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A/B Testing: The Most Powerful Way to Turn Clicks into Customers

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Turn PPC clicks into conversions.

October 6, 2017 October 22, 2019

By Graeme Bean. As an

Optimisation consultant, I often get asked about getting the most from Pay Per Click (PPC) landing pages. So I thought that I would share my

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won't end up converting into customers. What's the solution? A/B testing. A/B testing is the simple idea of showing several different versions of a web page to live traffic, and then measuring the effect each version has on visitors. Using A/B testing, companies can

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improve the effectiveness of their marketing and user experience and, in doing so, can sometimes double or triple their conversion rates. Testing has been fundamental in driving the success of Google, Amazon, Netflix, and other top tech companies. Even

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Barack Obama and Mitt Romney had dedicated teams A/B testing their campaign websites during the 2012 Presidential race. In the past, marketing teams were unable to unleash the power of A/B testing because it required costly engineering and IT resources.

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visitors convert into customers—across the web is only 2%. That means it's likely that 98% of visitors to your website won't end up converting into customers. What's the solution? A/B testing. A/B testing is the simple idea of showing several

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different versions of a web page to live traffic, and then measuring the effect each version has on visitors. Using A/B testing, companies can improve the effectiveness of their marketing and user experience and, in doing so, can sometimes double or triple their conversion

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rates. Testing has been fundamental in driving the success of Google, Amazon, Netflix, and other top tech companies. Even Barack Obama and Mitt Romney had dedicated teams A/B testing their campaign websites during the 2012 Presidential race. In the past,

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marketing teams were unable to unleash the power of A/B testing because it required costly engineering and IT resources.

Today, a new generation of technology that enables marketers to run A/B tests without depending on engineers is emerging and

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quickly becoming one of the most powerful tools for making data-driven decisions. Authors Dan Siroker and Pete Koomen are cofounders of Optimizely, the leading A/B testing platform used by more than 5,000 organizations across the world. A/B Testing:

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