# Sample A/B Test Template

**Preliminary Questions for Microtest 1**

1. Can we improve the registration page to improve registration conversion?

**Path Overview**

**Summary**

PRIME OBJECTIVE: To determine the revenue potential of a subscription offer to consumers.

PREPARATION TIME: 7 days

COMPLETION TIME:

### METRIC: Completed Registration Forms.

1. Total Page Views (Every time someone views the Guest Registration Page.
2. Total Guest Registration Forms completed.
3. Conversion Ratio Page View vs. Registration Completion.

Conversion of New Members.

### MEASUREMENT SYSTEM

1. In House Tracking

### PREPARATION TIME

7 Days

### TEST PERIOD

Initial test – 5000 page views (approximately 7 days)

### BASELINE METRIC

PERIOD: 3 Periods of 5000 page views. (using same number of business days, same week in a previous month, excluding holiday weeks or other “unusual” periods of time)

STATS: Conversion ration from Guest Registration page view to completed registration forms for the three historic periods as well as ratios for at least 1 - 30 day period.

\*Baseline metrics are only referencing “registered members” and not “paid members.” Please not that an increase in registered members could have a decrease in the overall paid member conversion.

PERIOD:

February 23 to March 3rd

STATS:

|  |  |  |
| --- | --- | --- |
|  | original form 1(A) | optimized form 1(b) |
| Item |  |  |
| Reg Page | 3388 | 3631 |
| Completed Reg's | 1670 | 2084 |
| % Completed | 49.29% | 57.39% (8.1% higher conversion) |
| % Change | 16.4% increase |
| Paid | 33 | 26 |
| Paid Conversions | 0.97%  | 0.72%  |
| Conversion and % change | Conversion to paid decrease .25 of a percent or a decrease of 25.7% |
| Income | $1,263.50 | $1,187.00 |
| % Change | 6.1% decrease |
| Avg Xaction | $38.29 | $45.65 |
| % Change | 19.2% increase per transaction. |
| Impulse\* | 29 | 22 |

Note: stats are shown for ALL SHOWS/REGISTRATIONS since 02/23/2004 23:00:00 CST.

### KEY TASKS

Create Optimized Form

Assign tracking code and A/B testing platform

Implement optimized form

Measure results.