A/B Testing

Magento Extension
User Guide

Official extension page: <u>A/B Testing</u>

Table of contents:

To configure 'Admin notifications' and 'Ignore list' settings please go to System ->Configuration -> A/B Testing

Set to 'Yes' to automatically send notifications to admin users when the experiment is complete. Specify sender info and choose email template.

| Sales | Catalog | **System** | | ⊘ Get help for this page |

A/B Testing

Save Config

Current Configuration Scope:

Default Config

Configuration

▸ 🅰 **AMASTY** EXTENSIONS

A/B Testing

Notifications

Notify About Test Completion	Yes	[STORE VIEW]
Send Email To	storeadmin@example.com	[STORE VIEW]
Email Sender	General Contact	[STORE VIEW]
Email Template	Amasty A/B Testing Completion Notification (De	[STORE VIEW]

Ignore List

| Enable Ignore List | Yes | [STORE VIEW] |
| User Agents | Googlebot|bingbot|YandexBot|yahoo|msnbot|PTST | [GLOBAL] |

To prevent pages with test variations from indexation and avoid content duplication specify user agents to ignore.

| IP Addresses | 22.231.113.64 | [GLOBAL] |

▲ Comma separated list

You can exclude particular IP addresses (e.g. admin users addresses) from the experiment to get more precise results.

To create a new test or check the results of running experiments please go to Sales -> A/B Testing

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Tests

Click here to create a new test.

Add Test

Page ◁ 1 ▷ of 1 pages | View 20 ▾ per page | Total 2 records found

Reset Filter **Search**

Test Name	Date Created	Status	Total Experiment Visits
	From: 📅	▾	
	To: 📅		
Using 'CSS Override' attribute	Oct 8, 2015	Running	726
3 Products and 4 variants	Oct 8, 2015	Running	4
Best Title	Oct 8, 2015	Complete	1048

Click on one of the launched experiments to see its settings and check reports information.

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Test Information

General	🖫
Products to test	🖫
Attributes to test	

New test

◀ Back   Reset   ✔ Continue

Page ◀ | 1 | ▶ of 30 pages | View | 20 ▾ | per page | Total 581 records found   Reset Filter   Search

☐	ID ↓	Name	Type	SKU	Price
Any ▾			▾		From:
					To:
☐	887	My Bundle Product	Bundle Product	ABC 234	
☐	886	My Configurable Product-Black-10	Simple Product	ABC 456-Black-10	$50.00
☐	885	My Configurable Product-Black-8	Simple Product	ABC 456-Black-8	$50.00
☐	884	My Configurable Product-Black-6	Simple Product	ABC 456-Black-6	$50.00
☐	883	My Configurable Product	Configurable Product	ABC 456	$50.00
☐	882	My Grouped Product	Grouped Product	ABC 123	
☐	881	Black Nolita Cami-Black-S	Simple Product	wbk002c-Black-S	$150.00
☐	880	Black Nolita Cami-Black-XS	Simple Product	wbk002c-Black-XS	$150.00
☐	879	NoLlta Cami-Pink-L	Simple Product	wbk000c-Pink-L	$150.00
☐	878	Black Nolita Cami	Simple Product	wbk002M	$150.00
☑	877	Black Nolita Cami	Configurable Product	wbk002c	$150.00
☑	875	Ellis Flat	Configurable Product	shw005	$250.00

> On the Products to Test tab you can choose necessary products for which you want to run a test. It's possible to specify either one product or launch the experiment for a group of products.

User Guide: A/B Testing

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Test Information

General	🖫
Products to test	🖫
Attributes to test	

New test

[⟲ Back] [Reset] [✓ Continue]

Choose the product attribute which you want to test.

