

A/B Testing Plan: 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:	April 17
Users per variant:	3,000
Primary metric:	Conversion rate
Current conversion rate:	2%
Expected conversion rate:	7% (increase of 5 percentage points, raising conversions from 2% to 7%)
Confidence level:	+95% (<i>Minimum 95%</i>)
Hypothesis:	Because we discovered our customers are deal seekers , we expect that updating the headline to highlight the special promotion of up to 20% off will cause an increase in the conversion rate by 5 percentage points (from 2% 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 - Up to 20% Off Stays

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