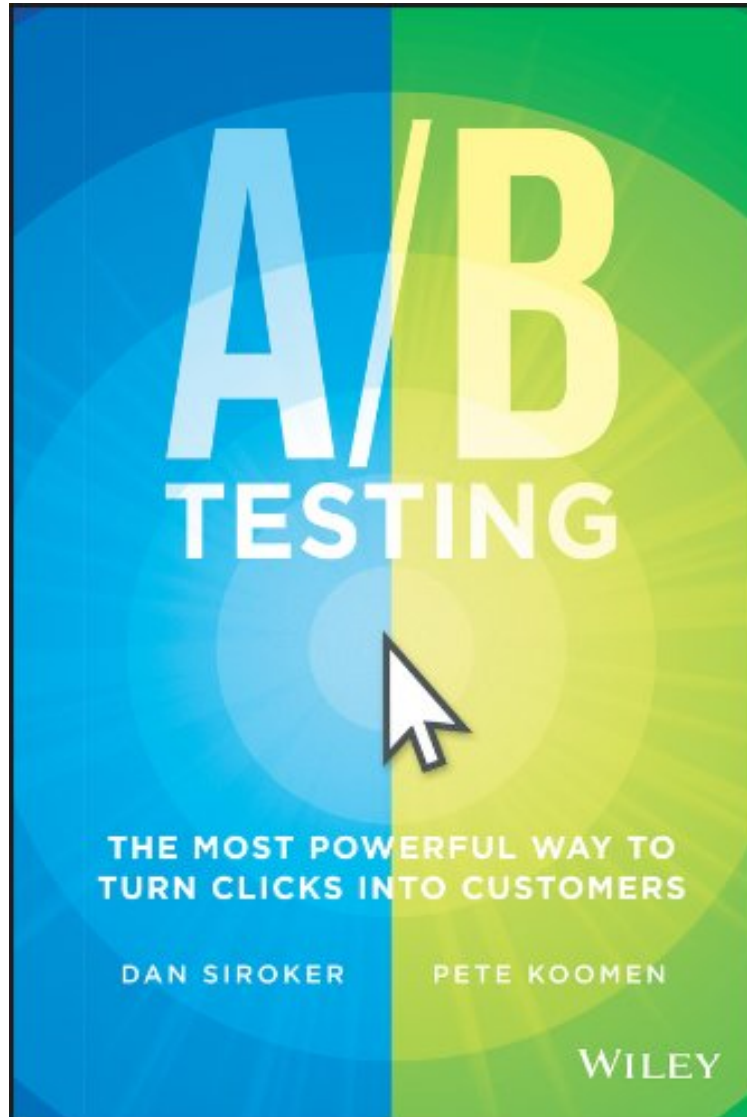


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A / B Testing: The Most Powerful Way to Turn Clicks Into Customers

Dan Siroker, Pete Koomen

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Dan Siroker, Pete Koomen : A / B Testing: The Most Powerful Way to Turn Clicks Into Customers before purchasing it in order to gage whether or not it would be worth my time, and all praised A / B Testing: The Most Powerful Way to Turn Clicks Into Customers:

5 of 5 people found the following review helpful. Good, very conciseBy AJI have been optimizing landing pages for about seven years.A/B testing can often be somewhat of a dark art. Numerous public articles blog posts cite tests with sample sizes so ludicrously small you are left wondering if the writer completed high school math. Not here, in this

book the authors stick to mass scale examples, with full color before and after shots. All of the big points fit in exactly with my personal experience -- such as things like removing elements rather than adding them. The big problem with this book is the big print. I read it very, very fast. I will not even say how fast less this review seems unbelievable. No complaints, a few small things already are sticking out in my mind, leaving me certain that the book will pay for itself both in cost and time. Considering I once paid \$500 for a book on landing page optimization many years back.. A/B testing, and user experience optimization in general, is a big topic. It is a scarce topic as well. There are only so many people who have access to the millions of humans it takes to perform a truly mass scale, long term iterative optimization. The authors aren't releasing any deep optimization secrets, but they are pointing you in the right direction to tackle this utterly complex subject. 2 of 2 people found the following review helpful. Quick Read - lots of useful data - story format is great By R. Gilbreath Well worth reading if you are in any way involved with website design, testing, and/or optimization. The book is a collection of true "stories" of experiences of the founders of Optimizely and their clients. This style of written makes the concepts and data extremely easy to take in. You'll end up with several actionable ideas for sure! 0 of 0 people found the following review helpful. might be better off getting a text book if you are looking ... By Alexsimple explanations, might be better off getting a text book if you are looking for more formulas/practice/applications

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.

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, , 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!"

mdash;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!"

mdash;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 importantmdash;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!"

mdash;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."

mdash;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."

mdash;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.