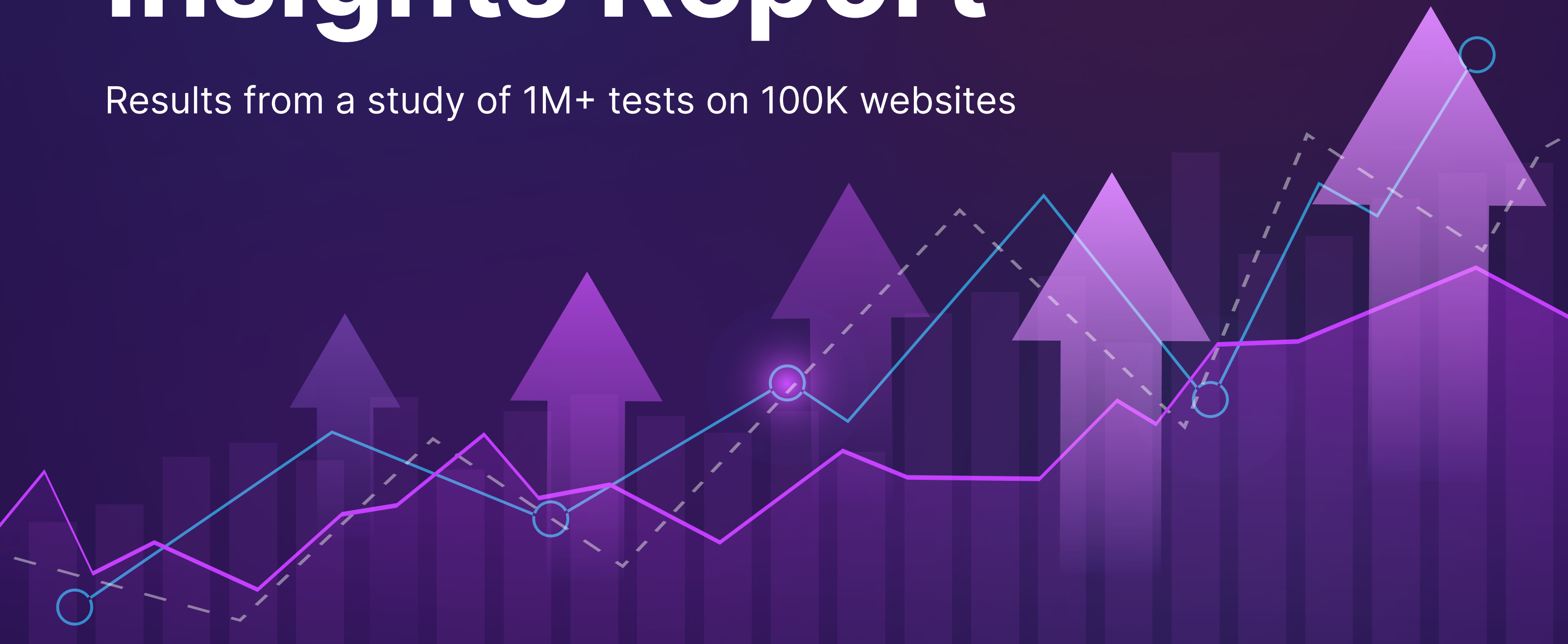




# A/B Testing Insights Report

Results from a study of 1M+ tests on 100K websites



# Table of Contents

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Methodology	04
Industry Benchmarks	04
Agency	05
Automotive	07
eLearning	09
Consulting	11
Finance	12
Gaming & Sports	14
Health	16
Manufacturing	18
Media & Entertainment	20
Mobile & Telecom	22
Non-Profit	24
Public Sector	25
Real Estate	26
Retail	28
Services	30
Travel	32
Software	34
Universities	36
Key Findings Across Industries	38
Action Plan	38

# Executive Summary

Despite its evident benefits, A/B Testing is not yet a reality in many companies. Questions such as where a company stands in the industry, and how to scale from that point plague most companies. According to a [study in the US](#), only 22% of companies are happy with their conversion rates even though the global A/B testing software market size is over US\$ 1.1 billion with North America being the largest market. Clearly, businesses are not leveraging CRO as a strategy or embracing testing as an ongoing process although there are enough vendors providing CRO tools and services. There is a huge gap between demand and supply here.

The primary objective of this benchmark report is to provide valuable insights to businesses, allowing them to assess their position within their respective industries and set realistic goals for embracing experimentation as a long-term growth strategy.

This report provides a holistic view of the industry-wise testing landscape and will help businesses gauge their standing amidst the testing trends in today's times.

**1,000,000+**

Number Of Tests Studied

**~100,000**

Number Of Websites Tested

**12 Months**

Time Duration

**A/B, Split URL  
& Multivariate**

Types Of Tests

**18**

Industries

# Methodology

Here’s a concise overview of our methodology and data collection process.

With web experimentation taking center stage and testing emerging as the fabric of high-growth organizations, we analyzed data from around 1,000,000 paused and concluded A/B and multivariate tests which were run over twelve months from Jan-Dec 2022 across 16 industries.

Our analysis included thousands of experiments to provide valuable insights and benchmarks for optimizing experimentation efforts. Our selection includes a diverse range of experiments across industries from reliable sources, meeting criteria like statistical significance and sample size. We collect relevant data points such as conversion rates, click-through rates, goals, and revenue impact to provide comprehensive insights.

Privacy and confidentiality were paramount. All data were anonymized and aggregated to protect the identities of participating organizations. Our report represents a snapshot of experiments within a specific timeframe.

We acknowledge that individual results may vary and recommend interpreting findings in the context of specific business requirements. The benchmark report serves as a valuable resource to enhance experimentation strategies.

# Industry Benchmarks

Metric	Data (Highest)	Data (Median)	Data (Lowest)
Percentage tests with winning variation	60-70%	50-60%	40-50%
Average test duration	<1 week	1-3 weeks	>3 weeks
No. of variations per test	1-4	4-6	6+
Percentage traffic assigned for testing	90%+	80-90%	<80%
Goals per test	1-2	2-4	4+
Visitors exposed before conclusion	Under 5k	5-10k	10k+
Top goal type	CTR	Revenue	Page View
Test type	A/B Test	Split URL	MVT



# Agency

Agencies look forward to a trouble-free onboarding experience for their clients and the ease of managing multiple client accounts simultaneously. They want their A/B testing platform to have a smart dashboard that enables easy navigation showcasing all campaign data in a single view.

Advanced features like campaign scheduling, cross-domain and cross-device testing, multipage campaigns, behavioral targeting, etc. are most sought after by agencies as they cater to enterprise, mid-market as well as small and medium-sized companies at the same time.

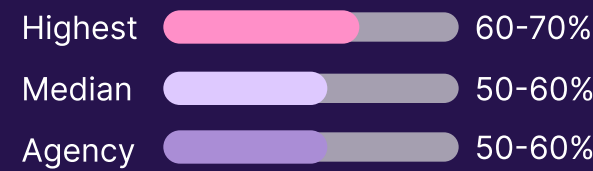
Agencies also prefer flexibility in billing frequency and look forward to a pricing model that comes with discounts.

Agencies have only 50% to 60% tests with winning variations. These tests typically span for 1 to 3 weeks, allowing for comprehensive data collection and analysis. On average, agencies perform 24 to 60 tests per account per year, with each test having more than 6 variations. Further, over 90% of traffic to experimentation.

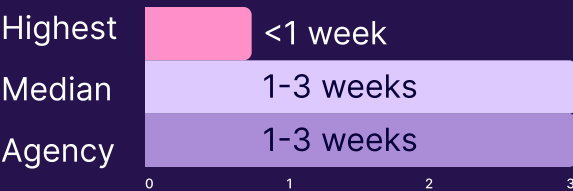
This allows for a robust sample size, with experiments reaching conclusions after being exposed to 5,000 to 10,000 visitors. Agencies primarily perform A/B tests and set 2 to 4 goals per test. Measuring engagement is the top goal in the industry.

## Industry Benchmarks

Percentage tests with winning variation



Avg. Test Duration



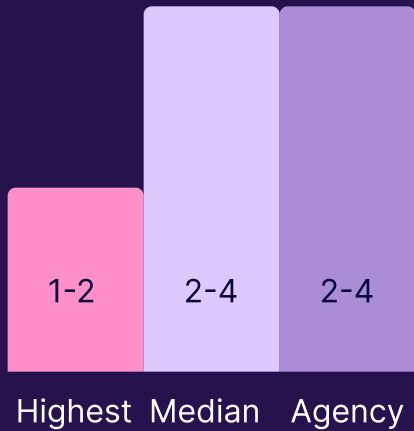
Variation Created Per Test



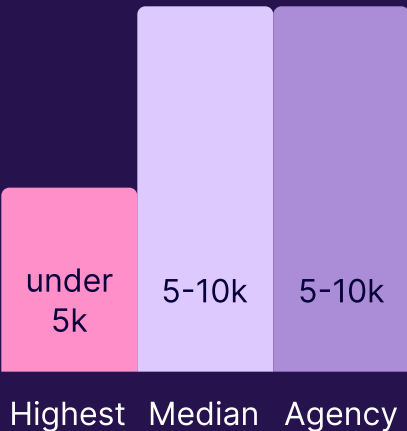
Avg. traffic percentage used to run tests



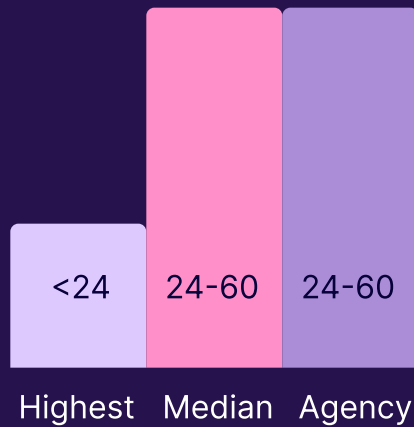
Goals per test



Visitors exposed before conclusion



Tests per account per year



Most Common Test Type  
A/B Test

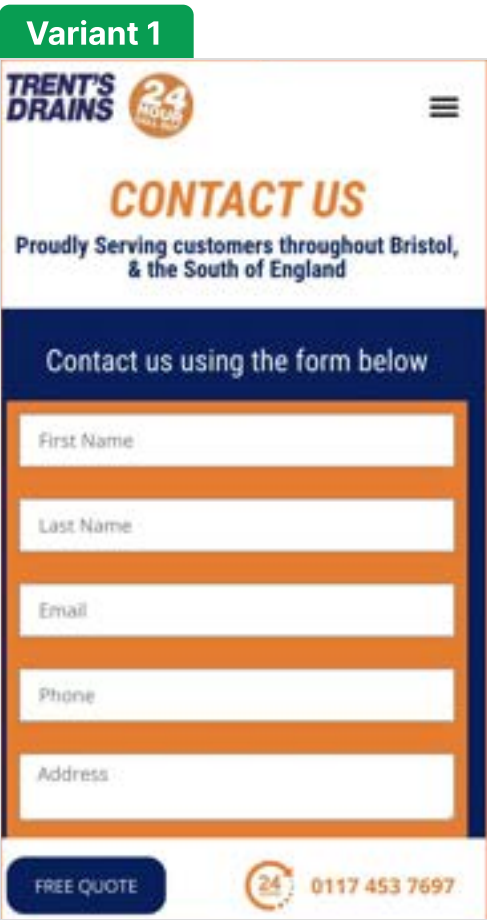
Top Experiment Goal Type  
Engagement

For example, Digital NRG, a UK-based digital marketing agency, wanted to run CRO campaigns for two of its clients. For one of them, Trent's Drains, it was discovered that although 60% of total traffic over three months came from mobile devices, there weren't any conversions on mobile.

Variations were created by repositioning the contact form and modifying the plain text CTA and it resulted in simplified above-the-fold messaging which in turn resulted in enhanced user navigation.

Variations	Expected Conversion Rate	Improvement	Probability to beat baseline
<b>C</b> Control	8.15%	Baseline	Baseline
<b>V1</b> Variation 1	10.70%	31.29%	69%
<b>V2</b> Variation 2	17.51%	114.13%	95%
<b>V3</b> Variation 3	15.17%	84.91%	89%
<b>T</b> Total	12.65%	-	-

Read the complete case study [here](#).



**114.13%**  
Increase in  
conversion rate

# Automotive

A/B testing in the automotive industry depends on what and how users want to see your vehicle, its parts, components, accessories, or the whole package. It starts with understanding what users want and ends with the personalized experiences that can be delivered.

The automotive companies conduct a significant number of tests, with an average duration of 1 to 3 weeks. However, only about 30% to 40% of these tests result in winning variations, which is lower compared to other industries. These companies perform an extensive 24 to 60 tests per account per year. More than 90% of traffic is assigned for testing. Further, tests typically conclude with 5,000-10,000 visitors being exposed to them.

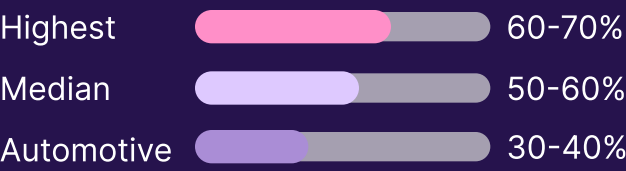
A/B testing emerges as the most common type of test conducted in the industry. Each test has an impressive number of 6+ variations and focuses on 2 to 4 goals, including the crucial goal of directing users to a separate page.

Identifying what goals you want to achieve determines the testing roadmap. Examples of goals could be an increase in quote requests, click-throughs on a page, newsletter subscriptions, test drives, form fills, or a decrease in the bounce rate of the quote request page.

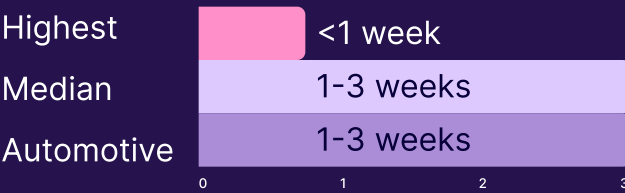
Some of the use cases could be creating multiple variations of a landing page, or testing how the color of a vehicle’s banner can influence click-through rates or conversion.

## Industry Benchmarks

Percentage tests with winning variation



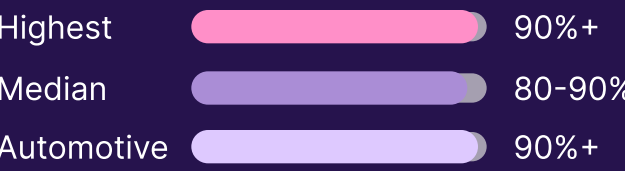
Avg. Test Duration



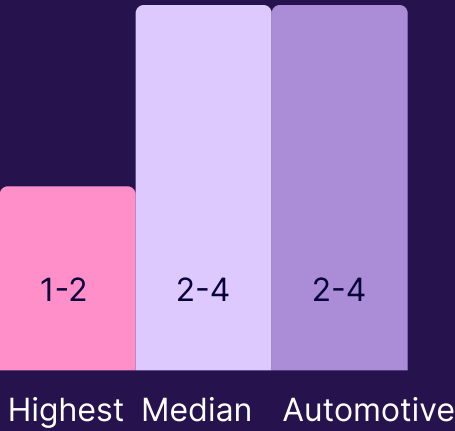
Variation Created Per Test



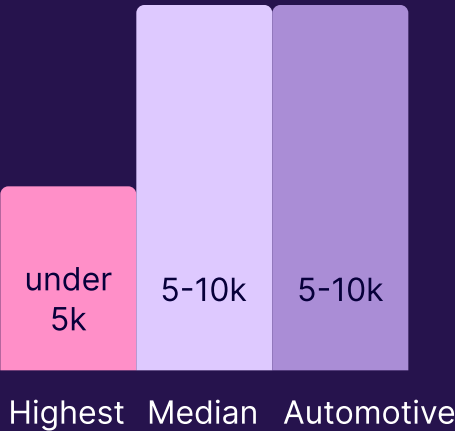
Avg. traffic percentage used to run tests



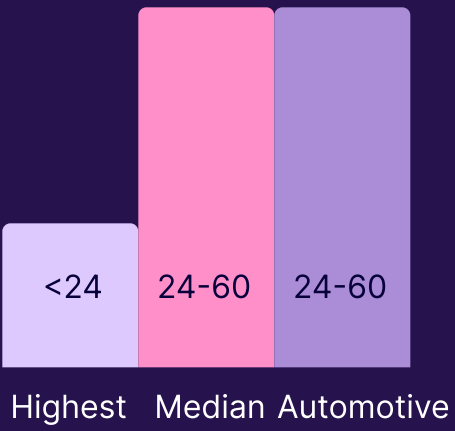
Goals per test



Visitors exposed before conclusion



Tests per account per year



Most Common Test Type  
A/B Test

Top Experiment Goal Type  
CTR



Comparing different variations of a landing page with different URLs is also a common process in the automotive industry. It is known as the split-URL test. In this case, both pages will have the same goal. Splitting the traffic into two halves, a conclusion can be drawn on which page performs better.

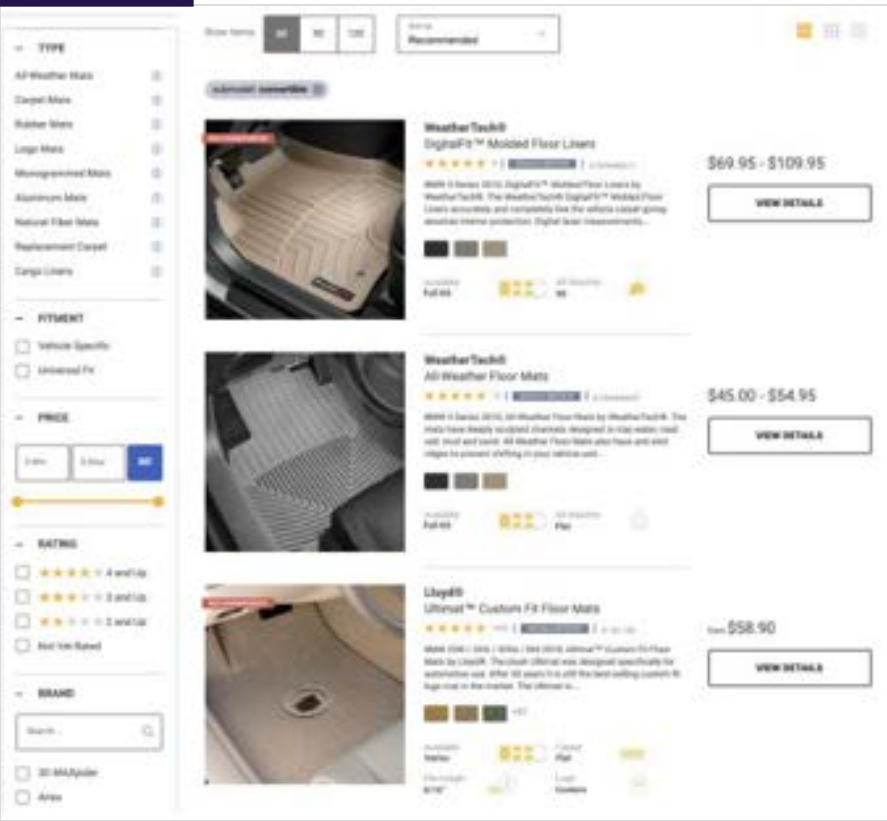
Some common examples of A/B testing in the automotive industry include trying out different variations like using a calculator instead of a form or three columns instead of two and testing individual elements on a page such as a video vs. imagery, form vs. no form, colors of a CTA button, layout vs. placement of an image, or carousel vs. static hero image. The possibilities are endless.

