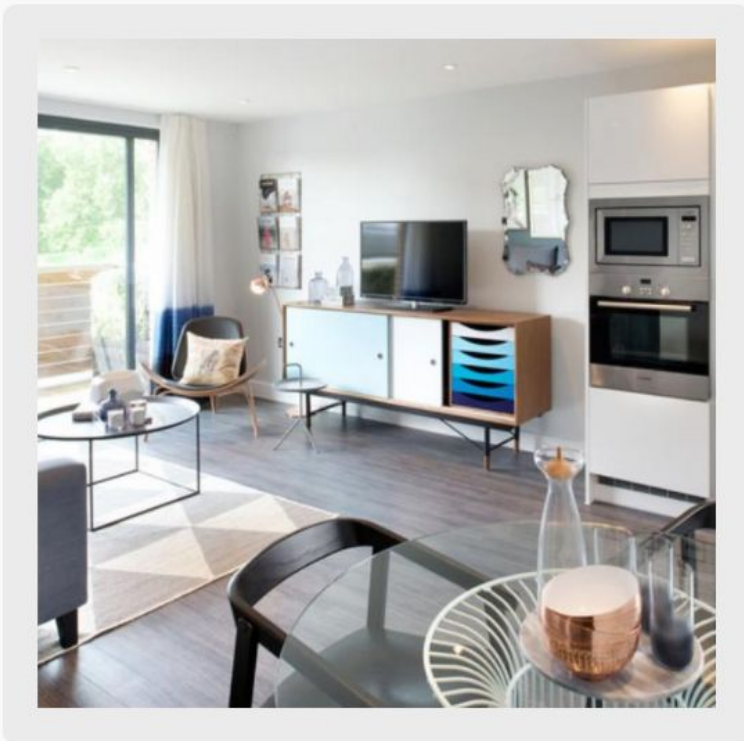
**Traffic:** *Physical presence of viewers; viewers were marketed to through various channels, including email list of existing registered applicants, Pay Per Click (PPC) ads, Facebook ads, YouTube pre-roll ads, and display ads*

**Difference between versions:**

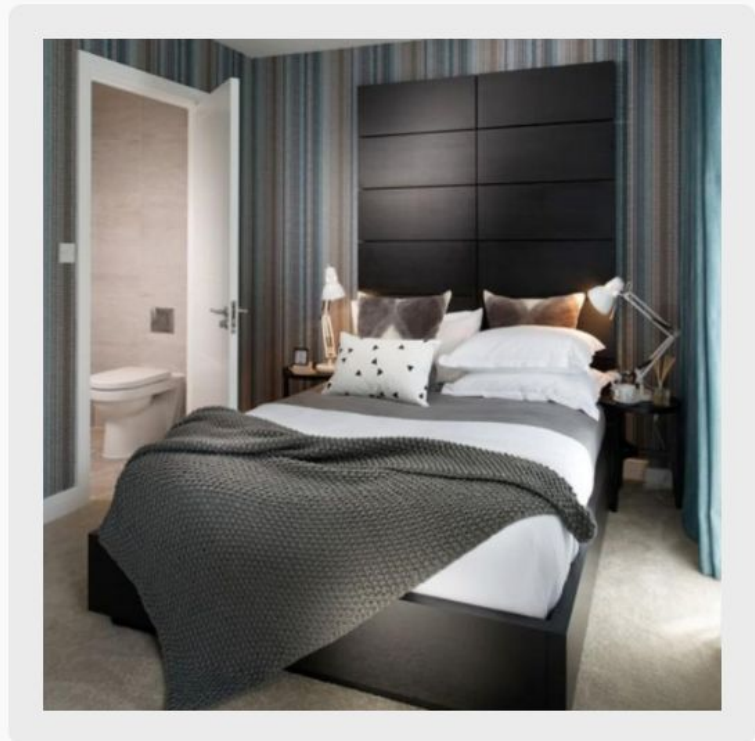
**Version A:** *Photo depicting actual condo living room*

**Version B:** *Photo depicting actual condo master bedroom*

[CLICK TO ENLARGE](#)



[CLICK TO ENLARGE](#)



RESULTS FOR:

# LIVING ROOM OR MASTER BEDROOM: WHICH ROOM WON?



WhichTestWon's Analysis: (Click back to see versions A & B)

**Winning Version:** Version A, the living room area, was where most condo viewers gathered.

Surprisingly, people were 37.1% more likely to view the living room area, compared to the master bedroom.

