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Altri autori (Persone)	KoomenPete <1982-> HarshmanCara
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Nota di contenuto	How A/B testing helped win the White House-- twice -- What to test -- Refine, explore, and refine -- Less is more : reduce choices -- Conclusion -- Acknowledgements.
Sommario/riassunto	A guide to delivering a better user experience through A/B testing A/B Testing outlines a simple way to test several different versions of a web page with live traffic, and then measure the effect each version has on visitors. Using A/B testing you can determine the most effective way to increase conversion rate-the rate at which visitors convert into customers. The average conversion rate across the web is only 2%. That means 98% of visitors to most websites don't end up converting. Using A/B testing, companies can improve the effectiveness of their marketing and user experien