



GUIDE TO A/B TESTING

INTUITIVE TESTING WITH BEHAVIORAL DATA

Table of Contents

Introduction..... 3

 Why you should be using ClickTale for your A/B testing 3

Preparing for the test..... 3

 Deciding what to test 3

 Finding the right page to test 4

 Determining what to change on your page 4

Setting up the test..... 6

 Technical set-up 6

Analyzing the results 7

 Identifying the winning version..... 7

 Measuring conversions..... 7

 Measuring behavior to understand why a version won or lost..... 8

Building upon the test results..... 9

 Ensuring continuous improvement..... 9

Ideas for testing10

 10 of our most common scenarios.....10

Introduction

Why you should be using ClickTale for your A/B testing

One word: context.

The problem with analyzing traditional A/B testing platforms is that the results are very one-dimensional. You choose a single action as your goal and the platform tells you which version caused more of these actions. No micro and macro conversions, no breakdown of revenue generated - no context.

While you won't be using ClickTale to manage the A/B test, with ClickTale you can add context and value to your testing method. The behavioral data ClickTale provides is crucial to the analysis process, helping you quantify and qualify not only the traffic that flows through your test pages, but also the actual revenue generated by each page. Once you have this data, it will become much easier to create test pages that consistently increase conversion rates.

In this guide, we'll walk you through each step to manage and analyze an A/B test using ClickTale. These steps include:

- * Preparing pages and elements to test
- * Setting up the test
- * Analyzing test results
- * Creating continuous improvements
- * Our top 10 ideas for testing

Preparing for the test

Deciding what to test

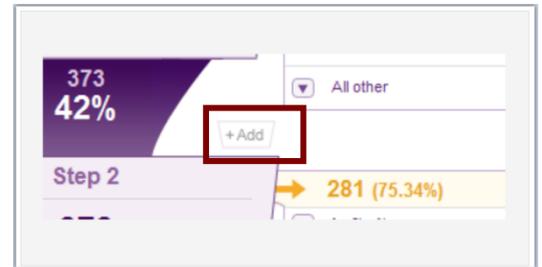
The most effective test is a well-researched one. The insight gained from analyzing visitor behavior will help you create a test version that will be much more likely to improve conversion rates. You can greatly increase your test success rates by incorporating this step into your regular redesign process.

Finding the right page to test

The [Conversion Funnel](#) is a good place to start if you haven't decided which page to test. The easiest way to choose a page is to build your conversion funnel and select the page with the lowest conversion rate.

The standard funnel building method

One way to build a funnel is by choosing the most common steps visitors go through. This can be done automatically with ClickTale. The default funnel is loaded with the 3 most popular steps already chosen for you. Simply use the "+Add" buttons to insert extra steps to your funnel.



The reverse funnel building method

Another way to build your funnel is to choose the conversion as the first step and work your way backwards. This is primarily used when you don't know the most common conversion path in your site.

To do this:

1. Click "Edit" on the first step and choose either your conversion page or conversion Event.
2. Copy the URL for the most popular entry page from the "Entry Pages" box on the left.
3. Click "+Add" above the first step and paste the entry page URL.
4. Repeat this process until you've completed your funnel.



Determining what to change on your page

Once you've decided which page to use for testing, you now have to figure out what specific changes to test on your page. This requires the basic ClickTale page analysis. The more thorough you are with your analysis, the easier it will be to decide on changes.

Step 1: Behavioral data – Heatmaps, Visitor Recordings

Starting with aggregated data (Heatmaps, Form Analytics) is the fastest way to discover areas for improvement.

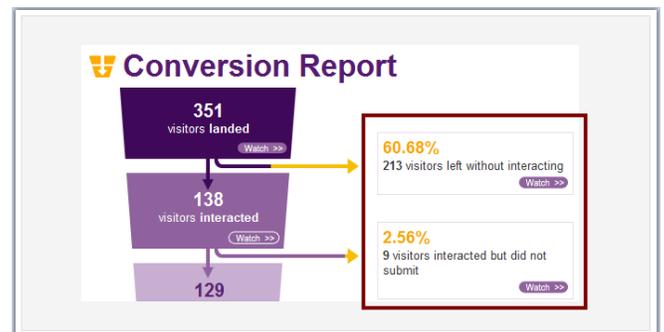
- * [Mouse Move](#): Check to see which page elements visitors are focusing on and/or ignoring. (This is especially useful if you segment based on converted vs. non-converted visitors). The point is to understand what is influencing conversion decisions and what visitors consider important.
- * [Click](#): Check to see where visitors are clicking and what’s causing them to take action.
- * [Scroll Reach](#): See how far down visitors are scrolling. This is important since you want to make sure the most important information is being seen by your visitors.
- * [Attention](#): Find out what visitors are reading vs. scanning. This data will give you an idea of how much time to expect visitors to spend looking at your content.