How did the testing team gather this data? Read on to learn more

WINNING VERSION

# A

READER GUESSES:

Version A



Version B

 **TWEET THAT YOU 'GOT IT RIGHT'**

 **TWEET THAT YOU 'GOT IT WRONG'**

TEST OF THE WEEK:

# DOES BUTTON COLOR MATTER ON MOBILE?

**KPI (Key Performance Indicator):** Number of customers making a reservation and moving into a storage unit

**Goal:** Determine the best button color, for mobile devices, to increase storage rentals

**Traffic:** Search Engine Optimization (SEO), 35%; Pay Per Click (PPC), 28%; Other traffic sources, 37% - 92% of visits came from a mobile device

**Difference between two:**

**Version A:** Mobile website describing storage unit features with a **blue** Call To Action (CTA) button

**Version B:** exact same site, but with an **orange** CTA button

[CLICK TO ENLARGE](#)

ExtraSpace Storage

Extra Space Storage  
8308 S 700 E  
Sandy, UT 84079

Self Storage in Sandy, UT - 8308 S 700 E

- Manager lives at this facility
- Manager lives on site
- Facility monitored by video surveillance
- Electronic Gate Access
- RV parking

New Customers  
877-913-3768

Current Customers  
801-566-8876

Units	Hours	Features	Reviews
5'x5' -Storage -Drive-Up Access	WEB RATE <b>\$39</b> FIRST MONTH FREE	OK, 8/15 \$46	Reserve
5'x5' -Storage -Indoor -1st Floor Access	WEB RATE <b>\$30</b> FIRST MONTH HALF OFF	OK, 8/15 \$37	Reserve
5'x7' -Storage -Drive-Up Access	WEB RATE <b>\$49</b> FIRST MONTH FREE	OK, 8/15 \$56	Reserve
5'x10' -Storage -Drive-Up Access	WEB RATE <b>\$58</b> FIRST MONTH FREE	OK, 8/15 \$65	Reserve
10'x5' -Storage -Drive-Up Access	WEB RATE <b>\$58</b> FIRST MONTH FREE	OK, 8/15 \$65	Reserve
5'x10' -Storage -Indoor	WEB RATE <b>\$47</b> FIRST MONTH HALF OFF	OK, 8/15 \$53	Reserve

[CLICK TO ENLARGE](#)

ExtraSpace Storage

Extra Space Storage  
8308 S 700 E  
Sandy, UT 84079

Self Storage in Sandy, UT - 8308 S 700 E

- Manager is available at this facility
- Manager lives on site
- Facility monitored by video surveillance
- Electronic Gate Access
- RV parking

New Customers  
855-500-3640

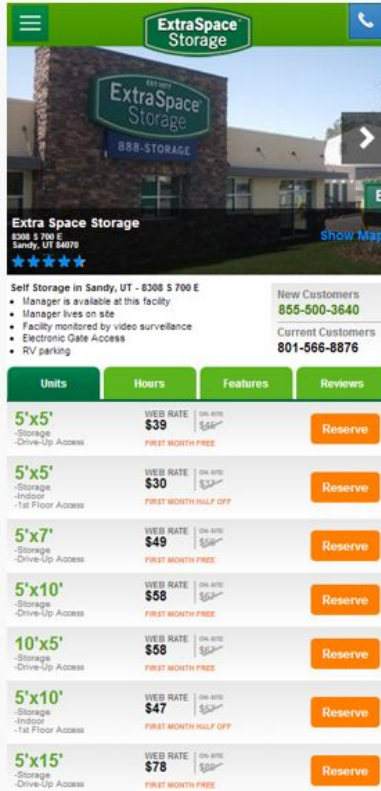
Current Customers  
801-566-8876

Units	Hours	Features	Reviews
5'x5' -Storage -Drive-Up Access	WEB RATE <b>\$39</b> FIRST MONTH FREE	OK, 8/15 \$46	Reserve
5'x5' -Storage -Indoor -1st Floor Access	WEB RATE <b>\$30</b> FIRST MONTH HALF OFF	OK, 8/15 \$37	Reserve
5'x7' -Storage -Drive-Up Access	WEB RATE <b>\$49</b> FIRST MONTH FREE	OK, 8/15 \$56	Reserve
5'x10' -Storage -Drive-Up Access	WEB RATE <b>\$58</b> FIRST MONTH FREE	OK, 8/15 \$65	Reserve
10'x5' -Storage -Drive-Up Access	WEB RATE <b>\$58</b> FIRST MONTH FREE	OK, 8/15 \$65	Reserve
5'x10' -Storage -Indoor	WEB RATE <b>\$47</b> FIRST MONTH HALF OFF	OK, 8/15 \$53	Reserve



RESULTS FOR:

# DOES BUTTON COLOR MATTER ON MOBILE?



WhichTestWon's Analysis: (Click back to see versions A & B)

**Winning Version:** Version B, the orange-colored 'Reserve' Call To Action (CTA) button was the bold winner.

Simply changing the button color from blue to orange created a 7.8% lift in reservations and 12.3% increase in move-in rates.

