



## STREAMLINING CAMPAIGN A/B TESTING WITH GEN AI

### Abstract

Generative AI systems are revolutionising how modern marketers approach A/B testing and experiment with marketing campaigns. They are making it easier to test and optimise campaigns in real time to achieve personalisation at scale. Overcoming the limitations of traditional campaign testing methods – time and resource-intensive testing and rigid insights – Gen AI testing tools automate data integration and analysis to uncover previously unattainable insights from complex datasets. Embracing AI-powered campaign optimisation tools is the way to go to stay agile in the dynamic and vibrant digital marketing landscape while driving meaningful engagement with customers using data-driven precision.

Experiments are an inherent part of the marketing world, making it more vibrant, dynamic, and intriguing. Customers do not want to see brands repeat the same old ads or marketing campaigns; but want something new and exciting they can interact and connect with. As a result, experimentation often holds the key to standing out from the gaggle of competition and unlocking new levels of success.

In the past, understanding and analysing the impact of experimental campaigns had been a challenge, requiring significant time and effort to collect and analyse the data. Artificial Intelligence (AI), especially generative AI systems, has changed this scenario today, helping marketers be creative and effectively analyse the impact and outcomes of various campaigns. As a result, majority of global marketers are integrating AI in some capacity into their campaign activities, and the international market revenue for AI in marketing is set to grow tremendously.

A/B testing is one of the most powerful tools at a marketer's disposal, helping them experiment with different variables and offer solid data for well-informed decisions. But how are Gen AI testing and campaign optimisation tools helping streamline A/B testing? Let us explore.



## Understanding campaign A/B testing

At its core, campaign A/B testing refers to comparing two versions of a marketing campaign or a website design to gauge which version the customers prefer and, thus, performs better. There are multiple variables you can A/B test, including the copy, design and layout, navigation options, forms, CTA, social proof, or content depth. Each of these variables has

a different impact at different stages of your customer's journey, allowing you to test how the control version (A) performs against the proposed variation (B).

One of the biggest advantages of A/B testing is it can help you identify and solve key visitor pain points, which can lead to lower bounce rates and better ROI from the traffic. Additionally, insights from

these tests can help you make low-risk modifications that can facilitate statistically significant improvements and prepare you for future gains. So, whether you are doing split URL testing, multivariate testing, or multipage testing, streamlined A/B testing can help you optimise your campaign and lead generation.



## How are generative AI systems transforming A/B testing optimisation?

A/B testing is an effective way to test customers' responses to two versions of a digital touchpoint in your campaign. However, relying on traditional testing methods for optimising A/B testing has many efficiency challenges, including:

- A/B testing often focuses on isolated changes, resulting in a lack of testing depth. Smaller changes – like changing the colour of the CTA button – are not what produce the most impact. Rather, a series of smaller changes across several touchpoints are necessary to see the change, which traditional A/B testing cannot achieve.
- A/B tests rely on traffic volume to offer insights that can produce statistically significant results, which can take months to achieve. Additionally, you

cannot start and stop the test to change your hypothesis, requiring you to start from square one if you want to make any corrections.

- A/B tests usually split traffic 50/50 with no consideration for different audience segments. This makes it almost impossible to personalise your campaigns in a world where hyper-personalisation is becoming the norm.
- The findings of A/B testing are rigid; they tell you what the customers prefer but do not answer why. As a result, you have to start from scratch as the customer behaviour and preferences evolve.

Despite these limitations, experimentation across digital touchpoints is critical to facilitate data-driven decision

management and risk mitigation. This is where generative AI systems come into play, enabling brands to do more - better and faster. With its ability to recommend creative variations, analyse data at scale, and offer actionable insights, Gen AI has emerged as a game changer to facilitate campaign optimisation and automation.

Here are some ways Gen AI testing tools can help automate and optimise experimentation in marketing:

- You can achieve continuous "self-optimisation" with AI-powered campaign optimisation tools. Gen AI tools take into account the target audience, customer segments, and general audience and iterate experiments in real time across multiple touchpoints. They can easily

remove poor-performing ideas or add new variants without stopping the experiment.

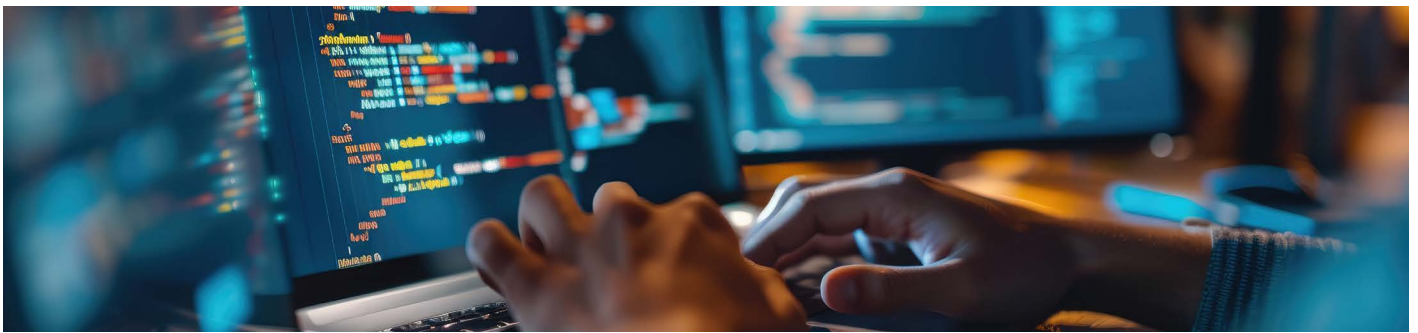
- Using Gen AI to streamline campaign A/B testing eliminates the challenge of lengthy experiment run time, learning what is working with your target customer segment, and recommending the best course of action. Additionally, it can help you ideate, create new copies and imagery, and add new variants to experiments faster, making A/B testing scalable without the need for extensive time or resources.
- In today's data ecosystem, AI takes out the complexity of integrating additional

