

**THE FEARLESS SOCIAL GUIDE
TO SPLIT TESTING**

Disclaimers

Income Disclaimer

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Introduction

Welcome to the premium report guide from Fearless Social all about Split Testing.

In this report we will cover:

- All of the important components of split testing
- Why you should split test
- What you should be split testing
- How to split test
- The tools you can use to automate your split testing
- Case studies of different split tests (some might shock you)
- And much more!

I want to first start out by bluntly saying that split testing is a pain in the ass! Picture it this way, you have to do all the work and then you have to do all the work again in another way to test which one works out better. You also may have to do the work several times over if you want the most optimal results to keep testing and testing until you find the one that works the best.

Why am I telling you this? Well, if you want to make more money, then you will need to split test. The most successful marketers (who, coincidentally, make the most money) split test everything. Lazy marketers who don't split test don't make as much money. Therefore you need to decide what kind of marketer you want to be, the lazy ass who just does things one way and goes with it, or the successful marketer who puts in the extra time to get optimal results, and still doesn't fucking stop!! I hope you are the latter!

Split testing can be done with ANYTHING you are marketing online. There are manual ways to split test as well as tools that make it a lot easier to automate the task and show things one way to a group of people and a different way to another group of people.



Let's dive right in so that, at the end of this report, you will know everything there is to know about split testing and you will be worlds ahead of your competition!

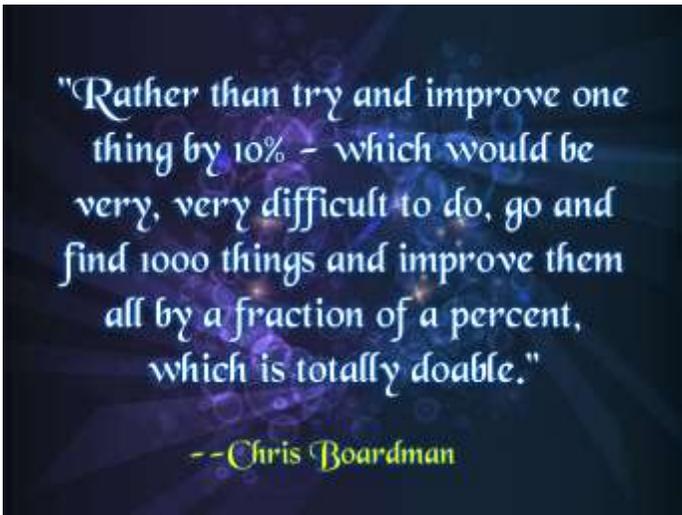


What Is Split Testing?

Split testing, also known as A/B testing, is a method for measuring two versions of one element so you can determine which one is more successful. Is the winner version A or version B?

Usually, A is the existing or original design you are currently working with. This is also known as the control. B is the new design or element you want to test, and this is known as the variant. To test, you will want to divide your traffic into two equal groups and direct them to either page A or page B. After a sufficient period you can measure performance by seeing which design element generated more clicks and ultimately sales (or optins, downloads, clicks, etc.). We will talk about the kinds of things you will want to test later on in the report.

Testing takes the guesswork out of website optimization and enables one to make more informed decisions about what is working on their website and other web properties. It takes the guesswork out. By measuring the impact that changes have on your metrics, such as optins, downloads, sales, or whatever your end goal is, you can ensure that every change produces more desired results than you had in place before.

