Ad headline test record

Use one sheet for one comparison. Fill it in on screen or print it.

What do you want to learn?

Name one audience, one change and the outcome you expect.

Headline A

Current wording

Headline B

Proposed wording

What stays the same?

Note the audience, offer, destination and placement.

Primary measure

Include the numerator and denominator.

Source of the outcome

Where will you verify a booking or purchase?

Start, end and reporting lag

Allow the same time for outcomes in both groups.

Decision rule

What evidence would justify changing the ad?

RESULTS

A / counts and cost

Impressions, clicks, spend, verified outcomes

B / counts and cost

Use the same units as for A.

What happened?

Record both rates and the size of the difference.

Decision and reason

Keep A, adopt B or record an inconclusive result.

Next action and owner

Who will do what, and when will you review it?