



Split testing

Material Pack

Split Testing | Available For All Users



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01

What is split testing and why use it?





Introduction

We first want to show you **what** split testing is and **why** it should be used, before outlining exactly **how** you can easily set up your own split test expressions and analyse them on the WakeupData platform.

Split testing (also called A/B testing) is a way of conducting controlled experiments with a test and control group of product data in your feed. The goal will be to improve your online sales by measuring and comparing metrics such as **clicks**, **impressions** or **purchases** to see if there is a significant difference between main and variant groups.

Proven results - There are countless examples of success stories from companies who used simple tests to get fantastic results, **including one**¹ which made \$300 000 from split-testing with a few simple changes to their wording - even small improvements can make a big difference for bottom line and ROI.

WakeupData is the only data feed management tool with the full set of tools to allow users to carry out feed split-testing by themselves.

1. <https://www.searchenginejournal.com/changing-one-word-increased-revenue-330000/133985/>

What is split testing and why use it?

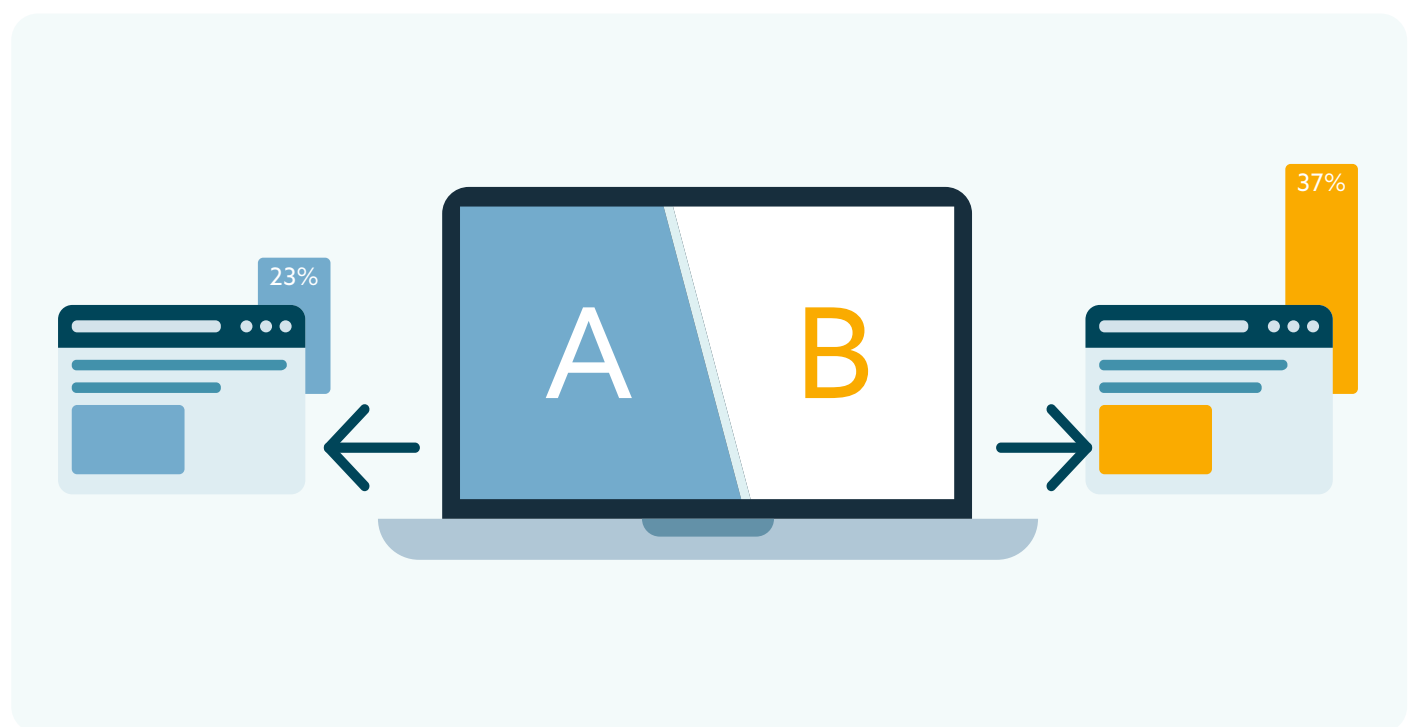
Subjective choices about your product feed data can be made **objective** using split testing, because the data from your trials will either support or undermine a hypothesis on which alterations to, for example, titles, images or descriptions, will work best.

