

A/B Testing: The Most Powerful Way to Turn Clicks Into Customers

Dan Siroker, Pete Koomen

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A/B Testing: The Most Powerful Way to Turn Clicks Into Customers Dan Siroker, Pete Koomen How Your Business Can Use the Science That Helped Win the White House "Dan and Pete are changing the way business is done and decisions are made. By pulling together concrete examples of how A/B testing has made an impact, they are inspiring a new generation of companies to make thoughtful, data-driven decisions. Their new book is smart, valuable, and proves just how indispensable A/B testing is today." MARISSA MAYER, CEO of Yahoo! "Finally, a book on A/B testing and digital optimization that I will eagerly hand out to my clients! It's approachable, not overly technical, and is actually full of real-world examples of testing in action that provide the inspiration for testing that is so badly needed in most companies." CALEB WHITMORE, founder and CEO, Analytics Pros; coauthor of Performance Marketing with Google Analytics "A practical and readable guide to get the most out of your online marketing tests. Get it before your competitors do!" Tim Ash, CEO, SiteTuners; bestselling author of Landing Page Optimization; and chair of Conversion Conference "Here's the secret to magnificent marketing success: 1. Create a hypothesis. 2. Test it. 3. Be less wrong! In our immensely complex business world, if your organization is not structured to be less wrong every day, your failure is guaranteed. Ready to be less wrong but don't know how? Let Dan and Pete teach you!" Avinash Kaushik, author of Web Analytics 2.0; Digital Marketing Evangelist, Google "Savvy marketers have long known that A/B testing is a great way to optimize marketing and generate more revenue. But for too long, it has been considered too hard and complicated for most marketers to use. A/B Testing: The Most Powerful Way to Turn Clicks into Customers shows marketers at all levels of experience why testing is important and more importantly, it gives them step-by-step guidance on how to get started and get the best results. I'm giving copies of this to my entire team, and I recommend you do as well!" Jon Miller, cofounder and VP of Marketing, Marketo "A/B testing that is fast and simple is set to disrupt web measurement and analytics on a massive scale. Every company should be using A/B testing to continuously improve, and anyone who wants to lead the charge on this revolution within their organization will benefit from reading this book." Amy Chang, former Global Head of Product, Google Analytics "Much like the prescriptive writing guide The Elements of Style by Strunk and White, A/B Testing is simple in its construction and design, but deceptively powerful and comprehensive in its message and breadth. This book is sure to be the foundational and prescriptive guide to optimization testing." Khai Tran, Senior Manager, Product Online Video Products & Platforms, Disney/ABC Television Group

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