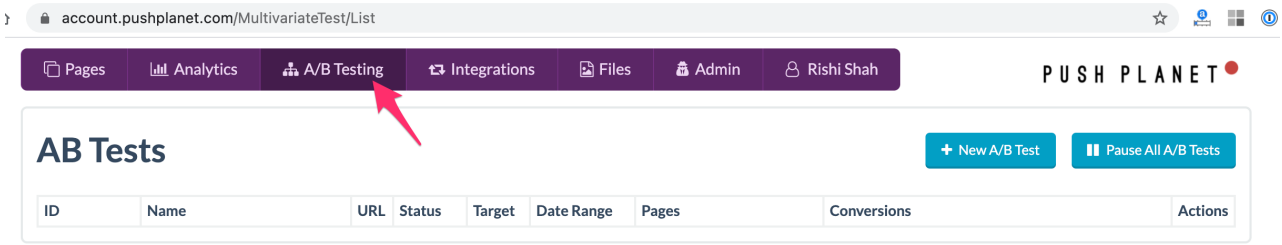
How to A/B Test a Landing Page or Preference Center

Last Modified on 06/24/2026 11:48 am EDT

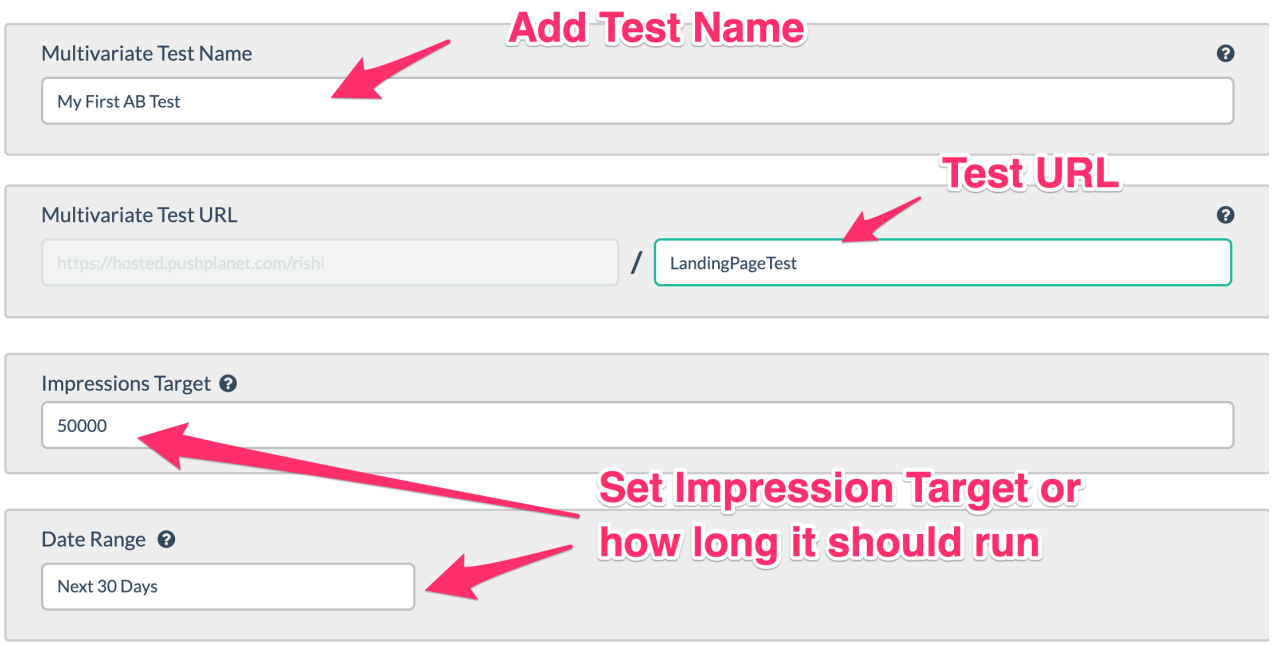
A/B and multivariate testing allows you to test different landing or preference pages to see which one performs better. You can test different Calls-To-Action, Images, Colors, Discount Offers, and more. A/B Testing is the best way to try different marketing ideas and provide results on which version increases conversions.

To set up an A/B test in Push Planet, you must first create all pages you want to test within your account.

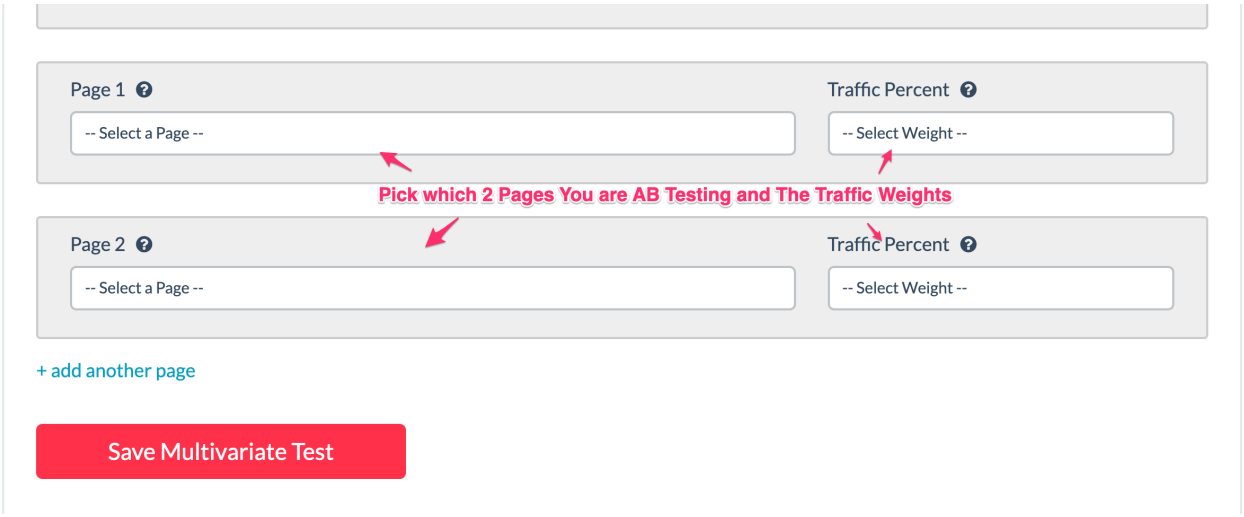
Once you build all necessary pages, set up your test by clicking the **A/B Testing** tab, shown here:



Once within the A/B testing screen, select 'New A/B Test', add your multivariate test name, test URL, impressions target, and date range.



You can also set the traffic percentage for each page within the test:



After you create the test, you can see your test's results from the A/B test page:



Once a winner of the test is determined (based on overall conversions), the winning page will automatically show to all visitors after the test ends.