**Do your customers find the right product they are looking for easily on your website? Would a listview make the task easier than a mosaic view?**

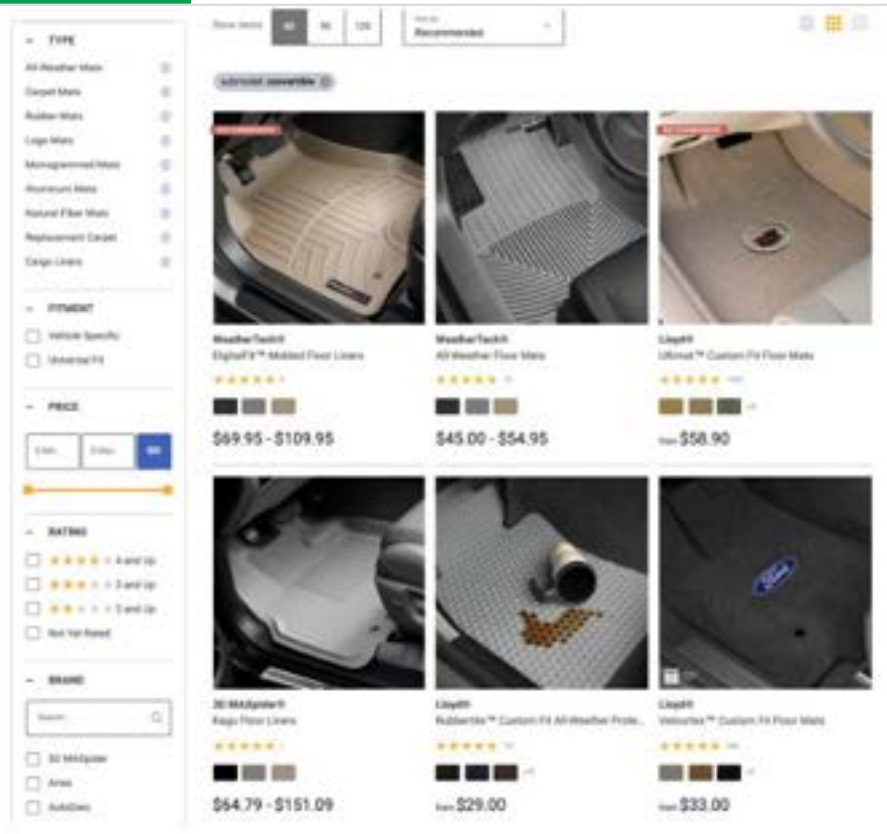
**Would bigger and bolder CTAs perform better? Should the discounted price be highlighted?**

Such questions help in formulating hypotheses that can be tested to optimize the website further for conversions.

Control



Variant



# eLearning

A/B tests hold substantial potential for enhancing online learning. However, tailoring A/B tests to online learning involves recognizing individual and contextual differences.

If an online learning app involves delivering content through gamification, then deep testing of multimedia, content presentation, leaderboards, and social features like sharing achievements is essential. If an app delivers content through a more formal, structured process, then testing course discovery filters, information about courses, and recommendations becomes important.

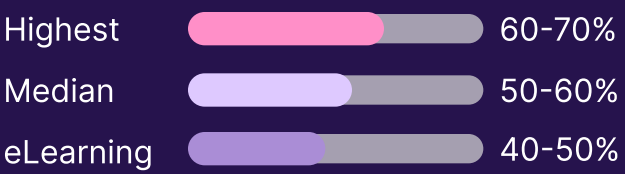
In either case, testing the right elements is crucial to create a more engaging learning experience for learners.

Coming to the testing pattern in this industry, these platforms exhibit a low success rate, with variations outperforming the control in only 40% of their tests. However, the average testing period exceeds 3 weeks. Despite the growing number of learners seeking online education, each account conducts fewer than 24 tests, but impressively includes 6+ variations per test.

By allocating more than 90% of their web traffic to testing, these platforms expose over 10,000 visitors to a test before reaching the conclusion. A/B tests are the most prevalent test type in this industry, typically featuring 2 to 4 goals with an emphasis on user engagement on their platforms.

## Industry Benchmarks

Percentage tests with winning variation



Avg. Test Duration



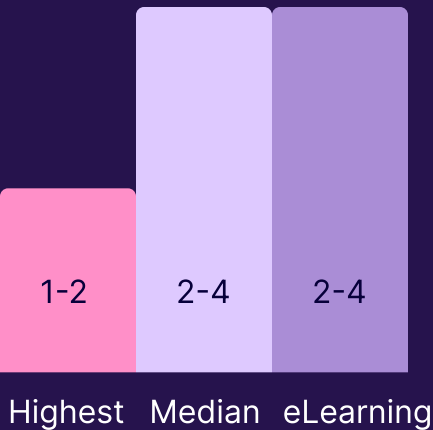
Variation Created Per Test



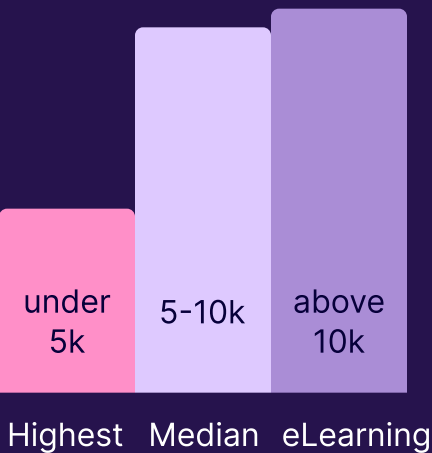
%age traffic assigned for testing



Goals per test



Visitors exposed before conclusion



Tests per account per year



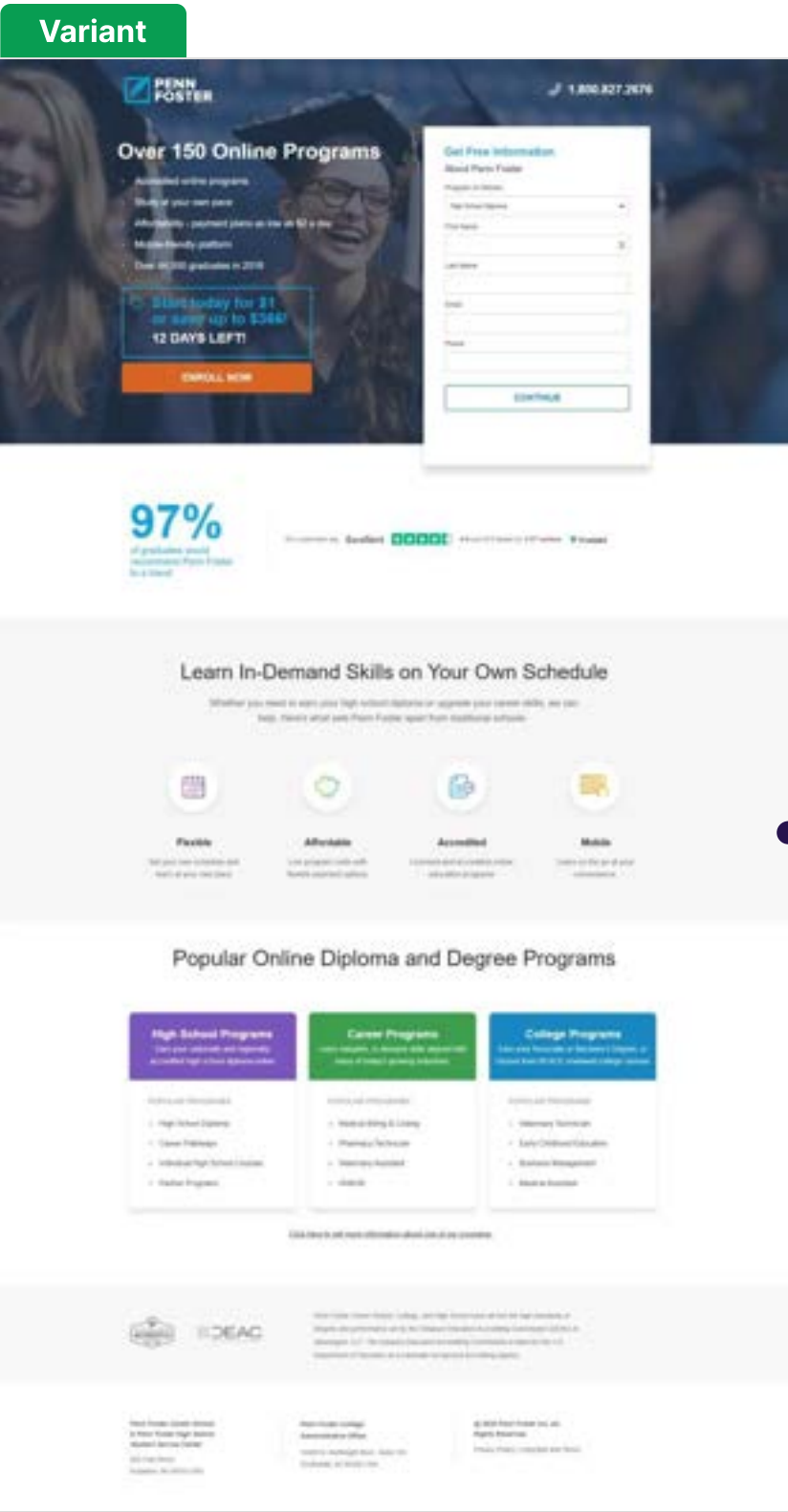
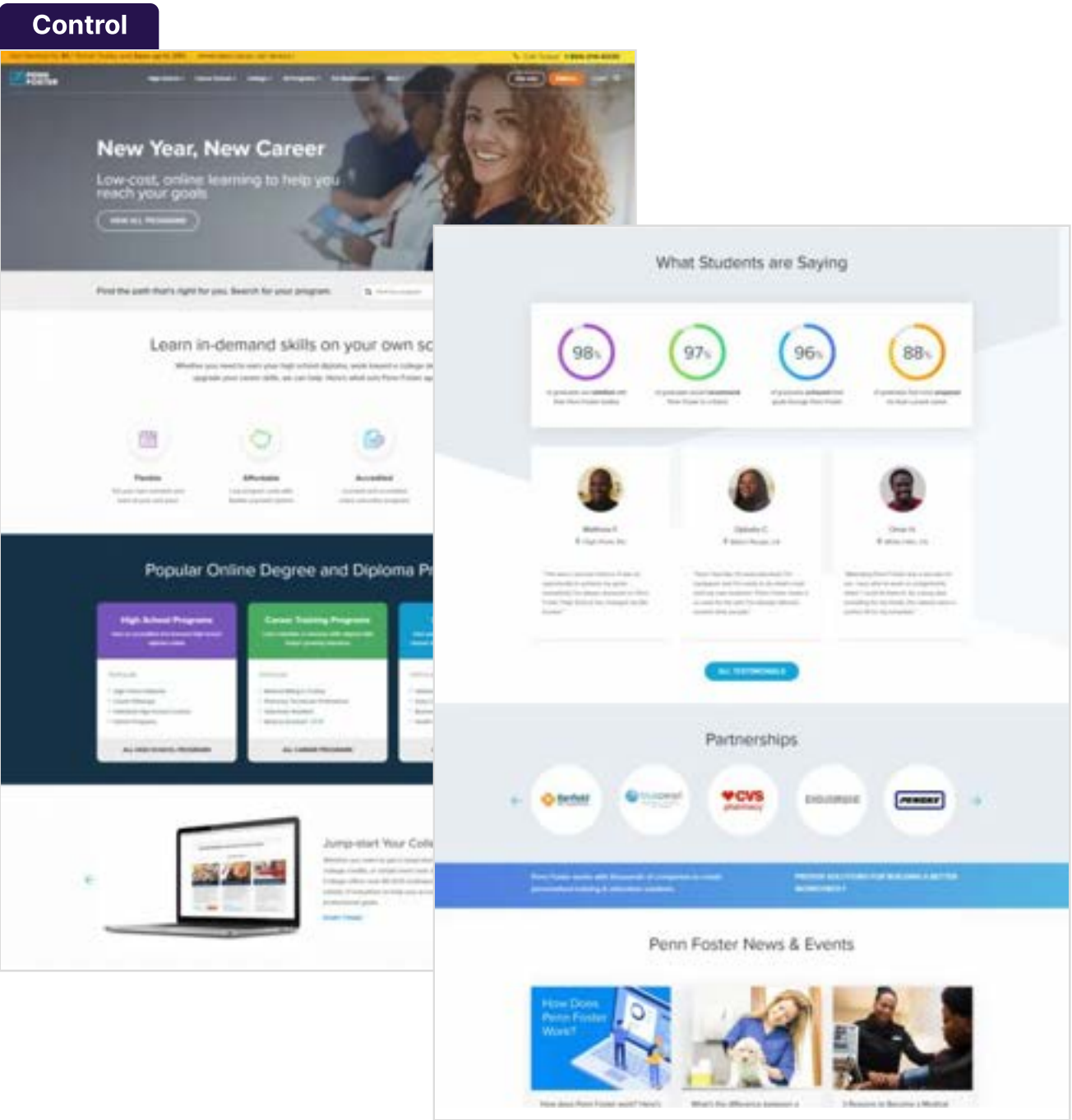
Most Common Test Type  
A/B Test

Top Experiment Goal Type  
Engagement

Penn Foster, a for-profit online college based in Scranton, conducted an A/B test where they diverted the paid traffic to an optimized landing page to generate more leads.

The test was successful with the variation emerging as the winner and increasing the click-to-lead conversion by 202%

Read the complete case study [here](#).



202%  
jump in  
conversion rate

# Consulting

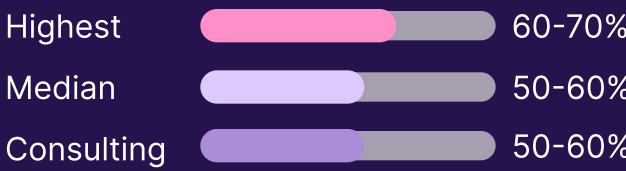
The management consulting industry is expected to reach 343.5 billion by 2025. A/B testing for the consulting industry is picking up momentum like never before with 24-60 tests conducted per account per year.

The average number of variations created per test can be up to 4 with 50-60% of tests delivering a winning variation. The average test duration is between 1-3 weeks in the industry. Over 90% of the traffic is diverted for testing, and fewer than 5,000 visitors are exposed to a test before the conclusion.

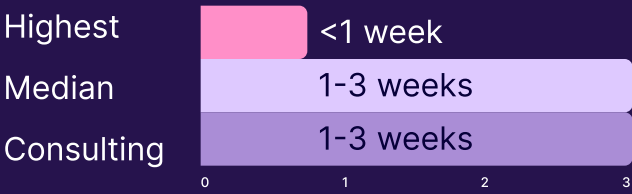
In this industry, A/B testing is the most common type of test, and up to two goals per test are typically set, with the primary goal being engagement.

## Industry Benchmarks

Percentage tests with winning variation



Avg. Test Duration



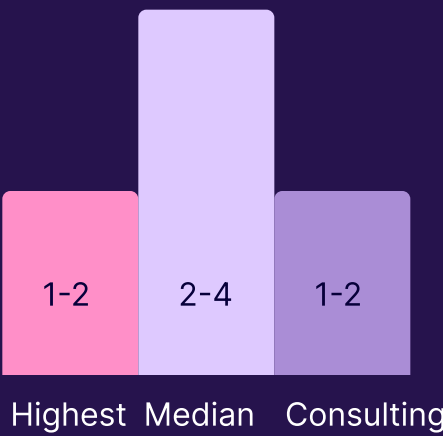
Variation Created Per Test



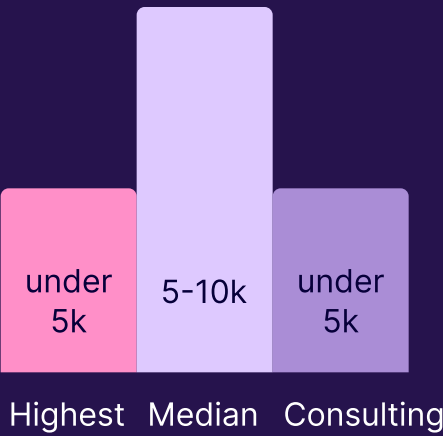
Avg. traffic percentage used to run tests



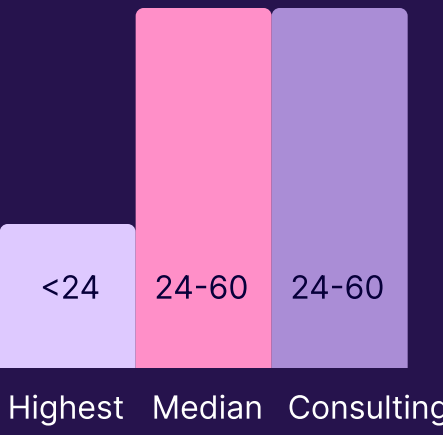
Goals per test



Visitors exposed before conclusion



Tests per account per year



Most Common Test Type

A/B Test

Top Experiment Goal Type

Engagement



# Finance

In digital banking, A/B testing ideas such as push notifications, personalized recommendations, intuitive design, and easy access to the support team and content can improve the overall banking experience.

