

# 5 Reasons Why Old School A/B Testing Just Doesn't Cut It Anymore



In his blog “12 A/B Testing Mistakes I see All the Time” published earlier this year, Peep Laja, a guru of conversion rate optimization, identifies many common traps that digital marketers fall into when doing A/B testing. Not surprisingly, many are about the corners digital marketers cut to find their answers - equally unsurprising are that most of those corners break the rules. Many of the errors Laja talks about are statistical - he is a big proponent of statistics in marketing - but there's a new mistake that precedes the more traditional ones. The new-age problem is not optimizing your webpage before it goes live. WEVO is all about Pre-live - which is why we're big fans of Laja!

A/B testing can't answer these 5 simple questions, but WEVO can.

## #1 - Why aren't my visitors converting?

The average conversion rate on a page is 2.35%. That means that more than 97 out of 100 visitors leave your page without converting. That's a staggering amount of potential business going out the window. If 100 people sat down in a restaurant and only 3 of them ordered, that'd be a major concern. Your webpage isn't all that different. Wouldn't you want to get to the bottom of it?

There are currently 3 ways to answer this question, but only one of them actually solves the problem.

- **Focus groups or user testing.** Both provide a lot of valuable quantitative information that helps you better understand prospective visitors but they are both expensive and time consuming.
- **Site intercept surveys.** Site intercept surveys only capture a small number of visitors who oftentimes don't represent the total population of users who bounced.
- **WEVO.** Using the Pre-live testing platform, you can understand what visitors like and don't like on the page and how to improve it. By knowing 'why' from a statistically significant number of visitors, digital marketers can make improvements in page content and design before having it fully coded and/or approved by legal and marketing teams. Doing so increases the likelihood that the page will perform better when it's launched and tested.

A Fortune 1000 company marketing software to SMBs tested a Pre-live design using WEVO to find that the new page would perform significantly worse than the current one - and why. Testing before launch saved time and minimized risk so they could address key problems before putting the revised page into market.

While focus groups, user testing, and site intercept surveys all provide value and insight into user motivations and experience, they don't provide a validated and unaided visitor response. Thankfully, WEVO does. In addition, WEVO also provides scoring based on visitor response and benchmarks standards against hundreds of other pages. Furthermore, WEVO provides curated insights and actionable recommendations for site improvement.

## #2 - What do visitors think when they come to my site?

Visitors bring many preconceived expectations and concerns to any page they visit. By understanding your visitors' mindset before they arrive on the page, digital marketers can optimize the page to address both.

Using WEVO, marketers gain insight into the thoughts and reactions of visitors. WEVO's Audience Expectations tool allows digital marketers to see what their visitors expected or hoped to see on the page before they visited. It also highlights a user's satisfaction (or disappointment) with how the page addresses their concerns. Not highlighting (or worse, not including) the things that either concern visitors or interest them is often one of the most common mistakes that even the most sophisticated digital marketers make. This is a misstep that can have a huge impact on results.

When marketing to prospective online students, one university used WEVO and found that visitors were not convinced they would succeed at this school because they had families, busy jobs, and had not been in an academic setting for years. By addressing these concerns in copy, testimonials, and imagery, signups increased by 85%.

## #3 - What (specifically) works and what (specifically) doesn't on my page?

A/B and multivariate testing can tell us what pages generate the most conversions. However, A/B testing can't pinpoint the specific areas of the page that don't work for visitors. In addition, A/B testing can't pinpoint what isn't on your page and should be. With WEVO, digital marketers can see audience reactions to the page and identify the specific areas that work and the ones that don't.

Furthermore, WEVO identifies what visitors didn't see (or find) which could have led them to take the next step.

A national health insurance company found that their original page performed better than any of the new designs in a multivariate test. They had used focus groups to design pages based on audience feedback and could not figure out why the new pages weren't performing well. Using WEVO they discovered that the new pages were all missing one key message: a simple explanatory sentence. Once that was added, the new pages performed significantly better as expected.

## #4 - What should I do to improve my page?

The cruel irony of it all is that even if page A does better than page B, digital marketers have no idea what to do to make either or both perform better. Without that information, the digital marketer's toolkit is no better than your eye doctor's refraction test.

Ideally digital marketers need both the test results and actionable recommendations to truly improve the page. In the end, there's no point in getting your eyes checked if you don't wind up getting any lenses.

That's why WEVO bridges the gap between analysis and actual improvements. WEVO's experts review the scores, expectations, reaction map, and qualitative responses of the test in order to provide not only a full analysis of the key findings but actionable recommendations as well. This gives digital marketers the road map for their next design along with the confidence that their A/B tests will perform at a higher level.

A prestigious educational institution was frustrated with their online conversion. When they tried A/B tests, none of them increased conversion dramatically. WEVO provided key insights about brand and faculty marketing that improved conversion on the next variant they tested by 37%.

## #5 - How does my page compare with my competition?

Digital marketers would love to A/B test their competitor's pages. Imagine how useful it would be to see what visitors like and dislike, how well competitors address the visitor's mindset and needs, or how much better the competitor's page might do with the target audience? With Pre-live testing, digital marketers can test any page based solely on a screen shot and test with any audience.

A multi-national bank tested several competitor pages with WEVO and discovered common characteristics amongst the pages that worked and didn't. Using this information the bank created a new page (by adding what worked and removing what didn't) that significantly outperformed the existing one in A/B testing.

The most important benefit of answering these questions before going live is that you can save A/B testing for the best performing pre-live pages. This enables you to achieve higher converting pages, faster, with the confidence that the test you actually launch will generate real results for your organization.

## Stop Guessing. Optimize Website Experiences Before Going Live.

WEVO is the first company to optimize website experiences BEFORE going live. WEVO was created in response to marketer's frustration with existing tools that require considerable time, resources, and guesswork in an attempt to increase conversion rates.

Leveraging Artificial Intelligence and a proprietary behavioral model, WEVO diagnoses webpages without the need for live traffic or integration, pinpointing the reasons preventing more customers from converting.

**Get in touch with the WEVO team today**

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