Step 2: Statistical data - Form Analytics, Page Console, Events

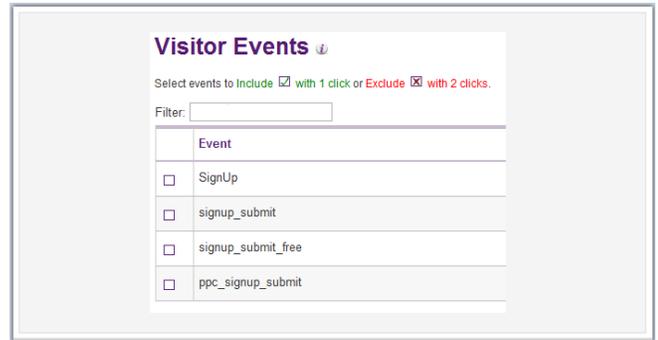
This step is for benchmarking your current macro and micro conversions.

- * [Form Analytics](#): Measure the interaction and completion rates of your form. If few interact with the form, than it’s usually not attractive to visitors or not what they expected. If many interact but few complete, then you most likely have usability issues within your form.



- * [Page Console](#): Get a summary of your page activity. It’s very useful to see how long the average visitor spends on your page (amount of time to make your sales pitch) and what were the previous and next pages most visitors went to.

- * **Events:** It's highly recommended to use Events if your ClickTale plan allows for them. Events can be added to any part of the page a visitor is able interact with. Mark conversions, clicks on specific links, visitors arriving from a campaign link, viewing a video, etc.



Setting up the test

Technical set-up

There are a few technical aspects to keep in mind when running an A/B test even though ClickTale will not be the platform used to redirect traffic and serve up test versions. (You will need a 3rd party testing platform for that.)

- * **Unique URLs:** The easiest way to separate test versions within your ClickTale analytics is by giving each version its own URL (ex: domain.com/version_A and domain.com/version_B)
- * **Events:** You can also label pages with Events. This is very useful if your testing platform uses the same URL for all test versions. It's also recommended to add Events to any page elements you'd like to track, such as buttons, links, error messages, etc.
- * **Integrations:** ClickTale integrates with numerous A/B testing platforms, including [Google Web Optimizer](#), [Omniture Test & Target](#), Visual Web Optimizer, Amadesa, and Maxymiser. [Contact us](#) if you would like to learn more about these or other integrations.

Analyzing the results

Identifying the winning version

The fun starts once you have enough data to analyze. We recommend that small sites have at least 250 visitors per heatmap. Larger sites will obviously need much larger samples to lessen the margin of error.

Using the following three measurements will help you get a complete perspective of how your test versions affected your site's success.

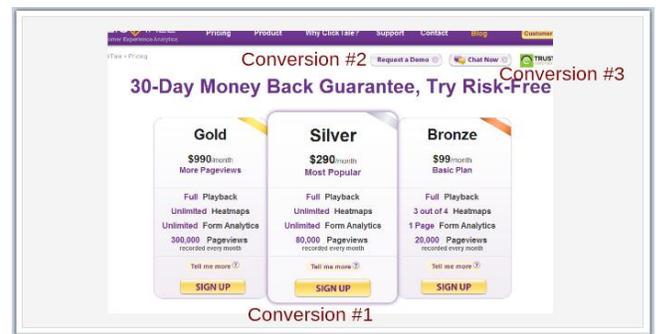
Measuring conversions

There may be multiple types of conversions on your site. We'll use clicktale.com as an example of measuring a test with multiple conversions.

Measuring test page conversion: ClickTale's [pricing page](#)

There are several items we want to measure in ClickTale's pricing page:

- * **Choosing a plan:** visitors can choose from 3 different plans on the pricing page. We can use [Link Analytics](#) to measure how many visitors click to choose each plan type.
- * **Requesting a demo:** we can use Link Analytics to measure how many visitors click the request a demo button
- * **Starting a chat:** just as with the request a demo, we can measure the usage of the chat button with Link Analytics



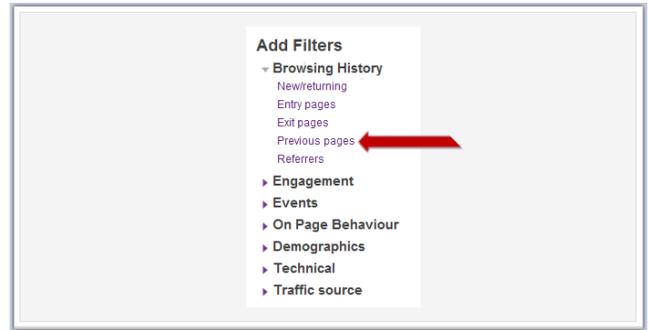
Measuring site conversion

Once a visitor clicks on a plan type on the pricing page, they need to complete the signup form on the next page in order to actually convert.

