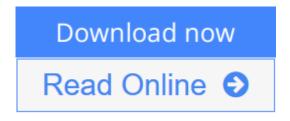# A / B Testing: The Most Powerful Way to Turn Clicks Into Customers

By Dan Siroker, Pete Koomen

A / B Testing: The Most Powerful Way to Turn Clicks Into Customers By Dan Siroker, Pete Koomen

How Your Business Can Use the Science That Helped Win the White House

The average conversion rate—the rate at which visitors convert into customers—across the web is only 2%. That means it's likely that 98% of visitors to your website won't end up converting into customers.

What's the solution? A/B testing.

A/B testing is the simple idea of showing several different versions of a web page to live traffic, and then measuring the effect each version has on visitors. Using A/B testing, companies can improve the effectiveness of their marketing and user experience and, in doing so, can sometimes double or triple their conversion rates. Testing has been fundamental in driving the success of Google, Amazon, Netflix, and other top tech companies. Even Barack Obama and Mitt Romney had dedicated teams A/B testing their campaign websites during the 2012 Presidential race.

In the past, marketing teams were unable to unleash the power of A/B testing because it required costly engineering and IT resources. Today, a new generation of technology that enables marketers to run A/B tests without depending on engineers is emerging and quickly becoming one of the most powerful tools for making data-driven decisions.

Authors Dan Siroker and Pete Koomen are cofounders of Optimizely, the leading A/B testing platform used by more than 5,000 organizations across the world. *A/B Testing: The Most Powerful Way to Turn Clicks Into Customers* offers best practices and lessons learned from more than 300,000 experiments run by Optimizely customers. You'll learn:

- What to test
- How to choose the testing solution that's right for your organization
- How to assemble an A/B testing dream team
- How to create personalized experiences for every visitor

- And much more

Marketers and web professionals will become obsolete if they don't embrace a data-driven approach to decision making. This book shows you how, no matter your technical expertise.

A / B Testing: The Most Powerful Way to Turn Clicks Into Customers

By Dan Siroker, Pete Koomen

A / B Testing: The Most Powerful Way to Turn Clicks Into Customers By Dan Siroker, Pete Koomen

How Your Business Can Use the Science That Helped Win the White House

The average conversion rate—the rate at which visitors convert into customers—across the web is only 2%. That means it's likely that 98% of visitors to your website won't end up converting into customers.

What's the solution? A/B testing.

A/B testing is the simple idea of showing several different versions of a web page to live traffic, and then measuring the effect each version has on visitors. Using A/B testing, companies can improve the effectiveness of their marketing and user experience and, in doing so, can sometimes double or triple their conversion rates. Testing has been fundamental in driving the success of Google, Amazon, Netflix, and other top tech companies. Even Barack Obama and Mitt Romney had dedicated teams A/B testing their campaign websites during the 2012 Presidential race.

In the past, marketing teams were unable to unleash the power of A/B testing because it required costly engineering and IT resources. Today, a new generation of technology that enables marketers to run A/B tests without depending on engineers is emerging and quickly becoming one of the most powerful tools for making data-driven decisions.

Authors Dan Siroker and Pete Koomen are cofounders of Optimizely, the leading A/B testing platform used by more than 5,000 organizations across the world. *A/B Testing: The Most Powerful Way to Turn Clicks Into Customers* offers best practices and lessons learned from more than 300,000 experiments run by Optimizely customers. You'll learn:

- What to test
- How to choose the testing solution that's right for your organization
- How to assemble an A/B testing dream team
- How to create personalized experiences for every visitor
- And much more

Marketers and web professionals will become obsolete if they don't embrace a data-driven approach to decision making. This book shows you how, no matter your technical expertise.

A / B Testing: The Most Powerful Way to Turn Clicks Into Customers By Dan Siroker, Pete Koomen Bibliography

- Sales Rank: #528821 in Books
- Published on: 2015-07-27
- Original language: English

- Number of items: 1
- Dimensions: 9.10" h x .80" w x 6.20" l, .85 pounds
- Binding: Hardcover
- 208 pages

Download and Read Free Online A / B Testing: The Most Powerful Way to Turn Clicks Into Customers By Dan Siroker, Pete Koomen

Editorial Review

From the Inside Flap

The average conversion rate—the rate at which visitors convert into customers—across the web is only 2%. That means it's likely that 98% of visitors to your website won't end up converting into customers.

