

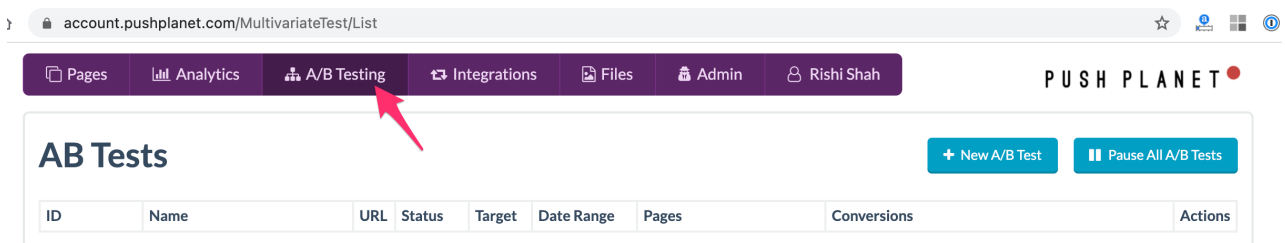
How to A/B Test a Landing Page or Preference Center

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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.

A form for creating a new A/B test. It consists of four stacked input fields. The first field is 'Multivariate Test Name' with the value 'My First AB Test' and a red arrow pointing to it from the annotation 'Add Test Name'. The second field is 'Multivariate Test URL' with the value 'https://hosted.pushplanet.com/rishi / LandingPageTest' and a red arrow pointing to the second part from the annotation 'Test URL'. The third field is 'Impressions Target' with the value '50000' and a red arrow pointing to it from the annotation 'Set Impression Target or how long it should run'. The fourth field is 'Date Range' with the value 'Next 30 Days' and a red arrow pointing to it from the same annotation.

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

Page 1 ?

Traffic Percent ?

-- Select a Page --

-- Select Weight --

Pick which 2 Pages You are AB Testing and The Traffic Weights

Page 2 ?

Traffic Percent ?

-- Select a Page --

-- Select Weight --

[+ add another page](#)

Save Multivariate Test

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

AB Tests

+ New A/B Test
|| Pause All A/B Tests

ID	Name	URL	Status	Target	Date Range	Pages	Conversions	Actions
2	My First AB Test	🔗	Pending	50000	2021-05-27 2021-06-26	2251 Page 2251 (50%) 2250 Page 2250 (50%)	0 for 0 0 for 0	Finish Delete

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.