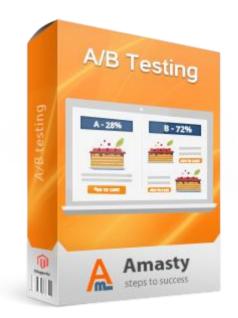
# **A/B Testing**



# Magento Extension User Guide

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



User Guide: <u>A/B Testing</u>

# **Table of contents:**

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

#### 1. Notifications and Ignore List settings

Sales Catalog System Current Configuration Scope: Default Config	A/B Testing A/B Testing	es' to automatically send tions to admin users when eriment is complete. Specify nfo and choose email e.	<ul> <li>Get help for this page</li> <li>Save Config</li> </ul>
Configuration           AMASTY EXTENSIONS           A/B Testing	Notifications Notify About Test Completion Send Email To	Yes 💌 storeadmin@example.com	[STORE VIEW] [STORE VIEW]
	Email Sender Email Template	General Contact	[STORE VIEW] [STORE VIEW]
	Ignore List Enable Ignore List User Agents	Yes Googlebot bingbot YandexBot yahoo msnbot PTS	[STORE VIEW] [GLOBAL]
To prevent pages with test variations from indexation and avoid content duplication specify user agents to ignore.	IP Addresses	T 	[GLOBAL]
		addro addro	can exclude particular IP esses (e.g. admin users esses) from the experiment t fore precise results.



#### User Guide: <u>A/B Testing</u>

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

Dashboard	Sales	Catalog	Customers	Promotions	Newsletter	CMS	Reports	System	③ Get help for this page
Tests Page 🕢 1	of 1 pag	es   View [	20 💌 per pa	ge   Total 2 reco	rds found			Click he a new to	Add Test est. Reset Filter Search
Test Name				Date Created	S	tatus		Total Experime	ent Visits
				From: 📰			•		
				To: 🗾					
Using 'CSS Ove	rride' attribu	ite		Oct 8, 2015	R	unning		726	
3 Products and	4 variants			Oct 8, 2015	R	unning		4	
Best Title			$\wedge$	Oct 8, 2015	C	omplete		1048	
	experin	nents to se	e launched ee its settings s information						



Dashboard Sale	s Catalog	Customers	Prom	otions Newsletter	CMS	Reports	System	🕑 G	et help for	this pag
Test Information		New	test				[	Back     Res	et 🥑	Continue
General		-								
Products to test	8	Page 🔳	1 🕨	of 30 pages   View 20	) 🖵 perp	581 records fo	rds found Rese		et Filter Search	
Attributes to test			ID 🕴	Name			Туре	SKU	Price	
		Any 🗸						•	From:	
									To:	
			887	My Bundle Product			Bundle Produc	t ABC 234		
			886	My Configurable Produ	ct-Black-10	:	Simple Produc	t ABC 456-Black-10		\$50.0
			885	My Configurable Produ	ct-Black-8	:	Simple Produc	t ABC 456-Black-8		\$50.0
			884	My Configurable Produ	ct-Black-6	:	Simple Produc	t ABC 456-Black-6		\$50.0
			883	My Configurable Produ	ct		Configurable Product	ABC 456		\$50.0
			882	My Grouped Product			Grouped Product	ABC 123		
			881	Black Nolita Cami-Blac	:k-S	:	Simple Produc	t wbk002c- Black-S		\$150.0
			880	Black Nolita Cami-Blac	:k-XS	:	Simple Produc	t wbk002c- Black-XS		\$150.0
n the Products to Test u can choose necessar	ry		879	NoLIta Cami-Pink-L		:	Simple Produc	t wbk000c- Pink-L		\$150.0
oducts for which you run a test. It's possibl			878	Black Nolita Cami		:	Simple Produc	t wbk002M		\$150.0
ecify either one produ unch the experiment f	ict or	>	877	Black Nolita Cami			Configurable Product	wbk002c		\$150.0
oup of products.			875	Ellis Flat			Configurable Product	shw005		\$250.0