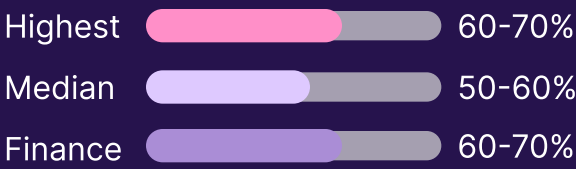
For example, identifying higher-value customers to offer interest-based accounts or users with high recurring balances can help refine and personalize the banking experience based on customers’ needs. Application form layouts, payment options, CTA buttons, colors, etc. are other elements commonly tested in the fintech industry.

Extensive research into experiments run by fintech companies revealed that 60% to 70% of them produce winning variations. The test duration is between 1 to 3 weeks on average. The number of tests run per account per year is between 24 and 60, with these tests having 4 to 6 variations.

Over 90% of traffic is assigned for testing, while 5,000-10,000 visitors are exposed to a test before it concludes. Usually, up to 2 goals are set per test, with the most common type of test in this industry being A/B tests. Engagement is the top goal for fintech companies.

## Industry Benchmarks

Percentage tests with winning variation



Avg. Test Duration



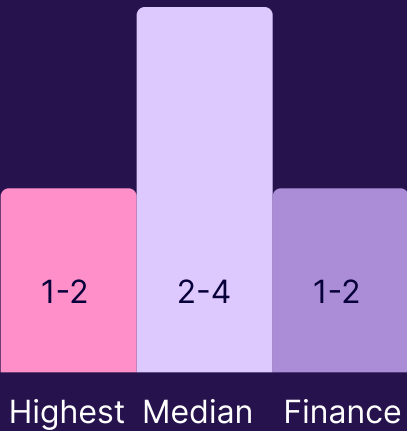
Variation Created Per Test



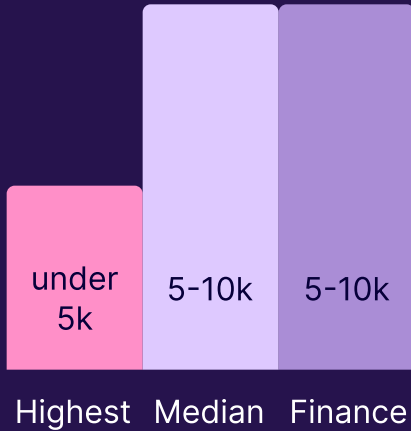
Avg. traffic percentage used to run tests



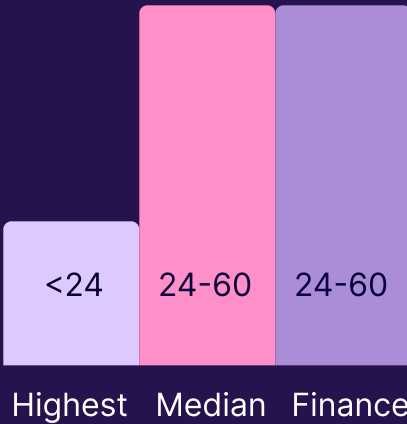
Goals per test



Visitors exposed before conclusion



Tests per account per year



Most Common Test Type

A/B Test

Top Experiment Goal Type

Engagement

Indian-origin fintech company PayU used [VWO Form Analytics](#) to find that a lot of people were dropping off from their checkout page impacting their revenue significantly. They ran an A/B test to validate minor changes to their checkout page and found that just removing the email address field in their form resulted in a 5.8% improvement in conversion.

Read the complete success story [here](#).

**Control**

PayU PAY ₹1.00

Hide Details

Mobile\* Email\*

Continue to Pay

Payment Options : Cards (Credit/Debit)

Cards Banks UPI Wallets

Saved Accounts New Credit/Debit Card

VISA Debit Card  
xxxx - xxxx - xxxx - 7124 CVV

+1 More Account View All

Pay Now

**Variant**

PayU PAY ₹1.00

Hide Details

Mobile\*

Continue to Pay

Payment Options : Cards (Credit/Debit)

Cards Banks UPI Wallets

Saved Accounts New Credit/Debit Card

VISA Debit Card  
xxxx - xxxx - xxxx - 7124 CVV

+1 More Account View All

Pay Now

# Gaming & Sports

A/B testing is important for game developers to enhance player engagement, improve retention, and increase revenue. In gaming, A/B testing can be carried out either in a controlled beta test environment or in a live game environment.

Developers can test different aspects by altering individual elements in their game shop such as prices, discounts, and promotions. They can measure different revenue metrics to identify the most effective aspect. This helps in making informed decisions such as updating the game or making changes to the game design to improve player experience.

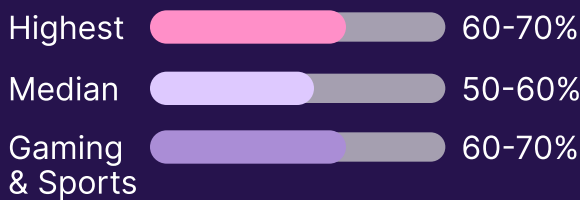
For example, different versions of a quest can be tested like the ones that are more challenging versus ones that are interactive against others that are simpler and easier to complete. Depending on the number of levels in a game, the testing can be more granular.

Player behavior can also be tested by analyzing the responses of players to different rewards. Other measurement metrics for deciding the more successful variation could be the number of in-app purchases made or the number of hours played.

Several experiments by gaming & sports were studied to identify the testing pattern in this industry. These companies have an impressive success rate of 60-70% of tests where variations have outperformed the control, marking one of the highest percentages among various sectors. However, the average testing duration is shorter than a week.

## Industry Benchmarks

Percentage tests with winning variation



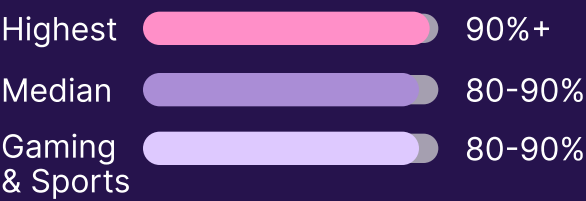
Avg. Test Duration



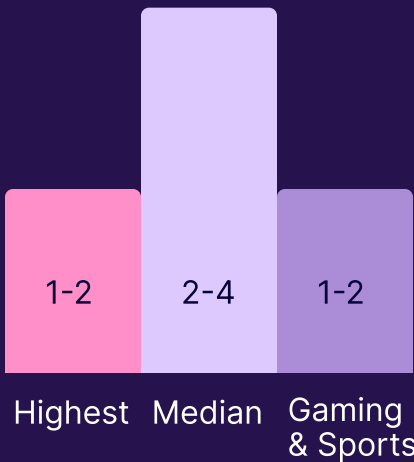
Variation Created Per Test



Avg. traffic percentage used to run tests



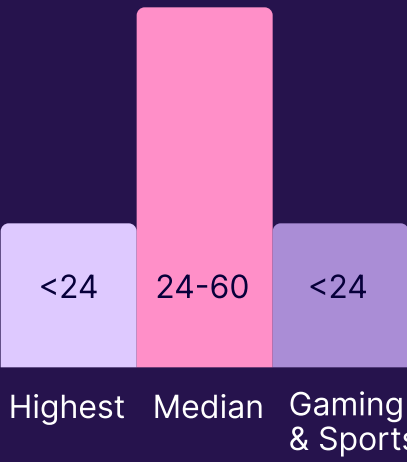
Goals per test



Visitors exposed before conclusion



Tests per account per year



Most Common Test Type

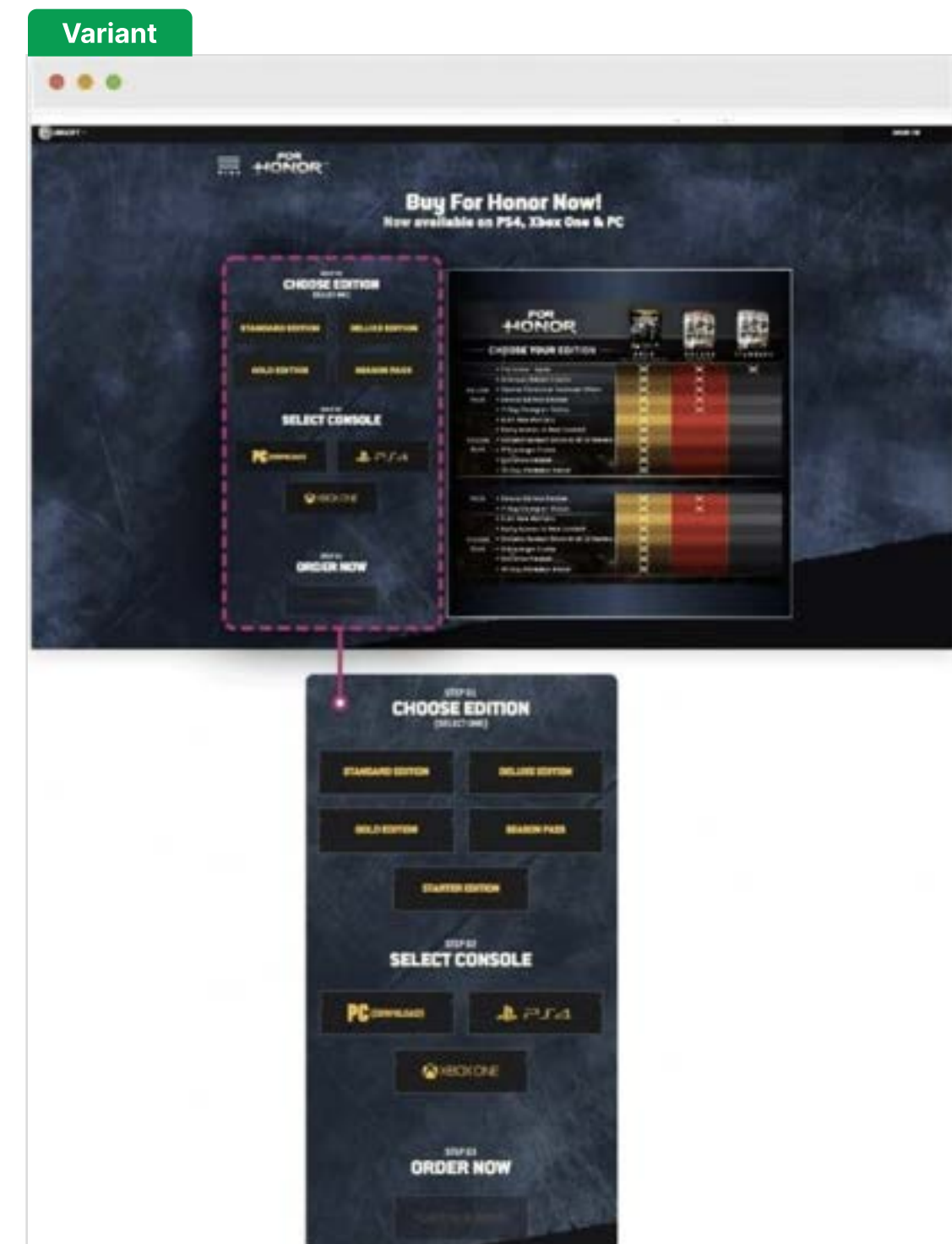
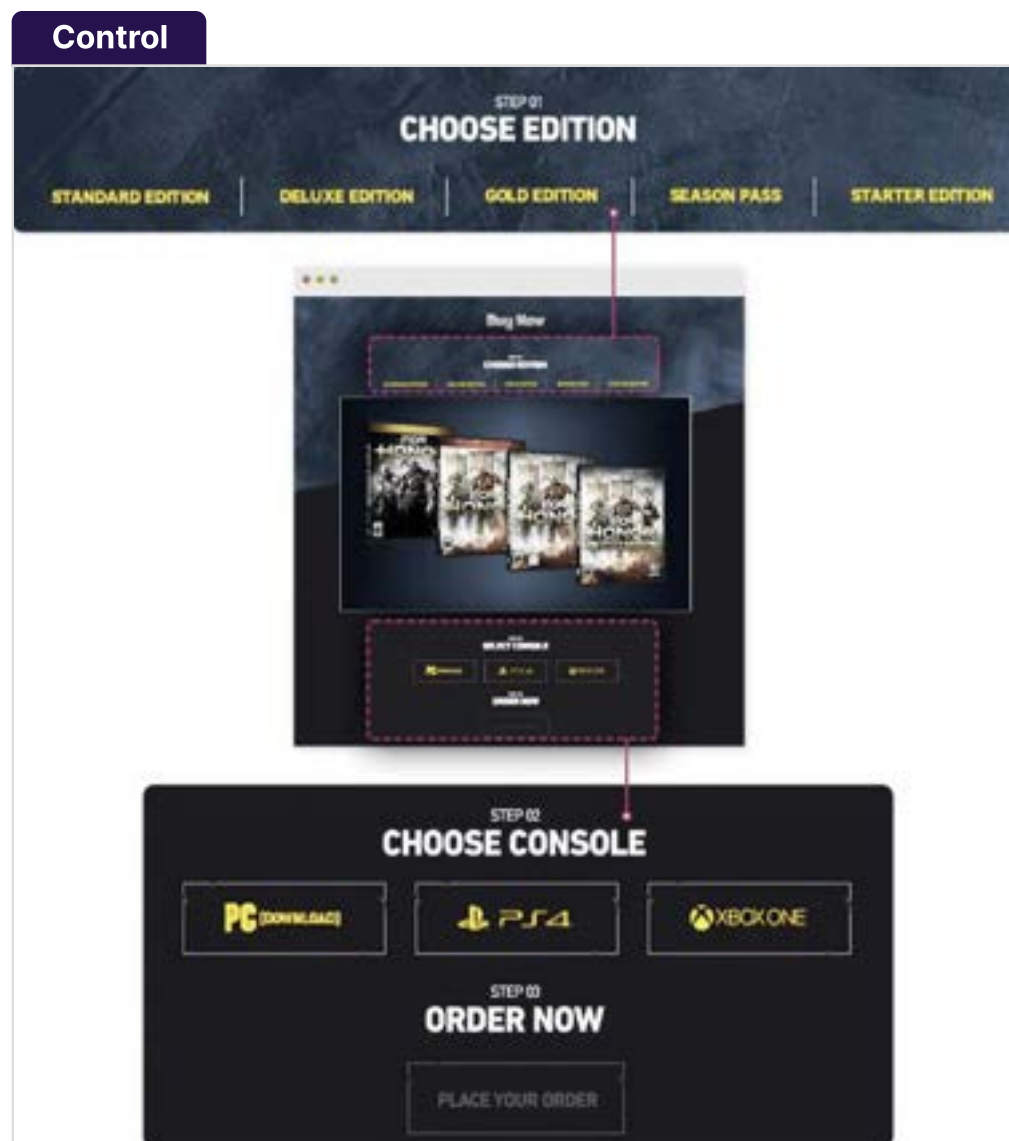
A/B Test

Top Experiment Goal Type

Engagement

The number of tests per account per year is less than 24, with no more than 4 variations per test. Diverting 80% to 90% of traffic for testing, these companies expose 5,000-10,000 visitors to a test before the conclusion. A/B tests emerged as the most common type of test run in this industry, typically featuring up to 2 goals, with a primary focus on increasing visitor engagement.

Ubisoft, the leading French video game company ran A/B tests on its 'Buy Now' page to make the buying process easier and less cumbersome. They used visitor data from scrollmaps, heatmaps, clickmaps, and surveys to overhaul the page.



The test ran for around three months resulting in a **12% increase in lead generation and conversions rising from 38% to 50%.**

Read the complete case study [here](#).



# Health

Whether it is effective healthcare communication, clinical decision support, healthcare marketing, or testing health behavior, A/B testing is integral to the healthcare industry to continually improve the best results. It means continually creating iterations of champion versions to improve upon their performance.

In the healthcare industry, the percentage of tests with winning variations is only 40-50%, which is relatively low. The average test duration falls within the range of 1-3 weeks. Each account runs 24 to 60 tests per year, with 4 to 6 variations per test but limited to a maximum of 4 goals.

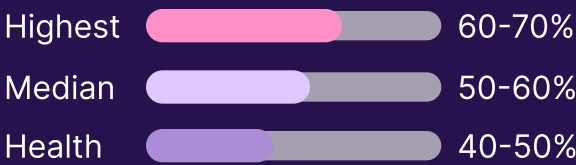
Over 90% of traffic is allocated for testing, and the number of visitors exposed to a test before its conclusion is more than 10,000. Split URL tests are commonly performed by industry players, with the most important goal being to increase clicks on elements.

For example, Movexa increased purchases by 90% just by modifying its headline messaging.



## Industry Benchmarks

Percentage tests with winning variation



Avg. Test Duration



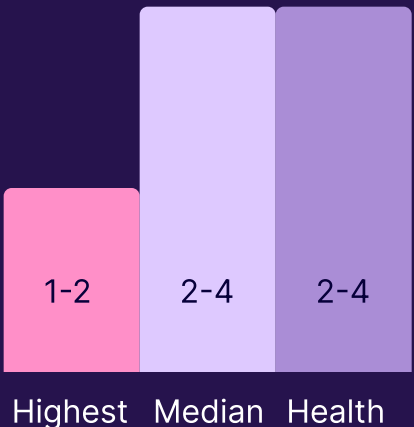
Variation Created Per Test



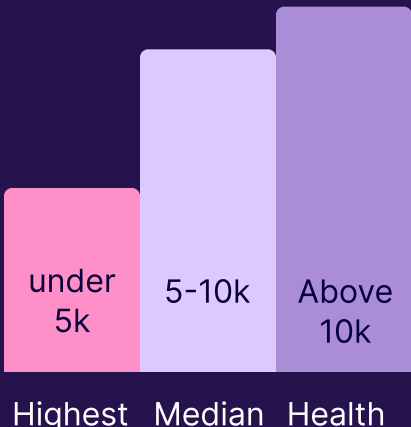
Avg. traffic percentage used to run tests



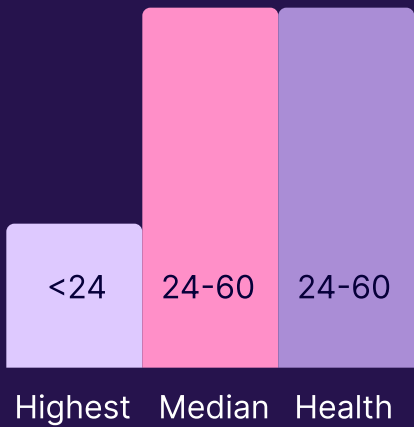
Goals per test



Visitors exposed before conclusion



Tests per account per year



Most Common Test Type

Split URL

Top Experiment Goal Type

CTR

The screenshot displays the MOVEXA website with a scenic background of mountains and a lake. The navigation bar includes links for Home, Ingredients, Benefits, Contact Us, and Order Now. A phone number (866) 272-4287 is prominently displayed. The main heading is 'Natural Joint Relief Supplement'. The text describes the product's manufacturing standards and its benefits for joint pain. A list of benefits is provided, followed by a call to action to order online. A product image of the MOVEXA bottle is shown on the right.

