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## A/ B Testing: The Most Powerful Way to Turn Clicks into Customers (Hardback)

By Dan Siroker, Pete Koomen

John Wiley Sons Inc, United States, 2015. Hardback. Book Condition: New. 1. Auflage. 234 x 163 mm. Language: English . Brand New Book. 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...



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