

How to Set Up An A/B Test

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What You'll Learn in This Article:

- How to set up an A/B Test.
- How to pick a winning campaign as a result of your A/B Test.

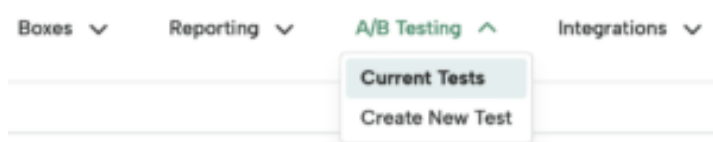
Steps to Set Up an A/B Test

1. Prepare your Campaigns

- Create different versions of your campaign using the duplicate feature. For example, one for a 10% discount and another for a 20% discount. You can also A/B test with headlines using Digioh's [AI headline generator](#).

2. Create a New Test

- Hover over the **A/B Testing** tab and select **Create New Test**.



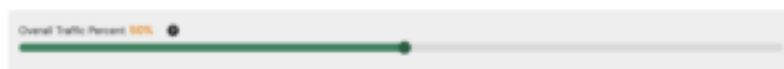
- Name your test (e.g., "10% vs 20% off").

Create new A/B Test

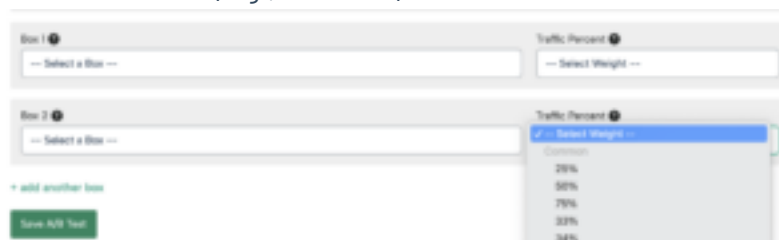
A form titled 'Create new A/B Test'. It contains a text input field labeled 'A/B Test Name' with a small help icon. Below the input field is a placeholder text: 'Unique name that you will remember'.

3. Control Traffic Allocation

- Adjust the **overall traffic percentage**. For large traffic, you can show your campaigns to 10%, but for smaller traffic, set it to 100% of your total site traffic to reach significance faster.



- Adjust the traffic **percentage by campaign**. You can split traffic evenly (50/50) or do a multivariate test (e.g., 33/33/34).



4. Set Test Conditions

- Automatically start and finish the test based on time (e.g., 30 days) or impressions (e.g.,

50,000 per version).



Automatically Start/Finish A/B Test

Impressions Target: 50000

Date Range: Next 30 Days

5. Track Performance

- View real-time data on impressions, submissions, redirects, and—if linked to [Google Analytics](#)—revenue performance.



Track Revenue for this A/B Test to GA Property: digioh.com SandFile - GA4

6. Pick a Winner

- You can manually select a winner mid-test or let Digioh automatically declare one based on the results at the end of the test.

A/B Tests

+ New A/B Test

Published

A/B Test Name / Status

Impressions

Traffic %

Rate

Date Range

Imps

Controls

test

Finished

1

100%

50,000

Run 2024-04-03 to 2024-04-03

1

Test ID

Test Name

Status

Group %

Imps

Submits

Redirects

Analyze

Promote

00101

00101 (version) (archived 6-8-2024)

OFF

50%

1

1

0

00102

00102 (version) (archived 6-8-2024)

OFF

50%

1

0

0

Advanced Options

- **Revenue Tracking:** Integrate Google Analytics to measure which variation drives the most revenue.
- **Multivariate Testing:** Test multiple variations at once by adjusting traffic splits.

This feature works with pop ups, quizzes, and exit-intent forms, helping you refine your customer engagement strategy based on real-time data.