data sources into your manual A/B testing program. Automating the tasks of data integration and handling, Gen AI testing tools offer you a more nuanced picture and actionable insights for campaign optimisation.

- In addition to automating data integration, AI-powered testing tools can collect and analyse real-time data, leveraging these insights to deliver a more tailored and personalised experience to individual customer segments.
- Gen AI also simplifies multivariate tests, helping marketers test multiple hypotheses simultaneously. As AI

continues to evolve, it will be able to run more complex tests, combining best-performing hypotheses to provide actionable insights for campaign optimisation for a better ROI.

- This ability of generative AI systems to create experiments on the fly, with less risk, can facilitate personalisation and engagement at scale. Marketers can use AI-powered campaign optimisation tools to analyse vast amounts of customer data – demographics, behavioural insights, preferences, and much more – to achieve personalisation with unparalleled precision and an increasing likelihood of conversion.



## Leveraging Gen AI testing tools for campaign A/B testing

Getting started with Gen AI testing tools to streamline your campaign A/B testing can be daunting. However, with the right approach, it can be a straightforward process. Here are some easy steps to help you get started:

- **Define your objectives:** Start by defining clear and measurable objectives of your marketing experiment before jumping into A/B testing. Identifying the KPIs, such as click-through rates, engagement, or sales, can guide your AI implementation efforts.
- **Choose the right campaign optimisation tool:** With many options available on the market, selecting the right Gen AI testing tool can make or break your campaign efficiency. Consider factors like ease of use, integration, pricing, and customer support to select the tool best suited for your campaign objectives.

- **Generate data-backed hypotheses:** Leverage the generative AI systems to streamline customer journey across various digital touchpoints, simplifying data collection, organisation, management, and analysis. Based on this data, you can generate data-backed hypotheses that will guide variant creation for A/B testing.
- **Create different variants:** With campaign objectives in mind, leverage Gen AI to create different variants for your A/B test. The right campaign optimisation tool will help account for differences in customer segments, automate test prioritisation, and facilitate “self-optimisation” of the campaign for optimised conversions.
- **Analyse the results:** Analyse the results of your A/B testing with the help of AI analytics tools. AI's ability to uncover complex patterns in real-time data can

help you not only dive deeper into customer preferences but also identify high-value customer segments where you can concentrate personalisation efforts.

- **Apply your learnings to create a hyper-personalised experience:** Lastly, apply the learnings from the A/B testing to optimise your marketing strategies and maximise the impact of your campaign. With this, you can create a hyper-personalised experience for different customer segments in real time.

However, you need to keep in mind that this is an iterative process. So, continuously monitor and refine your strategy to achieve optimal results with Gen AI campaign optimisation tools.

If you are still struggling to get started with using generative AI systems to streamline campaign A/B testing, here are five areas

where Gen AI can help you experiment with A/B testing:

- **Ideation:** Gen AI can help you develop and validate potential ideas, predicting the potential impact of proposed changes.

- **Imagery generation:** Gen AI is a game changer when it comes to ideating, iterating on, or generating new visuals for A/B testing.

- **Content creation:** Whether it is copy, content, or CTA, Gen AI can help tailor your messaging for different target segments, allowing you to fine-tune your content strategy.

- **Test build:** With Gen AI, you can easily build necessary scripts and test environments, eliminating barriers for non-technical users to speed up iteration and deployment of new experiments.

- **Results analysis:** Results analysis comprises a broad spectrum of tasks, from data collection and organisation to statistical analysis. Generative AI systems take analysis efficiency to the next level, uncovering insights previously unattainable to marketers for enhanced marketing efficiency.

Although there are challenges the marketers must consider, such as AI integration complexities, ethical AI use, customer privacy, and resource investment, the future of AI in A/B testing is bright. In the evolving landscape of digital marketing, Gen AI testing tools will continue to enhance marketing efficiency, automating A/B testing and facilitating agility in the face of evolving customer expectations.

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## Endnote

Generative AI systems represent a pivotal shift in modern marketing approaches, especially when it comes to testing marketing campaigns – such as A/B testing. AI-powered campaign optimisation tools transcend the limitations of traditional testing through marketing automation and real-time optimisation. They enable swift

campaign iterations, allowing marketers to extract actionable insights from complex data sets and facilitate personalisation at scale. As the digital marketing landscape continues to evolve, embracing Gen AI testing tools will not only enhance marketing efficiency but empower brands to be agile amidst changing

customer dynamics as well. Embracing Gen AI technologies holds a promise of a future where data-driven precision converges seamlessly with creativity, driving sustainable growth and customer engagement.

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