**MOVEXA™**  
(Herbal Capsules)

Home Ingredients Benefits Contact Us Order Now

Order by Phone 24/7 (866) 272-4287

## Natural Joint Relief Supplement

MOVEXA is manufactured in the United States under strict regulations from the FDA, ensuring that it meets the highest quality standards possible. Vitamin Beach only approves products that meet or exceed these standards. We hand-pick our ingredients to deliver the best possible products for our customers.

Physicians and nutritionists recommend the ingredients in MOVEXA for the treatment of joint pain associated with arthritis, tendonitis, and other rheumatic conditions. The key ingredients have been used for ages to help people live more fulfilling and active lives.

**MOVEXA Can:**

- Ease Pain and Soothe Aching Joints
- Reduce Inflammation by Supporting the Body's Natural Response
- Retard and Restore Cartilage
- Support Bone Growth and Density
- Assure Joint Health Goals with NO Side Effects

**Click Here to Order Online**

- ✓ Free Shipping Available
- ✓ 100% Satisfaction Guaranteed
- ✓ Safe & Secure Checkout
- ✓ High Quality Ingredients Only

**Vitamin Beach**  
**MOVEXA**  
Joint Relief Formula  
30 Capsules  
Each (21 capsules)

A/B testing your healthcare communications can significantly improve campaign results leading to better health outcomes, lower costs, and improved user experience.

Read the complete case study [here](#).

# Manufacturing

Experimentation can be leveraged by manufacturing companies to enhance user experience on their digital properties.

By testing different layouts, navigation options, or designs, they can gather data on user interactions and make informed decisions to create a more user-friendly experience leading to more conversions.

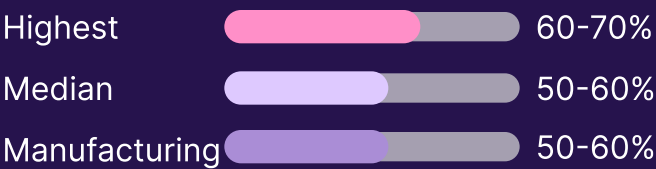
Research revealed that 50-60% of tests carried out by these companies yield winning variations. An impressive average of 4 to 6 variations are created per test.

The typical duration for a test ranges from 1 to 3 weeks, with each account conducting anywhere between 24 and 60 tests per year. Notably, they allocate a significant portion of their traffic, over 90%, for testing purposes. Moreover, they expose a considerable number of visitors, ranging from 5,000 to 10,000, to their tests.

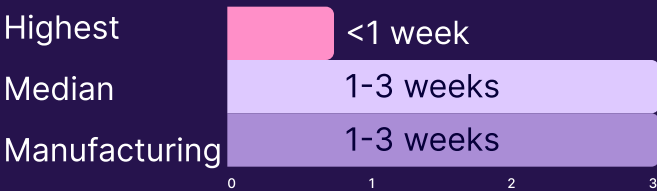
A/B tests emerged as the most commonly employed testing method, typically selecting up to 2 goals per test, with engagement as the primary goal.

## Industry Benchmarks

Percentage tests with winning variation



Avg. Test Duration



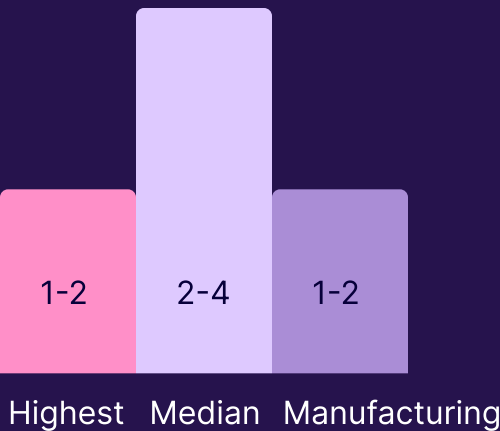
Variation Created Per Test



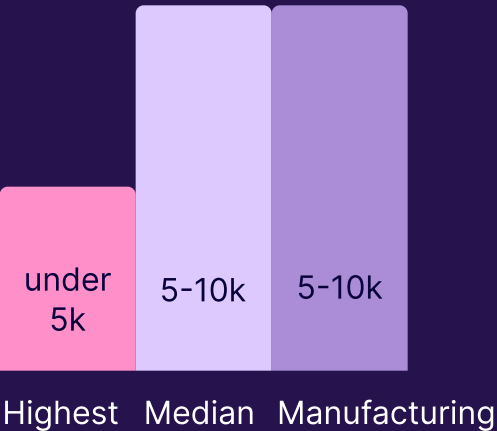
Avg. traffic percentage used to run tests



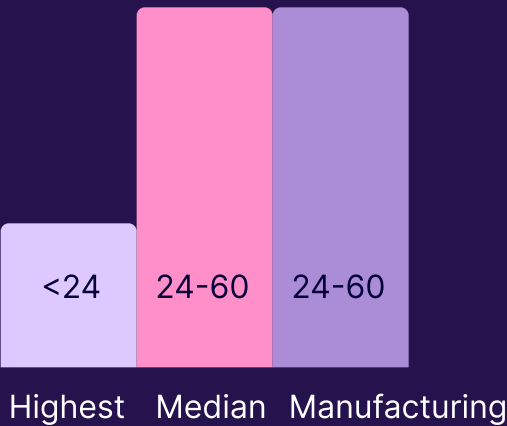
Goals per test



Visitors exposed before conclusion



Tests per account per year



Most Common Test Type  
A/B Test

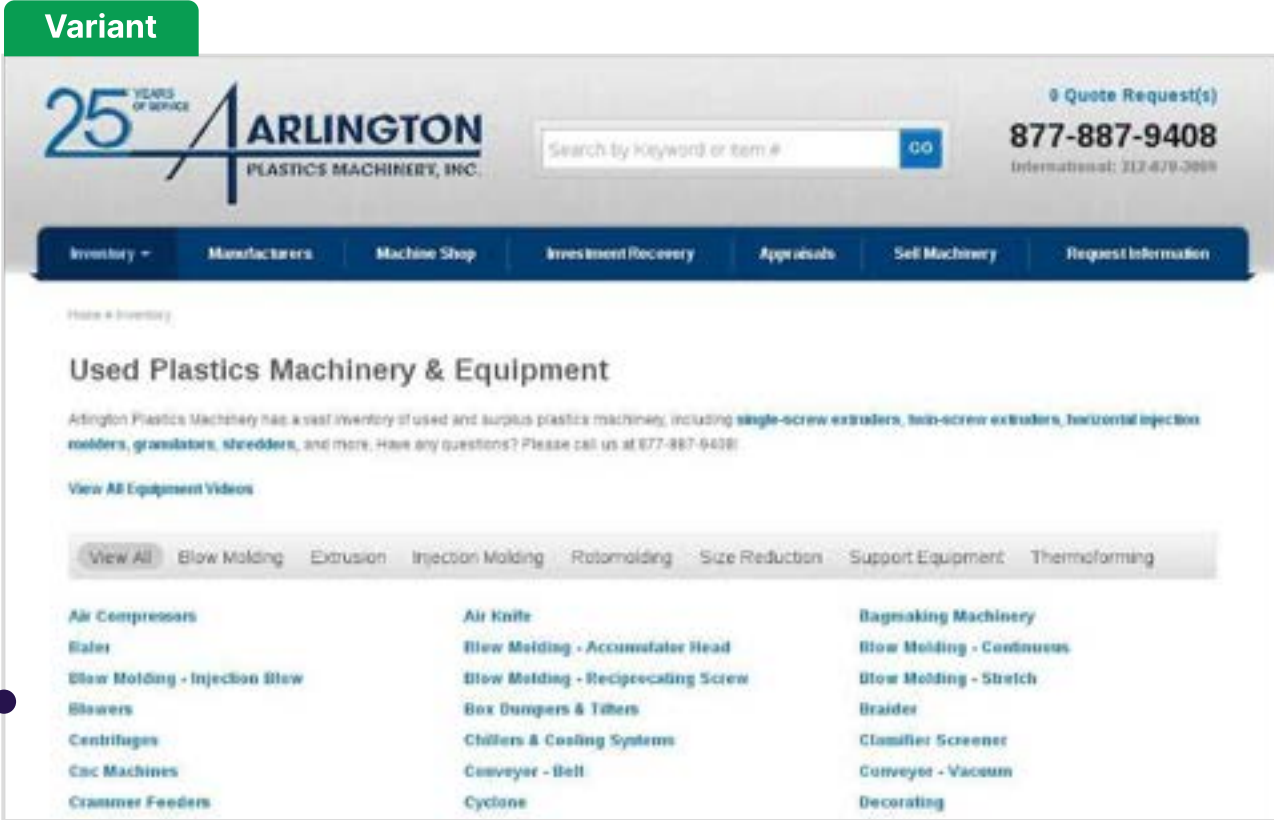
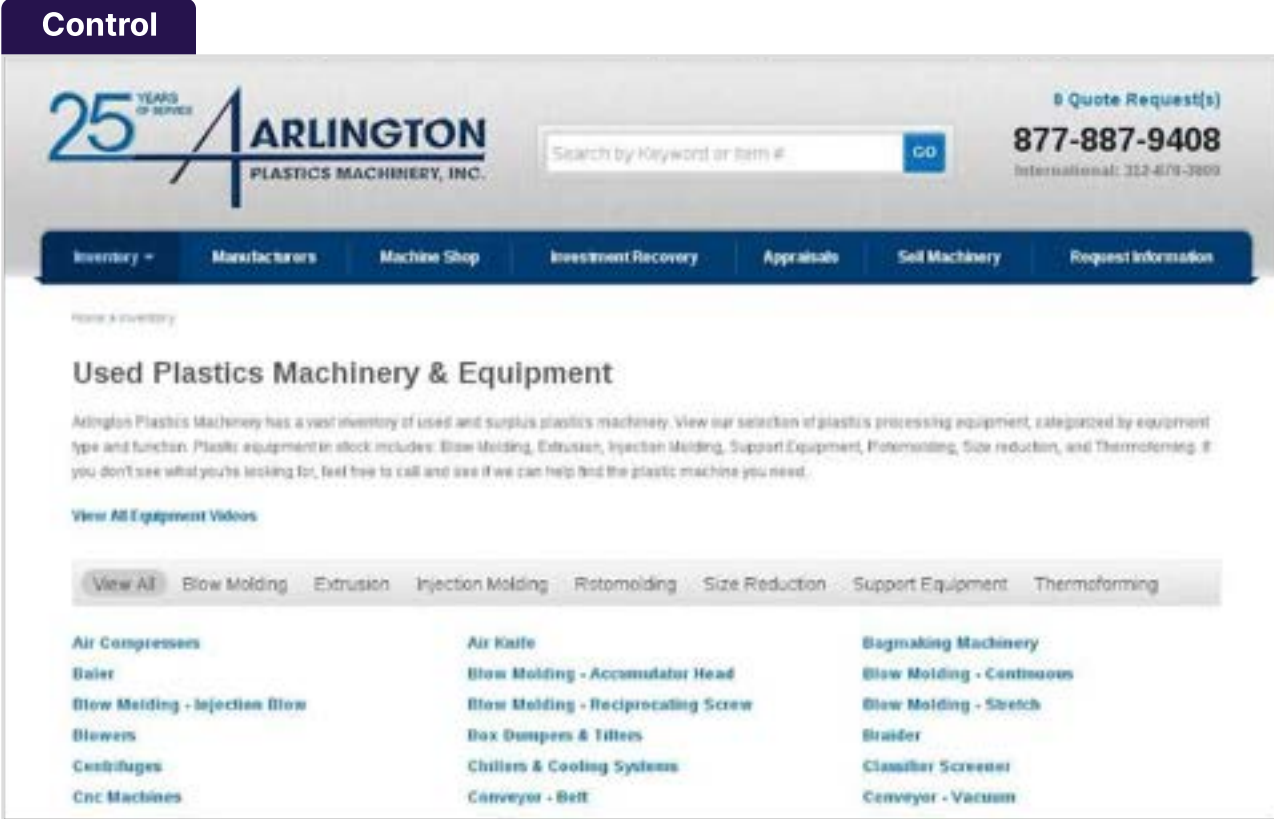
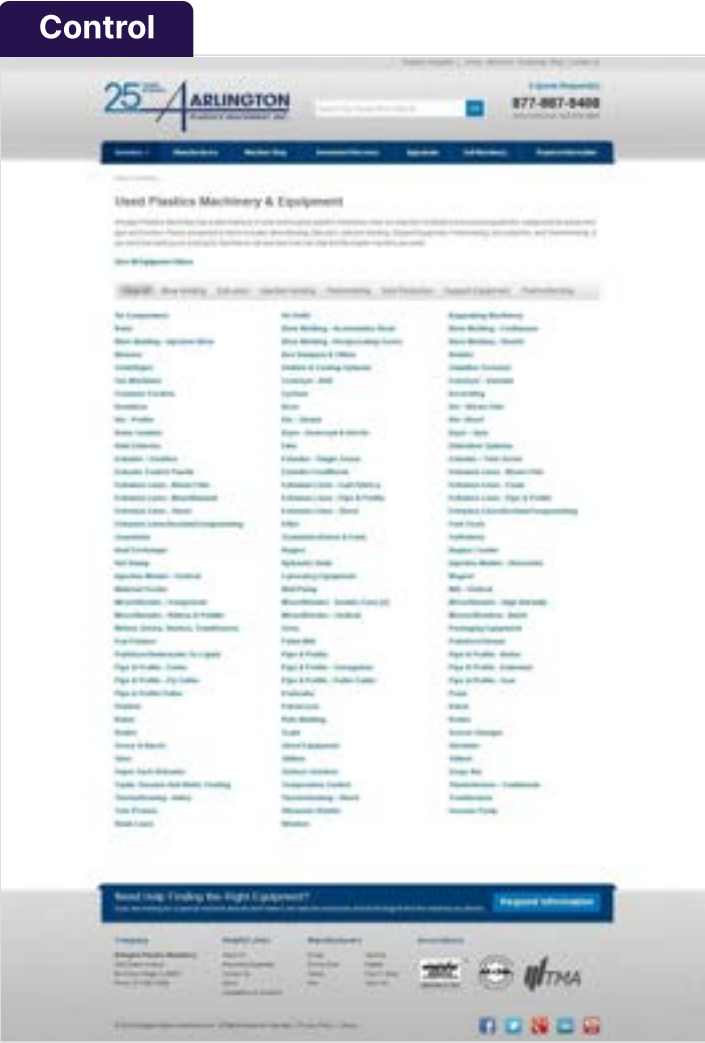
Top Experiment Goal Type  
Engagement



For example, Arlington Plastics Machinery, a US-based seller of plastic equipment and extruders, aimed to increase its sales leads by increasing the number of requests for quotes. The team observed that 120 subcategories of plastic machinery on the inventory page overwhelmed audiences and led to fewer leads.

To address this, they ran a test where they prominently displayed popular subcategories to improve quote and information requests. Additionally, they made the call-to-action more open-ended to address prospects' inquiries and generate leads. The variation page emerged as the winner by increasing quote requests by 150%.

Read the complete case study [here](#).



# Media & Entertainment

Media and entertainment companies can reap significant benefits from conducting A/B tests on their platforms. It allows them to make data-driven decisions and optimize their user experience, content management, and overall performance.

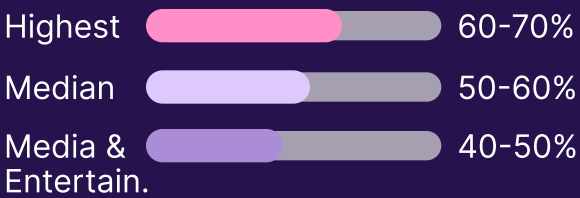
Headlines, titles, call-to-action buttons, and video content can be tested to see which variations attract more clicks and engagement. Different subscription plans and pricing tiers can also be tested by these companies to gauge revenue growth.

Around 40-50% of tests conducted by media companies have winning variations. This indicates that companies are focused on long-term success (and not short wins), hinging on cumulative results.

The duration of these tests typically spans 1 to 3 weeks, with an average of 4 to 6 variations tested in each experiment. The number of tests run per account is over 60 per year, which is greater than the average of less than 24 tests per account across various industries. They usually allocate between 80% and 90% of their traffic for testing and expose 5,000 to 10,000 visitors to a test before the conclusion.

