

Single Element A/B Testing

One thing at a time



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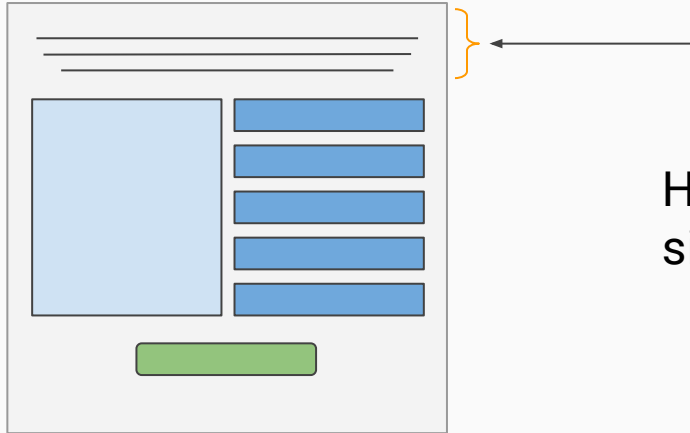


The value of single element A/B testing



EXAMPLES OF
SINGLE ELEMENTS

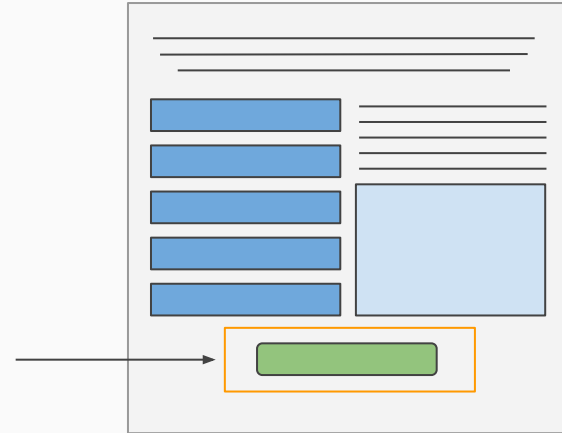


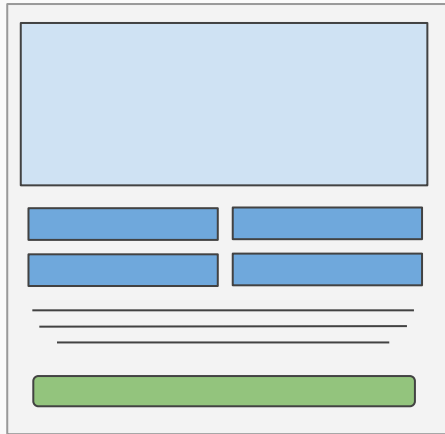


Headlines are a great place to start for single element A/B testing.



Call to action on buttons often yield impressive increases in conversion.





Your hero image is a perfect example of a single element A/B test.



But why is single element A/B testing the best?

Speed Wins

A/B testing one element is fast. You are afforded the opportunity to increase the frequency of A/B tests launched. The result is learning and knowing more than your competitors.

Level of Effort

A/B testing one element is a low level of effort. It's affordable. Saving the company money.

Impact

A/B testing one element yields giant increases in conversions.

