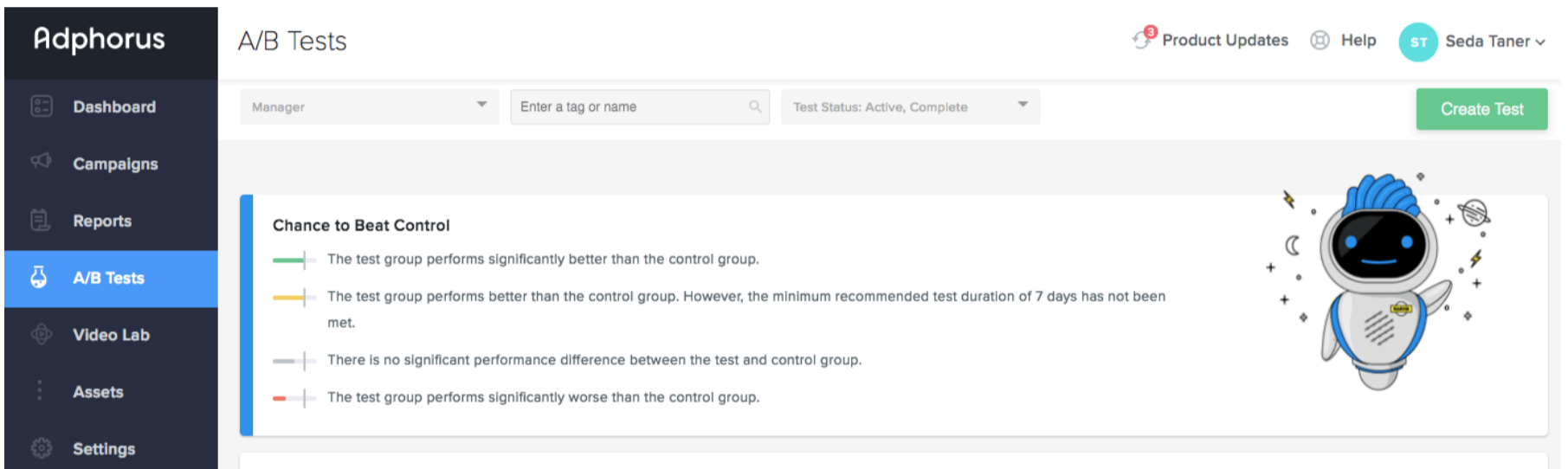


A/B Testing

What is the A/B Testing Platform?

The A/B Testing Platform serves as your Test-and-Learn lab. It enables you to execute a structured testing strategy so that your marketing activity is always data-driven. You can simultaneously run a countless number of tests and track performance in real-time.



How does A/B Testing work?

You can access the A/B Testing Platform from the navigation menu on the left.

Our A/B Testing solution allows you to:

1. Create controlled A/B Tests across campaigns or ad sets
2. Evaluate the test results based on statistical significance
3. Automatically take action based on performance

Improve your Facebook performance with scientific testing

Plan your A/B testing roadmap, test various campaign setup alternatives, and find the best performing combinations for your business



