

Key A/B Takeaways Checklist:

- Only test one variable at a time.** Otherwise, you won't be able to conclusively know which elements worked better.
- Test a large enough sample.** This way the data will truly reflect your user base.
- Test at the same time.** Unless you are testing time of day, deploy your campaigns at the same exact time. Otherwise, you risk adding another variable to the mix.
- Test often.** You always want to have the best data available to increase response rates. Pay attention to the data and what it's telling you so you can make the most of your A/B testing.