

# Lecture 11: Why A/B Split Testing Is Important? Plus, My Favorite Free Tool

A/B Split Testing is a technique many people use to see whether Version A does better in converting in to a download in our case for an app developer in comparison to Version B. You are basically comparing how Version A does against Version B. For example, let's say Version A of your app icon has a red border and Version B has a blue border. Through split testing you see the red border converted in to 10 more downloads than Version B's blue border.

You can do this with everything such as your app description, screenshots, video previews, names, call to actions, colors, sizes, pricing, landing pages, headlines, etc. The Bottom line here is you want to test everything, so you can increase your downloads and social engagement. Please note while testing Versions A/B you are Only changing 1 thing at a time!!! It's also best to split your traffic to both designs, so 50% see Version A and 50% see Version B.

Test Nest is a company that allows you to perform A/B Split Testing for Free, but you can always upgrade to allow more apps to be tested. They quote a 5.8% Increase in installations due to A/B splitting. Anyway you look at it, it's very necessary you do this to increase your installs and social engagement!

Be sure to check the Recommended Links. And, I'll see you in the next lecture.

## **Recommended Links:**

### **[A/B Test Your App Store Page Free Tool](#)**

**<https://www.optimizely.com/>** - For mobile apps and web - Optimizely charges \$49 per 1000 (MUV) Monthly Unique Visitors.

**<http://apptimize.com/>** - Specializes in mobile app split testing for iOS and Android

**<https://splitforce.com>** - For iOS, Android and Unity - \$17/Month for 5,000 Monthly Active Users

**<http://www.bluecloudsolutions.com/blog/ab-test-app-icon-without-update/>**