Demonstrating your **ROI** can be better assessed because all your A/B splits can be created with **quantifiable** goals in mind - as we'll see, even small improvements can make a big difference for bottom line and ROI.

These goals might be, for example, to improve **click rates**, **impressions** or lowering **cost per click**, similar to the results from **Swiss publisher Blick**¹ through page optimization.

By trying different titles and images on several separate split tests they were able to produce a significant increase in page impressions (**4.9% per visitor**) and click through rate (**19.7%**) which resulted in a major lift in their ad revenue. This wasn't done in product feeds, but is similar in concept.

Now we'll take a look at how straightforward it is to set up similar trials for your business and start seeing the same positive results.



1. <https://blog.optimizely.com/2015/09/17/boost-ad-impressions/>

02

How does split testing work?



How does split testing work on the WakeupData platform?

Once you have established what you are going to test, how you are going to alter it and what your desired goal is, you are ready to go with split testing.

The split test function is carried out by using our Expression Engine - to access this go to your **Export Overview**, select the '**Edit Mappings**' tab. From here, select which field you wish to change, and in there setup a **split test expression**.

The screenshot shows the 'Data mappings for Google Merchant Center' interface. At the top, there's a 'Go to export' button. Below it, a navigation bar includes 'Overview', 'Mappings' (selected), 'Exported data', 'Sender', 'Filtering', and 'More options'. Under 'Mappings', there are buttons for 'Change xml structure', 'View output', 'Quick validation', and 'Deep validation'. The main area is divided into two panels. The left panel, titled 'Fields', shows a list of fields under 'Generic Shop Fields' (Shop title, Shop url, Description of webshop) and 'Product Identifiers' (Unique product id, Global Trade Item Number (GTIN), Product brand). The 'Unique product id' field is selected. The right panel, titled 'Field: Unique product id', shows a 'Field description' and a 'Choose data method' section. The 'Choose data method' section has five radio buttons: 'Use unmodified data', 'Use static value', 'Use expression engine' (selected), 'Use rules engine', and 'Use image template'. At the bottom of this panel, there is a 'Go to expression engine' button highlighted with an orange box.

When you are happy with your chosen field, select '**Go to expression engine**'.

What is the expression engine?

WakeupData's expression engine is a tool which allows you to easily generate and enrich content by designing or combining pieces from your product information. You can combine up to five different fields and carry out all kinds of functions like adding, removing, combining, calculating values and creating custom URLs.

Check out our expression engine introduction video **here**¹.

1. <https://www.youtube.com/watch?v=-r3UnMyFfLc>

This is how the expression will look in the expression box (there are a total of 4 different split test functions to choose from - see the 'Additional notes' section in this material pack for further information):

splittest(IdField,Percentage,Main,Variant)

Let's go through that expression:

IdField - is the field to base the split on. This is the field used to split your products on and it should stay the same during the course of the test. This can be the product id, url or another unique field that doesn't change - because we want to carry out the test on the same products in the feed from day-to-day until the test is over.

Percentage - is the approximate percentage of products to include in the split test - so there will be some variance on this.

Main - is the value being outputted into the feed for all those not being included in the test. Often called the control value.

Variant - is the alternative message being outputted for those included in the test.

To show you how it works, here is an example, in which for the variant we use "Super product:" and "!" on items in the test:

splittest(field2,30,field1, "Super product" + field1 + "!")

To be able to measure if this test has a significant impact on the channel you're using, you will need to put a marker on the products, so that you can identify the products tested in your analytics tool like google analytics.

The screenshot shows a user interface for configuring a split test. At the top, there's a header bar with buttons: 'Guide', 'View output', 'Close', and 'Save'. Below this, the 'Field: Unique product id' is selected. The 'Expression' box contains the formula: `splittest(field2,30,field1, "Super product" + field1 + "!")`. To the right of the expression box is a 'Test' button. Below the expression box, there are three columns for field selection. The first column, 'Use Field 1 in expressions to access data', has a dropdown menu showing 'Product title'. The second column, 'Use Field 2 in expressions to access data', has a dropdown menu showing 'Unique Id'. The third column, 'Use Field 3 in expressions to access data', has a dropdown menu showing 'Pick input data for field3'. Below these dropdowns are two lists of product names and their corresponding IDs. The first list shows product names like 'Casual Kjole - Sort', 'Hoff - Sol Top - Floral Print - Sort', etc. The second list shows IDs like '10822-68138', '10785-67529', etc.