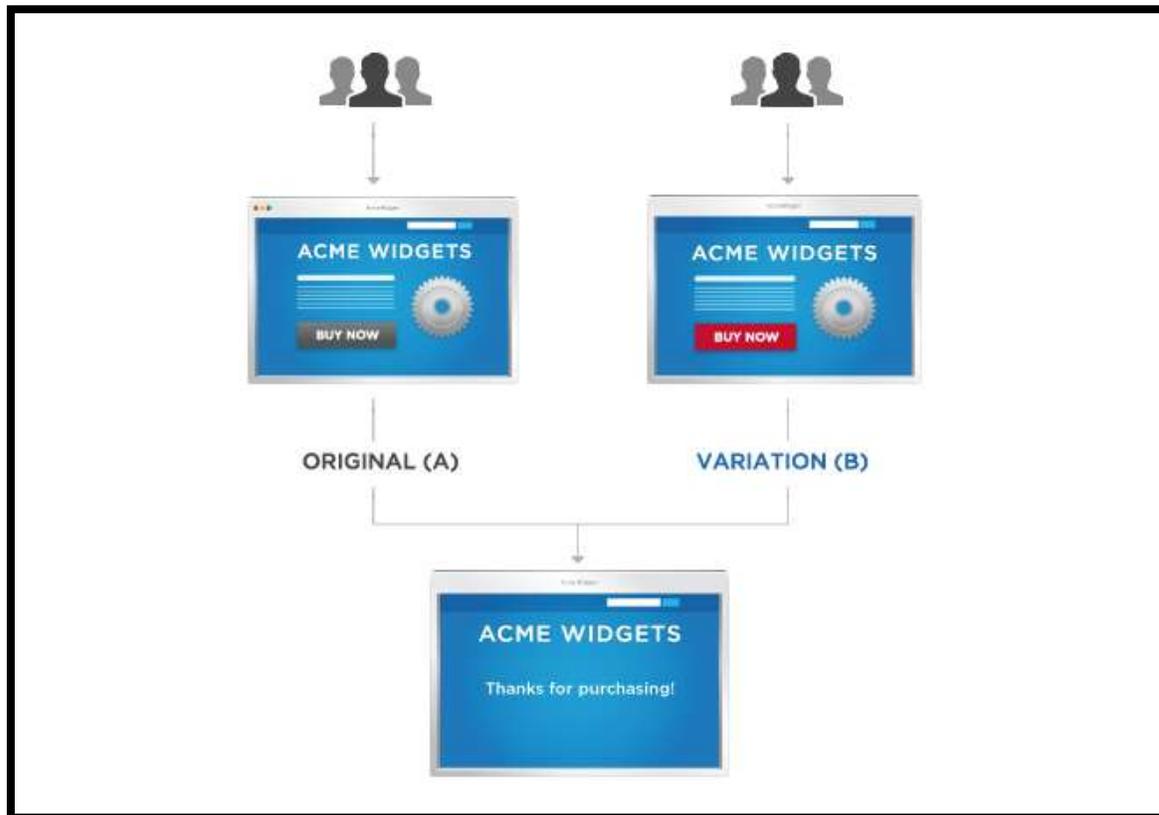


"Rather than try and improve one thing by 10% - which would be very, very difficult to do, go and find 1000 things and improve them all by a fraction of a percent, which is totally doable."

--Chris Boardman



Here is an example of a button design that is being tested:



Split testing is a task that marketers will always need to do. One thing to understand about split testing is that you can't generalize your answers. Because an orange submit button works best today on one page, it doesn't mean that the same orange submit button will perform better for every squeeze page now until the end of time. Unfortunately, split testing doesn't work that way. What works today for a certain page cannot be generalized to work in every squeeze page scenario forever and ever. That is why we said it above and it's worth repeating, split testing takes work and for each project and venture it needs to get done over again. What works for one page and one type of audience might be less effective with another set of people.



With that said, don't go crazy and feel that you have to test everything. Making small tweaks to effect minor improvements by a percentage or 2 should be your goal. When your offer is out for the world to see, nothing minor is going to make the offer jump from converting at 10% to 20% or more. You would have to make a drastic change for a jump like that, like changing the price. But in this scenario, your conversions can go up if you lower the price, but does that mean you are making more money? Nope... Unless you found a way to send even more traffic. All of these things need to be taken into consideration when split testing your online properties.

One more thing... Just because you can't generalize other split tests, it doesn't mean you can copy what someone else is testing. If you read a case study about a marketer who ran a split test where they sent people to a video sales page and then there was an exit pop that took people to a written sales page, and the written sales page converted 7% more, that's a great strategy to try for your tests! That method might work for the stuff that you are doing, it just means that it might not have the same results as the case study that you read. Maybe you will find that your video converts 7% better than the written page. You never know until you test. That's the point!



Why Split Test?

The very, very bottom line is that, if you split test, you will make more money. Period. With split testing, you are finding better ways and better combinations that work best to get you optimal results. It's also much more than that too...

It's amazing how simple testing can change and improve your entire business. Split testing is not just to make more sales and conversions, it's also done to improve the entire customer experience.

Here's an example of a simple split test that revolutionized a business:

A client of mine would sell products and provide a support email address for people who needed help. This, of course, made any customer who needed help email the support desk for anything and everything people were having issues with.

The client looked at the top issues people were writing in about. He then did a test where, instead of providing a support email address, he provided a support page with answers to the common questions people were having. What magically happened? You've probably guessed it. Support questions dropped by around 40%. It was an incredible shift and dramatic change for the better for the client and his customers!