Run a New Test

Set up an A/B test to compare different campaign setups



Analyze Results

Discover which setup performs best for your campaigns



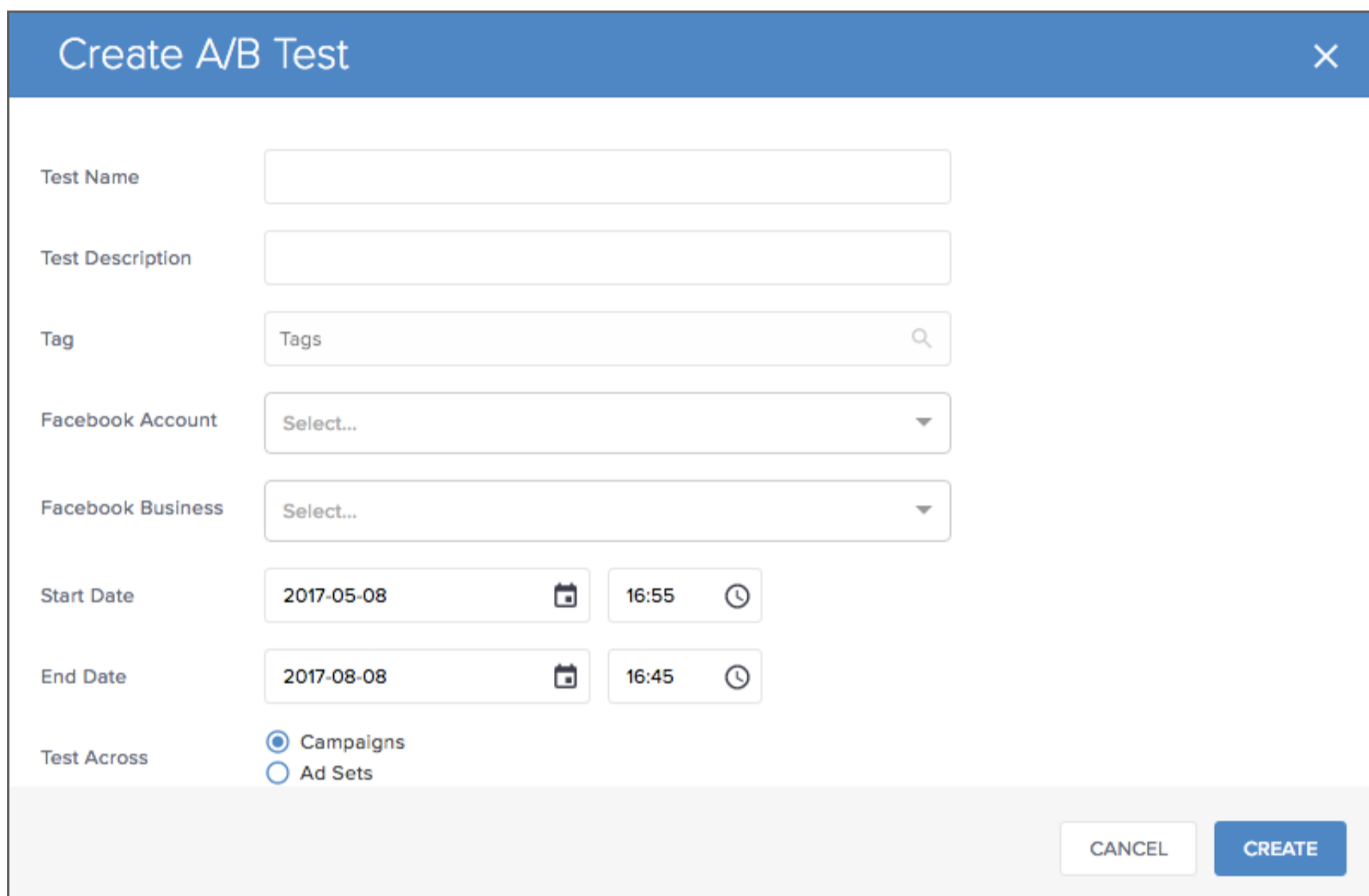
Take Action

Apply your learnings to your campaigns and optimize your performance!

[Create an A/B Test](#)

1. Creating a new A/B Test

Click on the **CREATE TEST** button at the top right corner of the A/B Testing Platform.



The screenshot shows a 'Create A/B Test' modal window. It contains the following fields and controls:

- Test Name:** A text input field.
- Test Description:** A text input field.
- Tag:** A search input field with the placeholder text 'Tags' and a magnifying glass icon.
- Facebook Account:** A dropdown menu with 'Select...' as the placeholder.
- Facebook Business:** A dropdown menu with 'Select...' as the placeholder.
- Start Date:** A date and time selector showing '2017-05-08' and '16:55'.
- End Date:** A date and time selector showing '2017-08-08' and '16:45'.
- Test Across:** Radio buttons for 'Campaigns' (selected) and 'Ad Sets'.
- Buttons:** 'CANCEL' and 'CREATE' buttons at the bottom right.