**Test Type:** Call To Action (CTA) / Button Color

WINNING VERSION

# B

READER GUESSES:

Version B

Version A

TWEET THAT YOU 'GOT IT RIGHT'

TWEET THAT YOU 'GOT IT WRONG'

**LIE  
DOWN**



**TRY  
NOT TO CRY**



**CRY  
A LOT**





A person wearing a bright green short-sleeved shirt and yellow sneakers is kneeling on a surface of wood chips. They are focused on tying their shoelaces. The scene is lit with warm, golden light, suggesting a sunrise or sunset. The overall mood is one of preparation and focus.

# Respiramos y exhalamos

#UXplayers  
#Conversiones



ab testing |

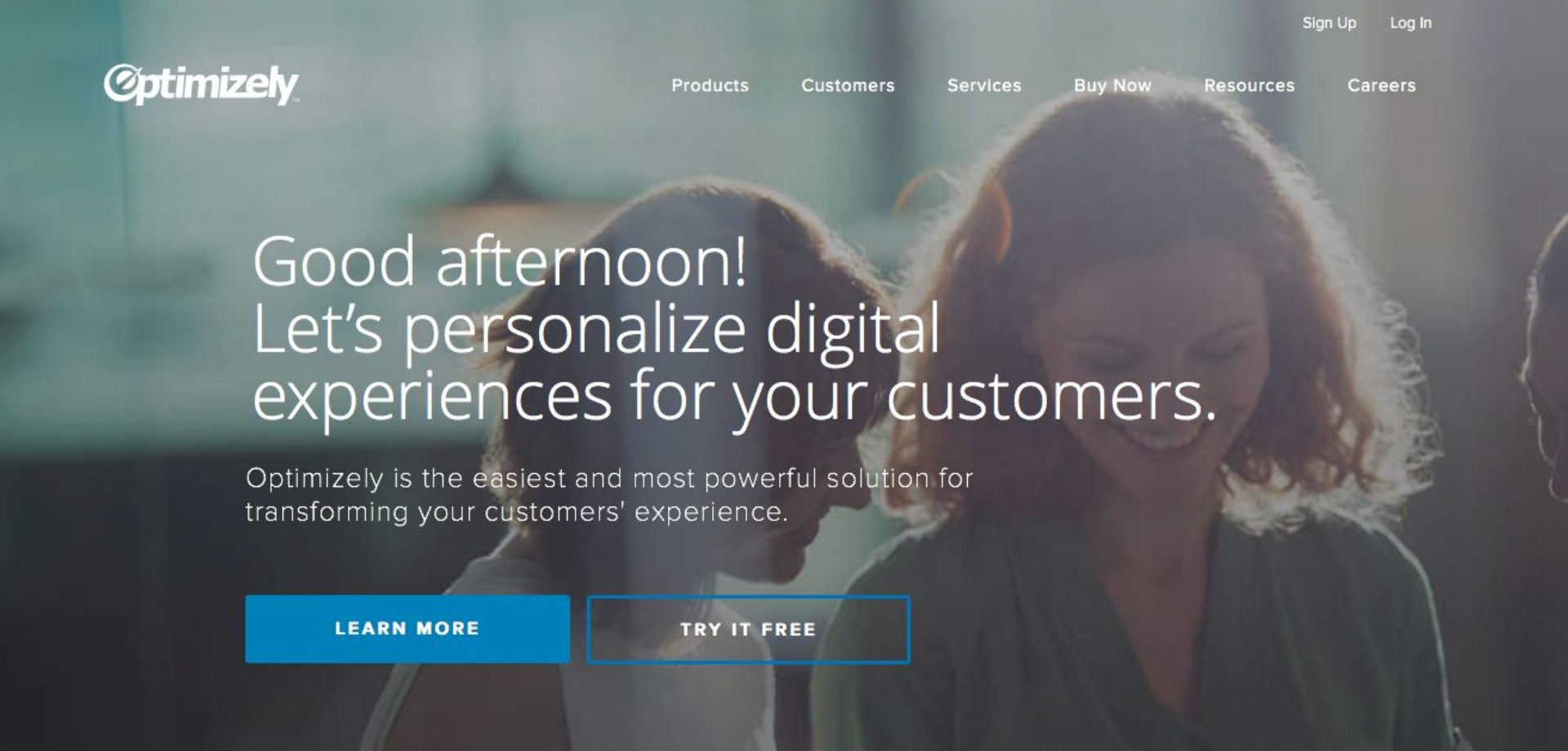
- ab testing **tools**
- ab testing **software**
- ab testing **statistics**
- ab testing **examples**
- ab testing **framework**
- ab testing **calculator**
- ab testing **in r**
- ab testing **interview questions**
- ab testing **wordpress**
- ab testing **facebook**

