Setup Your First A/B Test

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Prepare a first advertising A/B test with a clearer hypothesis and measurement plan.

What this guide covers

- Choose a hypothesis and success metric.
- Estimate sample needs and document variations.
- Check tracking and launch readiness.

Who this is for

For marketers beginning to test campaign elements.

Putting the ideas to use

Write a test plan and confirm the design and sample assumptions before launch.

Book details

Format: Guide. Pages: 16. Words: 917.

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