est Information		New te	st					Back	Reset 🥝 Contin
General	8			oose the pro					
Products to test		Attributes		attribute which you want to test.					
Attributes to test		Attribute	wa	iit to test.		fitle			
		Short D	escription(short	_description)	•	Short De	escription		🛞 Remove
		Name(r	ame)		•	Name			(8) Remove
		Home & Homewa Jewelry Length(I Lens Typ Luggage Meta De Meta De Meta Titl Name(n Occasio Page La Price Vie Recurrin	are style(homew Type(jewelry_typ ength) e(lens_type) e style(luggage_ travel Style(lug scription(meta_ words(meta_ke e(meta_title) ame) h(occasion) yout(page_layou w(price_view) g Payment Profi	Type(home_decor_type) e(homeware_style) welry_type) _type) uggage_style) Style(luggage_travel_style) n(meta_description) (meta_description) (meta_keyword) _title) sion) ge_layout) e_view) nent Profile(recurring_profile) New from Date(news_from_date) New to Date(news_to_date)			one att specify attribu multiva	un test either ribute or a couple of ites to run a ariate test.	
			uct as New to D e(shoe_type)	ate(news_to_da	te)	-	S	After you've pecified which ttributes for which	
							p to	ttributes for which products you want t est, please click the Continue Button.	0

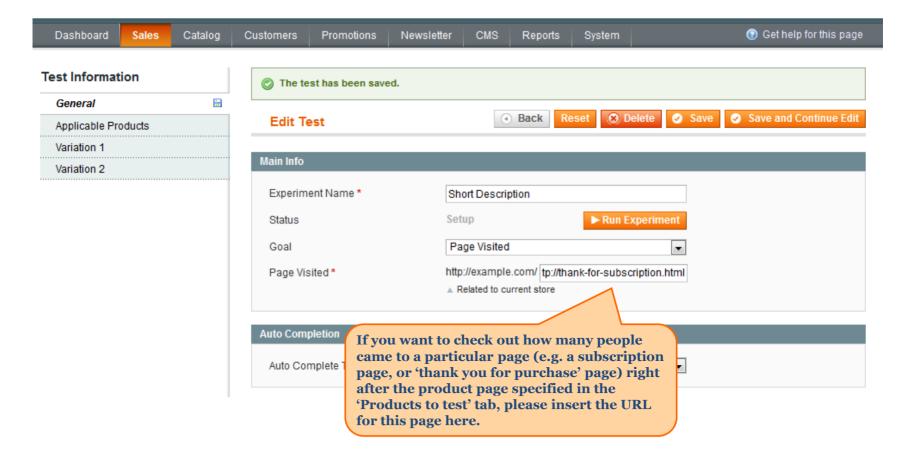


#### User Guide: <u>A/B Testing</u>

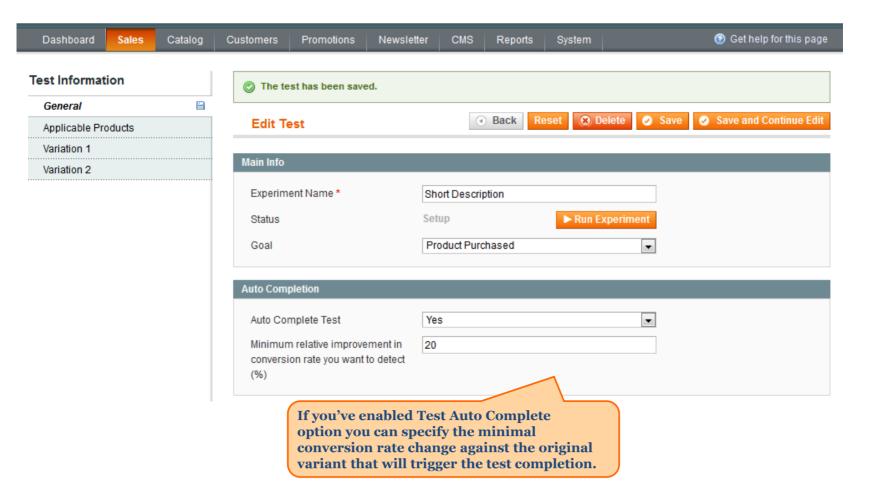
Dashboard Sales Catalog	Customers Promotions	Newsletter CMS Reports	System	③ Get help for this page
Test Information	O The test has been saved	1.		
General				
Applicable Products	Edit Test	Back Res	et 🙁 Delete 🥑 S	ave 🥑 Save and Continue Edit
Variation 1				
Variation 2	Main Info			
	Experiment Name *	Short Description		
	Status	Setup	► Run Experiment	
	Goal	Product Purchased	•	
		Product Purchased Product Added To Cart		
	Auto Completion	Product Added To Wishlist		When the experiment is
	Auto Complete Test	Page Visited No		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.











