

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%
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.