## Industry Benchmarks

Percentage tests with winning variation



Avg. Test Duration



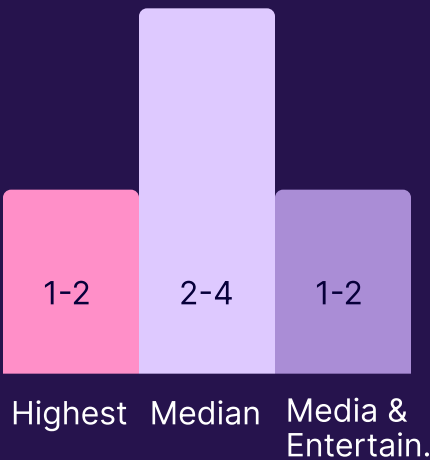
Variation Created Per Test



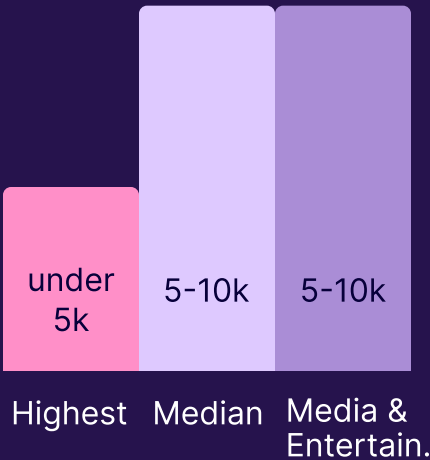
Avg. traffic percentage used to run tests



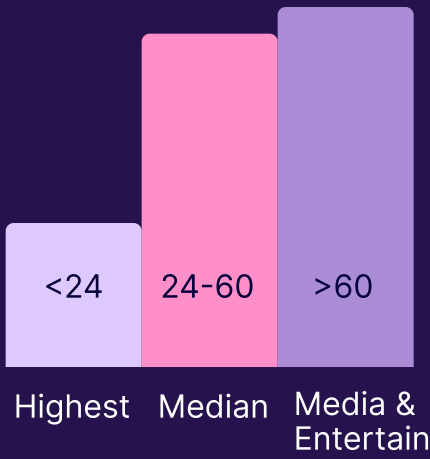
Goals per test



Visitors exposed before conclusion



Tests per account per year



Most Common Test Type

A/B Test

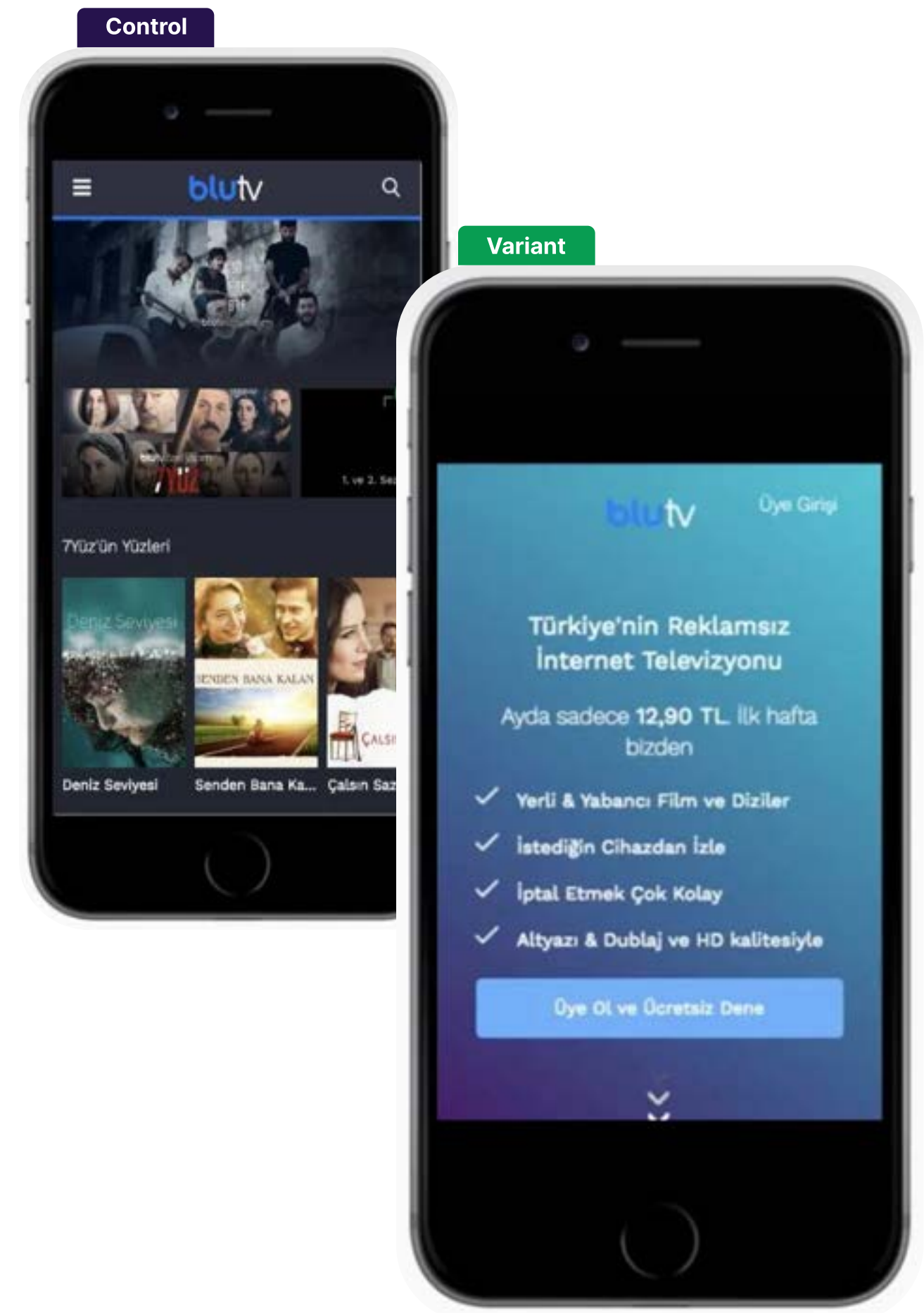
Top Experiment Goal Type

CTR

These companies set up to 2 goals per test to identify the best-performing variation from many choices. A/B tests are the most common type of test used in this industry, and the most popular goal for these tests is to increase clicks on elements.

Turkey's leading OTT platform BluTV wanted to increase the number of visitors signing up for their paid subscription model. Revamping its mobile homepage by removing distractions and adding FAQs to answer audiences' queries increased signups on its platform by 42%.

Read the complete case study [here](#).





# Mobile & Telecom

Leveraging experimentation, mobile and telecom companies can optimize their user onboarding processes, such as the registration flow or tutorial sequence, to increase user engagement and retention.

Additionally, they can experiment with pricing models, plans, and bundles to identify attractive options for customers, including details like data limits, call minutes, and text message quotas in the variations.

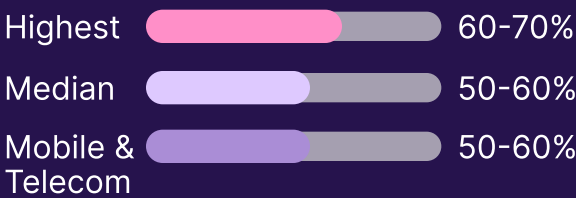
Some common elements that can be tested are navigation structures, button designs, color schemes, and menu placement.

Based on the current experimentation trends in the industry, it has been found that 50-60% of all tests conducted by mobile and telecom companies yield successful variations. Some 24 to 60 tests are run per account each year, where the average duration of carrying out tests is 1-3 weeks. Multiple variations - over 6 - are created per experiment.

Over 90% of the overall traffic is allocated for testing and more than 10,000 visitors are exposed to a test before concluding. The most popular form of testing in this industry is the A/B test. For each test, 2 to 4 specific goals are set, with the primary goal typically being to improve visitor engagement.

## Industry Benchmarks

Percentage tests with winning variation



Avg. Test Duration



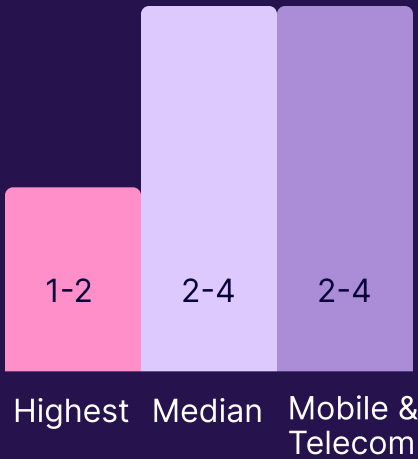
Variation Created Per Test



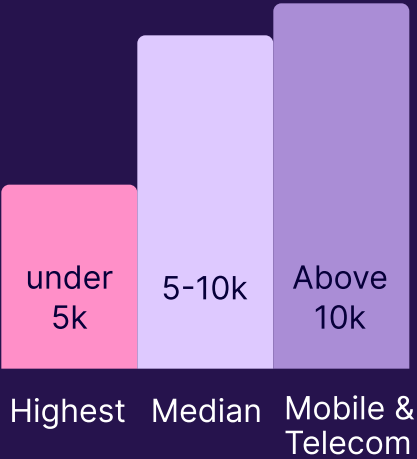
Avg. traffic percentage used to run tests



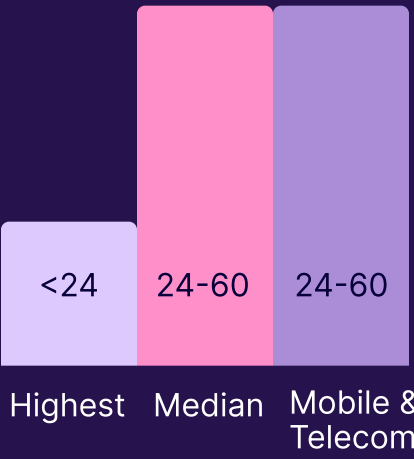
Goals per test



Visitors exposed before conclusion



Tests per account per year



Most Common Test Type  
A/B Test

Top Experiment Goal Type  
Engagement

Ben, a Dutch telecom company, observed through qualitative research methods that visitors were unaware that they could choose a phone color, resulting in customer service calls to change colors after placing colors.

They ran an A/B test, relocating the color palette next to the phone images and expanding the service-offering form, which increased conversions by 17.63%.

Read the complete case study [here](#).

Control

Ben

Sim Only Phones Student discount Customer service

Waar ben je naar op zoek?

Log in ik Ben?

Phones > Apple iPhone 8 64GB

✓ Super fast 4G internet speed

✓ Free number porting

✓ Reliable T-Mobile network

✓ Free monthly bundle change

Apple iPhone 8 64GB Directly available

09:41

iPhone 8 64GB

100 MB 100 min / SMS 7.00

1000 MB 300 min / SMS 8.00

1000 MB Unlimited min / sms 9.00

3000 MB 100 min / SMS 7.50

3000 MB 300 min / SMS 8.50

3000 MB Unlimited min / sms 9.50

5000 MB 100 min / SMS 9.00 MOST CHOSEN

5000 MB 300 min / SMS 10.00

5000 MB Unlimited min / sms 11.00

7000 MB 100 min / SMS 12.00

7000 MB 300 min / SMS 13.00

7000 MB Unlimited min / sms 14.00

Subscription

Your subscription applies throughout the EU (not in Switzerland)

your order

Monthly 24 months

Subscription 7.50

100 min / SMS

3000 MB

Device 24 months 26.00

Total per month 33.50

After 24 months you pay 7.50 a month

Single payment

Apple iPhone 8 64GB, space gray 0.00

Home copy fee On first invoice 5.69

Connection costs On the first invoice 20.00

Total one-off 25.69

Order now

Variant

Ben

Sim Only Phones Student discount Customer service

Waar ben je naar op zoek?

Log in ik Ben?

Phones > Apple iPhone 8 64GB

✓ Super fast 4G internet speed

✓ Free number porting

✓ Reliable T-Mobile network

✓ Free monthly bundle change

Apple iPhone 8 64GB Directly available

09:41

iPhone 8 64GB

100 MB 100 min / SMS 7.00

1000 MB 300 min / SMS 8.00

1000 MB Unlimited min / sms 9.00

3000 MB 100 min / SMS 7.50

3000 MB 300 min / SMS 8.50

3000 MB Unlimited min / sms 9.50

5000 MB 100 min / SMS 9.00 MOST CHOSEN

5000 MB 300 min / SMS 10.00

5000 MB Unlimited min / sms 11.00

Subscription

Your subscription applies throughout the EU (not in Switzerland)

Phone color

Silver Directly available

Gold Available March 11th

Space Gray Directly available

Subscription

100 MB 100 min / SMS 7.00

1000 MB 300 min / SMS 8.00

1000 MB Unlimited min / sms 9.00

3000 MB 100 min / SMS 7.50

3000 MB 300 min / SMS 8.50

3000 MB Unlimited min / sms 9.50

5000 MB 100 min / SMS 9.00 MOST CHOSEN

5000 MB 300 min / SMS 10.00

5000 MB Unlimited min / sms 11.00

your order

Monthly 24 months

Subscription 7.50

100 min / SMS

3000 MB

Device 24 months 26.00

Total per month 33.50

After 24 months you pay 7.50 a month

Single payment

Apple iPhone 8 64GB, space gray 0.00

Home copy fee On first invoice 5.69

Connection costs On the first invoice 20.00

Total one-off 25.69

Order now

# Non-Profit

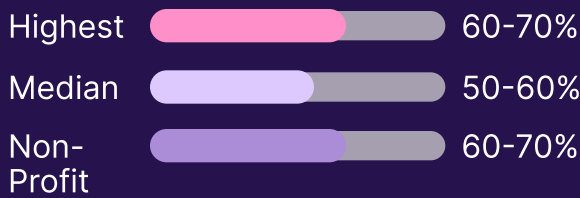
Nonprofits employ A/B testing to optimize their websites, especially the donation forms to reduce checkout friction and refine campaign messaging for better resonance with target audiences. Insights drawn from these tests guide nonprofits platforms in improving their fundraising strategies to increase the revenue from donors.

In-depth research into the online fundraising trend has shown that 60-70% of all tests conducted by these platforms show winning variations. On average, these tests typically run for more than 3 weeks, with each account conducting less than 24 tests and each test comprising up to 4 variations. With over 90% of web traffic directed towards these tests, it is reasonable that over 10,000 visitors are exposed to each test before the conclusion.

Typically, each test has up to 2 goals, and the most common type of test in this industry is the A/B test, with the key goal often being clicks on elements.

## Industry Benchmarks

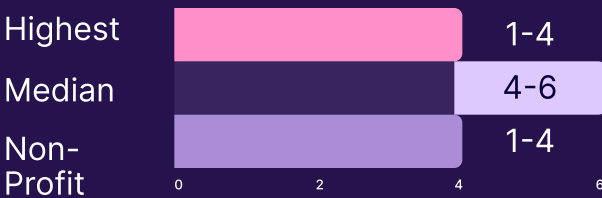
Percentage tests with winning variation



Avg. Test Duration



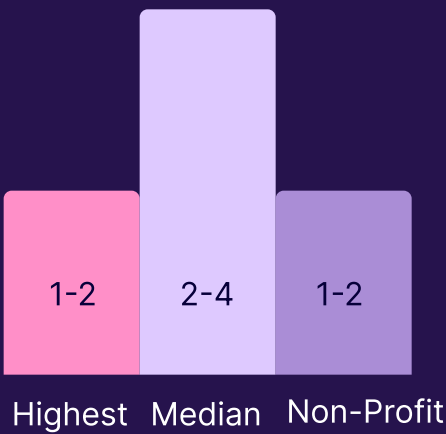
Variation Created Per Test



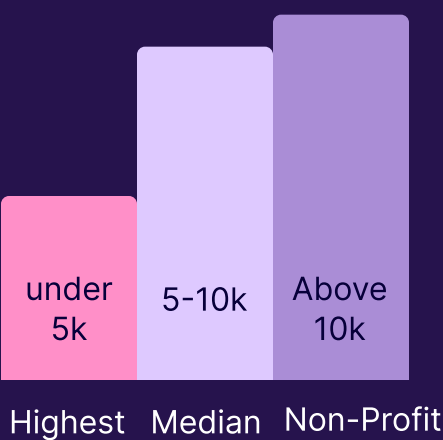
Avg. traffic percentage used to run tests



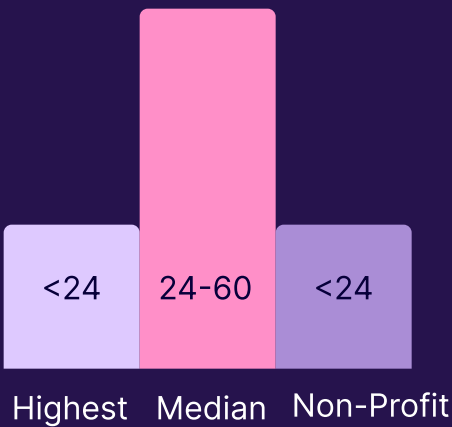
Goals per test



Visitors exposed before conclusion



Tests per account per year



Most Common Test Type  
A/B Test

Top Experiment Goal Type  
CTR

# Public Sector

Streamlining access to city news and services on public sector websites is crucial to ensure easy navigation and information discovery for busy citizens. In this regard, A/B Testing can play a key role in optimizing public websites for improved experiences of citizens.

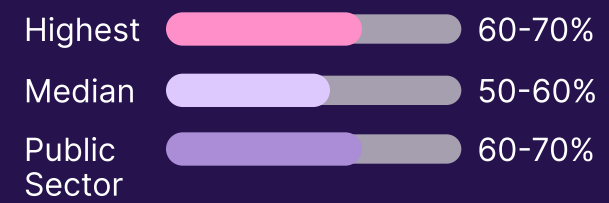
For example, citizens filling and submitting online forms for permits, licenses, or benefits streamline admin processes, cutting paperwork. Or citizens participating in surveys contribute to improving government services and policies. Further, individuals may need to pay fees when renewing licenses, applying for permits, or accessing specific records on public sector websites. To help them achieve their goals, it becomes crucial to test and optimize certain elements on these websites.

A comprehensive analysis of testing patterns within this sector revealed that 60-70% of tests conducted by public sector websites result in variations emerging as winners. Typically spanning over 1 to 3 weeks, each test has up to 4 variations.

More than 90% of average traffic is allocated for testing, with over 10,000 visitors exposed to each test before the conclusion. On average, each account executes fewer than 24 tests per year, with up to 2 goals per test. While split URL testing prevails as the industry norm, the primary goal type is revenue.

## Industry Benchmarks

Percentage tests with winning variation



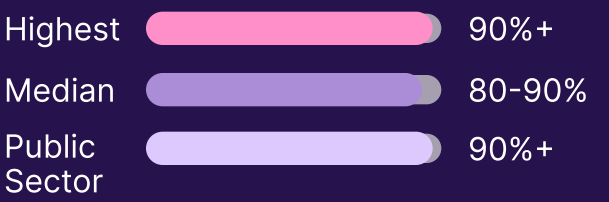
Avg. Test Duration



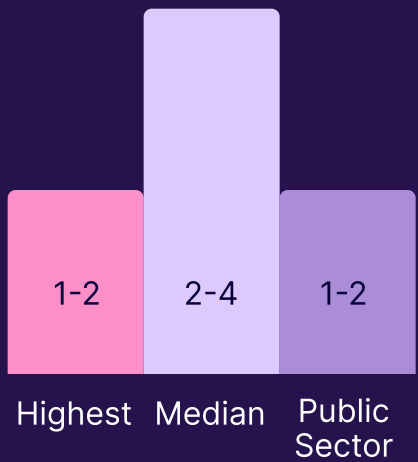
Variation Created Per Test



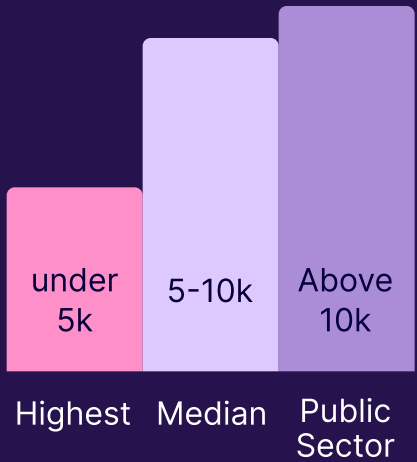
Avg. traffic percentage used to run tests



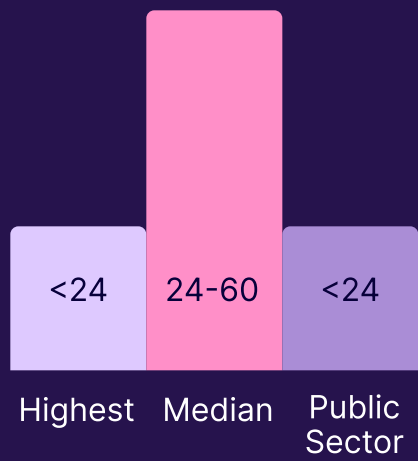
Goals per test



Visitors exposed before conclusion



Tests per account per year



Most Common Test Type

Split URL

Top Experiment Goal Type

Revenue

\*Highest and Median numbers are inclusive of all industries. | 25



# Real Estate

Real estate companies unleash the power of experimentation to supercharge their digital assets for improved conversions. CTA copy, menu placement, form length, and pricing displays are some common yet crucial elements real estate companies must test on their websites or apps.

