

A/B Test Plan

Marketing & Advertising

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Designs an A/B test — hypothesis, variants, primary metric, sample/duration guidance and how to read results — so you learn something reliable. Use it before running a test. For a CRO backlog use the Conversion (CRO) Audit.

Purpose of this tool & output

Design a valid experiment, not a guess

How the output is used

Use it to design a valid experiment, not a guess — an A/B test plan with hypothesis, sample and success metric.

Important cautions

Do not stop early on noise; ensure adequate sample.

Companion documents

- Marketing Analytics Setup Plan
- Marketing Dashboard Planner
- Campaign Performance Report
- Attribution Model Advisor
- Marketing ROI Analysis
- Marketing Funnel Analysis

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.