There's always going to be something that could be improved when you are marketing. A small improvement can mean 2-5% more subscribers, which translates to more sales down the road with future products. You are never going to know what will work better until you actually run tests, and that's why we split test.

Lazy marketers don't split test. Will you be a lazy marketer or will you not quit until you have the best solutions for your customers in place? You decide.



What To Split Test

The rule of thumb is that, any time you are asking for a commitment or a micro commitment, you should split test.

Let's say, for example, you are working on a squeeze page. The commitment is that the visitor gives you their name and / or email address. Everything on that page should be geared towards getting the email. There should be no other distractions or places for the visitor to click because your ultimate goal is to get the email and that's it—and you will worry about the other stuff later.



So, if it's a squeeze page, what are some things you can test?

- The Headline
- Image(s)
- Video vs. no video
- Color of the submit button



Again, don't go crazy with testing everything. Also don't test many things at once because, if you see an improvement, you won't know what made the improvement. Test one element at a time so you can track your results.



Other Testing Scenarios:

1) **Design / Layout** – The design and layout of a page and / or website can always be tested. Often, marketers will test things like having a navigation or not having a navigation on a site, having a sidebar versus not having a sidebar.

2) **Price** – There are many ways and combinations you can test the price.

Here are a few:

- Offer free shipping versus a shipping fee.
- Offer a trial period for a membership site (free for x amount of days, \$1 trial, \$2.95 trial for x many days) – With this you will need to keep an eye on the refund rate or drop off rate at the different prices you are offering. You might find the freebie seekers will be more inclined to cancel sooner than the folks who are paying more for a trial period.
- Test front end and upsells at different prices – While this might happen, it won't happen often, but if someone finds out they paid more for an offer at a later time, you should just be honest with them and say you are in a testing phase and offer them something extra like a bonus. They will love you for that! There are always ways you can turn that into a positive.

3) **The Look** – Don't always think pretty will sell better than ugly. Consider testing a colorful, pretty and well-designed page or site against an ugly, plain-Jane site. You might be amazed at the results.

4) **Fonts** – Different fonts sell better than others. Consider changing the font. Try a bold, bubbly, red header vs. a skinny red header. You can also change the color of your header as well. You can also change the font of your main text areas on your pages.



5) **Your Angle** – The angle you are using to sell can also be tested. You can test selling to a specific group of people who have a specific interest versus another group of people with another interest or solution or outcome in mind. Who you are selling to and the message associated will impact your conversions.

6) **Your Offer** – Sometimes it's the actual offer that needs to be changed to make more sales and conversions. If you are offering a free gift on a squeeze page, you might want to split test and find another gift to offer or add an additional gift on top of the one you are already giving to make the offer really irresistible.

7) **Video vs. No Video** – You might think that video sells better but that will not always be the case. Test having a promotional video versus just having text on the page.

Another simple way to test video versus no video is to have a video on your main offer and have an exit pop up when someone tries to leave. Tell them something like, "I know you are busy so let's cut to the chase – click here to see the offer," or something similar to get people re-engaged when they try to click off the page because they don't want to sit through a video. Many marketers use this tactic.

If that went too far over your head, just use the A/B test and you can get to the more advanced strategy when you are ready 😊



8) **Check Out Process** – The check out process might be a more complicated aspect to test.

Here are are 2 different case studies of checkout process tests from Optimizely.com

Elastic Path wanted to change a two-page checkout process into a one-pager. They tested out the process on the Official Vancouver 2010 Olympic Store with some interesting results. Using A/B split testing, they directed one set of traffic to the original two-page checkout while the other half was directed to the one-page checkout. The experiment was quickly ended with a clear winner after only 606 transactions. The gold medal went to the single page checkout, which **outperformed its counterpart by 21.8%**.

Conversely, the folks at Crazy Egg ran a similar test but found the exact opposite results. Originally, they had a two step checkout process in which the user would first select their plan and create an account, and then be taken to a page where they would enter their payment information.

They decided to add another step and test a three-step checkout process. After selecting a plan, the user was now taken to a second page where they would create their account, and then be taken to yet another page to enter their payment information. The total number of form fields was the same as the two-step checkout process, but instead they decided to just break it out into three separate pages. After a total of 817 conversions, the three-step checkout process was the clear winner and had a **10% increase in conversions**.

The lesson here is that you need to experiment. Looking to what has worked for others is great for getting ideas, but ultimately you need to run your own tests to see what works for your site.



Do you see the benefits of testing? You will never really know the true answers until you test. Remember, what works for one niche and one circumstance doesn't always work for all. If it worked like that, we would never have to test anything, but unfortunately that is not the case. At least you have some ideas now on what you should be testing with your products and offers.



