

How to Set Up An A/B Test

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This guide walks you through setting up, configuring, and managing 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 A/B testing works in Digioh
- How to set up an A/B test, including traffic controls
- Best practices for getting a valid, trustworthy result
- How to track performance and pick a winning Campaign

How A/B testing works

Digioh randomly buckets each site visitor into one of the Campaigns in your test, according to the traffic split you configure. A visitor's bucket is sticky across sessions, so they'll always see the same variation for the life of the test. Most tests compare two Campaigns, but you can add more for a multivariate 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.

The screenshot shows the Digioh web interface with a navigation bar at the top containing links for Campaigns, Reporting, A/B Testing (highlighted), Connections, and Digioh Support. The main content area is titled 'Create new A/B Test' and contains the following fields and controls:

- A/B Test Name:** A text input field with a placeholder 'Unique name that you will remember'.
- Overall Traffic Percent:** A slider control set to 100%.
- Automatically Start/Finish A/B Test:** An unchecked checkbox.
- Track Revenue for this A/B Test:** An unchecked checkbox with a note to 'Configure Google Analytics'.
- Campaign 1:** A dropdown menu labeled '-- Select a Campaign --' and a 'Traffic Percent' dropdown menu labeled '-- Select Weight --'.
- Campaign 2:** A dropdown menu labeled '-- Select a Campaign --' and a 'Traffic Percent' dropdown menu labeled '-- Select Weight --'.
- + add another Campaign:** A link to add more campaigns.
- Save A/B Test:** A green button at the bottom left of the form.

The footer of the page includes links for Contact Us, Help Center, Blog, Terms & Conditions, and Privacy Policy, along with a copyright notice for Digioh, LLC.

1. **Prepare your Campaigns.** Create the versions you want to test using the duplicate feature

(found under a Campaign's "More options" menu in the Campaign list) - 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.



Always duplicate fresh Campaigns for both sides of the test: Don't test a new idea against a Campaign that's already live - duplicate fresh copies of every Campaign in the test, including the "control." Long-running Campaigns accumulate suppression from rules like "stop showing after close/submit," so they lose eligible audience over time while a brand-new duplicate has none, skewing impressions even at a true 50/50 split.

2. **Create a new test.** Select **A/B Testing → Create New Test** in the top navigation.

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 at all; visitors not selected won't see any Campaign in the test (useful as a holdout group if you're worried a variation could hurt conversion). 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**. An even split (50/50, or 33/33/34 for three-way tests) reaches a statistically significant result the fastest. You can also weight it unevenly - for example, sending a new "challenger" only 20% of traffic against an established Campaign at 80% - if you want to limit a variation's potential impact while it proves itself over a longer period. Keep in mind: a Campaign held to 20% of impressions needs roughly 5x the conversion rate of the others just to contribute equally to your results, so judge test outcomes by total conversions, not just conversion rate, whenever the split isn't even. Note that a Campaign can only belong to one A/B test at a time, and a test can't go live until every Campaign in it is turned on and published.

6. **Set your test 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. When a test finishes automatically, Digioh picks the winner based on whichever conversion rate is larger – submissions/impressions or redirects/impressions.
7. **Enable revenue attribution (optional).** Check **Track Revenue for this A/B Test** to compare attributed revenue between variations once your test is running. [This requires Google Analytics 4 \(GA4\) connected to your Digioh account first.](#)
8. **Save and publish.** Click **Save A/B Test**, then **Publish** from the A/B test page when you're ready to go live.
9. **Track performance.** Once your test is running, expand its row on the **A/B Testing → Current Tests** list (use the chevron on the right) to see real-time impressions, submissions, and redirects for each Campaign, plus a link into more detailed Digioh analytics. If you enabled revenue attribution in step 7, you can compare attributed revenue between variations here too.
10. **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 Campaign and finishes the test – otherwise, every Campaign in the test could keep showing to visitors at the same time. Or, if you set automatic test conditions in step 6, Digioh automatically picks the winner based on conversion rate once those conditions are met, promotes it to your live campaign, and turns off the other Campaign (you can always override this afterward by turning campaigns back on or off yourself).

The screenshot shows the Digioh dashboard with the 'A/B Testing' tab selected. The main section displays a table of A/B tests. One test, 'doc-check flowway test', is highlighted with a 'Campaign Off' status. Below this, a detailed view of the test is shown, listing two campaigns: 'Zero Party Data Multi-step Popup' and 'Zero Party Data Multi-step Popup (copy 6-18-2024)'. Both campaigns are currently 'OFF'.

A/B Test Name / Status	#Campaigns	Traffic%	Max	Date Range	Impns.	Controls
doc-check flowway test	2	100%	50,000	Starting 2024-06-18 ending 2024-09-17	0	Click to expand A/B Test Details

Campaign ID	Campaign Name	Status	Group%	Impns.	Submits	Redirects	Analyze	Promote
333385	Zero Party Data Multi-step Popup	OFF	50%	0	0	0	List	
333386	Zero Party Data Multi-step Popup (copy 6-18-2024)	OFF	50%	0	0	0	List	

Testing tips

- **Test one change at a time.** If you change multiple things about the design or conditions between Campaigns, you won't know what caused the result – or worse, one change might

cancel out another and make it look like neither had any effect.

- **Decide your conversion metric up front** , and find it in Digioh analytics. Digioh doesn't define what a "conversion" is for you - it could be emails collected, redirects, quiz completions, or something else specific to your business.
- **Judge condition changes on total conversions, not just conversion rate** , whenever the traffic split isn't even (see step 5 above).
- **Always start from fresh Campaign duplicates** - see the callout in step 1. This applies to every Campaign in the test, not just the new variation.

That's it

Your A/B test is live. Need a hand? Reach out to support@digioh.com.
