BOOKLET STORE

Ad test brief

Complete the plan before launch. Add the result at the agreed review point.

Plan the comparison

Current version

Version to test

Who will see it, and what stays the same?

What do you expect to change, and why?

Define the measurement

Primary outcome and how you count it

Data source and test-event check

Review date or stopping rule

Read the result

Current version result

Test version result

Decision, uncertainty and next step

Read the worked example at Booklet Store