Dashboard Sales Catal	og Customers	Promotions	Newsletter	CMS	Reports	System		0	Get help fo	or this page
Test Information	📀 The	e test has been sav	ed.							
General	8									
Applicable Products		Test		(	Back	eset 🙁 🛞	Delete 📀 S	ave 🧭 Sa	ave and Co	ntinue Edit
Variation 1				_						
Variation 2	Page 🔄	1 of 1 page	es   View 20	▼ per	page   Total	1 records f	ound	R	eset Filter	Search
	Page 🔄	Name	es   View 20	_ per	page   Total	1 records f	ound Type	SKU	Price	Search
Variation 2	Page 🔄		es   View 20	v per	page   Total	1 records f				Search
Variation 2	Page 🔄		es   View 20	v per	page   Total	1 records f	Туре		Price	Search



Dashboard	Sales	Catalog	Customers	Promotions	Newsletter	CMS	Reports	System	③ Get help for this page
Test Informat	ion		📀 The te	st has been save	ed.				
General Applicable Pro			Edit Te	st		۹	Back	eset 🛞 D	elete 🥥 Save 🥥 Save and Continue Edit
Variation 1		E	General						
Variation 2			Variation	Name	Ori	iginal Varia	int		
			Test Data Short De	scription			n is a fantast to day dress		avorite outfit. Wear with everything from
In the Va find the f the attrib to test.	ields ac oute you	cording t are goin	to Ig			,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,			
NOTE: In case yo attribute – its da copied to the Var automatically as variant.		ta will be riation 1	e tab		W	YY SIWYG E	ditor		њ.



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

# 2. Experiment Creation

Dashboard Sales Catalog	Customers Promotions	Newsletter	CMS Repo	orts System	③ Get help for this page	
Test Information Report	The test has been sa Test status has been					
Once the experiment is launched, the Report tab will	Edit Test				• Back	
be added.	Main Info					
	Experiment Name *	Sh	ort Description			
	Status	Rur	ning	Pause E	xperiment	
	Goal	Pr	oduct Purchased		T	
	Auto Completion					
	Auto Complete Test	No	)			



#### 3. Reports Display

Dashboard	Sales	Catalog	Customers	Promotions N	ewsletter	CMS	Reports	System		
Test Informat	ion		Edit Te	est						
Report										
General			P Experi	iment needs to be ru	ning at leas	t 4 days to	be able to est	imate sign	ificance of va	riatio
Applicable Pr										
Variation 1			Vari	ation	Experin	nent Visits	Conversion	is Conve	ersion Rate	
Variation 2			Varia	ation 1 (Original Variar	it) 0		0	N/A		
			Varia	ation 2 (New Variant)	0		0	N/A		
			I				ht after th nch you ca			

results in real time.



#### 3. Reports Display

Test Information	_							
lest information	Ec	lit Test						0
Report	<b>F</b> -41-	41						
General		nation ximate visitors count requ	in dfactori ar malak		392			
Applicable Products								
Variation 1		visitors						
Variation 2		ompletion tarted at			185.20%			
		ated completion date			Aug 7, 2015 Sep 12, 2015			
	Esum	aled completion date			Sep 12, 2015			
		Variation	Experiment Visits	Conversions	Conversion Rate	Change	Confidence	
		variation	Experiment visits	Conversions	Conversion Nate	Change	connuence	
		Variation 1 (Initial)	358	89	24.86%	-	-	
		Variation 2 (Changed)	368	136	36.96%	▲ 48.66%	99.98%	
				When the	experiment h	as		
E: The smart extension ithm will display the ing variant more often other variations, to				been run already a	ning for 4 days nd there is enc timate you'll s	ough		



