



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

*Dan Siroker, Pete Koomen*

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## **How Your Business Can Use the Science That Helped Win the White House**

The average conversion rate—the rate at which 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 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 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, 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 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: The Most Powerful Way to Turn Clicks Into Customers* offers best practices and lessons learned from more than 300,000 experiments run by Optimizely customers. You'll learn:

- What to test
- How to choose the testing solution that's right for your organization
- How to assemble an A/B testing dream team
- How to create personalized experiences for every visitor
- And much more

Marketers and web professionals will become obsolete if they don't embrace a data-driven approach to decision making. This book shows you how, no matter your technical expertise.

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