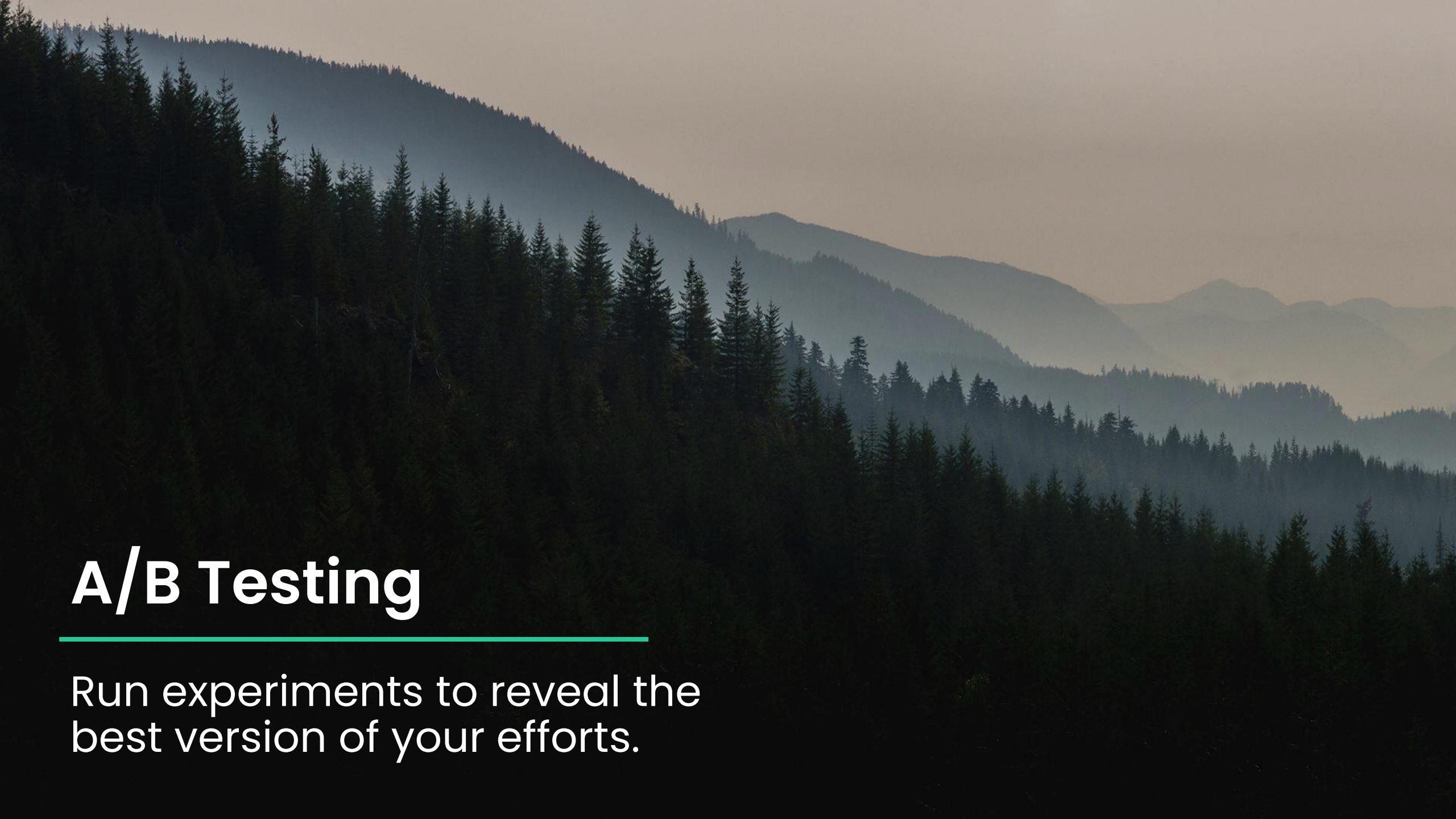




A/B Testing

Run experiments to reveal the best version of your efforts.

OVERVIEW

The value of A/B testing 

Webpages

Emails

Social content

Value of A/B Testing

Test A

38.2%

New blog post is up!

From: contact@example.com

Hello {FNAME},

Hope you're interested in XYZ topic,
because we just got our survey results
back, and it's not what you might expect.