Split Testing Ads

Split testing ads is the exact same concept as split testing web properties like squeeze pages, websites, sales pages, and product pages, but there's a bit more to it.

When you split test ads, you can split test the actual ad you are using (the headline, copy, and graphic) but you can also split test the type of people you are sending traffic to the ads, in other words, the audience.

For example, you can test people by interest, by gender, by age, and other demographics. [Check out this targeting demographic infographic](#) to better understand who you should be targeting.

Even though you might have an understanding of who to target, you can still test your targeting. If you are targeting people by interest, for example by what they read, you can also target a similar group of people who might be interested in your topic by the type of music they listen to or the type of shows they watch. You can capture the same audience demographically, but the interests you are targeting can be different.

No one said this was going to be easy, but you need to put different combinations together to get a great outcome on your offers.

The next aspect of split testing that is super important and that a lot of marketers screw up is this: Not Testing Properly!!





[Watch the video:](#)

Don't be the marketer who misinterprets split testing results. You need to test the entire funnel if you are going to split test. You can just look at clicks and click through rates (CTRs), but that is only a tiny piece of the puzzle.

What you really need to do is look at the sales generated from each ad, not just the clicks and not just the CTR. An ad can have a great CTR with tons of clicks but minimal sales. Another ad with less clicks, and perhaps a higher CPC (cost per click), could have generated more sales.

Don't be fooled by the amount of clicks you are getting and the click through rate. When you are split testing ads, you need to look at the entire picture!



Split Testing Traffic

In order to have effective split tests, you need to have a certain number of visitors to whatever it is you are split testing to get conclusive results.

For example, if you only have 6 visitors in total and 3 to each test, such little traffic is not very good for getting an effective measurement of what is working the best. You need 'numbers' so you can really see what's working better.

Ideally, there is no magic number of traffic (visitors) that we can tell you that will work perfectly for your tests, but it should really be at least 100 visitors to both pages to come to somewhat of a conclusive result. Anything below that is too small to determine anything about your results.

Test the web property that is already getting some traffic so that you can practice split testing and using the tools (found in a later chapter). Just remember, you don't need hundreds of thousands of visitors but you do need some significant traffic to get conclusive results to make smart decisions on your tests.



How To Split Test

There are different ways to split test your web properties. There are also certain ways to go about each thing you are split testing. For example, if you are split testing upsells, then that is very different from split testing a headline and you may have to use a different approach. Luckily, with some modern technology and really smart developers, there are tools you can use to make split testing easier.

Keep in mind that, when you are split testing, you want to test one result. For example, if it's a squeeze page you are testing, your measurement is conversions, or how many people gave you their email address.

There might be another page you are testing and you test how many times a button gets pressed or a video gets watched.

The point is that you need the same measurement for each test. This might be obvious, but this is how you remain consistent about the goals you want people to achieve when they visit your web property.

Now let's get into the different ways you can split test.



The Manual Way

There's always the manual way of doing things. If you are split testing headlines, prices, offers, etc., you can always recreate the same page (duplicate the page) and just change whatever it is you want to test.

You will then have to *manually* send traffic to each of the 2 properties you have just created. You can do this with ads as well. You can create various versions of your ads and send one set of traffic to one ad and the rest to the other (or however many you want). You can keep recreating your web properties as much as you like, but of course this can become very tedious. The manual option gets old and, if you split test a lot, you are going to want to use tools to help you.

There will be a manual way of tracking, which is a bit easier without a formal split testing tracking system. If we are using the example we used above about split testing a squeeze page for conversions, we can always just take a look at our autoresponder service and the statistics there will tell us how many optins we've obtained. This was done 'manually' but in essence we just would have to login to the autoresponder service to get the results.

Tools

Again, there are different split testing tools for what you are testing. Let's get into some tools you can invest in to make the job of split testing less tedious and much easier to implement.



Automation Tools For Split Testing

Testing Images – Test Claw

My favorite tool for testing images is a tool called the Test Claw. It's a web-based program so there is nothing to install (always a plus) and it's really easy to use. **It's only for images**; I use this a lot to split test headlines.

Basically, you upload your images and the Test Claw will automatically show different versions of your page to the traffic you send to it. You don't have to do anything manually.

You are given an image html code (test claw hosts the images for you) and you are also given an html tracking pixel. Whatever the action is that you want your audience to perform, all you need do is place the Test Claw tracking pixel on your 'success' page. This could be your download page, email opt-in thank you page, or even your Facebook content that is revealed when somebody likes your page.



