

A/B Testing Plan:

Updated headline for Google Ads campaign

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Test details

Test ID:	7815
Overview:	Stay Hotel is planning to test a deals-focused headline for their Google Ads campaign.
Asset type:	Direct response ad
Channel:	Google Ads
Duration:	30 days
Test launch date:	July 17
Users per variant:	3,000
Primary metric:	Conversion rate
Current conversion rate:	2%
Expected conversion rate:	7% (a five percentage point increase)
Confidence level:	+95% (Minimum 95%)
Hypothesis:	Because we discovered that our target audience is made up of deal seekers , we expect that using a deals-focused headline will cause the conversion rate to increase to 7% .
Description of variants:	Variant A (Original): Ad https://www.stayhotel.com Stay Hotel - Great Rates & Free Breakfast Reserve your stay hassle-free with our online reservation system. We offer great rates, cozy rooms, and free cancellation.

Variant B (Revised):

Ad <https://www.stayhotel.com>

Stay Hotel - Deals Up to 20% Off

Reserve your stay hassle-free with our online reservation system. We offer great rates, cozy rooms, and free cancellation.