What's the solution? A/B testing.

A/B testing is the simple idea of showing several different versions of a web page to live traffic, and then measuring the effect each version has on visitors. Using A/B testing, companies can improve the effectiveness of their marketing and user experience and, in doing so, can sometimes double or triple their conversion rates. Testing has been fundamental in driving the success of Google, Amazon, Netflix, and other top tech companies. Even Barack Obama and Mitt Romney had dedicated teams A/B testing their campaign websites during the 2012 Presidential race.

In the past, marketing teams were unable to unleash the power of A/B testing because it required costly engineering and IT resources. Today, a new generation of technology that enables marketers to run A/B tests without depending on engineers is emerging and quickly becoming one of the most powerful tools for making data-driven decisions.

Authors Dan Siroker and Pete Koomen are cofounders of Optimizely, the leading A/B testing platform used by more than 5,000 organizations across the world. *A/B Testing* offers best practices and lessons learned from more than 300,000 experiments run by Optimizely customers. You'll learn:

- What to test
- How to choose the testing solution that's right for your organization
- How to assemble an A/B testing dream team
- How to create personalized experiences for every visitor
- And much more

Marketers and web professionals will become obsolete if they don't embrace a data-driven approach to decision making. This book shows you how, no matter your technical expertise.

From the Back Cover

HOW YOUR BUSINESS CAN USE THE SCIENCE THAT HELPED WIN THE WHITE HOUSE

"Dan and Pete are changing the way business is done and decisions are made. By pulling together concrete examples of how A/B testing has made an impact, they are inspiring a new generation of companies to make thoughtful, data-driven decisions. Their new book is smart, valuable, and proves just how indispensable A/B testing is today."
—MARISSA MAYER, CEO of Yahoo!

"Finally, a book on A/B testing and digital optimization that I will eagerly hand out to my clients! It's approachable, not overly technical, and is actually full of real-world examples of testing in action that provide the inspiration for testing that is so badly needed in most companies."

—**CALEB WHITMORE,** founder and CEO, Analytics Pros; coauthor of *Performance Marketing with Google Analytics*

"A practical and readable guide to get the most out of your online marketing tests. Get it before your competitors do!"
—**Tim Ash,** CEO, SiteTuners; bestselling author of *Landing Page Optimization;* and chair of Conversion Conference

"Here's the secret to magnificent marketing success: 1. Create a hypothesis. 2. Test it. 3. Be less wrong! In our immensely complex business world, if your organization is not structured to be less wrong every day, your failure is guaranteed. Ready to be less wrong but don't know how? Let Dan and Pete teach you!"
—**Avinash Kaushik,** author of *Web Analytics 2.0;* Digital Marketing Evangelist, Google

"Savvy marketers have long known that A/B testing is a great way to optimize marketing and generate more revenue. But for too long, it has been considered too hard and complicated for most marketers to use. *A/B Testing: The Most Powerful Way to Turn Clicks into Customers* shows marketers at all levels of experience why testing is important—and more importantly, it gives them step-by-step guidance on how to get started and get the best results. I'm giving copies of this to my entire team, and I recommend you do as well!"
—**Jon Miller,** cofounder and VP of Marketing, Marketo

"A/B testing that is fast and simple is set to disrupt web measurement and analytics on a massive scale. Every company should be using A/B testing to continuously improve, and anyone who wants to lead the charge on this revolution within their organization will benefit from reading this book."
—**Amy Chang,** former Global Head of Product, Google Analytics

"Much like the prescriptive writing guide *The Elements of Style by Strunk* and White, *A/B Testing* is simple in its construction and design, but deceptively powerful and comprehensive in its message and breadth. This book is sure to be the foundational and prescriptive guide to optimization testing."
—**Khai Tran,** Senior Manager, Product-Online Video Products & Platforms, Disney/ABC Television Group

About the Author

DAN SIROKER is the cofounder and CEO of Optimizely. The inspiration for Optimizely came from Dan's experience as the Director of Analytics for the 2008 Obama Presidential campaign. Optimizely is the product Dan wishes he had back then to make it easy for anybody to do A/B testing. In 2012, Forbes named Dan one of the Top 30 under 30 in Technology. Dan was formerly a product manager for Google Chrome and AdWords.