Here's what the tool looks like:

The screenshot displays the Test Claws interface. At the top, there is a 'Split Test' section with a dropdown menu set to 'RSS Pigeon'. Below this, the 'Offer Image URL' is 'http://www.testclaw.com/handleImpression13.png' and the 'Conversion Image URL' is 'http://www.testclaw.com/handleConversion13.png'. A table below shows the results of the split test. The table has columns for 'Offer', 'Impressions', 'Conversions', and 'Win Confidence'. The first offer, 'Headline 1 - Every Single Page', is marked as the 'current winner' with a star icon. The second offer, 'Headline 2 - Flood', has a 'Win Confidence' of 43.6%. A green arrow points to this value with the text 'statistical confidence (when lower than 5% it is a proven loser)'. At the bottom left, there is an 'Add Offer' button with a green arrow pointing to it and the text 'add competing versions'. At the top right, there are two green arrows pointing to the image URLs with the text 'image to place in WSO thread (rotates competing versions)' and 'tracking pixel to place on success page'.

	Offer	Impressions	Conversions	Win Confidence	
★	Headline 1 - Every Single Page	5854 (49.6%)	337 (5.8%)		✕ ↺
	Headline 2 - Flood	5960 (50.4%)	339 (5.7%)	43.6%	✕ ↺

The only downside of Test Claws is that it doesn't give you a preview of the image inside of the software. Therefore, you need to stay organized and name your images the same as you name them inside of the tool so that you know at a later time which images are winning over the others. Whatever you do, you need to have a system to keep track of which image is which. I wish there was an image preview, but, unfortunately, there isn't.

[Check out more about the Test Claws Here](#)



Testing Different Pages & Actions – Using Google Analytics (Free)

Instead of manually sending traffic to different links, it is nice to have a tool that will randomly distribute your traffic for you.

There are a few tools that you can experiment with, but you can also try with Google Analytics Split Testing.

With Google Content Experiments, you can test which version of a landing page results in the greatest improvement in conversions (i.e. completed activities that you measure as goals) or metric value. You can test up to 10 variations of a landing page.

Signing Up To Google Analytics:

Sign into Analytics and Open Content Experiments

Content Experiments is integrated into Analytics so you can run your experiments and examine a broad set of data in the same environment.

Once you've set up your Google Analytics account, you can access Experiments at any time:

1. Sign in to your Analytics account at <http://www.google.com/analytics>
2. Open the relevant view.
3. Click the **Reporting** tab.
4. In the left menu, click **Behavior**, then click **Experiments**.
5. Click **Create experiment**.

The wizard guides you through setting up your first experiment.



What you will want to do is set up goals. Goals are actions that you want to track that ultimately lead people to a conversion (like a sale, subscription, download, etc.).

You need to set up a goal in order to split test in Google Analytics.

[Here is a great video that explains how goals work:](#)



[Click here to watch the video](#)

Not to confuse you, but sometimes you won't need a Google Goal because you will be able to test in other ways without Google's help.

Let's say you want to split test traffic to 2 pages; you might have something else that will help you indicate which page is performing better, like 2 optin boxes. The amount of new subscribers you get to each optin will give you your answer without Google telling you what converted better.

Let's look at a real life example to demonstrate this.



If you know anything about split testing, some programs will enable you to add in 2 different sites to send traffic to and provide you one link to use to send your traffic.

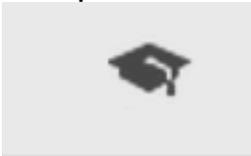
Google Analytics works a bit differently and it took some time to actually find out how this works.

If you want Google to split test your traffic for you, here's what you need to do:

First, you need to set up your new experiment as we stated above:

1. Sign in to your Analytics account at <http://www.google.com/analytics>.
2. Open the relevant view.
3. Click the **Reporting** tab.
4. In the left menu, click
5. **Behavior**, then click **Experiments**.
6. Click **Create experiment**.

To appease Google, you need to set up an objective. Google is very good at helping you along the way if you have questions. Just click on the question marks and also wherever you see this symbol –



Just click on that and it will describe what you need to know.



