

# Mobile Experiments (A/B Tests)

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The Mobile Experiments (A/B Tests) report displays performance information on SMS/MMS A/B tests.

The analytics are broken out into the following:

- The overall A/B test program
  - Displays reports about all SMS/MMS A/B tests.
  - Uses the Send Date, Campaign Name, and Current A/B Test Status filters.
- A/B test detail
  - Drills into a single campaign's A/B tests to show how the tests performed.
  - Uses the Send Date and A/B Test Name filters.

This report is updated hourly.

The analytics can be [downloaded as CSVs or PDFs](#), and [delivered via email on a schedule](#).

## View Mobile Experiments (A/B Tests)

To access the Mobile Experiments (A/B Tests) report, navigate to  **Analytics** and in the Campaign Analytics section, click **Mobile**. The page defaults to Mobile Analytics. Click **Mobile Experiments (A/B Tests)**.

To navigate to Mobile Experiments (A/B Tests) from a campaign with an active A/B test, click on the **A/B Test** tab and then click on **Go to A/B Test Analytics**.

### Filters

The following filters are available to refine the data:

- Send Data Filter
  - The date range the A/B tests were sent.
  - Used for both the aggregate and detailed data.
- Campaign Name
  - The name of the campaign.
  - Only used in the overall A/B test section.
- Current A/B Test Status
  - The A/B test's current status.
  - Only used in the overall A/B test section.
- A/B Test Name
  - The name of the A/B test.
  - Only used in the detailed data.

## Mobile Experiments (A/B Tests) definitions

The following table displays the information that displays in the analytics tiles and in the file exports.

Field	Description
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Field	Description
Campaign Name	The campaign name.
Campaign Id	The campaign's unique id.
A/B Test Id	The A/B test's unique id.
A/B Test Name	The A/B test's name.
A/B Test Type	The A/B test type.
Variant Id	The A/B test's variant id, such as variant_a or variant_b.
A/B Test Duration (Days)	The duration of the A/B test.
Current A/B Test Status	The A/B test status, either active or inactive.
Total Sent	The aggregate number of emails sent from Bluecore to your ISP.
Total Delivered	The aggregate number SMS/MMS messages successfully delivered to the customer's device.
Delivered Rate	<i>Delivered rate = Delivered / Sends</i>
Total Clicked	The aggregate number of times a link is clicked.
Unique Clicked	The number of times a distinct customer clicked a specific link.
Total CTR	Total click-through rate.
Unique CTR	Unique click-through rate.
Total Conversions	The aggregate number of times a link is clicked and a customer makes a purchase within the attribution window.
Unique Conversion Rate	<i>Conversion rate = Conversions / Delivered</i>
Total Attributed Revenue	The aggregate revenue attributed to an SMS/MMS campaign after a customer clicks on an SMS/MMS campaign and makes a purchase within the attribution window.
AOV	Average order value.
RPC	Revenue per click. <i>RPC= Total attributed revenue / Total clicks</i>

Field	Description
RPM	Revenue per message. $RPM = Total\ attributed\ revenue / Messages\ delivered$
Total Click-to-Conversion Rate	$Total\ click-to-conversion\ rate = Total\ clicks / Total\ conversions$
Unique Unsubscribes	The number of times a distinct customer clicked to unsubscribe.
Unique Unsubscribe Rate	$Unsubscribe\ rate = Unsubscribes / Delivered$