To get an edge above the rest, these companies should experiment with elements that are unique to their industry. For example, testing property images, videos, immersive virtual tours, testimonials from real buyers, and trust badges can make a difference in user experience.

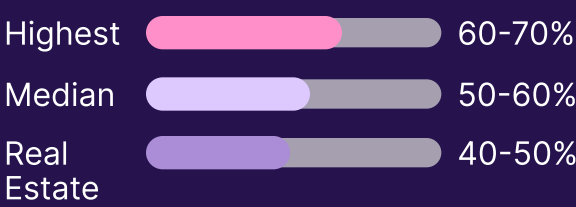
The broader research on real estate players employing experimentation revealed interesting findings. One of the findings is that 40-50% of their total tests have winning variations and span 1-3 weeks on average.

The number of tests per account per year remains below 24, with each test having 4 to 6 variations. Companies divert over 90% of the traffic allocated for testing and expose less than 5,000 visitors to each test before arriving at a conclusive result.

However, the number of goals set for each test is not more than 2, with the primary goal being to improve visitor engagement. A/B tests are the most prominent type of test run by real estate companies.

## Industry Benchmarks

Percentage tests with winning variation



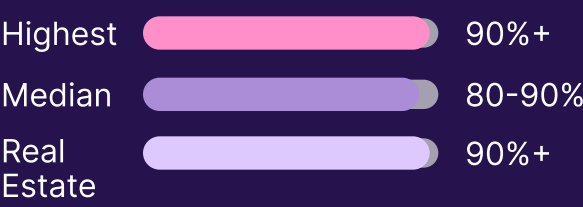
Avg. Test Duration



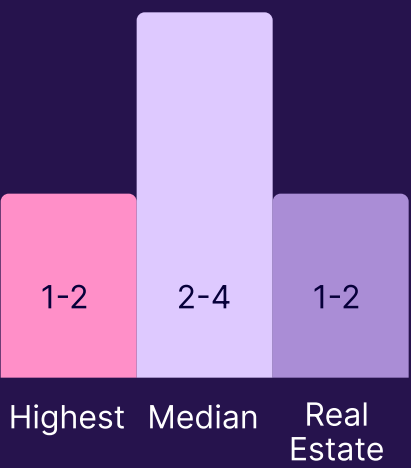
Variation Created Per Test



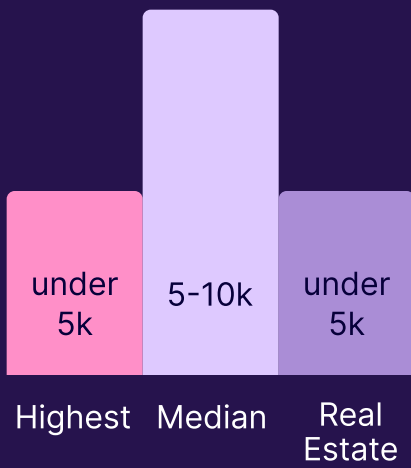
Avg. traffic percentage used to run tests



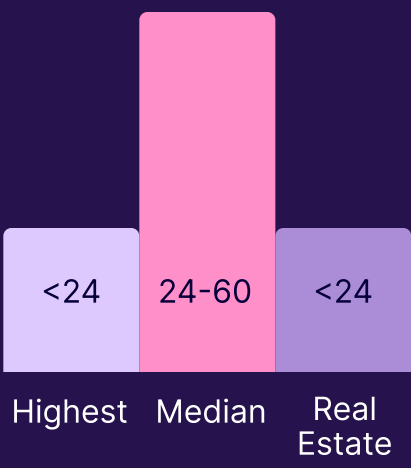
Goals per test



Visitors exposed before conclusion



Tests per account per year



Most Common Test Type

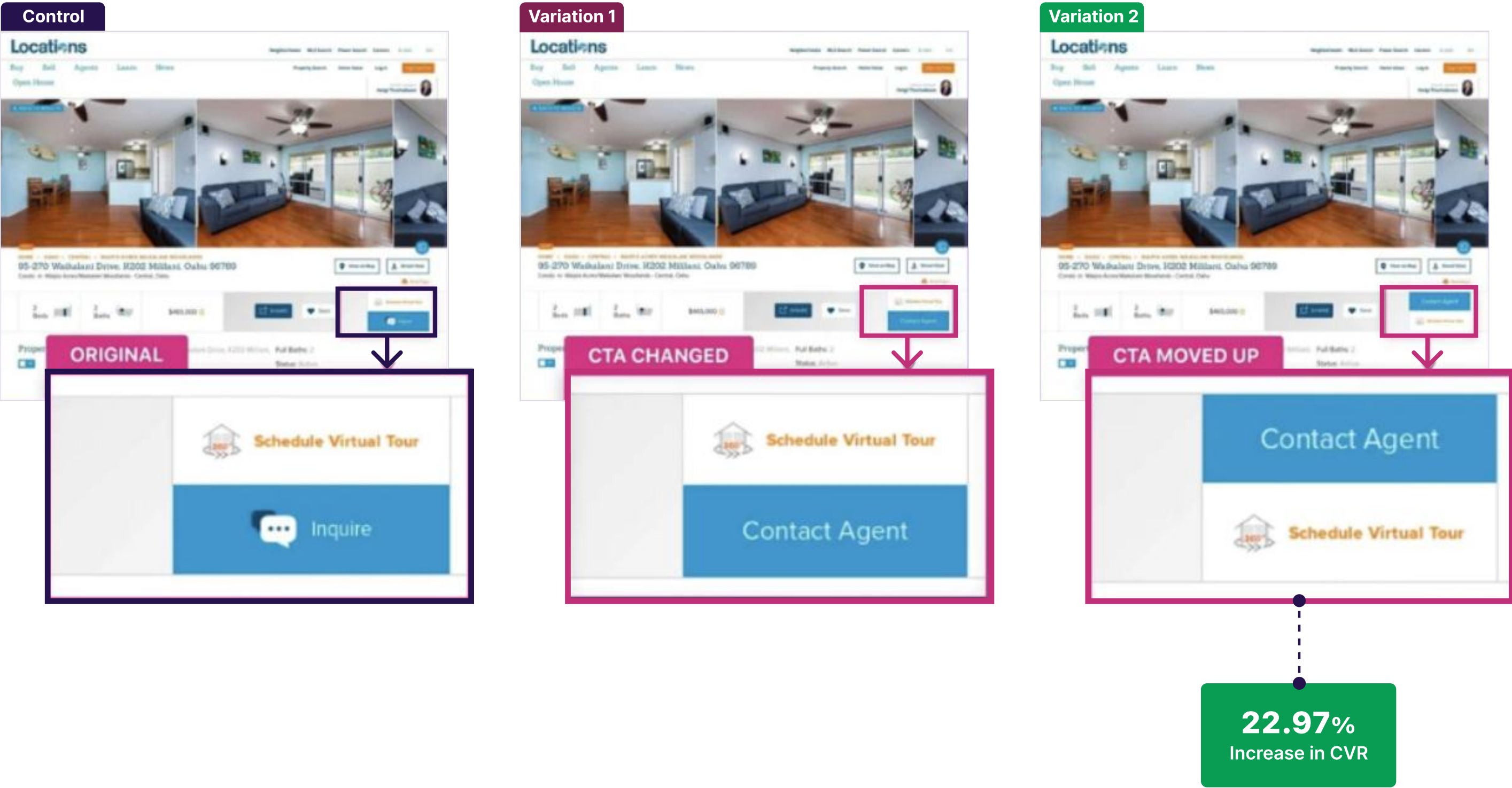
A/B Test

Top Experiment Goal Type

Engagement

Locations Hawaii, a reliable real estate company helping people to discover properties on its website or app, aimed to increase the number of inquiries from property details pages. A/B tests were conducted by changing the CTA copy and moving it higher on the page.

Variation 2 emerged as the winner, showing a 22.97% improvement in conversion rates for user inquiry generation, over the control. Read the complete case study [here](#).



# Retail

Currently, around **75%** of the top 500 online retailers use an A/B testing platform, making it a leading industry heavily reliant on experimentation.

On retail websites, every aspect, such as product images, design, layout, navigation menu, reviews, and social proof, can be tested at every stage of the customer shopping journey.

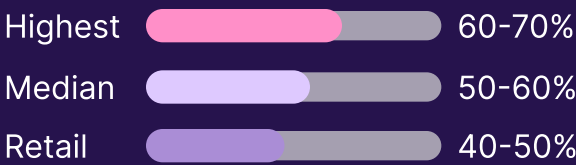
Testing different pricing strategies, such as discounts, free shipping, or bundle deals can be useful in assessing their impact on customer purchasing behavior or overall revenue.

Only 40-50% of their tests yield winning variations, indicating that their focus is on cumulative growth and not quick wins. Despite the relatively short test duration of 1-3 weeks, online retailers create an impressive average of over 6 variations per test. Each account runs between 24 and 60 tests every year.

Moreover, they direct substantial traffic - more than 90% - for testing. The number of visitors exposed to a test is over 10,000. A/B tests are the most frequently-employed testing type, typically consisting of 2-4 goals, with the main goal to increase clicks on specific elements.

## Industry Benchmarks

Percentage tests with winning variation



Avg. Test Duration



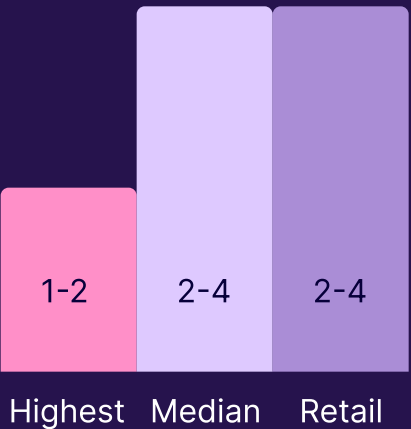
Variation Created Per Test



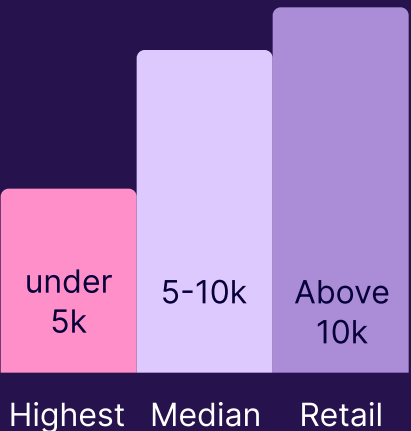
Avg. traffic percentage used to run tests



Goals per test



Visitors exposed before conclusion



Tests per account per year

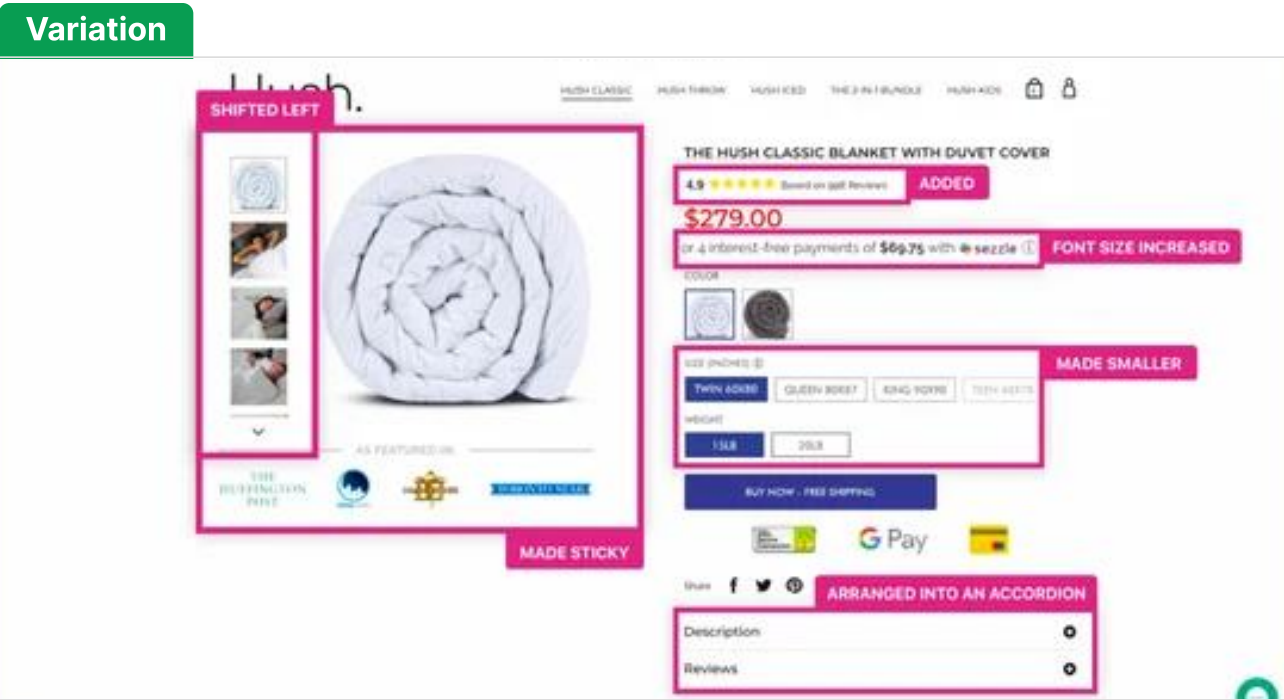
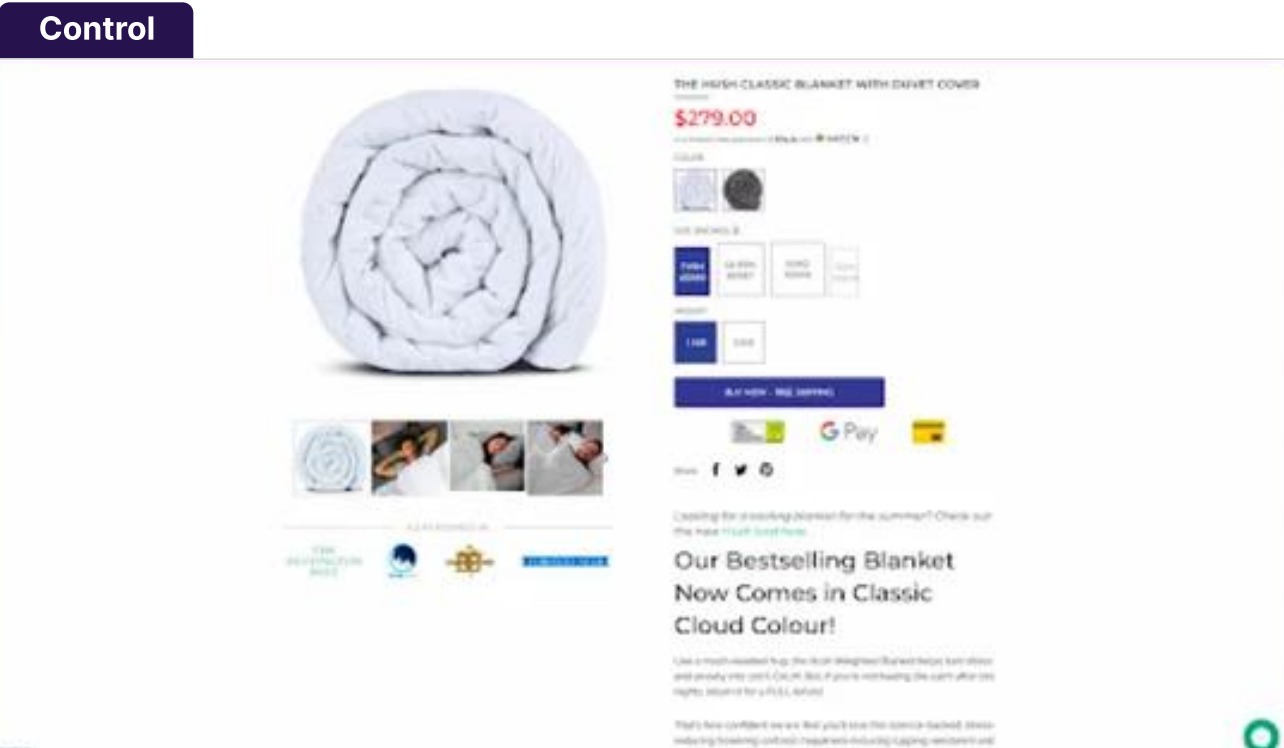