Attributes to test

Attribute Title

Short Description(short_description) ▼	Short Description	⊗ Remove
Name(name) ▼	Name	⊗ Remove

Genre(genre)
Group Price(group_price)
Home & Decor Type(home_decor_type)
Homeware style(homeware_style)
Jewelry Type(jewelry_type)
Length(length)
Lens Type(lens_type)
Luggage Style(luggage_style)
Luggage travel Style(luggage_travel_style)
Meta Description(meta_description)
Meta Keywords(meta_keyword)
Meta Title(meta_title)
Name(name)
Occasion(occasion)
Page Layout(page_layout)
Price View(price_view)
Recurring Payment Profile(recurring_profile)
Set Product as New from Date(news_from_date)
Set Product as New to Date(news_to_date)
Shoe type(shoe_type)

You can test either one attribute or specify a couple of attributes to run a multivariate test.

After you've specified which attributes for which products you want to test, please click the Continue Button.

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Test Information

General

Applicable Products

Variation 1

Variation 2

✓ The test has been saved.

Edit Test

◁ Back Reset ⊗ Delete ✓ Save ✓ Save and Continue Edit

Main Info

Experiment Name *	Short Description
Status	Setup ▶ Run Experiment
Goal	Product Purchased ▾

Product Purchased
Product Added To Cart
Product Added To Wishlist
Page Visited

Auto Completion

| Auto Complete Test | No ▾ |

When the experiment is saved you can edit its name and specify the goal type (4 types are available).

NOTE: Click the Run Experiment button only after you specify Variations data.

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Test Information

General 🖫

Applicable Products

Variation 1

Variation 2

✓ The test has been saved.

Edit Test   ◀ Back   Reset   ⊗ Delete   ✓ Save   ✓ Save and Continue Edit

Main Info

Experiment Name *   Short Description

Status   Setup   ▶ Run Experiment

Goal   Page Visited ▼

Page Visited *   http://example.com/ tp://thank-for-subscription.html

          ▲ Related to current store

Auto Completion

Auto Complete T...

If you want to check out how many people came to a particular page (e.g. a subscription page, or 'thank you for purchase' page) right after the product page specified in the 'Products to test' tab, please insert the URL for this page here.

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Test Information

General

Applicable Products

Variation 1

Variation 2

✓ The test has been saved.

Edit Test   ◀ Back   Reset   ⊗ Delete   ✓ Save   ✓ Save and Continue Edit

Main Info

Experiment Name *   Short Description

Status   Setup   ▶ Run Experiment

Goal   Product Purchased ▾

Auto Completion

Auto Complete Test   Yes ▾

Minimum relative improvement in conversion rate you want to detect (%)   20

If you've enabled Test Auto Complete option you can specify the minimal conversion rate change against the original variant that will trigger the test completion.

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Support: http://amasty.com/contacts/

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Test Information

General	💾
Applicable Products	
Variation 1	
Variation 2	

In this tab you can check whether you've chose correct products to test.

✅ The test has been saved.

Edit Test   ◀ Back | Reset | ⊗ Delete | ✅ Save | ✅ Save and Continue Edit

Page ◀ 1 ▶ of 1 pages | View 20 ▾ per page | Total 1 records found   Reset Filter | Search

ID ↓	Name	Type	SKU	Price
		▾		From:
				To :
875	Ellis Flat	Configurable Product	shw005	$250.00

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Test Information

General	💾
Applicable Products	
Variation 1	💾
Variation 2	

✓ The test has been saved.

Edit Test   ◀ Back   Reset   ⊗ Delete   ✓ Save   ✓ Save and Continue Edit

General

Variation Name   Original Variant

Test Data

Short Description

A pop of green is a fantastic to lift your favorite outfit. Wear with everything from skinny jeans to day dresses.

WYSIWYG Editor

> In the Variation tab you'll find the fields according to the attribute you are going to test.
>
> NOTE: In case you test one attribute – its data will be copied to the Variation 1 tab automatically as the original variant.

After all necessary attributes data are specified, please return to the General Tab and click the Run Experiment button.

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Test Information

Report

Gen...

Once the experiment is launched, the Report tab will be added.

variation 2

✓ The test has been saved.

Test status has been updated.