PETE KOOMEN is the cofounder and President of Optimizely. After earning his MS in computer science from the University of Illinois at Urbana-Champaign, Pete joined Google as a product manager where he helped launch and grow Google App Engine to more than 150,000 developers. In 2009, Pete teamed up with Dan to start their first company, CarrotSticks, an online math game for kids. Less than a year later, Pete and Dan created Optimizely during the Y Combinator winter 2010 class. In between mountain climbing adventures, Pete runs product, engineering, and design at Optimizely.

Users Review

From reader reviews:

Dewey Newkirk:

Why don't make it to become your habit? Right now, try to prepare your time to do the important behave, like looking for your favorite publication and reading a guide. Beside you can solve your short lived problem; you can add your knowledge by the book entitled A / B Testing: The Most Powerful Way to Turn Clicks Into Customers. Try to stumble through book A / B Testing: The Most Powerful Way to Turn Clicks Into Customers as your friend. It means that it can being your friend when you sense alone and beside regarding course make you smarter than in the past. Yeah, it is very fortuned in your case. The book makes you more confidence because you can know every thing by the book. So , we need to make new experience and also knowledge with this book.

Lacie Young:

In this 21st century, people become competitive in most way. By being competitive right now, people have do something to make these individuals survives, being in the middle of the particular crowded place and notice by means of surrounding. One thing that sometimes many people have underestimated the item for a while is reading. Yep, by reading a guide your ability to survive improve then having chance to stay than other is high. To suit your needs who want to start reading a book, we give you this particular A / B Testing: The Most Powerful Way to Turn Clicks Into Customers book as beginning and daily reading publication. Why, because this book is usually more than just a book.

Deborah Rost:

Reading a reserve can be one of a lot of task that everyone in the world adores. Do you like reading book thus. There are a lot of reasons why people like it. First reading a reserve will give you a lot of new facts. When you read a reserve you will get new information mainly because book is one of numerous ways to share the information or even their idea. Second, studying a book will make a person more imaginative. When you examining a book especially fictional book the author will bring that you imagine the story how the personas do it anything. Third, you are able to share your knowledge to others. When you read this A / B Testing: The Most Powerful Way to Turn Clicks Into Customers, you may tells your family, friends along with soon about yours guide. Your knowledge can inspire the mediocre, make them reading a guide.

Sharon Baker:

A lot of people always spent their particular free time to vacation as well as go to the outside with them family or their friend. Were you aware? Many a lot of people spent many people free time just watching TV, or maybe playing video games all day long. If you need to try to find a new activity here is look different you can read a new book. It is really fun for yourself. If you enjoy the book you read you can spent all day every day to reading a guide. The book A / B Testing: The Most Powerful Way to Turn Clicks Into Customers it is extremely good to read. There are a lot of individuals who recommended this book. We were holding enjoying reading this book. When you did not have enough space bringing this book you can buy often the e-book. You can m0ore effortlessly to read this book from your smart phone. The price is not too expensive but this book provides high quality.

Download and Read Online A / B Testing: The Most Powerful Way to Turn Clicks Into Customers By Dan Siroker, Pete Koomen #0BR3HSVJPF2

Read A / B Testing: The Most Powerful Way to Turn Clicks Into Customers By Dan Siroker, Pete Koomen for online ebook

A / B Testing: The Most Powerful Way to Turn Clicks Into Customers By Dan Siroker, Pete Koomen Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read A / B Testing: The Most Powerful Way to Turn Clicks Into Customers By Dan Siroker, Pete Koomen books to read online.

Online A / B Testing: The Most Powerful Way to Turn Clicks Into Customers By Dan Siroker, Pete Koomen ebook PDF download

A / B Testing: The Most Powerful Way to Turn Clicks Into Customers By Dan Siroker, Pete Koomen Doc

A / B Testing: The Most Powerful Way to Turn Clicks Into Customers By Dan Siroker, Pete Koomen Mobipocket

A / B Testing: The Most Powerful Way to Turn Clicks Into Customers By Dan Siroker, Pete Koomen EPub

0BR3HSVJPF2: A / B Testing: The Most Powerful Way to Turn Clicks Into Customers By Dan Siroker, Pete Koomen