Most Common Test Type  
**A/B Test**

Top Experiment Goal Type  
**CTR**

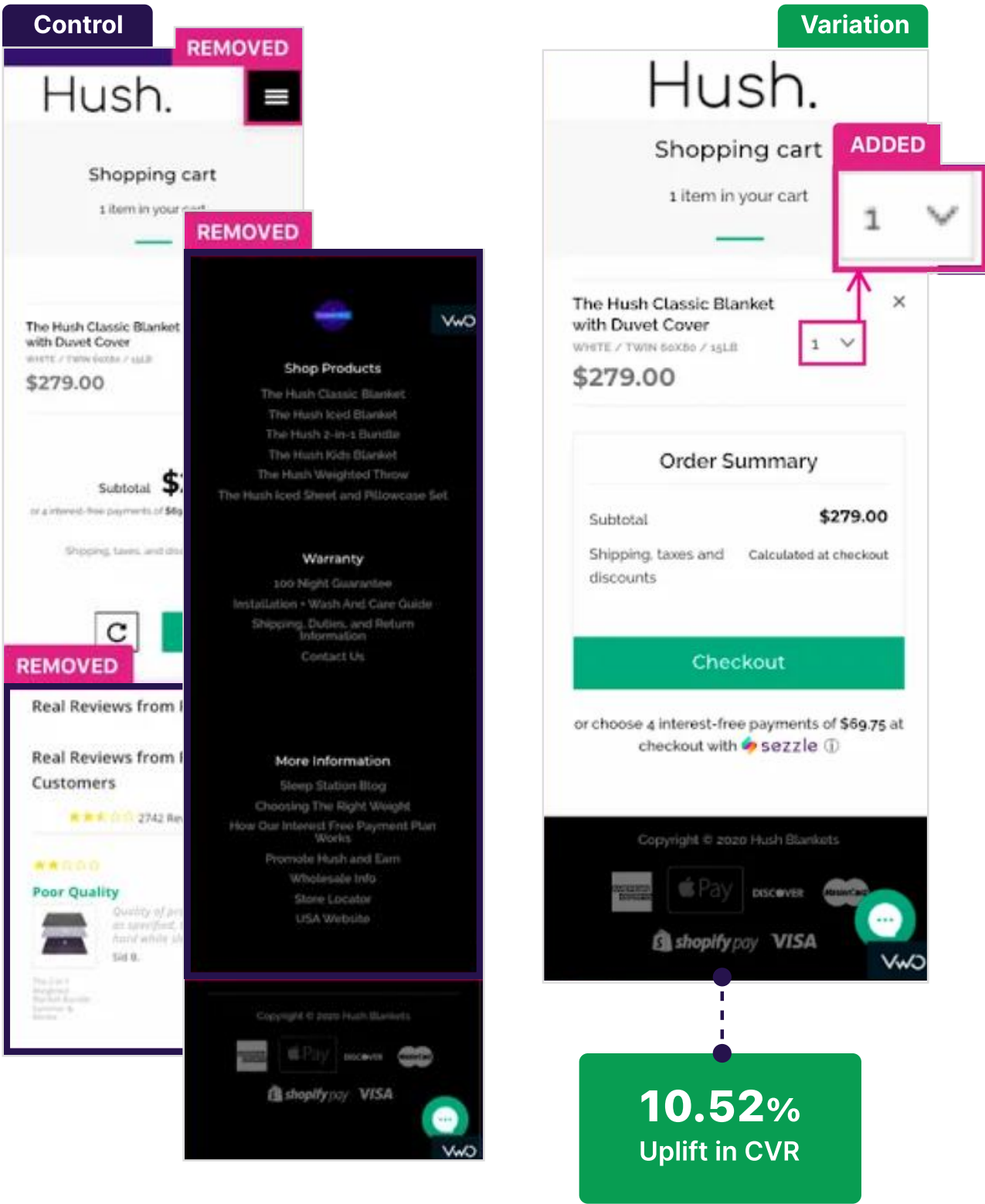


Hush Blankets, a Canadian company selling blankets, collaborated with VWO to identify friction on their cart page (mobile) and product page for Hush Classic (desktop).



The pages were redesigned using the industry-best [VWO Visual Editor](#). The test results showed a 5.67% increase in visits to the checkout page, a 33.15% improvement in the checkout rate, and a 51.32% boost in overall revenue.

Read the complete case study [here](#).



# Services

For service companies, refining their message and content to meet users' needs becomes easy with continuous experimentation. They can test variations of blogs, service descriptions, service pages, and forms to determine what resonates best with their audiences, leading to improved engagement, trust, and conversion.

Further, testing different support options, chatbots, or pop-ups can ensure a seamless user support experience on service companies' digital assets.

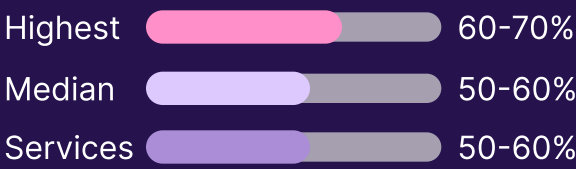
A comprehensive research uncovered interesting testing trends in this industry. Service companies have 50-60% of the total tests with winning variations. Each account of these companies carries out an extensive range of 24 to 60 tests. The testing duration is 1 to 3 weeks on average.

Notably, service companies create over 6 variations on average for each test to choose and deliver the best user experience on their digital assets. They allocate over 90% of their traffic for testing and expose between 5,000 and 10,000 visitors to each test before concluding it.

A/B testing is the preferred type of test employed by these industry players, with most tests having 2 to 4 goals. Among these goals, the most important goal for service companies is to enhance the click-through rate on elements.

## Industry Benchmarks

Percentage tests with winning variation



Avg. Test Duration



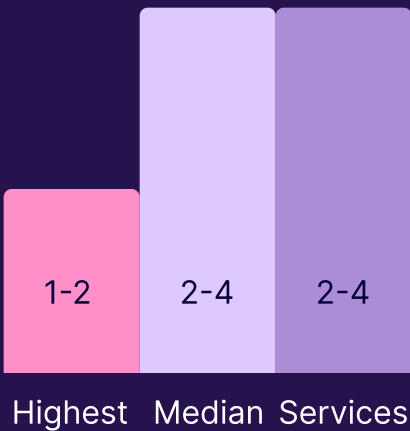
Variation Created Per Test



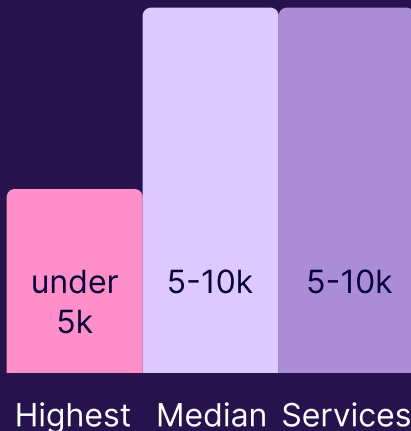
Avg. traffic percentage used to run tests



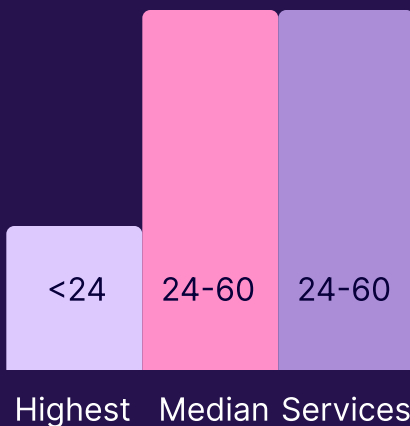
Goals per test



Visitors exposed before conclusion



Tests per account per year



Most Common Test Type

A/B Test

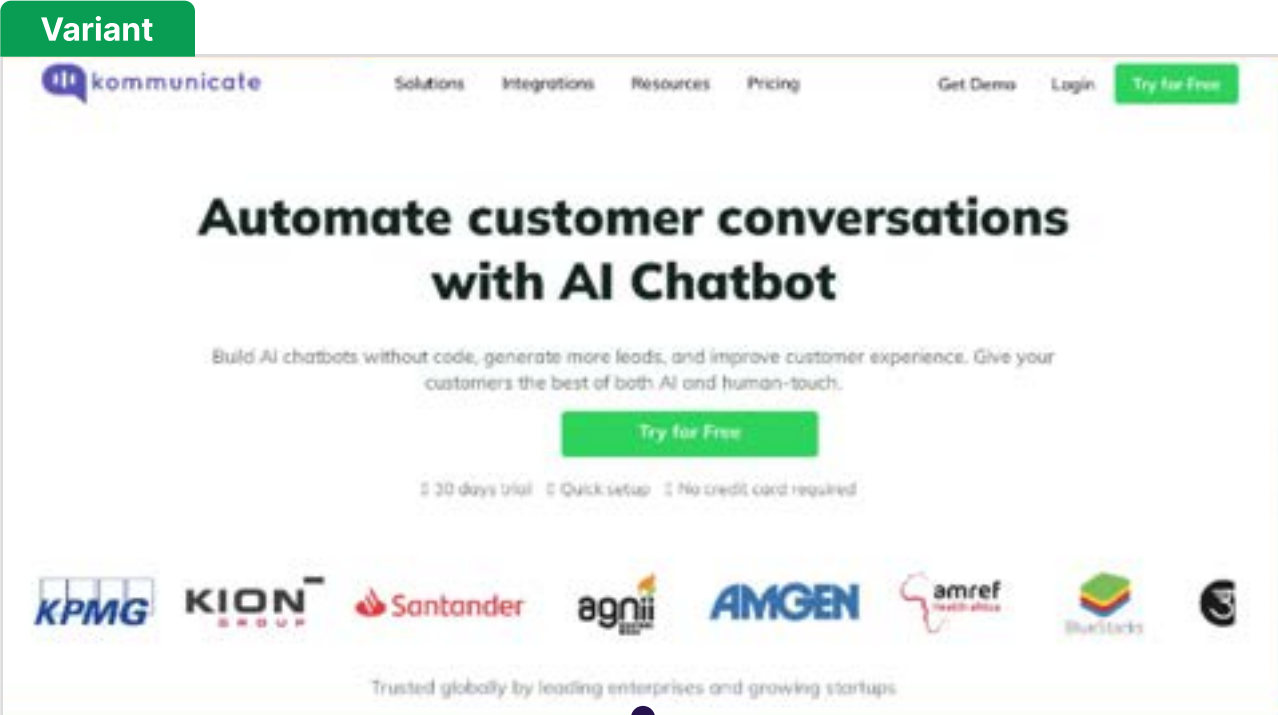
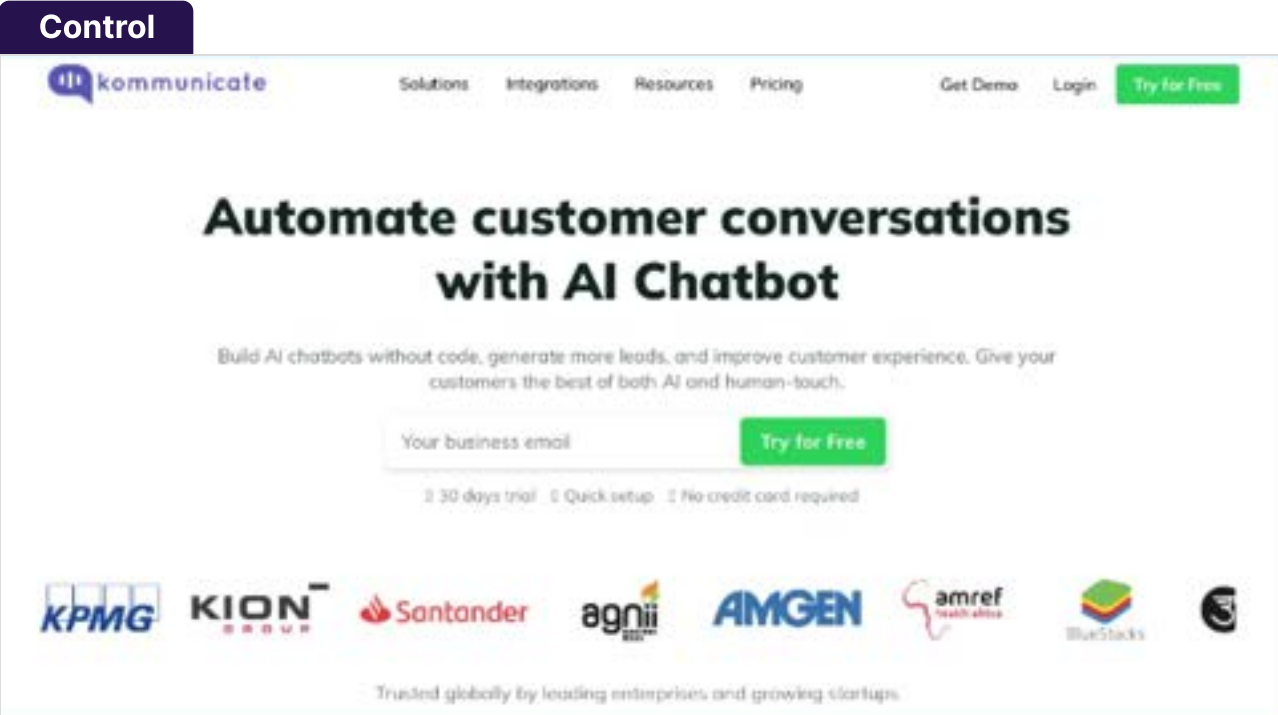
Top Experiment Goal Type

CTR

The Delaware-based Kommunicate had a no-code hybrid chatbot platform for businesses to engage with their customers.

The team ran an A/B test where they tested different variations of the CTA button, which increased clicks on its free-trial button by 25.53%.

Read the complete case study [here](#).



**25.5%**  
Increase in clicks

# Travel

Travel companies are experiencing a significant rebound following the challenging times brought by the pandemic. As restrictions ease, these companies have the chance to leverage experimentation to further enhance their recovery efforts.

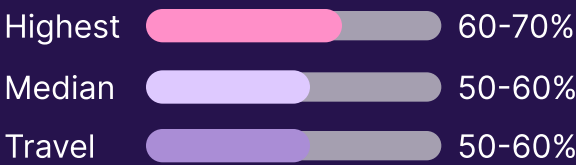
They can test different headline variations for promotional offers or destination descriptions. Experimenting with various layouts on search results pages, filtering options, and displays of available flights, hotels, or vacation packages can play a critical role in delivering a good user experience on travel websites or apps.

In-depth research conducted on numerous experiments demonstrated that 50-60% of tests run by travel companies produce winning variations. To get statistically significant results, these tests typically run for a duration of 1 to 3 weeks. Some 24 to 60 tests are run per account per year with each test typically having 4 to 6 variations.

Over 90% of their website traffic is directed toward testing and each test is exposed to more than 10,000 visitors before concluding. They mostly conduct A/B tests and set up to 2 goals, including the primary goal of improving engagement.

## Industry Benchmarks

Percentage tests with winning variation



Avg. Test Duration



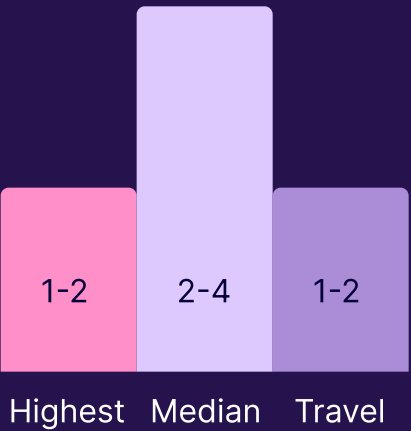
Variation Created Per Test



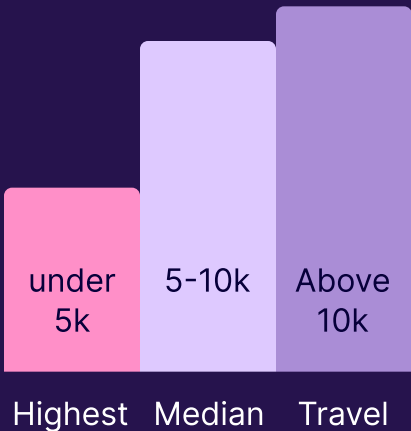
Avg. traffic percentage used to run tests



