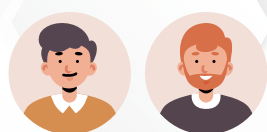# A/B TESTING WITH MAGENTO OPEN SOURCE & ADOBE COMMERCE

WHAT IS
A/B TESTING?

A/B testing, also sometimes referred to as split testing or bucket testing is a method that compares two versions of a webpage or an app to determine which variant performs better. It helps you decide which design, content, functionality or campaign works better for your site's visitors. When done consistently, it allows you to align your website design with consumer preferences and your business goals. Effective A/B testing is an iterative process where each test builds upon the results of the previous tests until you arrive at the best possible version.

Importantly, A/B testing takes the guesswork out of website optimization and enables you to take data-driven decisions.

Variation A

23%
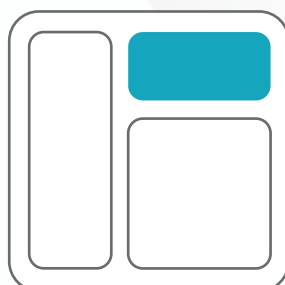Conversion

50% visitors
see variation A

Variation B

11%
Conversion

50% visitors
see variation B

WHY SHOULD YOU A/B TEST?

⊘ Is your eCommerce store's conversion rate low?

⊘ Are your cart abandonment rates more than the industry average?

⊘ Does your return on ad spends need optimization?

⊘ Do you want to better understand your users and improve the performance of your shop?

The solution to the above questions could lie in A/B testing.

AMONG OTHER THINGS YOU CAN USE A/B TESTING FOR:

- ✓ Experimenting with images that find favor with your visitors

- ✓ Trying different interfaces to see which ones work best in terms of user interaction
  ✓

- ✓ Trying out different checkout processes to ensure effectiveness

- ✓ Implementing different navigational features to see which ones are more intuitive

- ✓ Testing different text options to see which one offers a higher conversion rate
  ✓

- ✓ Checking out different promotional layouts to see which ones bring in the desired results.
  ✓

- ✓ Incorporating mobile optimization features to drive traffic from smartphone shoppers
  Trying which colors work best on Buttons
  ✓ and Call-to-Attention elements

A/B testing offers you the ability to systematically work through these areas and improve them incrementally and consistently.

Importantly, more than just answering a one-off question or settling a disagreement, A/B testing can be used to improve user experience and thereby to improve conversion rate over time.

MAGENTO'S OUT OF THE BOX CAPABILITY FOR A/B TESTING:

One of the best-kept secrets of Magento 2 is its "Out of the Box" ability to conduct A/B testing. You can not only set up an A/B test on your Magento product page, you can also apply the principle to the category pages, homepage, landingpages and more. Some of the many advantages of Magento A/B testing include:

- ⊘ It is built into Magento so you do not require any plugins or custom development.

- ⊘ It is powered by Google's content experiments engine and uses the multi-arm bandit method of testing that allows you to test up to 10 variants of a page to see which ones your customers like best.

- ⊘ You can test for a wide range of metrics including bounce rates, page views and more.

A/B TEST

ALL YOU NEED TO BEGIN A/B TESTING WITH MAGENTO 2 IS:

- ⊘ The content that you need to test

- ⊘ The metrics that you want to track

- ⊘ active Google Analytics / Google Tag Manager on your Magento site

- ⊘ Magento 2 Enterprise edition / Adobe Commerce

TO SUM UP

Even if you are a seasoned marketing professional, it is hard to know what exactly will work on your website. Magento A/B testing allows you to test multiple combinations to find that winning recipe. What you will get are valuable insights into consumer behavior, that will allow you to build a better performing eCommerce-site. After all, conversion drives sales.

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