Required fields on the Create A/B Test form

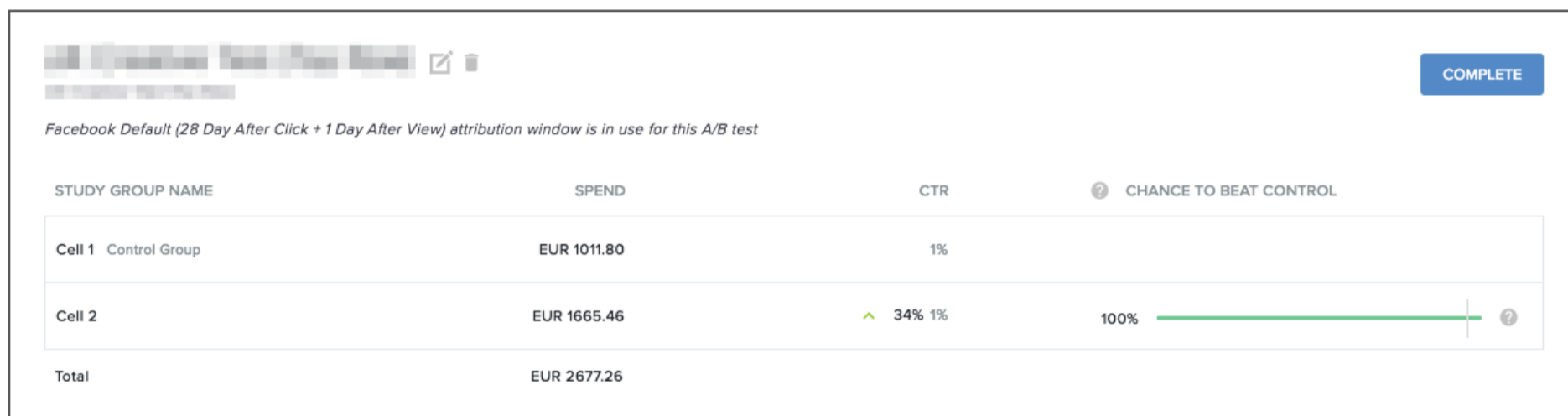
- **Test Name:** Name your A/B test so that you can easily search for your A/B tests
- **Test Description:** Describe your A/B test goal so that you can easily identify it later
- **Tag:** By defining a tag for your studies, you can categorize your A/B tests. (e.g., creative test) You can define only one tag per A/B test
- **Facebook Account:** Select the Facebook Account that is connected to your Business
- **Facebook Business:** Select the Facebook Business to which you would like to assign your A/B test
- **Start Date:** Enter the date you would like to start the A/B test
- **End Date:** Enter the date you would like to end the A/B test (Please note: Maximum duration of an A/B test is 90 days)

- **Test Across:** Select whether you would like to run the A/B test across Campaigns or Ad Sets
- **STUDY GROUPS:** By default, you will see two separate study groups on the Create A/B test form. You can assign single or multiple campaign(s) / ad set(s) to each study group that you want to compare. Make sure you only have one test variable among the assigned campaign(s) / ad set(s) of each study group.
- **Study Group Name:** Name each study group
- **Study Group Size:** Define the size of each study group. Facebook will split the audience according to the percentage defined here. It is highly recommended that you split your study groups evenly (e.g., 50% per study group if you have two)
- **Assigned Campaigns / Ad Sets:** Choose the campaigns / ad sets that you would like to assign to the study group
- **Mark As Control:** You are expected to mark one of the study groups as a control group. The control group will be displayed on top of the study groups of your A/B test. Remaining study group(s) will be referred to as test group(s)
- **Comparison Metric:** Select the action that matters to you most in terms of evaluating the test results. Our statistical significance calculator will consider this metric. You can select any action or CTR as a comparison metric here
- **Attribution Window:** Select the attribution window that you would like to use for your selected comparison metric
- **Email Notification:** Check this option if you want to be notified when the results are statistically significant with a confidence level of 95%

Once you have set the details of your A/B Test, click on CREATE to go live with your A/B test!

