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.

Fictional bike shop: will naming wheel truing reduce the cost per relevant enquiry?

Headline A

Current wording

Local Bike Repairs

Headline B

Proposed wording

Bicycle Wheel Truing

What stays the same?

Note the audience, offer, destination and placement.

Audience, offer, bidding, landing page and call to action. Run A and B concurrently.

Primary measure

Include the numerator and denominator.

Ad spend / unique wheel-truing enquiries

Source of the outcome

Where will you verify a booking or purchase?

Enquiry log; merge repeat calls and forms.

Start, end and reporting lag

Allow the same time for outcomes in both groups.

1-14 June; allow 7 more days for responses.

Decision rule

What evidence would justify changing the ad?

Fewer than 25 enquiries per arm: keep A.

RESULTS

A / counts and cost

Impressions, clicks, spend, verified outcomes

4,000 impressions; 160 clicks; $240; 8 enquiries

B / counts and cost

Use the same units as for A.

4,000 impressions; 120 clicks; $216; 12 enquiries

What happened?

Record both rates and the size of the difference.

A: $30/enquiry. B: $18/enquiry. B cost $12 less per enquiry in this run (40% lower).

Decision and reason

Keep A, adopt B or record an inconclusive result.

Inconclusive. Keep A. Neither group reached the planned review minimum of 25 enquiries.

Next action and owner

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

Owner: Jo. By 23 June, check unmatched calls against the enquiry log and document any corrections.