Google Search

I'm Feeling Lucky

*Report inappropriate predictions*





# Good afternoon! Let's personalize digital experiences for your customers.

Optimizely is the easiest and most powerful solution for transforming your customers' experience.

[LEARN MORE](#)

[TRY IT FREE](#)

Curious about what's going on here? [Take a peek](#) under the hood.

[optimizely.com](https://www.optimizely.com)

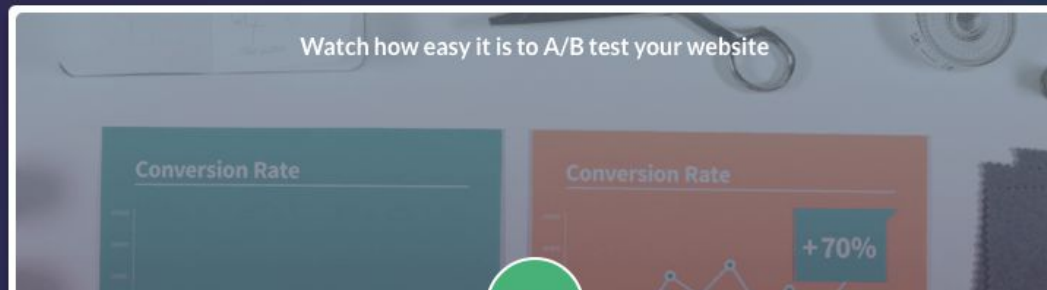
# A/B Testing and Conversion Optimization Platform

Use VWO to tweak, optimize & personalize your website with minimal IT help.

Plans start at \$49/month

[SIGN UP FOR A FREE ACCOUNT](#)

No credit card required



# vwo.com

# AFFORDABLE ENTERPRISE TESTING & PERSONALIZATION

Unlimited Projects and Unlimited Users, Your Solution for Enterprises, Agencies and Experts

[START MY FREE TRIAL](#)

Already trusted by amazing brands

SONY

unicef

Organización de Estados Americanos

★

kmart

convert.com



# Create a Memorable Customer Experience

## User Engagement

Book a demo

▶ Watch video

**abtasty.com**

# Amazon Split Testing Software

Crush your FBA competition with optimi

Optimize Your Listings Now! 



[splitly.com](https://splitly.com)





# Build Landing Pages Fast & Get More Conversions

Quickly build custom landing pages for any campaign, and use overlays to increase conversions on all your web pages.

[EXPLORE THE UNBOUNCE PLATFORM](#)**NEW!**

Introducing **Convertables!** You can now use Unbounce to increase conversions on any web page.

[LEARN MORE >](#)

# unbounce.com

# Guaranteed to Increase Your Conversion Rate

The Most Powerful Landing Page Platform for Marketing Teams & Agencies

[BUILD MY PAGE NOW](#)

[instapage.com](https://instapage.com)

# It's time to skyrocket your business.

Grow any type of business with the smartest A/B tests, personalizations and advanced segmentation.



**33 430** live experiments,  
bringing up 150% uplift



Trusted by **17 635**  
digital marketers



100% safe for **8 910 565 017**  
pageviews and still counting

[Start Now](#)



5M

Guarantee

# omniconvert.com



# It's Time To Revamp Your WordPress

Nelio A/B Testing is the best conversion platform for WordPress. Test everything and get the most out of your site!

Join Now



## Advantages of Nelio A/B Testing



Easy A/B Testing



Visitors become Customers



Zero Technical Knowledge



[nelioabtesting.com](https://nelioabtesting.com)

ills? Don't  
thing.

