Ad Copy A/B Testing

November 11, 2026
An introduction to testing variations of advertising copy.

What this guide covers

- Choose the copy elements and comparison to test.
- Plan test timing and measurement.
- Interpret results and decide on a follow-up.

Who this is for

For marketers looking to structure ad copy experiments.

Putting the ideas to use

Use the playbook to plan a focused comparison between two messages.

Book details

Format: Guide. Pages: 13. Words: 825.

Download availability: After payment, download the complete ZIP package or the included PDF separately.