

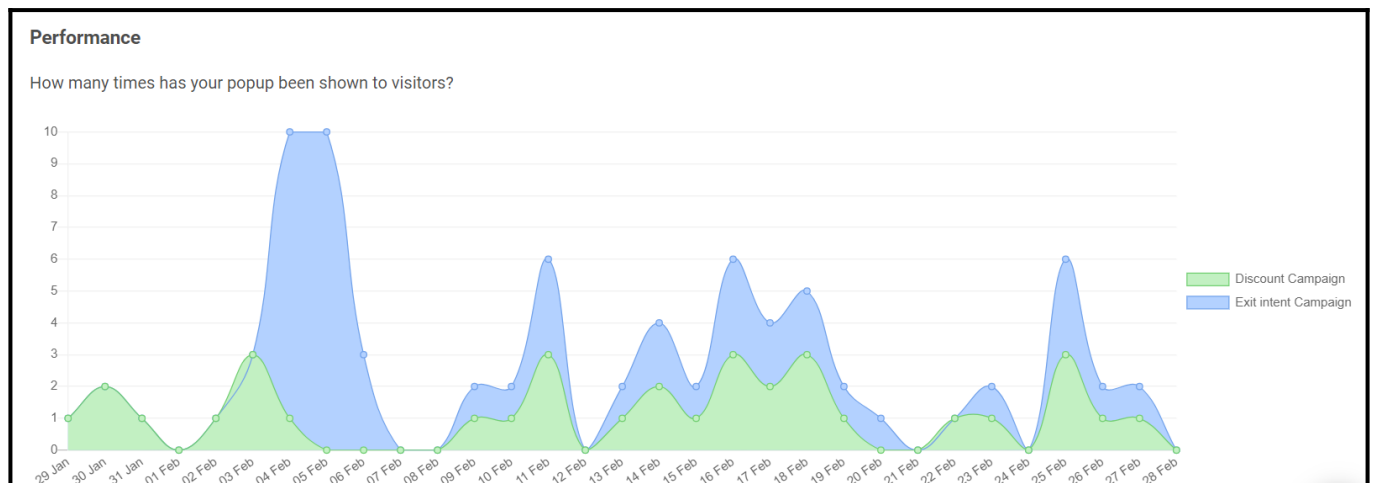
## How to Optimize Pop-up Campaigns with Picreel's A/B Testing

Picreel's A/B Testing feature enables you to compare various versions of pop-up campaigns, helping you to refine pop-up campaigns. This guide will walk you through the steps to set up and analyze these tests for better clarity and understanding.

### A few benefits of conducting an A/B Test of your pop-up campaigns are:

- Identify which pop-up campaign variations most effectively attract attention and encourage user action.
- Get valuable insights into user preferences and behavior, allowing you to tailor your strategies to meet your audience's needs more effectively.
- Refine your website's user experience by aligning your pop-up campaigns with visitor expectations.

This is how the campaign performance appears when you select the campaigns for A/B testing:



## To Perform A/B testing

**Step 1:** On the left side of your dashboard, look for the "A/B Testing" option. Selecting this will take you to the A/B testing section.

ProProfs  
**Picreel**  
Grow Sales & Conversions

Campaigns

Statistics

Leads

**A/B Testing**

Billing

Integrations

## Campaigns

☐ Action
 ☐ All Campaigns
 Sort by: Newest to Oldest

Select	Name
<input type="checkbox"/>	<b>Exit intent Campaign</b> Campaign on <a href="https://prochat1.helpdocsonline.com">https://prochat1.helpdocsonline.com</a> <a href="#">Edit</a> <a href="#">Email</a> <a href="#">Copy</a> <a href="#">Delete</a> <a href="#">Settings</a>
<input type="checkbox"/>	<b>Discount Campaign</b> Campaign on <a href="https://pcresources.helpdocsonline.com/home">https://pcresources.helpdocsonline.com/home</a>

**Step 2:** Click on the dropdown list to view available campaigns.

**Step 3:** After selection, click the 'Add' button to include these campaigns in your A/B test.

## A/B Testing

Discover which Picreel campaign is performing better than others through direct comparison.

**Choose up to five campaigns to test against each other.**  
 Minimum of two campaigns needed for effective comparison

Select

Add

### Performance

**Note:** For A/B test, you need to select at least 2 campaigns. Also, you can only select a maximum of 5 campaigns.

### Viewing Reports

To analyze the performance of individual campaigns within your A/B test, click on the report icon next to the campaign's name.

# A/B Testing

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Add

Discount Campaign



Exit intent Campaign



## Tips for Effective A/B Testing

- **Duration of Testing:** The ideal duration for a test varies based on website traffic. High-traffic sites might show significant results sooner than low-traffic ones.
- **Setting Limits:** If you're planning frequent tests, it's wise to set a time limit for each to ensure they're both effective and efficient.

*That is all about conducting an A/B Test of your Picreel pop-up campaign. If you encounter any issues or have any questions, feel free to contact our [support team](#).*

## Related Articles:

- [How to Connect Picreel to Any Website](#)
- [How to Set up a Pop-up Campaign for a Specific Cookie](#)
- [How to Send Collected Lead Data to URL](#)