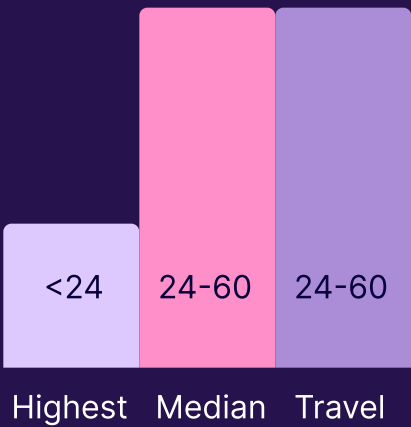
Goals per test



Visitors exposed before conclusion



Tests per account per year



Most Common Test Type  
A/B Test

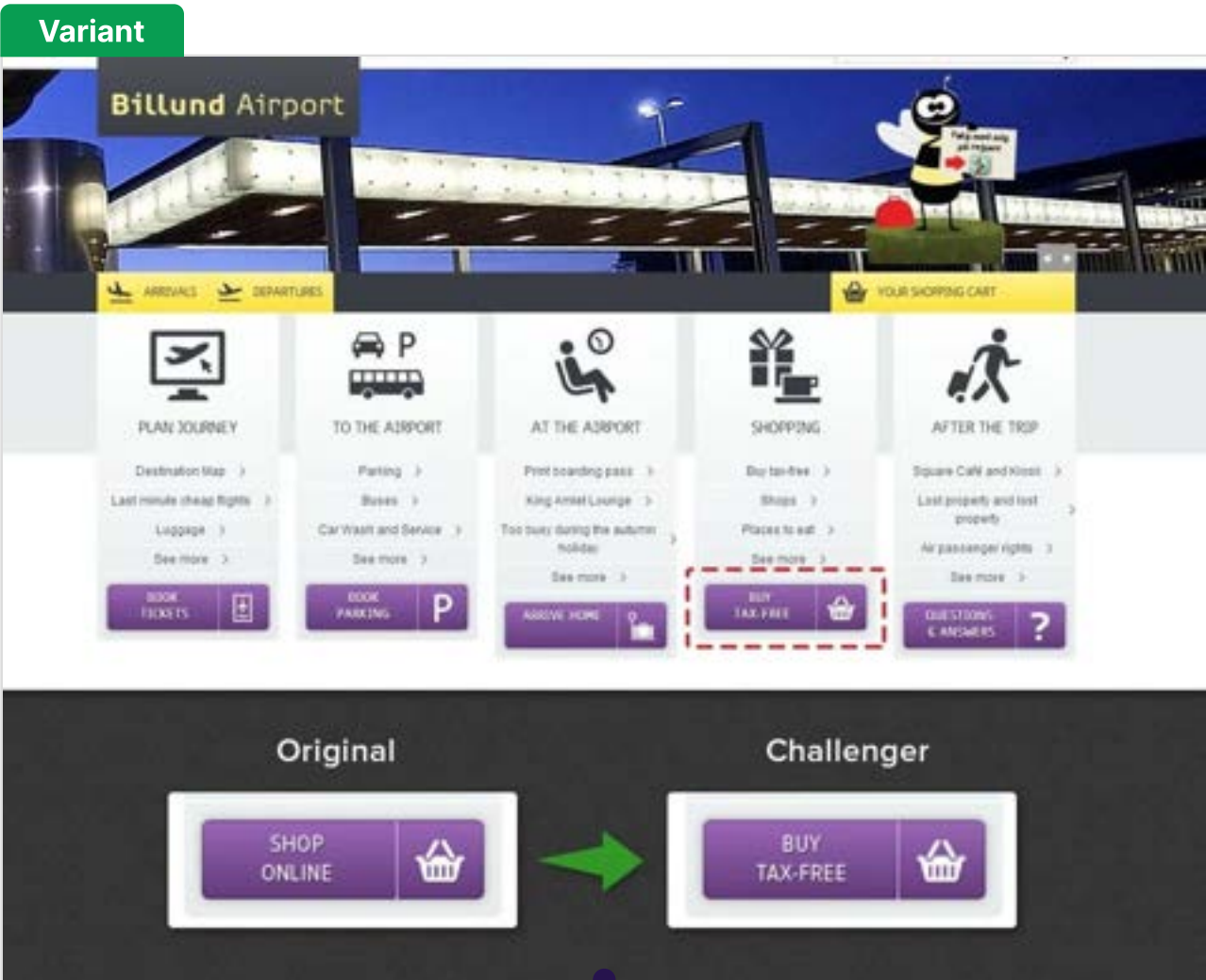
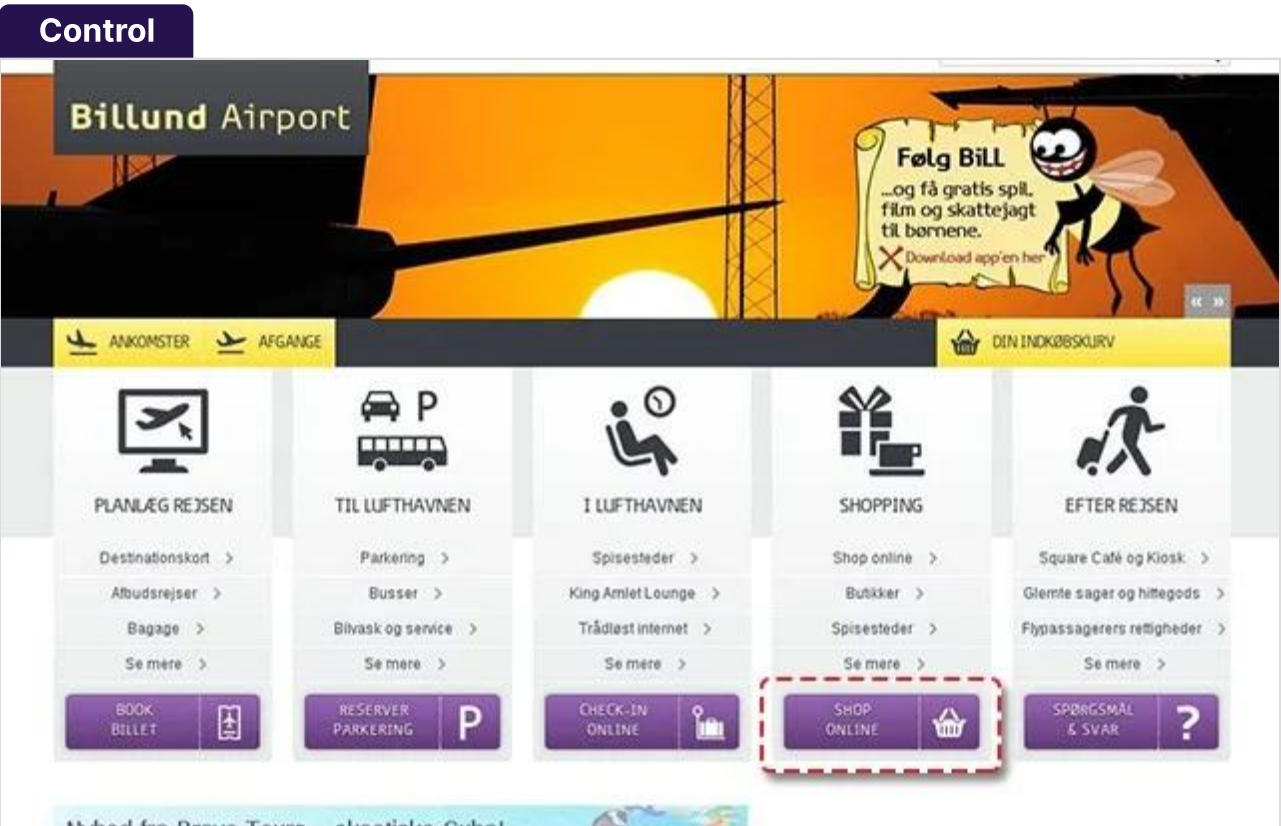
Top Experiment Goal Type  
Engagement



Billund Airport in Western Denmark wanted to run an A/B test on its homepage to encourage more visitors to visit its shopping page. They improved the CTA to reflect the right value proposition to visitors and convince them to take the desired step.

The variation helped increase the number of visitors clicking on its shopping page by 49.85%.

Read the complete case study [here](#).



**49.85%**  
Increase in  
clickthroughs

# Software

Software companies can test different layouts, messaging, and CTAs to identify the most effective combination that improves sign-ups, directly impacts their revenue.

User onboarding is another critical area of A/B testing for software brands. Experimenting with different onboarding flows and feature introductions can help guide users through the initial setup of the software, speeding up the time to value.

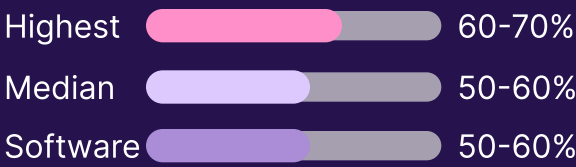
These companies can also test pricing strategies with different pricing tiers, subscription plans, and discounts to strike the optimal balance between attracting customers through discounts and maintaining profitability.

Research revealed that almost 50-60% of tests run by software brands yield winning variations. With an average duration of 1 to 3 weeks, each of these tests have 4 to 6 variations. Every account typically runs an impressive range of 24-60 tests.

Software brands allocate over 90% of their traffic to testing, exposing between 5,000 and 10,000 visitors to a test before it concludes. A/B tests are the most widely-implemented type of test, with up to 2 goals set for each test, the most important goal being to increase clicks on elements.

## Industry Benchmarks

Percentage tests with winning variation



Avg. Test Duration



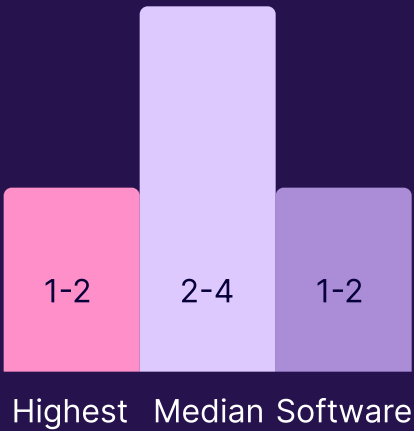
Variation Created Per Test



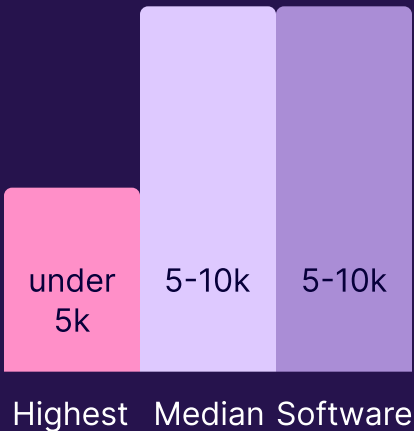
Avg. traffic percentage used to run tests



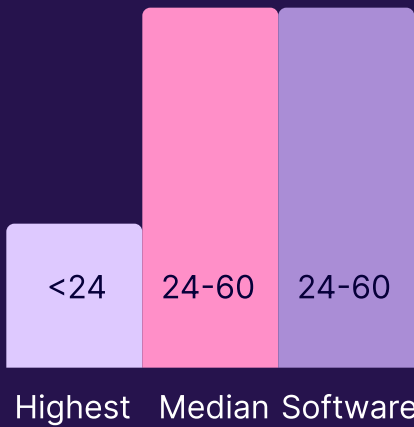
Goals per test



Visitors exposed before conclusion



Tests per account per year



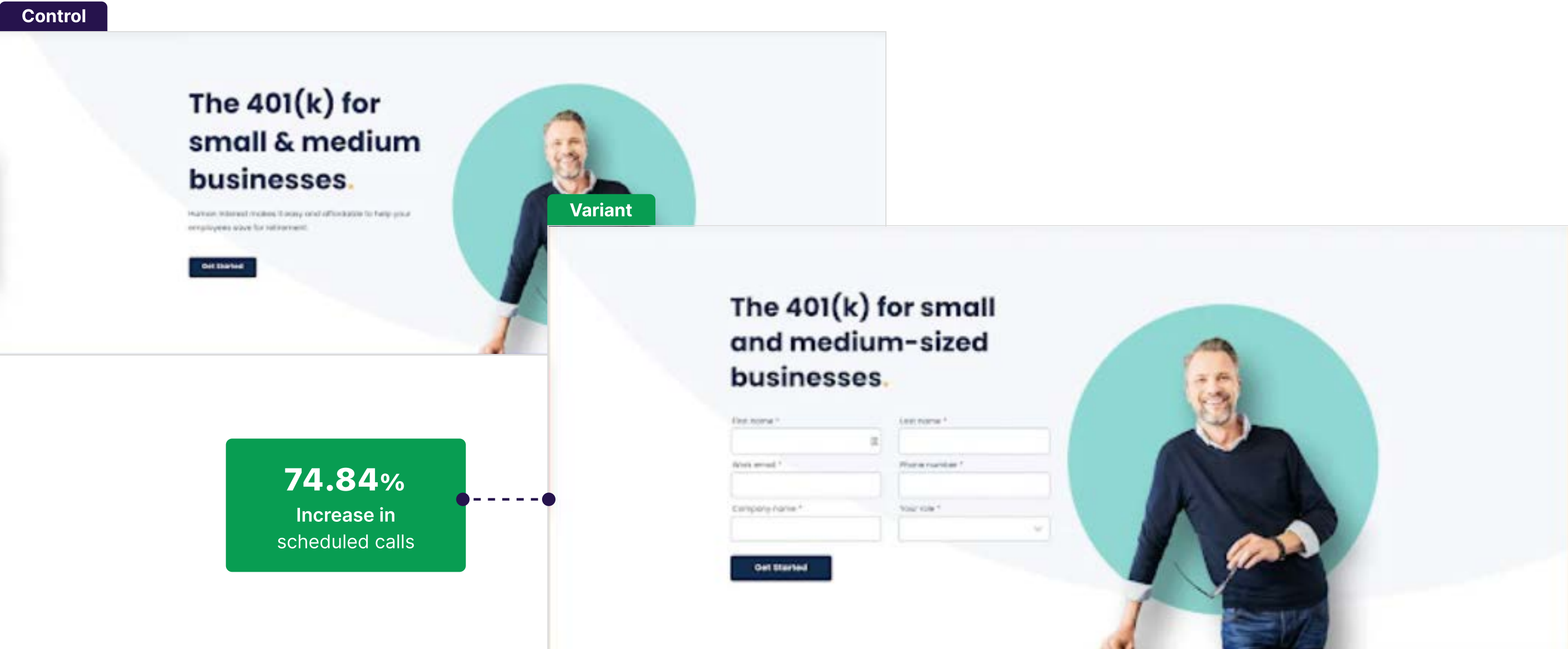
Most Common Test Type  
A/B Test

Top Experiment Goal Type  
CTR

Human Interest, a US SaaS company, boosted lead generation on their landing pages through server-side experiments.

Moving the contact form above-the-fold led to a 3.77% increase in form submissions and a remarkable 74.84% increase in scheduled calls with potential customers.

Read the complete case study [here](#).



# Universities

Universities turn to experimentation to address the challenges of presenting an immense amount of content in a digestible and intuitive manner for prospective students.

Experimentation allows universities to optimize even the smallest detail and simplify the complex elements to increase student enrollment. Testing different formats of presenting course information can help audiences derive maximum value from course or program pages.

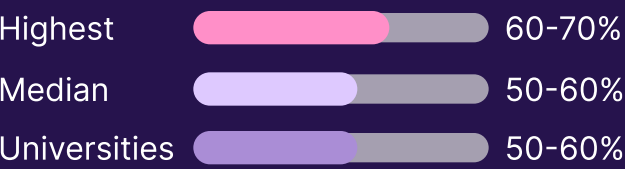
Further, experimenting with wording, designing, or positioning of CTAs, social proof, and reviews make a huge impact on students' enrollment decisions.

Around 50-60% of the total tests run by universities have variations surpassing the controls. This is slightly less than the highest percentage of tests - 60% to 70% - with winning variations across different industries. Universities and learning institutions run some 24 to 60 tests per account per year, spanning over 1 to 3 weeks.

More than 90% of traffic is assigned for testing, while 5,000-10,000 visitors are exposed to a test before concluding. Universities commonly run A/B tests with up to 4 variations and up to 2 goals, including engagement improvement as the top goal.

## Industry Benchmarks

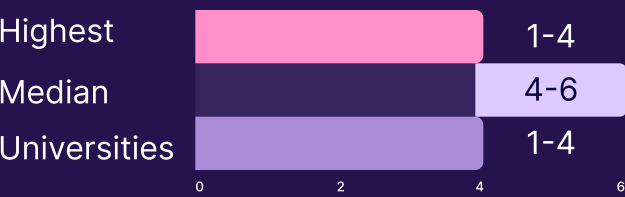
Percentage tests with winning variation



Avg. Test Duration



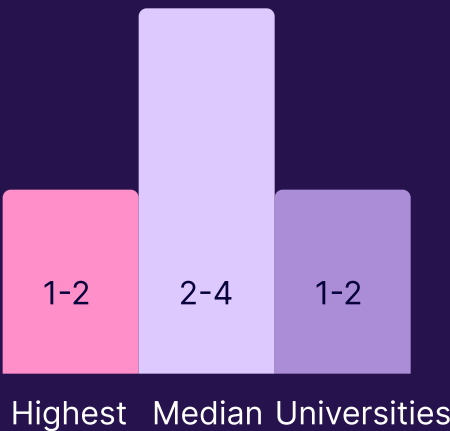
Variation Created Per Test



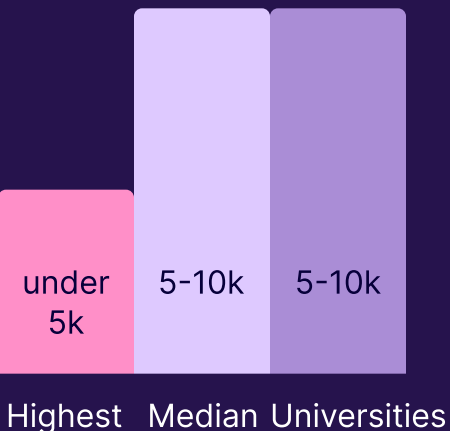
Avg. traffic percentage used to run tests



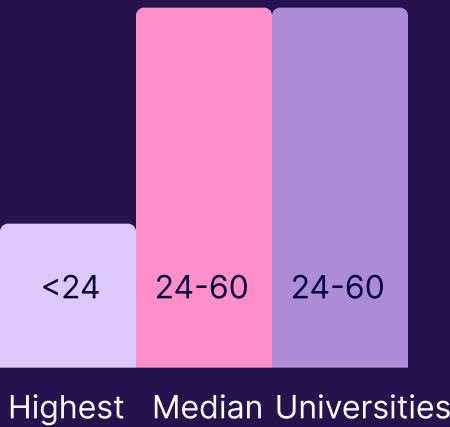
Goals per test



Visitors exposed before conclusion



Tests per account per year



Most Common Test Type

A/B Test

Top Experiment Goal Type

Engagement



Hotel Institute Montreux, a leading hospitality and hotel management institution in Switzerland, aimed to increase requests for brochures on the brochure page of its website.

They ran a test where testimonials were added in a prominent place, which increased form submissions by 50% on its lead generation page.

Read the complete case study [here](#).

Control

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Order your brochure to read online, or receive a copy at your home address.  
The HIM Admissions Team only uses the information collected through this form to email or call you back, if needed. Your data will be kept private and will not be shared with any third parties.

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Variation

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Alexey Dernyanov - Russia

Postgraduate Diploma in Hotel Management

"Montreux is a great place to study and the school is set up for students and their study needs."

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# Key Findings Across Industries

- Most industries showed an average testing rate of around 24 tests per account per year, with the maximum in Media & Entertainment at around 65 per account per year.
- Most common goals were seen in approx 60% of the tests, mainly driven by, revenue and engagement goals.
- Experiments during the pre-holiday period observed a 20-30% uptick in the majority of the industries.
- Industries like retail, software, gaming & sports observed a dip in no. of experiments during the sale period.

# Action Plan

As we conclude this benchmark report on A/B testing trends across industries, we stand at the precipice of an exciting future. With tremendous capabilities to optimize digital assets, enhance user experiences, and improve conversions, the A/B testing industry is poised for remarkable growth aiding long-term business success.

**Increasing demand for data-driven decision-making:** In an era where businesses increasingly appreciate the worth of data-driven insights, the significance of A/B testing tools becomes indisputable for making business decisions drawn from user behavior and preferences.

**Personalization and user-centric experiences:** With the rise of personalized marketing and customer-centric strategies, A/B testing tools will be instrumental in tailoring experiences to individual users. These tools enable businesses to create targeted variations and deliver personalized content, improving engagement and conversion rates.

**Advanced experimentation techniques:** A/B testing tools are likely to incorporate more sophisticated techniques beyond simple A/B comparisons. Multi-armed bandit algorithms, contextual bandits, and reinforcement learning are emerging approaches that can optimize experiments in real-time, allocating traffic dynamically to the most successful variations.

# About VWO

**VWO** is an experimentation platform that enables brands to improve their key business metrics by empowering teams to easily run their conversion optimization programs backed by customer behavior data. We provide a suite of tightly integrated capabilities to unify customer data, discover customer behavioral insights, build hypotheses, run A/B tests on server, web, and mobile, rollout features, personalize experiences, and improve customer experience across the entire buying journey.

Get a complimentary consultation of the entire platform tailored to your business needs to fast-track your way to increased conversion rates.

[Start Your Free Trial](#)

## Why VWO Is a Reliable Partner for Your Experimentation Practices

**40Bn+**

Experiences Optimized

**1.1Mn+**

Experiments run

**450K+**

Websites powered

**#1**

in A/B Testing

**50-60ms**

Smartcode response time

**22,000+**

Customers served

**13+**

Years since inception

**150+**

Countries

**100%**

Uptime

**99%**

CSAR Score



[vwo.com](https://vwo.com)