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Sign up

AB testing training with AB Tasty

2 days (14 hours)

Presentation

Our AB Tasty training course will teach you how to carry out web experiments to improve and optimize your websites and achieve your marketing objectives. AB Tasty enables you to carry out your own AB testing campaigns, including split and multivariate testing, as well as feature management and customization.

Our program will teach you how to navigate the tool's interface to configure it optimally for all your marketing needs and the particularities of your organization and web applications. We'll also cover the creation of variants and advanced targeting.

Our training will also enable you to integrate your solution with various analysis tools such as Google Analytics or Adobe Analytics, so as to obtain precise reports on the actual performance of your tests. At the same time, you'll learn how to manage personal data in compliance with current legislation.

Like all our training courses, it will be run on the latest version of the tool.

Objectives

- Setting up AB Tasty for your organization
- Create customized AB testing campaigns
- Manage and prioritize your campaigns
- Integrating AB Tasty with Analytics tools

Target audience

- **Traffic Managers**
- Web analysts

Prerequisites

- Knowledge of an analysis tool such as Google Analytics

PROGRAM AB testing training with AB Tasty

INTRODUCTION TO AB TASTY AND A/B TESTING

- About AB Tasty
- AB testing fundamentals
- Differentiation between A/B testing, multivariate testing and customization
- The importance of A/B testing in conversion rate optimization
- Key steps for preparing an effective A/B test
- Understanding performance indicators and key statistics

AB TASTY NAVIGATION AND BASIC FEATURES

- AB Tasty user interface
- Initial configuration and user management
- Creating and configuring optimization goals
- Set up and launch the first A/B and multivariate tests
- Analyzing results and understanding reports

ADVANCED USE OF THE VISUAL EDITOR AND CUSTOMIZATION

- Visual editor for creating and editing variants
- Customization techniques and widgets
- Advanced targeting and audience segmentation
- Setting triggers and trigger criteria
- Using recommendations to offer personalized content

INTEGRATION WITH OTHER TOOLS AND DATA ANALYSIS

- Possible integrations with AB Tasty (Google Analytics, Adobe Analytics, etc.)
- Tag management and respect for user data confidentiality
- In-depth data analysis and interpretation of performance reports
- Understand the discrepancies between AB Tasty data and that of other analytical tools
- Solving common integration problems

CAMPAIGN MANAGEMENT AND PRIORITIZATION

- Experimentation and personalization campaigns
- Campaign prioritization and duplication techniques

- Traffic distribution and definition of conversion targets
- Preparing and launching campaigns to avoid SEO mistakes
- Performance analysis and real-time adjustments

PRACTICAL WORKSHOP AND CASE STUDIES

- Put into practice with the creation of test campaigns on a demonstration site
- Case studies and analysis of successful A/B testing strategies
- A/B test idea generation and group brainstorming
- Tips and best practices for optimizing A/B testing
- Question-and-answer session to resolve participants' specific problems

Companies concerned

This training course is aimed at both individuals and companies, large or small, wishing to train their teams in a new advanced computer technology, or to acquire specific business knowledge or modern methods.

Positioning on entry to training

Positioning at the start of training complies with Qualiopi quality criteria. As soon as registration is finalized, the learner receives a self-assessment questionnaire which enables us to assess his or her estimated level of proficiency in different types of technology, as well as his or her expectations and personal objectives for the training to come, within the limits imposed by the selected format. This questionnaire also enables us to anticipate any connection or security difficulties within the company (intra-company or virtual classroom) which could be problematic for the follow-up and smooth running of the training session.

Teaching methods

Practical course: 60% Practical, 40% Theory. Training material distributed in digital format to all participants.

Organization

The course alternates theoretical input from the trainer, supported by examples, with brainstorming sessions and group work.

Validation

At the end of the session, a multiple-choice questionnaire verifies the correct acquisition of skills.

Sanction

A certificate will be issued to each trainee who completes the course.