

How to Set Up An A/B Test

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This guide walks you through setting up an A/B test in Digioh so you can compare two or more Campaigns and let real visitor data pick the winner.

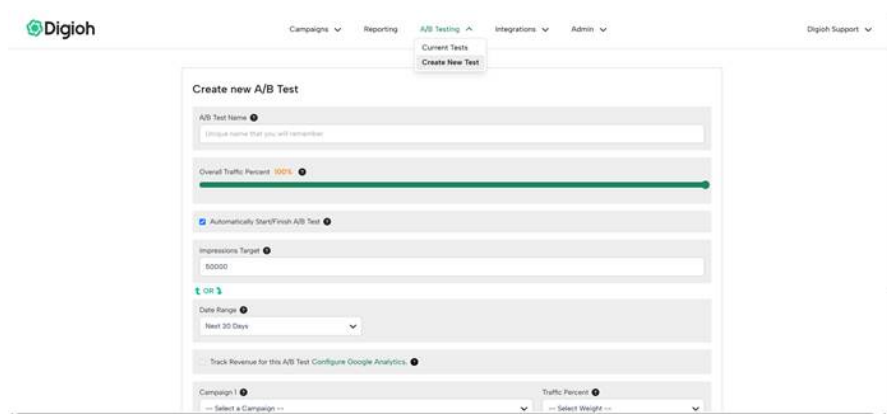
What you'll learn:

- How to set up an A/B test
- How to pick a winning Campaign as a result of your A/B test

Steps to set up an A/B test

All of the settings below live on one page. You don't move between separate screens.

1. **Prepare your Campaigns.** Create different versions of your Campaign using the duplicate feature. For example, one with a 10% discount and another with a 20% discount. You can also A/B test headlines using Digioh's AI headline generator.
2. **Create a new test.** Select A/B Testing → Create New Test in the top navigation.

The screenshot shows the 'Create new A/B Test' form in the Digioh interface. The form is titled 'Create new A/B Test' and includes several input fields and controls. At the top, there's a navigation bar with 'Campaigns', 'Reporting', 'A/B Testing', 'Integrations', and 'Admin'. The 'A/B Testing' dropdown is open, showing 'Current Tests' and 'Create New Test'. The form fields include: 'A/B Test Name' (a text input with a placeholder 'Unique name that you will remember'), 'Overall Traffic Percent' (a slider set to 50%), 'Automatically Start/Finish A/B Test' (a checked checkbox), 'Impressions Target' (a text input with '50000'), 'Date Range' (a dropdown menu with 'Next 30 Days'), 'Track Revenue for this A/B Test Configure Google Analytics' (a checkbox), 'Campaigns' (a dropdown menu with 'Select a Campaign'), and 'Traffic Percent' (a dropdown menu with 'Select Weight').

3. **Name your test.** Give it a short, memorable name (e.g., "10% vs 20% off").
4. **Set your overall traffic allocation.** Use the Overall Traffic Percent slider to control what share of your site traffic is included in the test. For high-traffic sites, 10% is often enough to reach significance; for lower-traffic sites, set it to 100% to reach significance faster.
5. **Choose your Campaigns and split their traffic.** Under Campaign 1, Campaign 2 (and beyond, using + add another Campaign), select the Campaigns you want to test and set each one's Traffic Percent: split evenly (50/50) or run a multivariate test (e.g., 33/33/34).
6. **Set your start / end conditions (optional).** Check Automatically Start/Finish A/B Test to end the test automatically after a number of impressions (e.g., 50,000 per version) or after a date range (e.g., the next 30 days), whichever comes first.

Create new A/B Test

A/B Test Name

Unique name that you will remember

Overall Traffic Percent: 100%

☒ Automatically Start/Finish A/B Test

Impressions Target: 50000

OR

Date Range: Next 30 Days

☐ Track Revenue for this A/B Test. Configure Google Analytics.

Campaign 1: Traffic Percent:

Campaign 2: Traffic Percent:

+ add another Campaign

Save A/B Test

- Save and Publish your test.** Once you've configured your A/B test, click Save. Once you're ready to set your A/B test live, click Publish from the A/B test page:

A/B Tests 🏆

+ New A/B Test

Publish

- Track performance.** Once your test is running, expand its row on the A/B Testing → Current Tests list to see real-time impressions, submissions, and redirects for each Campaign. If you've connected Google Analytics, check Track Revenue for this A/B Test to compare attributed revenue between variations too. You'll need to connect GA4 first if you haven't already.
- Pick a winner.** Expand the test's row on the Current Tests list and select the trophy icon next to the Campaign you want to promote. This turns off the other Campaigns and finishes the test. Or, if you set automatic test conditions in step 6, Digioh declares a winner for you once those conditions are met.

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A/B Testing

Integrations

Admin

Digioh Support

A/B Tests

+ New A/B Test

Publish

A/B Test Name / Status		#Campaigns	Traffic's %	Max	Date Range	Impress.	Controls	
Win-check Rhesusway Test		2	100%	50,000	Starting 2024-08-18 ending 2024-09-17	0	Click to expand A/B Test details	
Campaign ID	Campaign Name	Status	Group's %	Impress.	Submits	Redirects	Analyze	Promote
533385	Zero Party Data Multi-step Popup	OFF	50%	0	0	0		
533386	Zero Party Data Multi-step Popup Group B-18-2024	OFF	50%	0	0	0		

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That's it, your A/B test is live! Need a hand? Reach out to support@digioh.com.