To see how many visitors actually converted, we need to measure how many visitors completed the signup form. There are two ways to do this:

- * **Conversion Funnel:** See how many visitors went from our pricing page test version → signup page → account welcome page.

- * **Form Analytics:** Segment the signup page based on the previous page of each visitor. By doing this, we can see the completion rate of the form based on which pricing page the visitor came from.

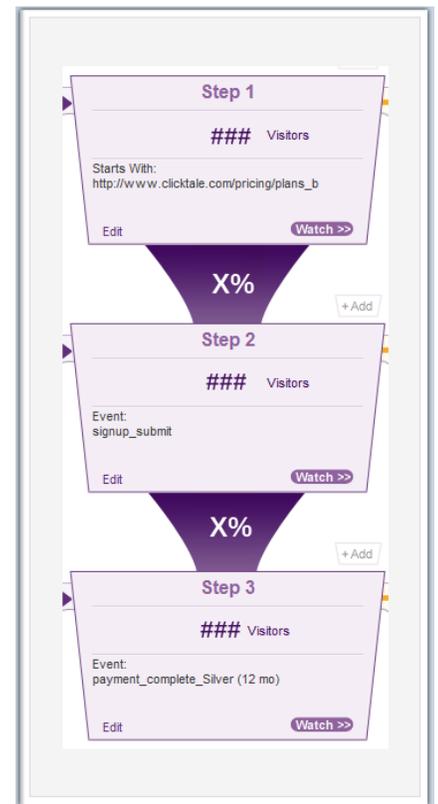


Measuring the conversion value

Even if a visitor signs up for an account, not all conversions are created equal. Clicktale.com has several plan tiers from Free to Enterprise with multiple subscription length options. On top of that, not all visitors complete the payment step even when they fill out the signup form for a paid plan.

In order to measure the value of each visitor that signs up, we use Events to mark a successful payment (or Free plan signup), as well as an Event for the plan and subscription length purchased. Events can also be configured to mark purchases above or below a certain amount or just about anything else.

We can then setup our conversion funnel as follows to measure the revenue generated from each pricing page test version.



Measuring behavior to understand why a version won or lost

This is where ClickTale’s brand of analytics really comes in handy. Completing an analysis of your test requires understanding *why* one version beat another. ClickTale’s Heatmaps, Visitor Recordings, and Form Analytics will do just that.

What to look for in Heatmaps:

- * What content did visitors pay attention to? (*Mouse Move & Attention*)

- * Did your changes distract visitors from consuming content or encourage them? (*Mouse Move*)
- * Which version persuaded visitors to scroll more? (*Scroll Reach*)
- * Which version received higher engagement times? (*Attention, Page Console*)
- * Did a feature get clicked on more often in one of the test versions? (*Click, Link Analytics*)
- * How did behavior change on subsequent pages? (*Entire Heatmap Suite*)

What to look for in Visitor Recordings:

- * Did visitors make their decision quicker in the test version? (*time spent on page before choosing what to click on*)
- * Did visitors hover over any specific information before clicking or leaving the page?
- * Did bounced visitors spend any time looking at the content of the page?

What to look for in Form Analytics (if testing a form):

- * Did the percentage of visitors that interacted with the form increase?
- * Did the percentage of visitors that submitted the form increase?
- * Was there a change in time to complete the form?

Building upon the test results

Ensuring continuous improvement

After a thorough analysis of your test, you should have the results of not only which version generated more revenue/conversions, but also how the changes affected visitor behavior. This is the context needed for truly successful testing.

Knowing how visitor behavior alternated according to the changes you made will help you understand your visitors' motivation and will allow you to better anticipate their reactions to future changes.

A few questions you should ask yourself when designing your next test page:

- * What was the visitors' motivation on the page – was it to gather information or just to complete a task as quickly as possible?
- * Did extra information or page elements distract visitors from the task at hand?

- * Did visitors visit the page multiple times? (*You can see this at the top of the heatmap page by dividing the number of pageviews in the heatmap by the number of visitors.*)
- * How did visitor behavior change in the winning version? What page element(s) caused this?

Answering these questions takes some skill, but once you can actually see the visitor behavior, future versions and changes are based on visitor data rather than guesses.

Ideas for testing

10 of our most common scenarios

1. Changing the supporting text displayed alongside a form
2. Displaying minimal information vs. comprehensive information on a pricing page
3. Moving the location of call to action buttons (above vs. below the fold)
4. Long vs. short landing pages
5. Headline text messaging – appealing to different personalities/needs ([a great source of inspiration](#))
6. Hiding specific information vs. Showing information by default
7. Testing different image sizes
8. Paragraph text vs. List/Table layout
9. New concept testing (changing many elements of a page at once)
10. Moving more content above the fold vs. Enticing visitors to scroll below the fold

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