# How Split Test Different Forms in a Popup

Pro and Pro+ · https://wppopupmaker.com/docs/pro-and-pro-plus/how-split-test-different-forms-in-a-popup/

Popup Maker **Split Tests** are a Pro feature.

Embedded media:
https://scribehow.com/embed/How_to_Set_Up_a_Forms_Split_Test_Popup__pg9n_ARlR3C0s8XcE4M0Rw?as=video

Below is a transcript of the how-to video.

## How to Set Up a Forms Split Test Popup

Learn how to split test your forms popups. This guide uses WPForms as an example to test which form works better with your visitors.

In our example, we have 2 WPForms that we want to split test (form A and form B).

1 Go to /wp-admin > Popup Maker

2 Click "Add New Popup"

3 Name your popup (internal name)

4 Enter a "Title" that people see at the top of your popup (public title)

5 In our example, we keep our internal popup name and public popup title the

same.

6 Click in the block editor and type "/wp" to find the WPForms block

7 Click "WPForms"

8 Select your first form

9 Click below that first form to add another block below it

10 Type "/wp" to find the WPForms block

11 Click "WPForms"

12 Select your second form

We're going to use a click open trigger to launch our popup.

13 Click "Add New Trigger"

14 We're going to turn off the cookie for this popup.

15 Click "Add"

We already have a CTA with the CSS selector #split-test. That's what we'll use for our click open CSS selector.

16 Enter the CSS selector for the button or CTA that will launch your popup

17 Click "Add" to save your trigger

18 Click "Targeting"

We're going to add a targeting rule next. That's so that our popup loads only on the page we want it to show. These targeting steps are optional.

19 Click "Choose a condition"

20 Type "pages"

21 Click "Pages: Selected"

22 Click the "Select pages." field

23 Click the page you want your popup to show

24 Click "Publish"

25 Click "Publish" for the second time

Now, it's time to create our split test.

26 Click "Split Tests"

27 Click "Add Split Test"

28 Select the popup you want to test

29 Click "Continue"

30 Click "Content"

31 Click "Next — Variants"

32 Rename your variants if you want to

33 Click "Next — Launch config"

34 Click "Next — Document"

35 Enter an optional internal name in the "Name" field (recommended)

36 Click "Next — Review"

Alert! Make sure you uncheck the "Start immediately after creation" checkbox. That's because we need to connect our WPForms forms as variants to this test before starting it.

37 Uncheck "Start immediately after creation"

38 Click "Create Test"

39 Click "Edit" to go back to the popup editor

40 Click the first form to select it

41 Click "A/B" for that first WPForms block

42 Click "A"

43 Click the second form to select it

44 Click "A/B" for the second form

45 Click "B"

46 Click "Save" to save our changes

47 Click "Popup"

48 Click "Start" under "A/B Split Testing"