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.

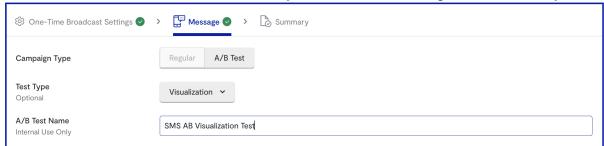
Mobile messaging

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.

- (i) 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 messagehere.
- 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/	B test results are available ir	n Mobile A/B Test Analytics.	Go to A/B Test Analytics
А	Variant A - MMS (Lifestyle Image)	Select as Winner	
В	Variant B - MMS (Dynamic Product Image)	Select as Winner	
С	Variant C - MMS (Static Product Image)	Select as Winner	
D	Variant D - SMS ONLY (Emoji)	Select as Winner	
Е	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.