SS  
board. No



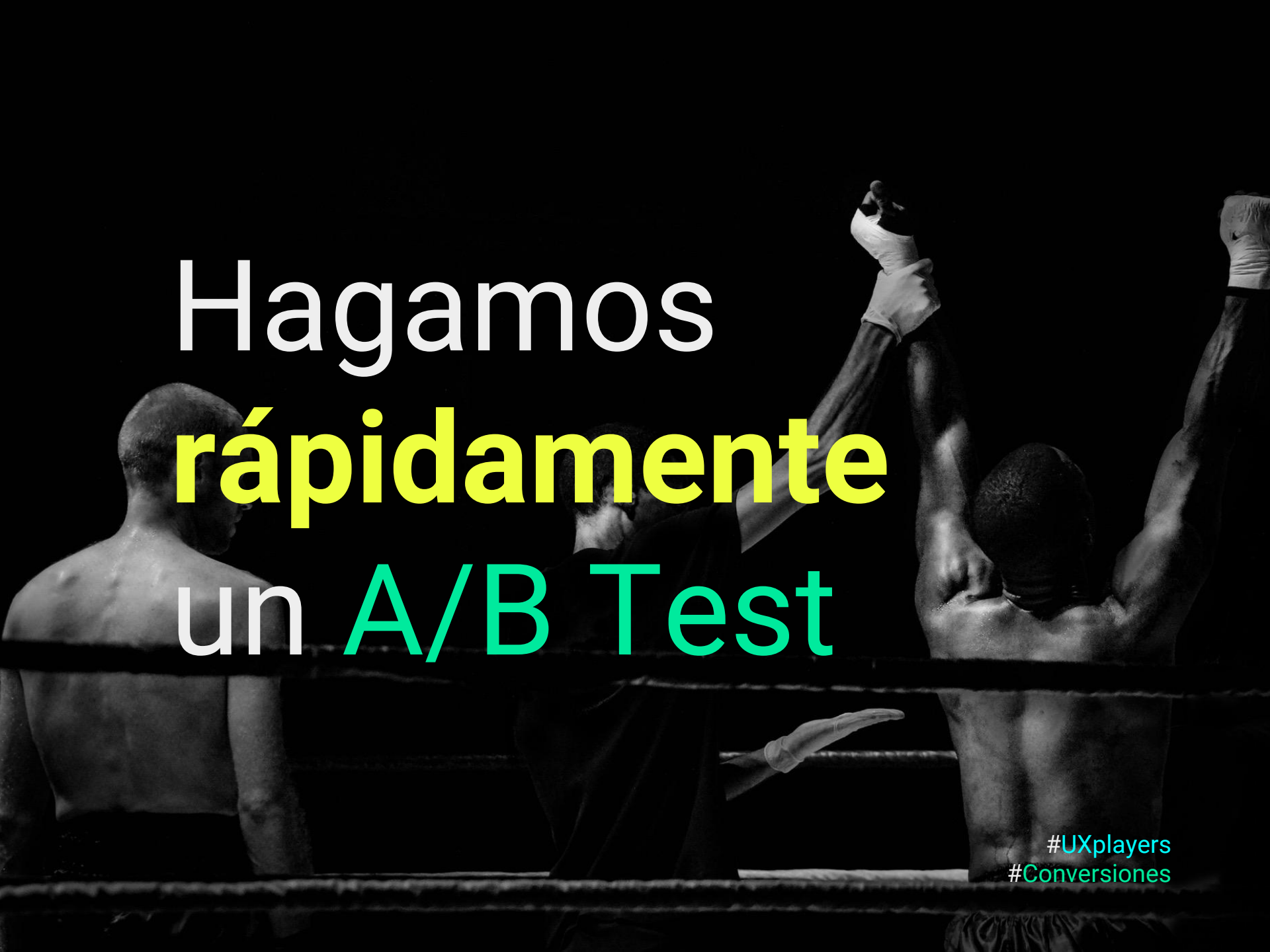
# Improve the customer experience with digital analytics.

Google Analytics gives you the digital analytics tools you need to analyze data from all touchpoints in one place, for a deeper understanding of the customer experience. You can then share the insights that matter with your whole organization.

[SIGN UP FOR FREE](#)

[TRY THE DEMO](#) ↗

[analytics.google.com](https://analytics.google.com)



# Hagamos rápidamente un A/B Test

#UXplayers  
#Conversiones

Visita  
tocino.net  
y da clic en  
clic aquí.

#UXplayers  
#Conversiones

Post/Tweet:

{buena/regular/mala}  
la charla de #ABtesting  
de @elCarlosAguilar de  
#Conversiones desde  
#UXplayers.

social: @elCarlosAguilar  
work: conversiones.com

