

Magento A/B Testing – new Amasty extension

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Several weeks ago we released an article on [basic A/B testing mechanism](#) for Magento. But Amasty team didn't stop there and created a Magento extension for convenient split testing. Meet the tool that hides enormous possibilities for your Magento store: [Magento A/B testing](#).

Easily run numerous split and multivariate tests based on different product parameters. Test page design elements and gather important statistical data to improve your product pages accordingly.

Why do you need Magento A/B testing extension?

A/B testing is a very important part of any e-commerce marketing campaign. Why? As simple as that: the right and appropriate series of tests could ridiculously increase your conversion rates. Here are average [e-commerce conversion rates](#) for 2014/2015:

Conversion Rates	Q1 2014	Q2 2014	Q3 2014	Q4 2014	Q1 2015
Global	2.54%	2.51%	2.40%	2.95%	2.32%
US	2.79%	2.84%	2.69%	3.26%	2.53%
GB	2.61%	2.42%	2.32%	2.85%	2.98%

If your conversion rates are lower than these numbers, you should start A/B tests on your Magento store right now to increase revenue in a couple of months.

Having the same numbers? They are *average*, remember? Successful shops can boast of conversions higher than 5%. Before you start counting the money you can get, let me introduce you [the tool!](#)

Magento A/B Testing main features

NEW AMASTY EXTENSIONS



The image shows a 3D box for the 'A/B Testing' extension. The top of the box is orange and says 'A/B Testing'. The front face is white and features a screenshot of a product page with two variants, A and B, each with a 'Buy Now' button. Variant A has a 28% conversion rate and Variant B has a 72% conversion rate. The Amasty logo and 'steps to success' tagline are at the bottom of the box.

A/B TESTING

USEFUL FOR: MARKETING

FEATURES:

- RUN NUMEROUS A/B TESTS SIMULTANEOUSLY
- TEST PARTICULAR ATTRIBUTES FOR A GROUP OF PRODUCTS AT A TIME
- TEST PRODUCT PAGE DESIGN
- GET INFORMATIVE STATS REPORTS
- MANAGE TEST DURATION
- DISPLAY TEST VARIANTS TO CUSTOMERS ACCORDING TO CONVERSION

1. Run split or multivariate tests for product pages



2. Get precise results based on proven formulae


All the results are carefully counted based on ideas of normal (Gaussian) distribution and mathematical statistics.

3. Numerous A/B test settings:

- test one or several attributes
- choose one of 4 goals for conversion
- test product page design
- use custom CSS override to test design of page elements
- test one or several products at once

4. Easily apply winner data to products

In case of testing one product per experiment, you can apply the winner variation changes to the product with a single click.

	Variation	Experiment Visits	Conversions	Conversion Rate	Change	Confidence	
	Variation 1 (Initial)	498	81	16.27%	—	—	Copy data to product
	Variation 2 (Creative title)	550	122	22.18%	▲ 36.38%	99.27%	Copy data to product

5. Manage experiment duration


Stop the experiment manually or save time by specifying settings for experiment autocomplete.

Auto Completion

Auto Complete Test

Minimum relative improvement in conversion rate you want to detect (%)

6. Simple and intuitive reports

Test Information		Edit Test				
Report						
General						
Applicable Products						
Variation 1						
Variation 2						
Variation	Experiment Visits	Conversions	Conversion Rate	Change	Confidence	
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Advantages of Magento A/B Testing extension from Amasty

- **minimal loss of sales during experiments**

The extension carefully adjusts the algorithm: the winning variation will show up more frequently so you don't lose sales, but still keeping the ratio healthy for valid results.

- **email notifications about test completions**

Specify this setting only once and save time – no need for checking the experiments every day!

Notifications		
Notify About Test Completion	<input type="text" value="Yes"/>	[STORE VIEW]
Send Email To	<input type="text" value="admin@site.com"/>	[STORE VIEW]
Email Sender	<input type="text" value="General Contact"/>	[STORE VIEW]
Email Template	<input type="text" value="Amasty A/B Testing Completion Notification (De"/>	[STORE VIEW]

- **safe SEO settings and precise results**

Hide duplicate content from indexing to prevent SEO issues and exclude admin IPs for precise results.

Ignore List

Enable Ignore List	Yes ▼	[STORE VIEW]
User Agents	Googlebot bingbot YandexBot yahoo msnbot PTST	[GLOBAL]
IP Addresses	142.4.216.175 165.139.179.225 103.10.22.242 60.12.11.39	[GLOBAL]

▲ Comma separated list

- **real time results**

[Magento split testing extension](#) is designed to show real time results – you see what’s happening while the experiment is still on.

Estimation	
Approximate visitors count required for test completion	392
Total visitors	726
Test completion	185.20%
Test started at	Aug 7, 2015
Estimated completion date	Sep 12, 2015

	Variation	Experiment Visits	Conversions	Conversion Rate	Change	Confidence
	Variation 1 (Initial)	358	89	24.86%	—	—
	Variation 2 (Changed)	368	136	36.96%	▲ 48.66%	99.98%

- **fast and easy**

No need to integrate with Google Analytics or other tools, no coding required, automatic creation of variation pages saves your time.

⇒ **unlimited experiments**

⇒ **unlimited number of products per experiment**

⇒ up to 10 variations per experiment