Mobile A/B Testing

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Run A/B tests in Bluecore Communicate for mobile messaging to test your campaigns and make data-driven decisions about which areas are performing best.

Send different variants to a subset of your audience to compare results and understand variant performance on product recommendations or promotional offers, click rate, conversion rate, click through rate, or revenue per message. Mobile messaging A/B Test suggested use cases include:

- Incentives - Coupon variations, use of giveaways, minimum orders, and chance-to-win programs
- Content - Copy length, branding language, and personalization using attributes
- CTAs - Product Detail Pages vs Generic Product Pages vs Landing on Cart
- Visualization - Emojis, Images, and GIFs
  - Interesting Fact: MMS cost 3x more compared to SMS, so make sure you're adding valuable imagery, like these examples below, to enhance campaign performance.
    - Lifestyle Graphics/People Images
    - Dynamic Product Images
    - Static vs Giphys
    - Link Preview vs Pure MMS

To review setting up A/B tests for Communicate Email campaigns, read this article, or watch this video to get started.

Mobile messaging

Run a regular A/B test within Bluecore mobile messaging campaigns.

Getting started

Get started by creating a campaign or editing a campaign. After you've configured the campaign settings, follow the below steps.

1. Navigate to the **Message tab** of the campaign.

2. Select campaign type of **A/B Test**.

3. Select the **Test Type** of what's going to be tested during this experiment: incentives, copy, personalization, call-to-action, visualization, or other.

4. Enter an **A/B Test Name**. This is an internal only name that's used for organization and analytics.

Creating the variants

After the above settings of the A/B test have been configured, the next step is to create the variants that are being tested. Up to *five* variants may be added.

> ⓘ Click copy from variant in the upper right-hand corner and select a variant to make configuring the below settings and content faster and easier!

1. Enter a **percentage** of the audience to which this variant will be sent to. The percentages *must* add up to 100%. Click Re-balance to evenly distribute the percentages.

2. Enter a **Variant Name**. This is an internal only name that's used for organization and analytics.

3. Configure the **message** for each variant. Learn more about creating a mobile message here.

4. After the first variant is set up, set up variant B. Then, click **+ Add Variant** to add up to *five* variants.

5. Once the variants have been configured, click **Save & Continue** in the lower right-hand corner.

6. Then, **Save & Launch** the campaign!

Selecting a winner and analytics

When running a triggered A/B Testing campaign and the campaign has run long enough to achieve statistical significance (usually between 2 to 6 weeks of campaign run), the next step is to select a winner for the campaign. By selecting a winner, the remaining recipients will receive the email or mobile messaging campaign that performed better.

Select a winner by following the below steps.

1. Navigate to the **active campaign with the A/B test**.

2. Click the **A/B Test tab** at the top of the campaign.

3. Navigate to the **Go to A/B Test Analytics** link. This link will navigate you to the A/B Test Analytics page to help you review the results and ongoing performance for this campaign.

   A/B test results are available in Mobile A/B Test Analytics.   Go to A/B Test Analytics

4. Navigate to the **bottom** of the page.

5. Click the **Select as winner** button on the applicable variant.

A	Variant A – MMS (Lifestyle Image)	Select as Winner
B	Variant B – MMS (Dynamic Product Image)	Select as Winner
C	Variant C – MMS (Static Product Image)	Select as Winner
D	Variant D – SMS ONLY (Emoji)	Select as Winner
E	Variant E – SMS ONLY (Plain Text)	Select as Winner

By selecting a winner, this campaign will turn into a single-content version, sending the version that has been selected as the winner. The A/B versions will no longer be available.