Product name	Unique Id
Casual Kjole - Sort	10822-68138
Hoff - Sol Top - Floral Print - Sort	10785-67529
Alberta T-shirt - Hjerter - Sort	10775-67474
Festlig Jakke - Støvet Mørkeblå	10524-65848
Karolina Fit Jeans - Highwaist Straight Leg - Denim	5714-44639
Karolina Fit Jeans - Highwaist Straight Leg - Denim	5714-44640
Karolina Fit Jeans - Highwaist Straight Leg - Denim	5714-44641

You can create a marker in one of two ways:

- 1 **Firstly**, on Google Shopping you can use a custom label, where you use the same split test expression:

`splittest(field2,30,"Not Tested","Splittest")`

- 2 Alternatively, you can add it on the urls as a query parameter to see in your analytics software. If you are using google analytics, utm_content is a good parameter to use. So on the url create an expression stating

`field1 + "?utm_content=" + splittest(field2,30,"Not test","Splittest")`

where field1 is the url and field2 is the id field. This would be the recommended choice if you are using Facebook, Prisjakt, Pricerunner, affiliate systems or other services.

N.B When carrying out split tests from the WakeupData platform, **ALL product selection and data extraction is automatic** - so if you have a feed with thousands of products, there is no need to manually go through selecting which listings should be included and extracted. This is what the split test function handles.

Please bear in mind that for split testing to be successfully implemented, you should preferably let it collect data for a **full week** (to ensure handling differences in search and click during the week).

You should also bear in mind that your hypothesis before starting the test should require a certain volume of traffic on the channel for a single click on your products not to be a deciding factor.

This obviously comes down to your company size and performance, and the platform's logic will make you aware if the significance between groups isn't great enough, but the target should be **at least 100 impressions for the control** and **at least 100 impressions for the variant**.

Examples of some factors which can be split-tested from the WakeupData platform.



Different titles.

Testing a low value brand area to see if it should be the brand that is at the beginning of a title or, for example, product type.



Different images.

These can take some days to trigger a noticeable effect, so such a test should last at least a week. Facebook and Google only update changed image urls on average every 3rd day.



Consequence of optimizing descriptions with better search terms.

Testing the impression share and reach.



Adding weather data or any other source of data on a subset.

Testing the impression share and reach.



03

Extracting your results from Google Analytics



Extracting your results from Google Analytics

- 1 Click on the '**Reporting**' in the top menu of Google Analytics.
- 2 Choose '**Reports**'.
- 3 In the WakeupData platform, ensure that you have first set custom label 1 to the splittest identifier, so that it contains the word 'Control' or 'Variant'.

Now in the **Report View** add the column: Custom label 1, Impressions and the field you are trying to increase, e.g: " **Views** and **Conversions** (if those are the ones you wish to test on), this could also be ROAS or anything else. Just ensure you have the same focus through the full test period.

The screenshot shows the Google Analytics Reporting interface. On the left, there's a sidebar with 'custom label' search and a list of custom labels (0-4). The main area shows a report titled 'Untitled report' with columns for 'Row', 'Custom label 1', 'Cost', and 'Cost / conv.'. A dropdown menu is open, showing options like 'REPORTING', 'Reports', 'Predefined reports (formerly Dimensions)', 'Dashboards', 'Download-only report', and 'Video viewability (.csv)'. The table lists various items with their costs and conversion rates. Callouts 1-5 highlight specific UI elements: 1 points to the 'GO TO' button, 2 to the 'REPORTING' dropdown, 3 to the 'custom label' search, 4 to the 'Table' view selector, and 5 to the 'SAVE AS' button.