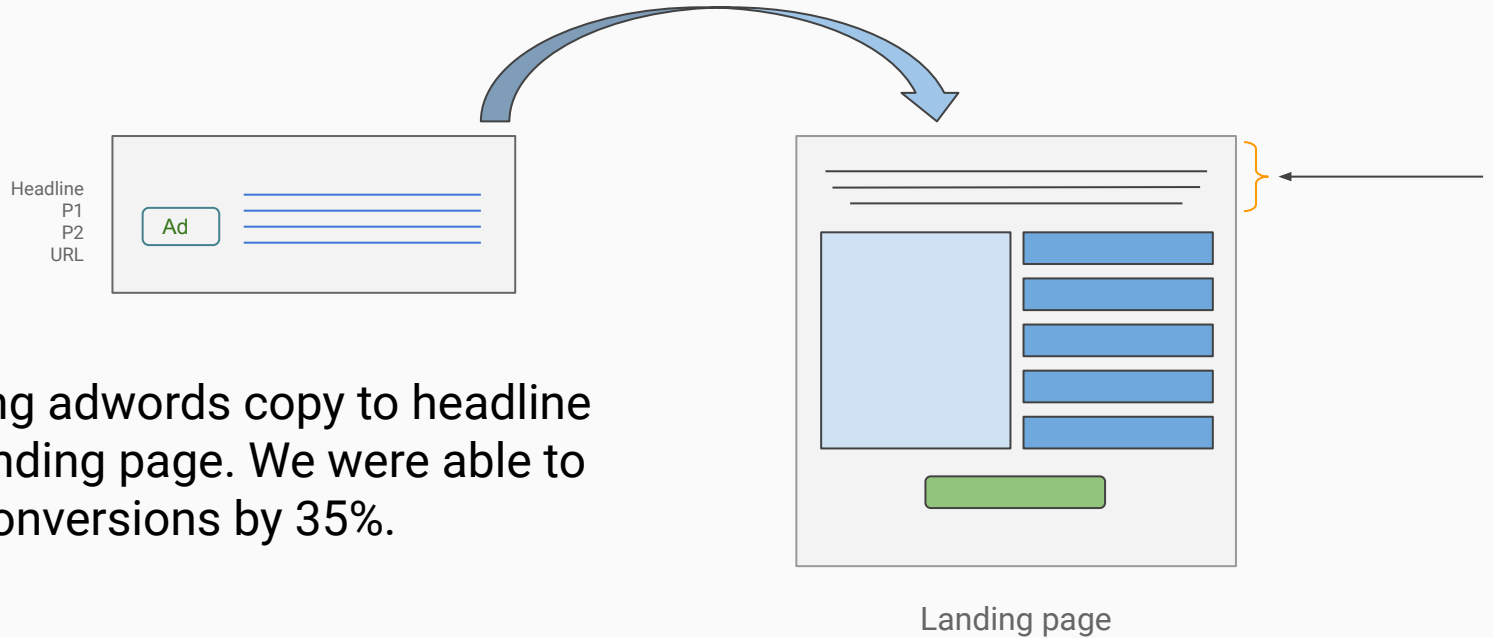
Don't overthink A/B testing ideas. Big changes are not required to see business altering lift in conversion.

But Why?

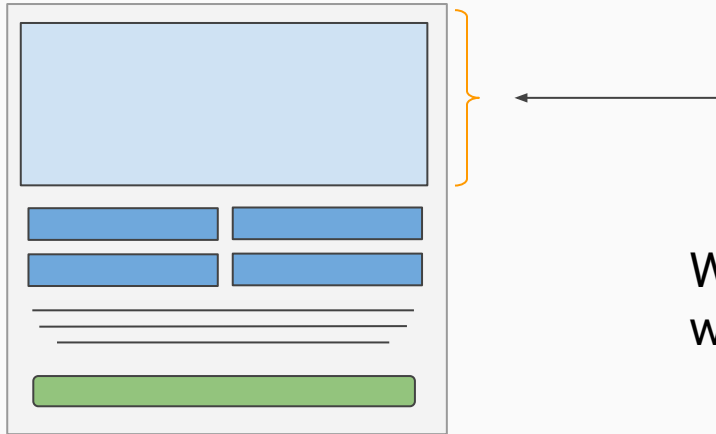
When you get results from an A/B test leadership will ask why. And you better have an answer for them.

A/B testing one element lets you specifically understand why. Why was there an increase in conversion? What was specifically the attributing factor for a lift in conversion - more on this later.





By matching adwords copy to headline copy on landing page. We were able to increase conversions by 35%.



When testing various hero images we were able to increase conversions by 11%.

