

A/B testing

A/B testing is a uniquely effective test method that - with 100% certainty it gradually improves a website.

The method:

- Your users visit two versions of a web page with small differences
- 50% goes to one page - 50% to the other - and we track on both
- The worse performing page is deleted and the better page is maintained. This is repeated continuously.

What you get:

- Selection of the areas of the site that are relevant to A/B test
- Set up of the A/B test environment
- The concept, design and development of page A and B
- Definition of Most Wanted Responses and KPI's
- Launch of A/B test
- Tracking on the A/B test
- Analysis on the data from A/B test
- Removal of pages and content which do not perform
- Repetition of the process during the period (the number of tests and time period are settled before the start)

Your advantages:

- Find out exactly what content that creates the best business results
- Continuous improvement of the performance with 100% certainty
- Get statistical reporting with documentation of the ongoing improvement of performance
- The possibility to combine A/B test with an online survey and other analyses

[Contact Inflow](#) and find out more.