Test B

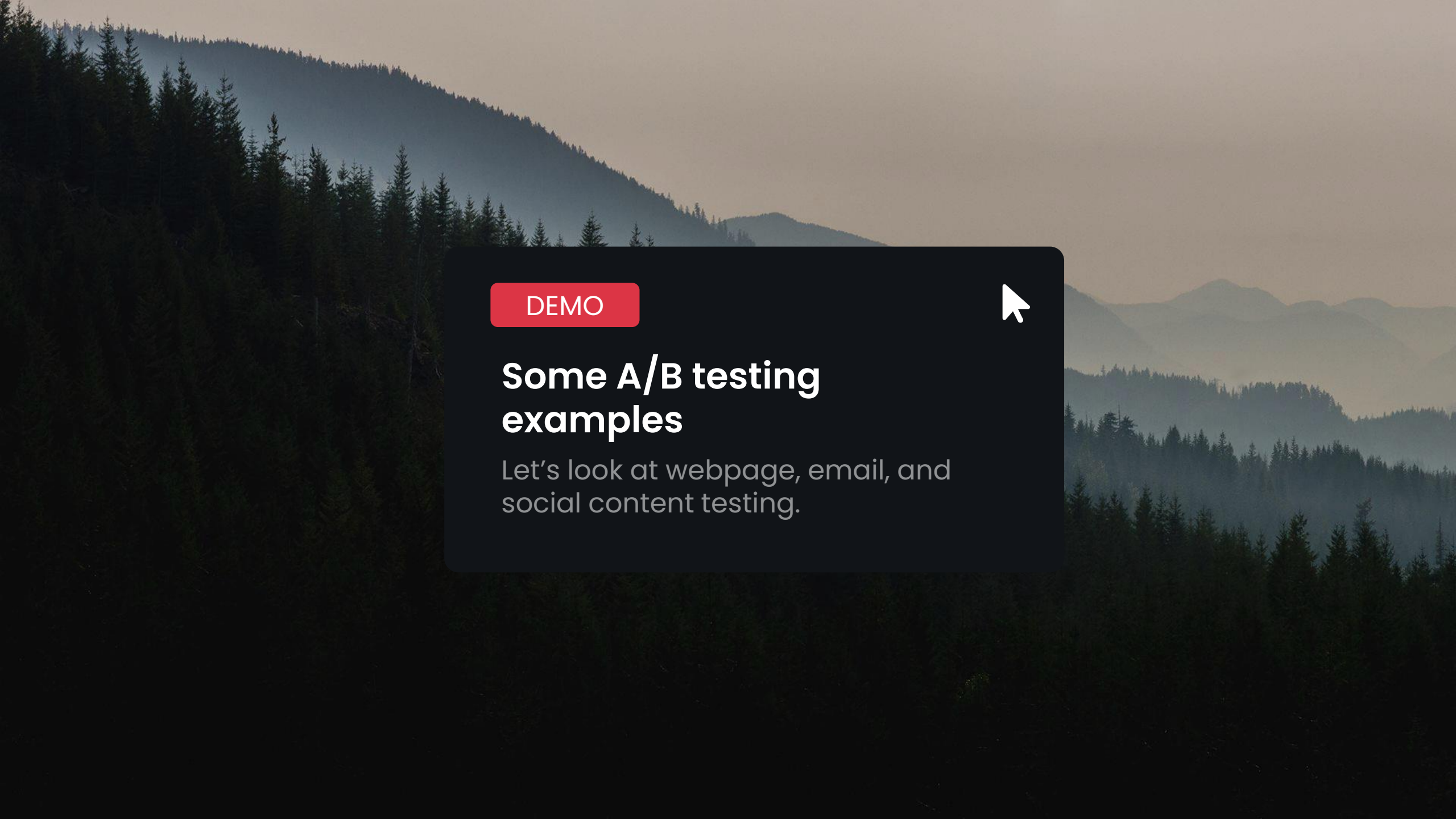
35.7%

**{FNAME}, new blog post is
up!**

From: contact@example.com

Hello {FNAME},

Hope you're interested in XYZ topic,
because we just got our survey results
back, and it's not what you might expect.



DEMO



Some A/B testing examples

Let's look at webpage, email, and social content testing.



THANK YOU