After that you will want to pay attention to this right here:

Content Experiments - Create a new experiment

1 Choose an experiment objective

Name for this experiment

Objective for this experiment [?](#)
 - or - [Create a new objective](#)

Percentage of traffic to experiment [?](#)

Email notification for important changes

[Advanced Options \[?\]\(#\)](#)

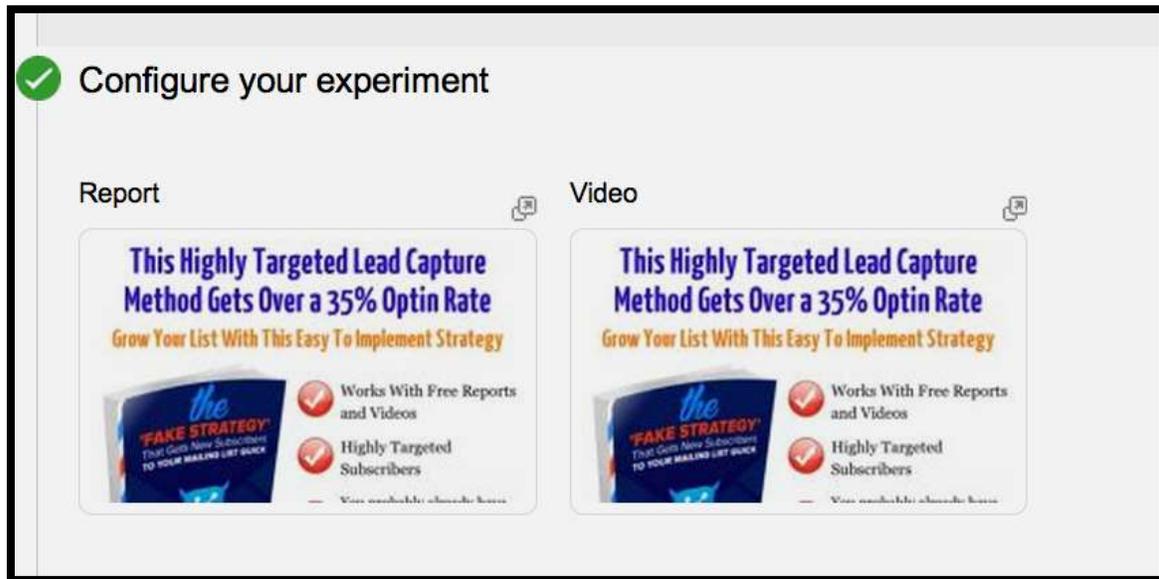


This is extremely important.

In the next step, where you configure your experiment, you are going to choose the 2 pages you want to split test.



Here are mine:



The “Report” page is my ‘original page’ (that’s Google’s terminology).

When sharing, it's important that you use the link to your original page. Google Content Experiments will take care of redirecting traffic based on the specific segmentation settings you specified in your experiment (in the picture above).

So, just send all your traffic to the one page and Google will take care of the distribution based on the percentages you’ve specified.



My test example was a squeeze page testing a report versus a video.

The original page looked like this:

<http://debbiedrum.com/go/fake-method-report/>

and the video page looked like this:

<http://debbiedrum.com/go/fake-method-report-2/>

I was testing which squeeze page got more optins.

All in all, I think Google Analytic split testing is a good tool, however, as you can see, there is a lot going on and there are some much simpler tools out there to get the job done.

Also, split testing is not Google Analytic's forte. It's not their prime gig. Although it's free and, although free is always nice, there might be easier ways to get what you need without some of the frustrations of dealing with Google Analytics. Ultimately, you need to try it and decide.



