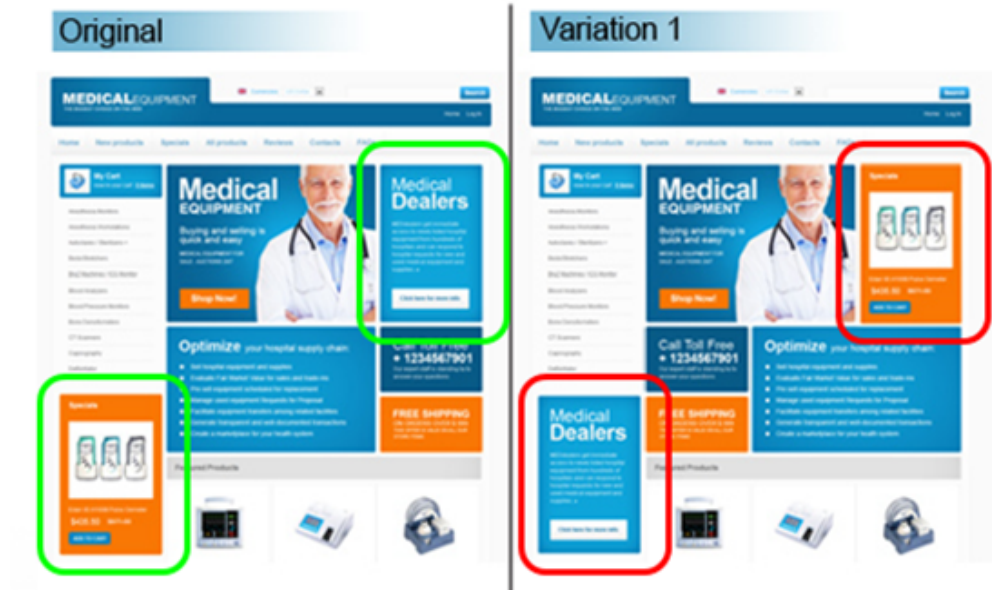


A/B and Multivariate Testing

Using the tools available in A/B and Multivariate Testing, you can inspect every element of your site including individual buttons, graphics, blocks of text, or even entire page layouts.

- Create split tests to compare the performance of several landing pages
- Run multivariate tests to identify the best-performing elements of a landing page
- Run tests for specific visitor segments
- Identify the combinations that best drive conversions
- Eliminate any poor-performing test variations



How to create a new test

You can choose to create either Split (A/B) Tests, or Multivariate Tests.

- Split Test - Compare two or more versions of a page.
- Multivariate Test (MVT) - Test different versions of the components on your page simultaneously.

1. From the Optimization Central Area, Click **configure** on the right side of the page, on the line according to which test you would like to create.

From the A/B and Multivariate Testing Central Area, click **Add a new Test** from the upper right hand corner.

The screenshot shows the 'A/B and Multivariate Testing' interface. On the left, there is a sidebar with 'Report Center', 'Analysis Center', and 'Optimization'. Under 'Optimization', 'A/B and Multivariate Testing' is selected. The main area shows the title 'A/B and Multivariate Testing' and a list of tests: 'All | Live | Paused | Ended | Pending'. There is a button 'Add a new Test' in the top right. Below this is a table with columns: 'Test Name', 'Status', 'Start Date', 'Visitors', and 'Conversions'. The table currently contains the text 'There are no live tests'.

A/B and Multivariate Testing Main Window

2. If you chose to Add a new Test from the A/B and Multivariate Testing window, you will be asked to decide which type of test you would like to create. If you chose to configure from the Optimization window, skip this step.

What kind of a test do you want to create? ✕

Split test
In a split test you want to compare two or more pages.

Multivariate test (MVT)
In an MVT test you want to test different versions of more than one component on the same page.

New Test Choice Dialogue

3. The Parameter Settings window is the same for both tests. Enter the parameters you would like to assign to the test.

Test Name - Choose a name for the test

URL - The URL of the page you wish to test. You can search for the page in Object Explorer

Notes - Include any comments or notes about the test.

Segment - Select a segment from the drop-down list to target your test to specific visitors

Percentage of traffic to include in the test - For values less than 100% a random selection of visitors exclusively from the selected segment will be included in the test.

A/B and Multivariate Testing

Settings

Test Name:

URL: 🔍

Notes:

Segment:
 ▼

Percentage of traffic to include in the test: %

<< Back to dashboard
Save

A/B and Multivariate Testing Settings Dialogue

4. Different options appear depending on if you've chosen a Split Test or a Multivariate Test after you choose a URL in the Settings Dialogue
 - a. If you have chosen a Split Test, options for the variations you would like to include appear as soon as you have chosen a URL. For each variation you can now choose a Name, find the URL of the pages you would like to test, change each page's Weight in the test, and change its Status between active and inactive.

Variations

Variation Name:	URL:	Weight:	Status:
<input type="text" value="Original"/>	<input type="text" value="http://intlock-qa/team/SiteAssets/Forms/AllItems.aspx"/>	<input type="text" value="50"/>	<input type="text" value="Active"/>
Variation Name: [Delete]	URL:	Weight:	Status:
<input type="text" value="Variation 1"/>	<input type="text" value=""/>	<input type="text" value="50"/>	<input type="text" value="Active"/>

[Add another variations](#)

Split Test Variations options

- b. If you have chosen a Multivariate Test, options for the UI Elements you would like to include appear as soon as you have chosen a URL.
 You can either select an existing UI element from the drop down list, or add a new UI Element by clicking **Add**.

UI elements in this test

[Add](#)

<< [Back to dashboard](#) [Save](#)

Multivariate Test UI Elements options

Note - UI Elements can be also created from the [Behavioral Targeting](#) visual interface. See [How To Create a New UI Element](#).

5. After including all relevant information, click **Save**. You can now open and edit your test from the A/B and Multivariate Testing central area. The test will not start running until you open it, and press **Start**. Once a test is created, variations cannot be deleted but can only be made Inactive from the Status menu.

Warning - Do not use more than one test for the same UI element on a certain page (for example, Behavioral Targeting and Multivariate test).