#### 4. CSS Override settings

Dashboard	Sales	Catalog	Customers	Promotions	Newsletter	CMS	Reports	System	0	Get help for this page
Test Informat	tion		New te	est					Back	eset 🥥 Continue
General Broducto to to	at		Attributes	to test						
Products to te Attributes to t			Attribute CSS OV Active To Allow Gi Allow Gi Apply M/ Author/A Bag & L Bed & B Bedding Books & Camera Country CSS OV Custom Custom Decor To	verride(amabtest o(custom_design ft Message(gift_ ft Wrapping(gift_ AP(msrp_enable vtist(author_artist uggage Type(bal ath Type(bed_ba p Pattern(bedding Music Type(bad a Type(camera_ty of Manufacture(c erride(amabtesti Design(custom	message_availa wrapping_availa d) g_luggage_type) ath_type) g_pattern) wks_music_type) ype) country_of_manu ng_css_override _design) custom_layout_u	ble) ble) facture)	At ar	noose this tributes l nd test we	s option in the list to customize bsite styles, for	Remove
			Display Electron				pe)	to Cart b	and color of Add utton; nges etc.	

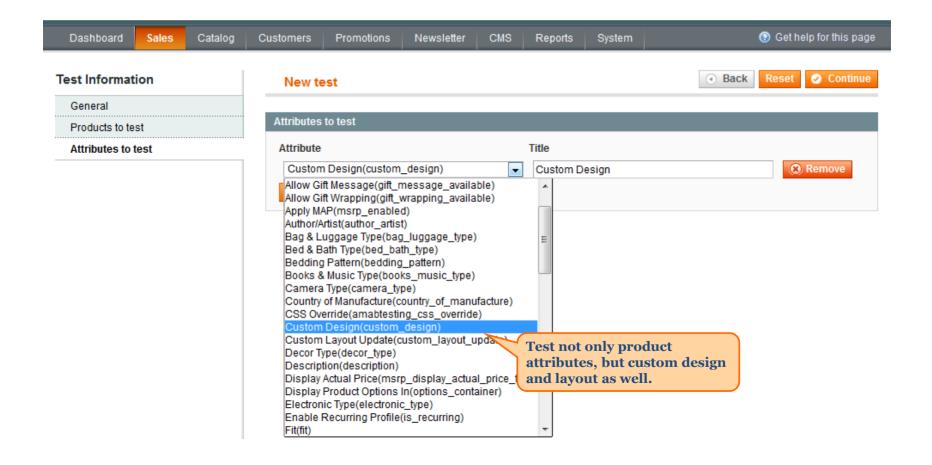


#### 4. CSS Override settings

Dashboard	Sales	Catalog	Customers	Promotions	Newsletter	CMS	Reports	System	③ Get help for this page		
Test Information			Edit Te	• Back							
Report											
General			General								
Applicable Products			Variation Name Changed								
Variation 1											
Variation 2			Test Data								
		CSS Ove	erride		.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).						