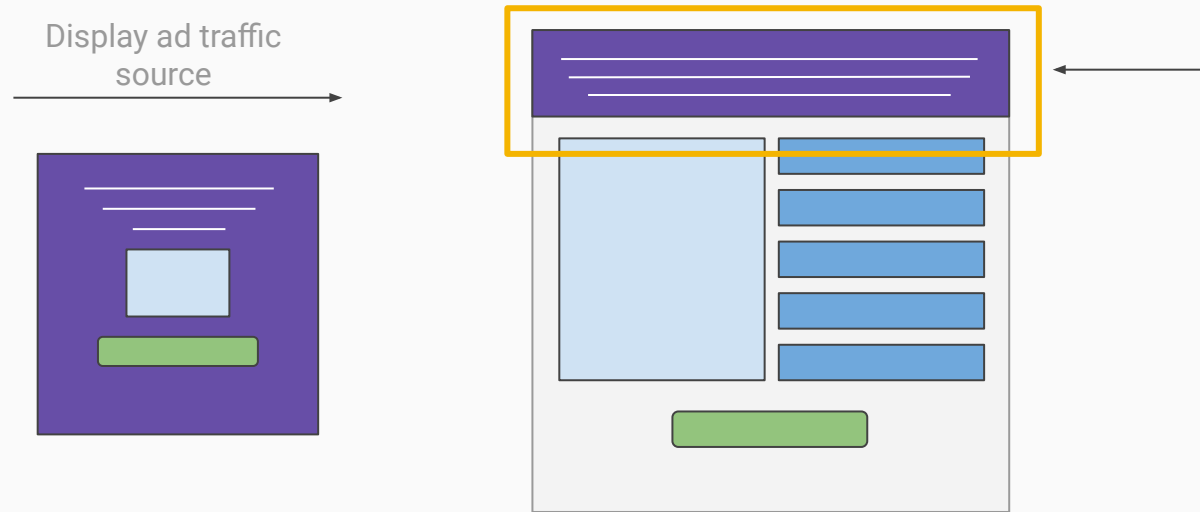
On a product page, we increased conversions by 55%. We only changed the call to action. Yes, 55%.





My adding a single testimonial we increase conversions by 12%.

By matching display ad color theme to existing landing page, we increased conversions by 48%.