Edit Test   ◀ Back

Main Info

Experiment Name *	Short Description
Status	**Running** ▮▮ Pause Experiment
Goal	Product Purchased ▾

Auto Completion

| Auto Complete Test | No ▾ |

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Test Information

Report

General

Applicable Products

Variation 1

Variation 2

Edit Test   ◀ Back

💡 Experiment needs to be running at least 4 days to be able to estimate significance of variations and test completion date.

Variation	Experiment Visits	Conversions	Conversion Rate
Variation 1 (Original Variant)	0	0	N/A
Variation 2 (New Variant)	0	0	N/A

Right after the experiment launch you can track its results in real time.

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Test Information

Edit Test ◀ Back

Report

General

Applicable Products

Variation 1

Variation 2

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%

NOTE: The smart extension algorithm will display the winning variant more often than other variations, to prevent you from sagging sales before test completion.

When the experiment has been running for 4 days already and there is enough data to estimate you'll see the detailed report.

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Test Information

◁ Back   Reset   ✔ Continue

New test

General

Products to test

Attributes to test

Attributes to test

Attribute   **Title**

CSS Override(amabtesting_css_override) ▼   CSS Override   ⊗ Remove

Active To(custom_design_to)
Allow Gift Message(gift_message_available)
Allow Gift Wrapping(gift_wrapping_available)
Apply MAP(msrp_enabled)
Author/Artist(author_artist)
Bag & Luggage Type(bag_luggage_type)
Bed & Bath Type(bed_bath_type)
Bedding Pattern(bedding_pattern)
Books & Music Type(books_music_type)
Camera Type(camera_type)
Country of Manufacture(country_of_manufacture)
CSS Override(amabtesting_css_override)
Custom Design(custom_design)
Custom Layout Update(custom_layout_update)
Decor Type(decor_type)
Description(description)
Display Actual Price(msrp_display_actual_price_type)
Display Product Options In(options_container)
Electronic Type(electronic_type)
Enable Recurring Profile(is_recurring)

Choose this option in the Attributes list to customize and test website styles, for example :
- **the size and color of Add to Cart button;**
- **Font changes etc.**

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Test Information

Report

General

Applicable Products

Variation 1

Variation 2

Edit Test   ◀ Back

General

Variation Name | Changed

Test Data

CSS Override

```
.product-view .add-to-cart-buttons .button {
    background: #1009cc none repeat scroll 0 0 !important;
}
```

> **Here we've changed the Add to Cart button color (see page 21).**

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Test Information

- General
- Products to test
- **Attributes to test**

New test

⊙ Back | Reset | ✓ Continue

Attributes to test

Attribute

Custom Design(custom_design) ▼

Allow Gift Message(gift_message_available)
Allow Gift Wrapping(gift_wrapping_available)
Apply MAP(msrp_enabled)
Author/Artist(author_artist)
Bag & Luggage Type(bag_luggage_type)
Bed & Bath Type(bed_bath_type)
Bedding Pattern(bedding_pattern)
Books & Music Type(books_music_type)
Camera Type(camera_type)
Country of Manufacture(country_of_manufacture)
CSS Override(amabtesting_css_override)
Custom Design(custom_design)
Custom Layout Update(custom_layout_upda...)
Decor Type(decor_type)
Description(description)
Display Actual Price(msrp_display_actual_price_t
Display Product Options In(options_container)
Electronic Type(electronic_type)
Enable Recurring Profile(is_recurring)
Fit(fit)

Title

Custom Design

⊗ Remove

> **Test not only product attributes, but custom design and layout as well.**

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Test Information

Edit Test

◄ Back

- Report
- General
- Applicable Products
- Variation 1
- **Variation 2**

General

| Variation Name | New Variant |

Test Data

| Custom Design | iphone ▾ |

Choose the necessary template from the dropdown. As soon as you define the templates for all variations, they'll be randomly displayed to customers.

When you choose 'Name' as a attribute to test, the module will randomly display different variations to store visitors.

See the example of product description variations displayed to customers.

See the example Custom CSS override usage (see page 16)

Thank you!

Should you have any questions or feature suggestions, please contact us at:

http://amasty.com/contacts/

Your feedback is absolutely welcome!