#### 5. Custom Design





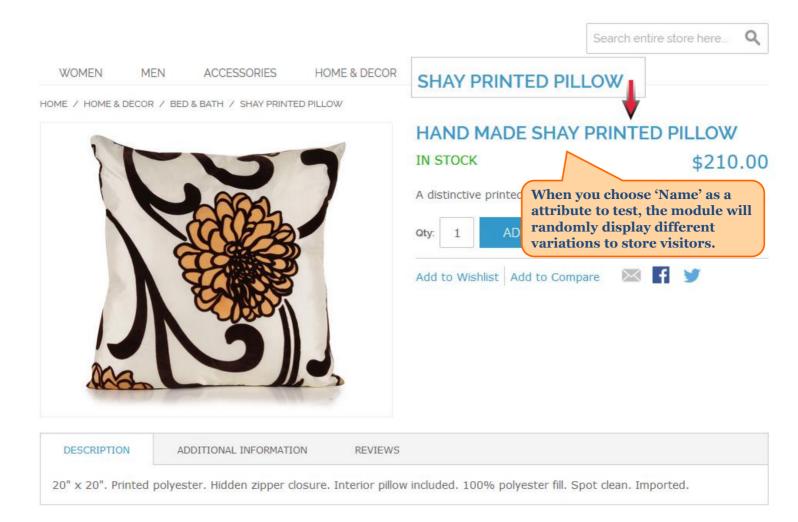
# 5. Custom Design

Dashboard	Sales	Catalog	Customers	Promotions	Newsletter	CMS	Reports	System	Oct help for this page		
Test Information			Edit Te	est					• Back		
Report											
General			General								
Applicable Products			Variation Name		New Variant						
Variation 1											
Variation 2			Test Data								
		Custom	Design	ipl	iphone						
							dro ten	opdown. nplates fo	necessary template from the As soon as you define the or all variations, they'll be isplayed to customers.		



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#### 6. Frontend Examples



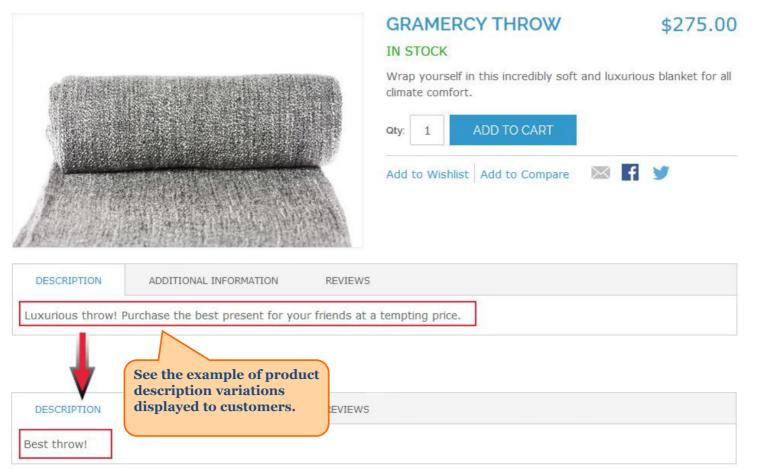
#### YOU MAY ALSO BE INTERESTED IN THE FOLLOWING PRODUCT(S)



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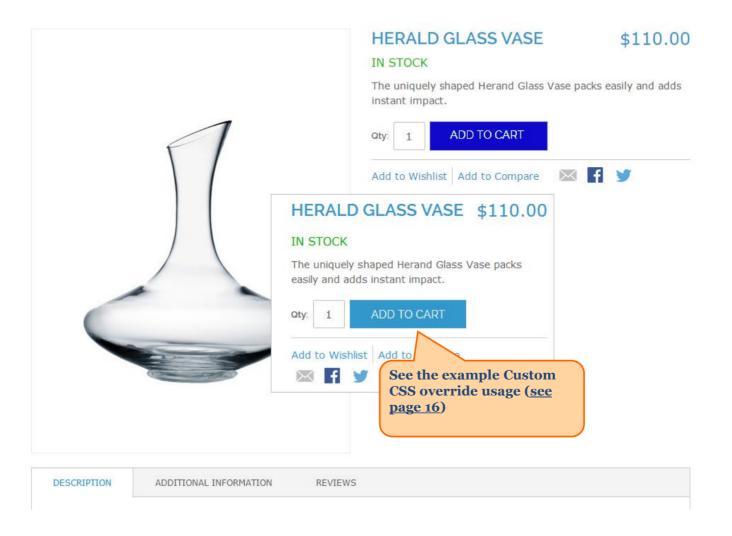
#### **6.** Frontend Examples

HOME / HOME & DECOR / BED & BATH / GRAMERCY THROW





#### 6. Frontend Examples





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# Thank you!

Should you have any questions or feature suggestions, please contact us at: <u>http://amasty.com/contacts/</u>

Your feedback is absolutely welcome!



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