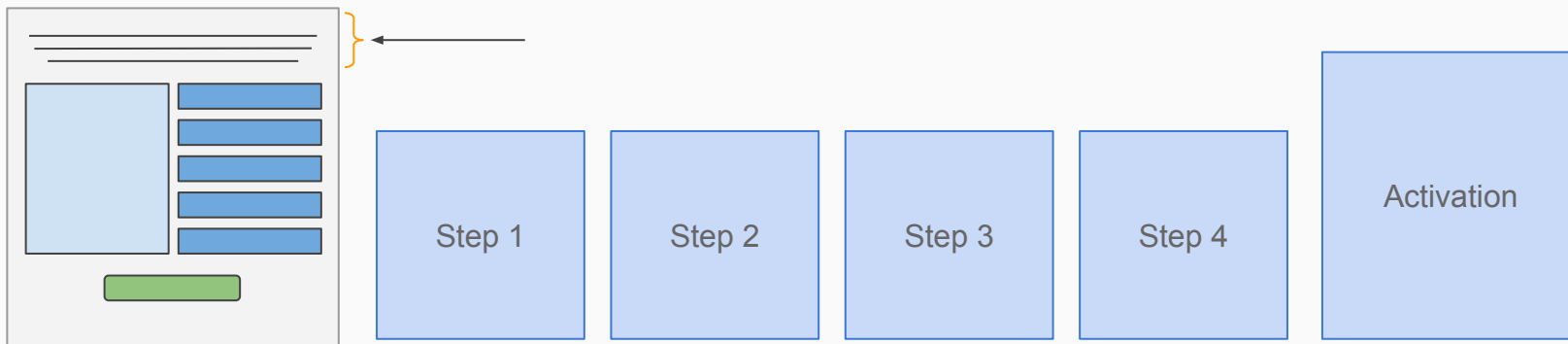




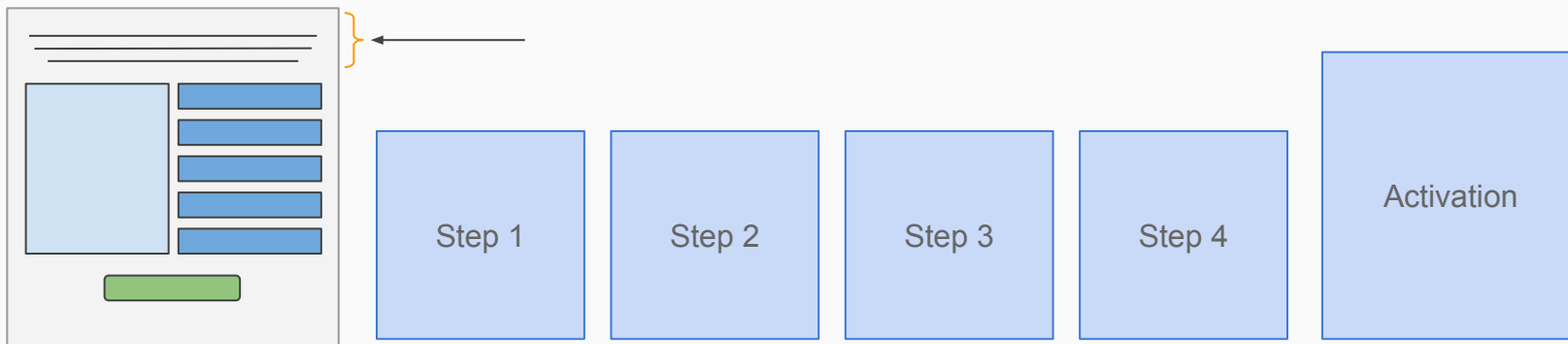
Single element A/B testing aligns with your funnel optimization strategy.

By running single element A/B tests you increase the frequency of A/B tests launched.

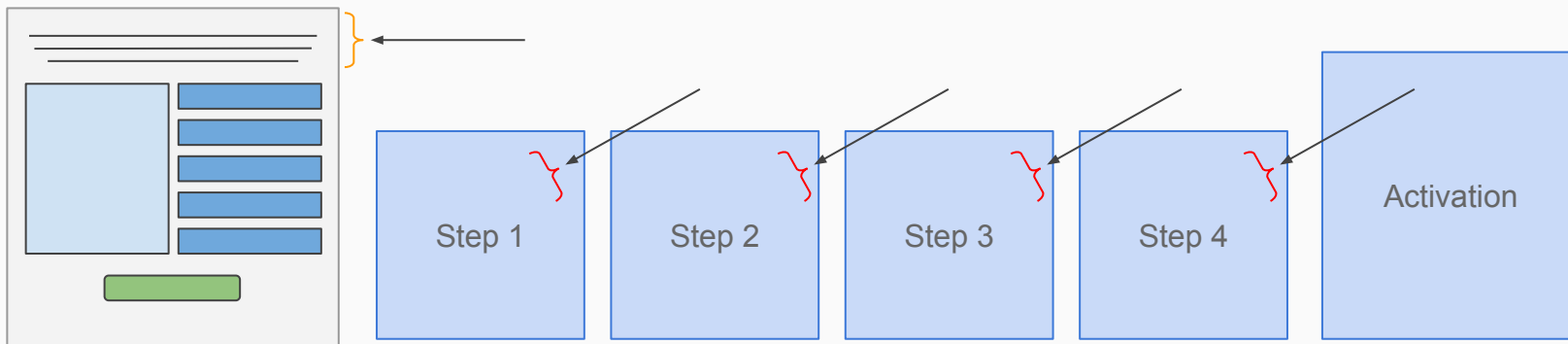
More A/B tests launched means you know more about what your end users are responsive to.



Leverage those initial findings and exploit them further down funnel.
For example, if your visitors are responsive to, fear of missing out (FOMO) headline, what can we do with this information?



Continue to leverage the FOMO theme down funnel and exploit these findings. The probability of repeating the same results is likely. Your funnel optimization strategy is no longer a mystery.



Single Element A/B Testing

A/B testing one thing at a time is the best



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