

How to Make A/B Testing with Odoo?

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SUMMARY

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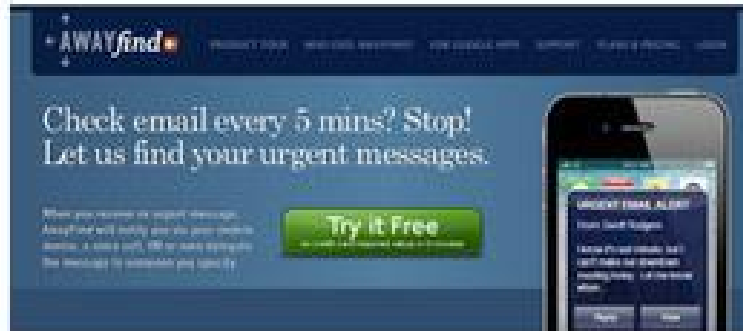
Why A/B Testing ?

What's A/B Testing?

- What?
 - Methodology based on goals to improve your website
- Why?
 - To know the impact of your website according to a goal
- How?
 - The A/B testing consists of comparing different versions of a page in your website to determine which one is the best according to a goal.
 - A page: the homepage of your website
 - Two versions: version A and version B
 - A goal: increase the page views

Why A/B Testing?

VERSION A



AWAYfind users have escaped from 250,240,213 unimportant emails... Meet a few below!



vs.

VERSION B



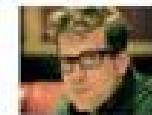
AWAYfind users have escaped from 27,019,953 unimportant emails... Meet a few below!



Patrick Murphy, *Senior Director*
I've not had to log email.
The important stuff just
through to me.



Susan Murphy, *Senior Director*
It pointed me further my
work than what's happening
in my inbox.



Martin Mann, *Senior Director*
It gives me confidence to
decide I need without
Annoying my colleagues
+ I highly recommend!

Our customers are at
some cool companies.



AWAYfind



Which is the best version?

Your Goal

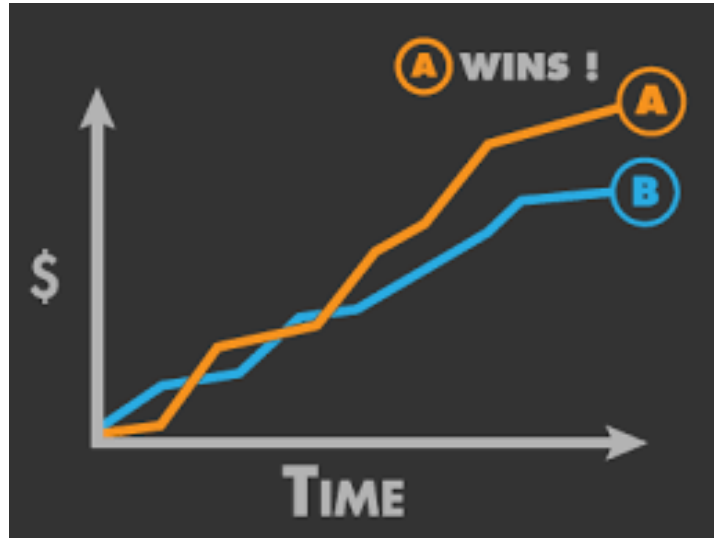
Increase the free trials (number of visitors who clicked on “Try it free”)



How to know which is the best version with this goal?

Tracking the informations

With Google Analytics services integrated in Odoo



Now you can take the right decision by analysing the graph

Why A/B Testing with Odoo?

Key Concepts

- **Versions**

- Allows you to save the modifications of a page without erasing the actual design of a page. The master version is the version published on your website

- **Experiments**

- Allows you to define the way you compare some versions by choosing which versions to compare and how to compare with a goal

- **Goals**

- Allows you to quantify the comparison between versions

A/B Testing Improves Your Website

- Create easily a version with Odoo CMS
 - Customize words, colors, headlines, call to actions, ...
 - Infinite possibilities with Odoo CMS
 - Track the best modifications with Google Analytics integration
- Control the distribution of your A/B tests



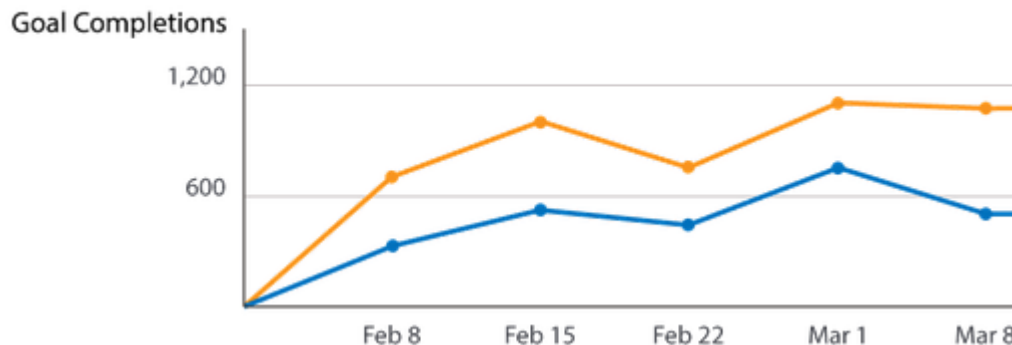
Structure Your Tests with Odoo Version

- Save all the modifications of a page in a version
 - to simplify your A/B tests and avoid overlap
- Save all the pages of a website on a version
 - to manage easily your multi website



Analyse Your A/B Tests with Odoo

- Create an experiment in a minute with Odoo thanks to the integration of Google Analytic services
- See your data directly on Google Analytics
 - Any useful data can be easily tracked
 - To take the right decision
- Set your own goals and synchronise them with Odoo



Steps to make A/B testing



Methodology based on goals to improve your website

Demonstration

How to Create a Version?

- **Install the website builder module**
 - this module allows you to create and design your website
 - let's create a website with a beautiful homepage



- **Install the website version module**
 - this module allows to create versions of a page
 - let's create a version of your homepage



How to Create an Experiment?

- To create an experiment, you must
 - have a google analytics account
 - create a project on google console that allows to use the API analytics
- Follow the steps
 - in the configuration modal, all the steps are explained
 - copy and paste U-A and View ID from your Google account
 - copy and paste Client ID and Client secret from your project
- Let's try!

Let's Start an Experiment?

- An experiment contains
 - a name
 - at least two versions (including master)
 - one goal
- In backend you can manage your experiments
 - to finish an experiment
 - to pause an experiment
 - to run an experiment
- Let's try!

Which Version is the Best?

Which Version is the Best?

- Check the results of an experiment
 - by clicking on analytics
- According to the results you can
 - publish the best version
 - delete the bad ones or try with an other goal
- Let's try!

Conclusion and questions

Conclusion

- Customize your website with the CMS
- Save your modifications in Odoo version
- Launch an experiment in a minute with Odoo
- Analyse the useful data with Google Analytics
- Publish the best version to improve your website

Thank You

Any question?

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