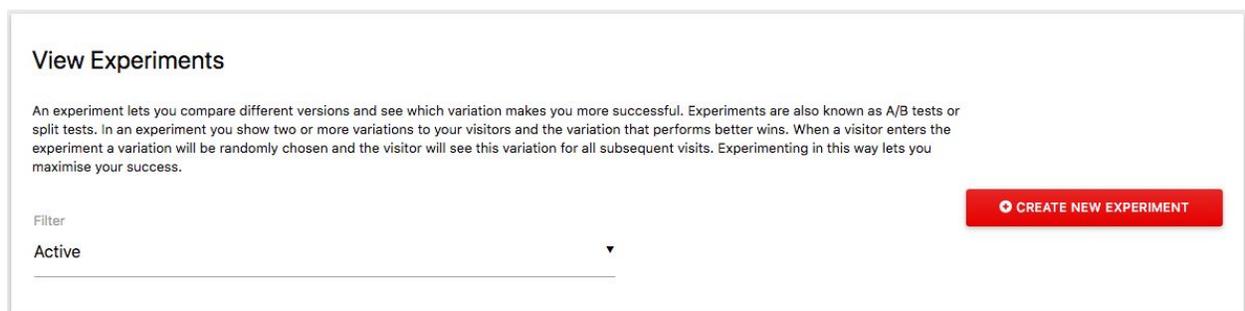A/B testing, also known as experiments or split tests, you grow your business and maximize your success by comparing different versions of your website or app to detect the most successful version that increases your sales, revenue, conversions, pageviews, and more.

Creating an experiment

To create an experiment, go to Experiments => View Experiments and click on "Create new experiment" in the right corner. The form will ask you to enter some basic information to get you started with your experiment quickly.

View Experiments

An experiment lets you compare different versions and see which variation makes you more successful. Experiments are also known as A/B tests or split tests. In an experiment you show two or more variations to your visitors and the variation that performs better wins. When a visitor enters the experiment a variation will be randomly chosen and the visitor will see this variation for all subsequent visits. Experimenting in this way lets you maximise your success.

Filter

Active ▼

⊕ CREATE NEW EXPERIMENT

During the whole process of creating and running your experiments, HumCommerce will show you help text explaining what each element means. This is especially helpful when you have not run experiments before.

Adjusting an experiment to your needs

Once you have created an experiment, you can adjust it to your needs. We recommend to first have a look at your Success metrics.

Comparing performance of different Pages URLs

In case you want to experiment and compare the performance of different pages URLs, you can create your experiment where you specify a Redirect Page URL for each variation. When users land on the original page URL, they will enter the experiment (and be assigned one of the Redirect URL variation). Then they will either: stay on the current page (if the Original variation was picked), or be automatically redirected to the Redirect URL they were assigned. When you create an experiment using "Redirect URLs", please make sure to include the HumCommerce Tracking code on all your pages including on the Redirect URLs pages.

Starting your experiment

To start your experiment click on "Embed code" and embed the displayed code into your website, app, server or campaign. The experiment will automatically start running as soon as the first user enters the experiment. Alternatively, you can schedule a "Start date" by clicking on "Schedule".

Finishing your experiment

Once you have run your experiment for a while and came to a conclusion about your results, it is time to finish your experiment. An experiment can be finished by anyone who has at least Administration access for a specific website. To mark an experiment as finished, either click on the link "Finish experiment" on the top of your experiment report page (in the experiment summary), or click "Finish experiment" when editing the experiment in the "Manage experiments" section.

Once you have finished your experiment you should remove all code that is related to this experiment from your website or app.

You will still be able to view the report for your finished experiment as long as you have not archived it.

Archiving your experiment

When you archive your experiment, the reporting page and segments for this experiment will no longer be available in the HumCommerce reporting UI. This helps to keep the reporting UI clean and to focus on your new experiments. Once an experiment has been archived, you can still view it in the "Manage experiments" section by choosing the status "Archived" in the filter above the list of all active experiments.

An experiment can be archived by anyone having at least Administration access for a specific website either directly on the experiment report page in the experiment summary or when editing the experiment in the "Manage experiments" section