

SPLIT (A/B) TESTING DOCUMENTATION

*Start filling this worksheet in before you launch the test,
and then complete it when you've got a winner.*

Overarching Hypothesis:

	CREATIVE	WINNER (% LIFT)
CONTROL / RECIPE A		Yes _____ No _____
RECIPE B Description:		Yes _____ No _____
RECIPE C Description:		Yes _____ No _____
RECIPE D Description:		Yes _____ No _____

Start Date:

End Date:

Is the confidence level 95% or greater?

Yes _____

No _____

What did we learn that we can apply to other marketing assets or pages?

Describe the audience/market/visitors this page was intended for / exposed to.

Describe any unusual occurrences during this test.

Describe any final takeaways or recommendations.