



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

By Dan Siroker, Pete Koomen



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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!

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"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!"

— **Avinash Kaushik**, author of *Web Analytics 2.0*; Digital Marketing Evangelist, Google

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"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."

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"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."

— **Khai Tran**, Senior Manager, Product—Online Video Products & Platforms, Disney/ABC Television Group

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Editorial Review

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, 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* 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

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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 co-founder 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.

Users Review

From reader reviews:

Joe Garner:

Spent a free time for you to be fun activity to try and do! A lot of people spent their down time with their family, or their very own friends. Usually they carrying out activity like watching television, about to beach, or picnic within the park. They actually doing same thing every week. Do you feel it? Do you want to something different to fill your free time/ holiday? Might be reading a book might be option to fill your totally free time/ holiday. The first thing that you ask may be what kinds of book that you should read. If you want to test look for book, may be the book untitled A/B Testing: The Most Powerful Way to Turn Clicks Into Customers can be great book to read. May be it is usually best activity to you.

Joshua Hsu:

A lot of people always spent their very own free time to vacation or maybe go to the outside with them loved ones or their friend. Do you know? Many a lot of people spent they free time just watching TV, or playing video games all day long. If you would like try to find a new activity this is look different you can read any book. It is really fun for you. If you enjoy the book that you just read you can spent all day every day to reading a e-book. The book A/B Testing: The Most Powerful Way to Turn Clicks Into Customers it is very good to read. There are a lot of individuals who recommended this book. These people were enjoying reading this book. In case you did not have enough space bringing this book you can buy typically the e-book. You can m0ore effortlessly to read this book through your smart phone. The price is not very costly but this book features high quality.

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Joe Williams:

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