

# Elevate Your Marketing Strategy

## A/B Testing with Sitefinity



Progress® Sitefinity Insight® is a customer data platform that enables organizations to aggregate customer data, deliver uniquely personalized experiences and optimize marketing ROI.

Please see the table below for a list of available A/B testing capabilities.

### Sitefinity A/B Testing Capabilities

	Sitefinity	Sitefinity Enterprise Package
<b>A/B Testing (requires Sitefinity Insight)</b>	Add-on	Yes
<b>A/B Testing Designer</b> The built-in A/B Test Designer by Sitefinity lets marketers easily set up complex tests. Its intuitive interface simplifies the creation, execution and analysis of tests, optimizing strategies with data-driven decisions.	Add-on	Yes
<b>Complete Control Over A/B Testing</b> Eliminate reliance on IT for setup and execution. With complete control over A/B testing, marketing can speed up optimization, enable rapid experimentation and facilitate direct response to market trends.	Add-on	Yes
<b>Unlimited Tests</b> Run unlimited A/B tests simultaneously. This feature allows for extensive experimentation and optimization to support the best outcomes for various strategies and audiences.	Add-on	Yes
<b>Segmented A/B Testing</b> Target specific audience segments for more precise experimentation. This leads to tailored strategies, higher engagement and improved conversion rates by understanding distinct customer needs.	Add-on	Yes
<b>Multivariate Testing</b> Enables marketers to evaluate multiple variables at once for deeper insights. This advanced approach leads to more nuanced optimizations and significantly improves campaign effectiveness and user experience.	Add-on	Yes
<b>Test Reports</b> Comprehensive reports detail the performance of A/B tests, providing deep insights into user behavior, conversion metrics and optimization opportunities for informed decision-making and strategic adjustments.	Add-on	Yes
<b>Real-Time A/B Test Reports</b> Real-time reports on A/B test performance provide immediate insights into which variations are winning. This enables swift decision-making and continuous optimization for maximum impact and efficiency.	Add-on	Add-on
<b>Email A/B Testing with Scheduling</b> Enables A/B testing of email campaigns using the built-in email automation capabilities in Sitefinity.	Add-on	Yes

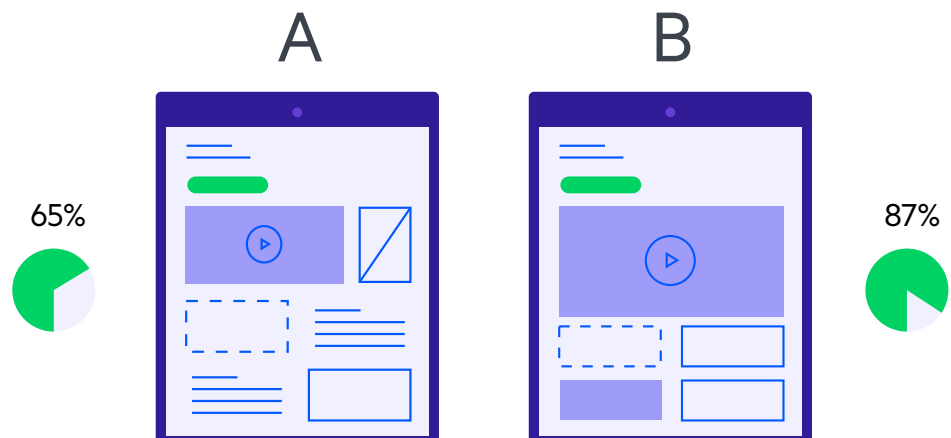
## Why A/B Testing?

A/B testing empowers digital marketers to make data-driven decisions to inform strategic initiatives and enhance the effectiveness of marketing campaigns. By comparing two versions of a web page, email or ad (version A and version B), marketers identify which one resonates more with their audience.

Using A/B testing isn't just about choosing the better option; it's about understanding why one choice outperforms another so organizations can tailor their strategy for maximum impact, engagement and ROI.

A/B testing can also be applied to email campaigns, ad copy or social posts. Marketers can test email subject lines and tweak the ad copy to determine which content captures the audience's attention.

- **Enhanced User Engagement:** Discover what captivates your audience by testing different elements. The insights gained can help increase engagement rates, keeping your brand at the forefront of your customers' minds.
- **Increased Conversion Rates:** Minor changes, informed by A/B testing results, can lead to significant increases in conversions, whether it's signing up for newsletters, making purchases or any other action crucial to your marketing goals.
- **Lower Bounce Rates:** By optimizing the user experience based on test outcomes, organizations can make the website or campaign more appealing, encouraging visitors to stay longer and explore more.
- **Cost-Effective:** Make the most of your marketing budget by focusing on strategies proven to work through A/B testing. It helps prevent wasteful spending on less effective tactics.
- **Risk Mitigation:** A/B testing enables UX, designers and marketing to gauge the potential impact of implementing new features, page design, navigation and layout before rolling out major campaigns.



## What to Test?

Progress® Sitefinity® enables marketing to A/B test variations on almost any page element, but here are a few critical areas for marketers:

- **Headlines:** Captivating headlines can significantly impact open rates and click-through rates.
- **Call-to-Action (CTA) Buttons:** Variations in color, size or wording can influence conversion rates.
- **Landing Pages:** Different designs, page layouts, navigation elements and content can impact the user journey, engagement and conversion.

# How to Get Started with A/B Testing

**1. Set Clear Objectives:** Define what you want to achieve with your A/B test. Is it more sign-ups, higher engagement or increased sales?

**2. Create Variations:** Develop two versions (A and B) with one key difference that you believe could impact performance. Use the Sitefinity A/B test designer to set up your test and easily create variations you want to test.

The image displays two screenshots of the Sitefinity A/B testing interface. The left screenshot shows the 'Create a test' form with the following fields: Title (New PPC Campaign Landing Page Design), Description (We are testing a new layout of our campaign pages to determine whether centering the form on the page will result in higher conversion rates.), Start date (03/22/2024 00:00), Stop date (03/30/2024 00:00), and Display this test to... (Selected user segment... (US/Canada)). The right screenshot shows the 'Page variations' and 'Goals' configuration screens. The 'Page variations' section shows a table with columns for NAME and TRAFFIC DISTRIBUTION, with rows for Original (50%) and Variation #1 (50%). The 'Goals' section shows a goal of Form submission (Primary).

**3. Define Your Audience:** Select whether the A/B test applies to all users or a predefined audience segment.

**4. Run the Test:** Use Sitefinity to divide your audience equally and randomly to support accurate results. Then, launch both versions simultaneously. You can also identify a specific audience segment using Progress® Sitefinity Insight® and only run the A/B test against this segment.

**5. Analyze Results:** After collecting a significant amount of data, analyze the outcomes to see which version met your objectives more effectively. Use these insights to implement changes and continue optimizing.



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