2. Evaluating the results of your A/B Tests

You will be able to track the performance of all of your tests (active and completed) right on your A/B Test dashboard.



STUDY GROUP NAME	SPEND	CTR	CHANCE TO BEAT CONTROL
Cell 1 Control Group	EUR 1011.80	1%	
Cell 2	EUR 1665.46	34% 1%	100%
Total	EUR 2677.26		

For each A/B Test, your control group will be listed first. Next to each test group, you will see both the spend and comparison metric that you have chosen for the test.

At the right, the CHANCE TO BEAT CONTROL progress bar shows the progress of the test in real time. CHANCE TO BEAT CONTROL is displayed for each test group based on the selected comparison metric. It is calculated using the Z-score to determine whether the results of the A/B test are statistically significant. See what each progress bar color signifies below.



The test group has performed significantly better than the control group (If "Chance to Beat Control" is equal to 95% or higher, and the minimum recommended test duration of 7 days has been elapsed)



The test group has performed better than the control group. However, the minimum recommended test duration of 7 days has not been elapsed.

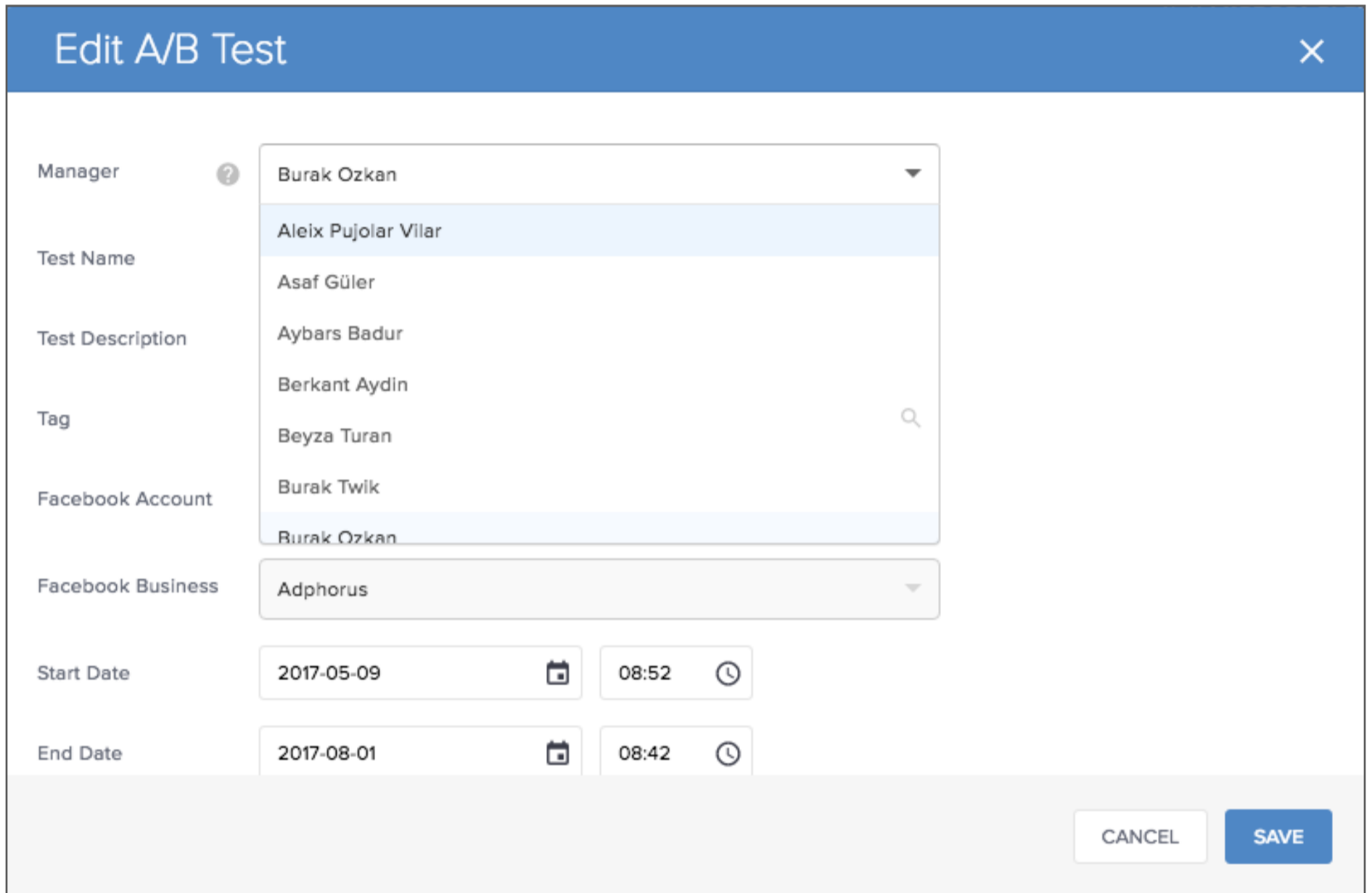


There is no significant performance difference between the test and control groups



The test group has performed significantly worse than the control group (If "Chance to Beat Control" is equal to 5% or lower, and the minimum recommended test duration of 7 days has been elapsed)

Adphorus account admins are also able to change an A/B test's manager while the test is still active.