Optimizely

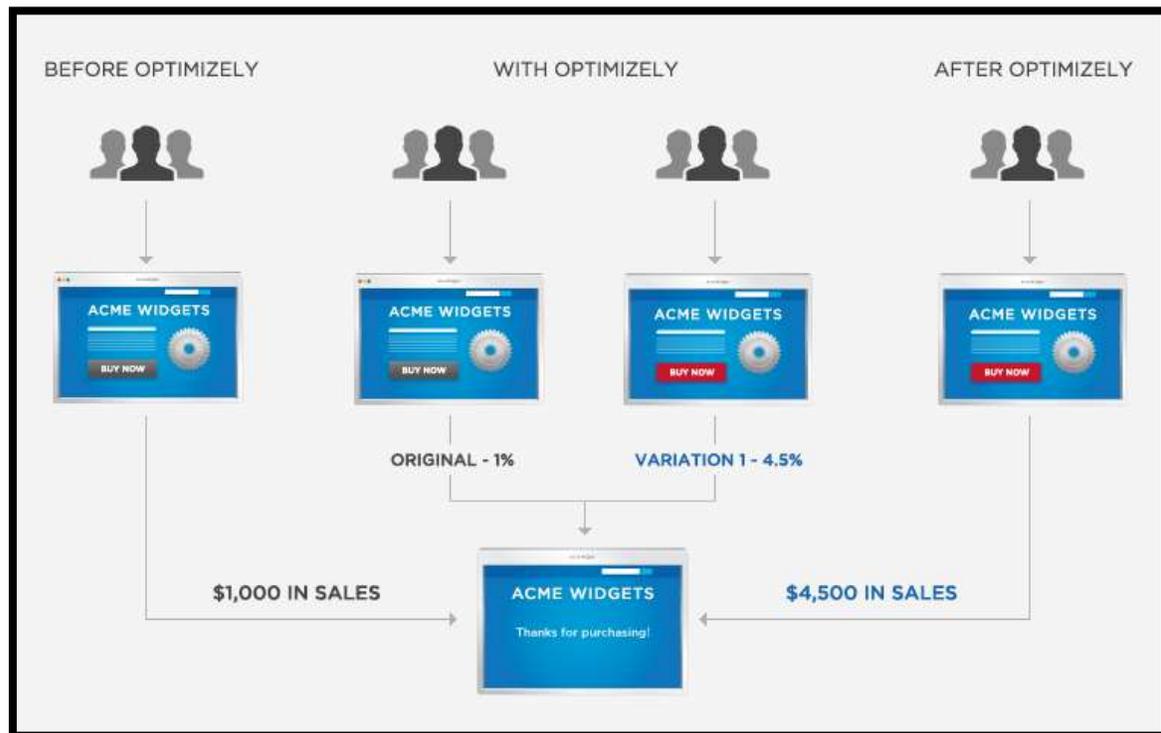
Optimizely allows you to test entire websites. Some marketers will say that they wake up every morning just to check their Optimizely stats first (rather than many of the other morning checkups every marketer tends to have like Facebook, email and product sales).

Within webpages, nearly every element can be changed for a split test. Marketers and web developers may try testing:

- Visual elements: pictures, videos, and colors
- Text: headlines, calls to action, and descriptions
- Layout: arrangement and size of buttons, menus, and forms
- Visitor flow: how a website user gets from point A to point B

You can do this all with Optimizely.

Here's a nice visual:



The price of Optimizely is based on the number of visitors you get per month to your web properties.

Click [here](#) to find out more about Optimizely.

There are other sites that are similar to Optimizely that you can check out and they include:

- [Ustesting.com](#)
- [Clicktale.com](#)
- [Crazyegg](#)
- [Qualaroo](#)



AdEspresso

AdEspresso is the epitome of split testing for Facebook Ads.

AdEspresso provides for optimum creation and use of Facebook ads. Some of the capabilities of this tool are testing effectiveness, targeting audiences, and building articles that convert. Storage capability means the user does not have to upload the same picture. Testing multiple ads quickly across target audiences determines which ads are most effective. Additionally, once preferences are saved, audience demographics can be applied instantly for chosen campaigns.

AdEspresso provides the ability to select target audiences and test to find the most profitable target audience for the user. Additionally, users have the ability to gather information about target audience and retarget website visitors.

Not only does the right message need to be delivered to the right audience, but also advertising needs to be delivered at the right time. AdEspresso's 'Dayparting' allows the user to control when ads will be displayed to help get desired results.

Creation of Facebook Ads is simplified with the ability to insert multiple words, pictures, and titles quickly, trying various combinations. Wasting money by buying unproductive clicks from mobile users is avoided, because AdEspresso gives users the ability to control where ads appear. Additionally, users can actually experiment to see where ads will perform best.

Clear and easy to understand visual analytics help the user understand the success of their Facebook ad campaign over time. If users are running multiple campaigns, they can compare those campaigns to discover which are performing best. Tags can be added to campaigns for organizing and grouping, so users can understand spending and the results generated from a given ad campaign.



One of the most valuable features of AdEspresso is the ability to understand quickly what is working for a Facebook ad campaign. This is possible with side-to-side comparison of campaign experiments.

Additionally, suggestions based upon understood goals and best matrix—cost per conversion, click, engagement, etc.—help improve an ad campaign. AdEspresso's 'Optimization Algorithm' analyzes a campaign's metrics in real-time, constantly updating suggestions to improve users' Facebook ads.

