**A/B Testing to Increase Conversions: Following Data vs. Following Your Gut**

There are an abundance of tools out there that seek to help ecommerce websites run more efficiently. In today’s post, we’re going to talk about A/B testing.

*What is AB testing?*

Maybe you’ve heard of A/B testing (also known as split testing or multivariate testing), or maybe you’re already doing A/B testing on your website. Simply stated, A/B is a means of testing two variants – A and B – to see which performs better. It’s becoming increasingly popular with online retailers and marketers for uncovering data and seeing how their site will function more successfully, with the ultimate goal of increasing conversions.

A/B testing is a relatively easy way to test different elements (designs, colors, verbiage, product placement) on a web page to see which performs better — the current or revised version. It’s allows you to collect data and validate whether any change to your site is improving your conversion rate (or, on the other hand, not improving it) before you make the actual change to your site. This is known as an experiment. For example, maybe you want to test the verbiage of your call-to-action button, which is currently red and reads “Buy Now.” Perhaps you’d like to test out whether if it were blue and read “Learn More and Buy” it would perform better. In this instance, some visitors of your webpage would see the original, or version “A,” and others would see the slightly tweaked “B” version. If the new version produces more clicks than the original, you can change your site’s code to permanently reflect the change.

*Case studies*

In [this](https://s3.amazonaws.com/optimizely-marketing/customer-stories/spreadshirt-casestudy.pdf) case study, A/B testing company Optimizely highlights how [Spreadshirt](http://www.spreadshirt.com/), an online store and marketplace that specializes in custom clothing and accessories, saw a 606 percent increase in conversions by revising their homepage layout and call-to-action. The original variation was a homepage that was image-heavy with a call-to-action that read “Start Selling Now,” whereas the second variation (the winning variation) had a pared down design and a call-to-action that read “Start Selling.” Though seemingly small changes, the redesigned homepage lead to significant results for the company.

*Do I need to be a tech expert?*

There are a host of services out there that specialize in A/B testing for companies of all sizes. As mentioned earlier, [Optimizely](https://www.optimizely.com/) specializes in A/B testing and offers a free 30-day trial. [Unbounce](http://unbounce.com/) is another company that offers testing services and a free trial. These companies make it possible for anyone — you don’t have to be a tech guru — to run A/B tests by simply entering a new line of code on your site. Some companies offer free webinars and guided support, as well, for anyone who is new to the concept.

Overall, A/B testing allows you follow the data rather than your gut instinct. Have you ever done A/B testing on your website to create a great customer experience and increase conversions? What has your experience been? Leave your thoughts in the comment section below.