

A/B Testing Plan:

Updated headline for Google Ads campaign

Author: Digital marketer | Last Updated: July 6

Test details

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|---------------------------|---|
| 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% |
| Confidence level: | +95% (<i>Minimum 95%</i>) |
| Hypothesis: | Because we discovered our target audience and customers are deal seekers , we expect that calling out a deal or special offer in the headline will cause the conversion rate to increase by 5% . |
| 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 - Special Deals up to 20% Off

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