Row	Custom label 1	Cost	Cost / conv.
Custom label 1	—	DKK 552.14	DKK 0.00
bolig og fritid		DKK 439.80	DKK 0.00
computer tilbehør		DKK 430.22	DKK 0.00
hdmi kabel og tilbehør		DKK 127.41	DKK 0.00
iphone tilbehør		DKK 388.53	DKK 0.00
nytt		DKK 87.74	DKK 0.00
original		DKK 986.78	DKK 328.93
split 1		DKK 1,165.15	DKK 364.11
strøm og batterier		DKK 301.82	DKK 100.61

- 4 Filter based on the custom label so you get the numbers for those being tested and those not being tested.

From here, you then filter the report for Custom Label 1 (the **control** value), so you can get the sum of impressions and conversions. Once that is done, you do the same by filtering for **variant**.

- 5 Now, in the WakeupData platform, input the numbers in our analytics tool under the given export under the '**More Options**' tab (far right).

The screenshot shows the WakeupData platform interface. At the top, there's a header with 'WakeupData' and 'HOW-TO GUIDES'. Below this, a title bar reads 'Split test analysis for Google Merchant Center' with a 'Go to export' button. A key ID is displayed: 'Key: 77b80257-6a4e-43e3-9120-54cc695d62a4'. A navigation bar includes tabs: 'Overview', 'Mappings', 'Exported data', 'Sender', 'Filtering', and 'More options'. The 'More options' tab is active, showing a section titled 'Estimate optimal test size'. This section contains input fields for 'CURRENT CONVERSION RATE (%)', 'DESIRED LIFT (%)', and 'AVG VIEWS PR DAY', each with a value of '0'. Below these are fields for 'SAMPLE SIZE' and 'TEST PERIOD', both currently empty.

Here you can **estimate the test sample size** at the top - this is worth doing before the test starts, to know the expected test duration.

You can then input the numbers from your analytics tool (as described above) which gives a result that tells you if the data is **statistically significant** or not.

The screenshot shows the 'Estimate split test result' section of the WakeupData platform. It is divided into three main columns: 'CONTROL DATA', 'VARIANT DATA', and 'RESULT'. Under 'CONTROL DATA', there are input fields for 'PARTICIPANTS' (1754) and 'CONVERSIONS' (21), leading to a 'CONVERSION RATE' of 1.2% and a 'TRUE CONVERSION INTERVAL' of 0.69% - 1.71%. Under 'VARIANT DATA', there are input fields for 'PARTICIPANTS' (900) and 'CONVERSIONS' (31), leading to a 'CONVERSION RATE' of 3.44% and a 'TRUE CONVERSION INTERVAL' of 2.25% - 4.64%. The 'RESULT' column displays a large green 'Variant' label, indicating statistical significance, with a note: 'With 95.00% confidence, the true population parameter of the "Variant" variant will fall between 2.25% and 4.64%.'

04

Additional notes



Additional notes

Test count

In general, you should only run one test per channel at the time. You can combine multiple elements into the test, but it will make it harder to evaluate which part of the result produced the final outcome.

Biased inventory

If your inventory contains very few items, and a few of these account for the largest part of your sale, you might risk a biased result in the test results. If this is the case, when you run a test, please check to see if those items have been split fairly between the groups and if not, either evaluate the change compared to before the test period or run the test again on a different product split.

Same split test groupings

To ensure we always test the same way during a test period, the platform does not change the split if the same data is supplied. In split testing, when you run different tests, it is recommended to use different randomized groups for each test. An easy way to do this is to add a number in the field ID (fieldid) to base the split on.

So test one will be:

`splittest("test1" + field2,30,field1, "Super product" + field1 + "!")`

Test 2 will be:

`splittest("test2" + field2,30,field1, field1 + "..." + field2)`

In this way each test will be based on a different splitting of groups. An alternative approach is to use the other 3 split functions:

`SplitTestIf, SplitTestIntervallf, SplitTestIntervallf`

This material pack has covered how to set up split testing using your product data and how to assess the significance of your trials. Please don't hesitate to get in touch if you have any questions about the split test function and how to get the best results.



WakeupData

About Us

WakeupData is a data feed management tool which allows users to effortlessly import, optimize and manage their product feed data before exporting to countless channels. We offer campaign tracking and the ability to monitor competitors to keep your business in front every step of the way.

We help sell more.

Become a master of price tracking and product feeds.

Integrate to countless channels better and achieve your goals.

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