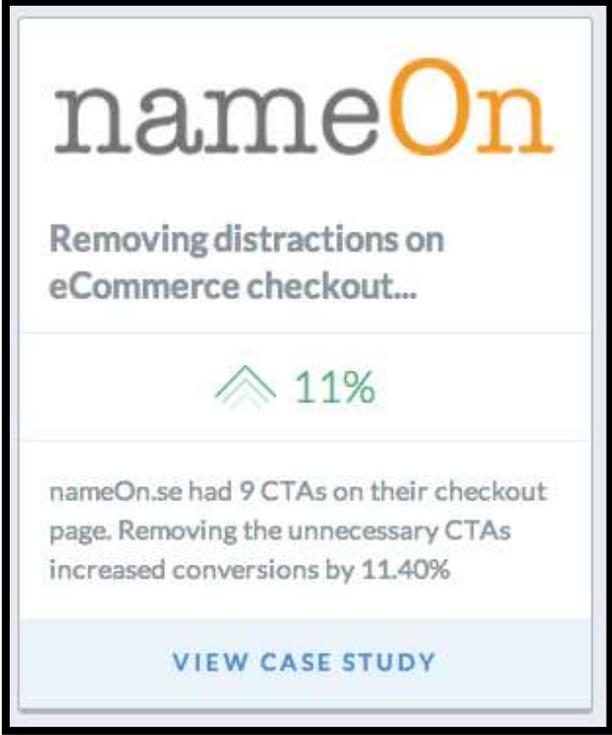


Split Testing Case Studies

Here I want to point you to some great case studies to take a look at what other companies and businesses have done to test and make improvements. All of these tests are very cool so you should check some of them out! You will also get tons of ideas on what to split test.

Case Study: Cart Abandonment

<https://vwo.com/blog/remove-distractions-reduce-cart-abandonment/>



nameOn

Removing distractions on eCommerce checkout...

↑ 11%

nameOn.se had 9 CTAs on their checkout page. Removing the unnecessary CTAs increased conversions by 11.40%

VIEW CASE STUDY



Case Study: Button Test

<https://vwo.com/blog/increase-newsletter-signups-watch-a-video/>

THE SOCIAL MAN™

'Watch the video' v/s 'Get Instant Access'

↑ 28%

The Social Man split tested call-to-action button on their landing page: one said 'Watch the video', while...

[VIEW CASE STUDY](#)



Case Study: Facebook Connect or No Facebook Connect: Which Did Better?

<https://vwo.com/blog/facebook-login-reduces-sales-ecommerce-store/>

Original - Checkout process with Facebook Login

BiVakker.no

Kundertjeneste: 138 00 07 75

Skriver inn din e-postadresse og fortsett

E-post:

Fortsett

Logg inn med Facebook

Logg inn med Facebook

Visual Website Optimizer

Variation page without the Facebook login increased purchases by 3% and resulted in \$10,000 extra revenue during the one week test.

The image shows two side-by-side screenshots of the checkout process for BiVakker.no. The top screenshot, titled 'Original - Checkout process with Facebook Login', shows a form with an email input field and a 'Fortsett' button. To the right of the form is a 'Logg inn med Facebook' button with a Facebook logo. The bottom screenshot, titled 'Variation - Checkout process without Facebook Login', shows the same form but without the Facebook login option. A text box at the bottom right of the variation page states: 'Variation page without the Facebook login increased purchases by 3% and resulted in \$10,000 extra revenue during the one week test.' The Visual Website Optimizer logo is in the bottom left corner.



Case Study: Small Changes, Big Results

<https://vwo.com/resources/casestudy>



Adding a single letter increased sales by 20%

 20%

Danish theater Aarus Teater changed its link text from 'Buy Ticket' to 'Buy Tickets' on the homepage. This...

[VIEW CASE STUDY](#)



Case Study: Next Day Shipping

<https://vwo.com/blog/ecommerce-increase-sales-2/>

Selling cookies online? Next-day shipping offer
increased sales by 41%



Conclusion

Put simply, split testing could mean the difference between making a lot more money and not making a lot more money. Even the slightest changes you put into place can make a significant difference to your bottom line. Don't underestimate any small change you could possibly make.

With this said, don't go crazy with trying to change every little thing. At some point, you need to let it be and just move on ... whether the offer is doing good or bad. If the offer is doing well, that's great! If the offer is not doing well and not converting, even with the changes you made, it might be time to dump that project and move on. Just because you split test, doesn't mean the offer is always going to convert. So please keep that in mind.

You now have all the tools you need to split test—so go out and do some tests today. Even if you are doing one additional test, one additional test is better than not testing at all. Even something as simple as testing a different headline could have a significant impact on your sales and conversions.

Good luck and let us know how your testing turns out!

~The Fearless Social Team

