Beginner’s Guide to A/B Testing

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An introduction to A/B testing, from setting a goal to interpreting a result.

This ebook organizes the subject into practical themes you can compare with your goals, resources, and current approach. It is an educational reference; the ideas are not a promise of a particular business or personal result.

Topics covered

- Choosing a question and a measurable test goal.
- Selecting a page element or message to compare.
- Collecting data and understanding its limits.
- Using tools and platforms to run a test.

Who this ebook is for

This book may be useful for marketers and communications teams who want a structured introduction to this subject and related decisions.

Putting the ideas in context

As you read, identify a question from your own situation. Compare the approaches in the book with your constraints, then decide what information or small next step would help you evaluate them.

Book details

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Download availability: After payment, download the complete

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