The screenshot shows the 'Edit A/B Test' interface. The 'Manager' field is currently set to 'Burak Ozkan'. A dropdown menu is open, showing a list of available managers: 'Aleix Pujolar Vilar', 'Asaf Güler', 'Aybars Badur', 'Berkant Aydın', 'Beyza Turan', 'Burak Twik', and 'Burak Ozkan'. The 'Test Name' field is empty. The 'Test Description' field is empty. The 'Tag' field is empty. The 'Facebook Account' field is empty. The 'Facebook Business' field is set to 'Adphorus'. The 'Start Date' is set to '2017-05-09' at '08:52'. The 'End Date' is set to '2017-08-01' at '08:42'. There are 'CANCEL' and 'SAVE' buttons at the bottom right.

3. Taking action on the results of your A/B Tests

Once you have reached significant results and decided to complete your A/B test, just click on the COMPLETE button on the top right corner of your A/B test.

After completing your A/B test, you will be redirected to a page where you can select the test groups that you would like to pause. All campaign(s) or ad set(s) assigned to that group(s) will be paused.

Pause Campaigns

Test study has been completed. We highly recommend that you are not running identical campaigns so that your target audiences do not overlap. Choose the campaign(s) you want to pause from the list below.

STUDY GROUP NAME	SPEND	COST PER PURCHASES (FB PIXEL)	PURCHASES (FB PIXEL)	CHANCE TO BEAT CONTROL
<input type="checkbox"/> grup 3 Control Group Instagram Ad	USD 0.00	—	0	
<input checked="" type="checkbox"/> grup 1 Adphorus.com Retargeting	USD 0.00	—	0% 0	— % <input type="range"/>
Total	USD 0.00			

Campaign(s) or ad set(s) that are assigned to the selected study groups will be paused once you click on the PAUSE SELECTED button. Or you can also skip this step by clicking on the SKIP button. Keep in mind that it is highly recommended that you do not run identical campaigns so that your target audiences do not overlap.

You will still be able to see your completed A/B tests on the A/B Testing Platform by filtering by status.

A/B Tests

Manager

PRODUCT UPDATES HELP BURAK OZKAN BO