How to Create a Content Split Test

Pro and Pro+ · https://wppopupmaker.com/docs/pro-and-pro-plus/how-to-create-a-content-split-test/

This guide shows you step-by-step how to use Popup Maker Pro's built-in Split Test feature to create a **Content** split test.

If you want to test which form works better in a popup, check out our How Split Test Different Forms in a Popup guide.

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Three Main Parts

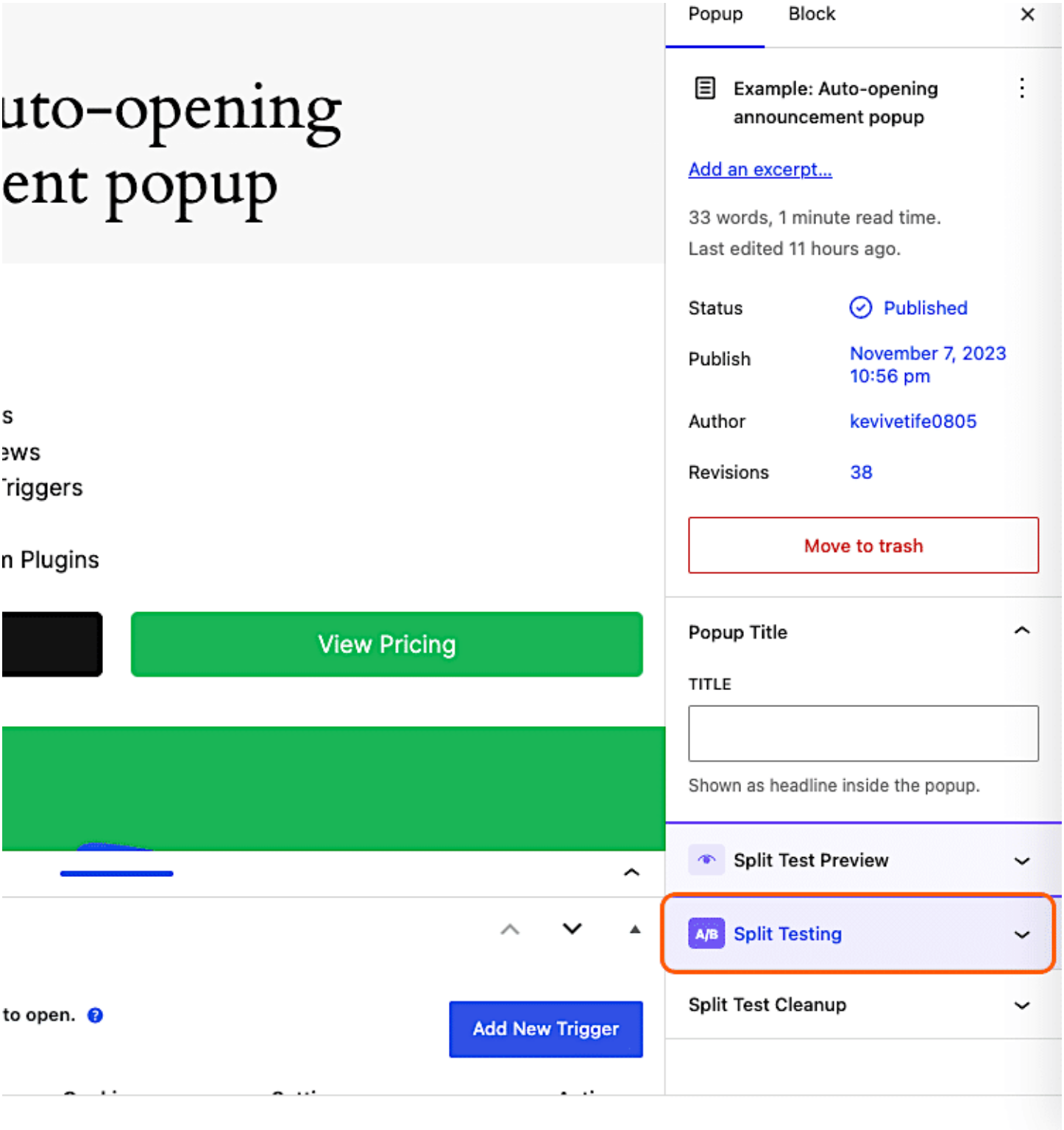
There are 3 parts to creating a **Content** split test.

1. Create the Split Test, but don't start it
2. Scope the content variants
3. Start the Split Test

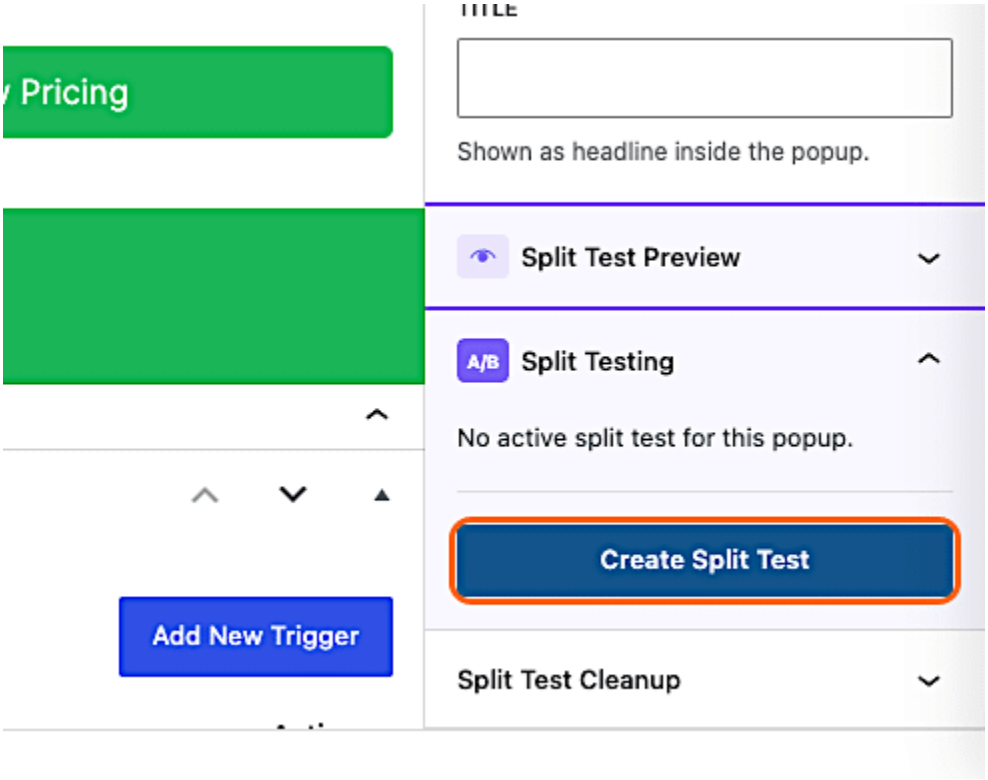
Part 1: Create the Split Test (but don't start it)

1. Edit your popup using the block editor

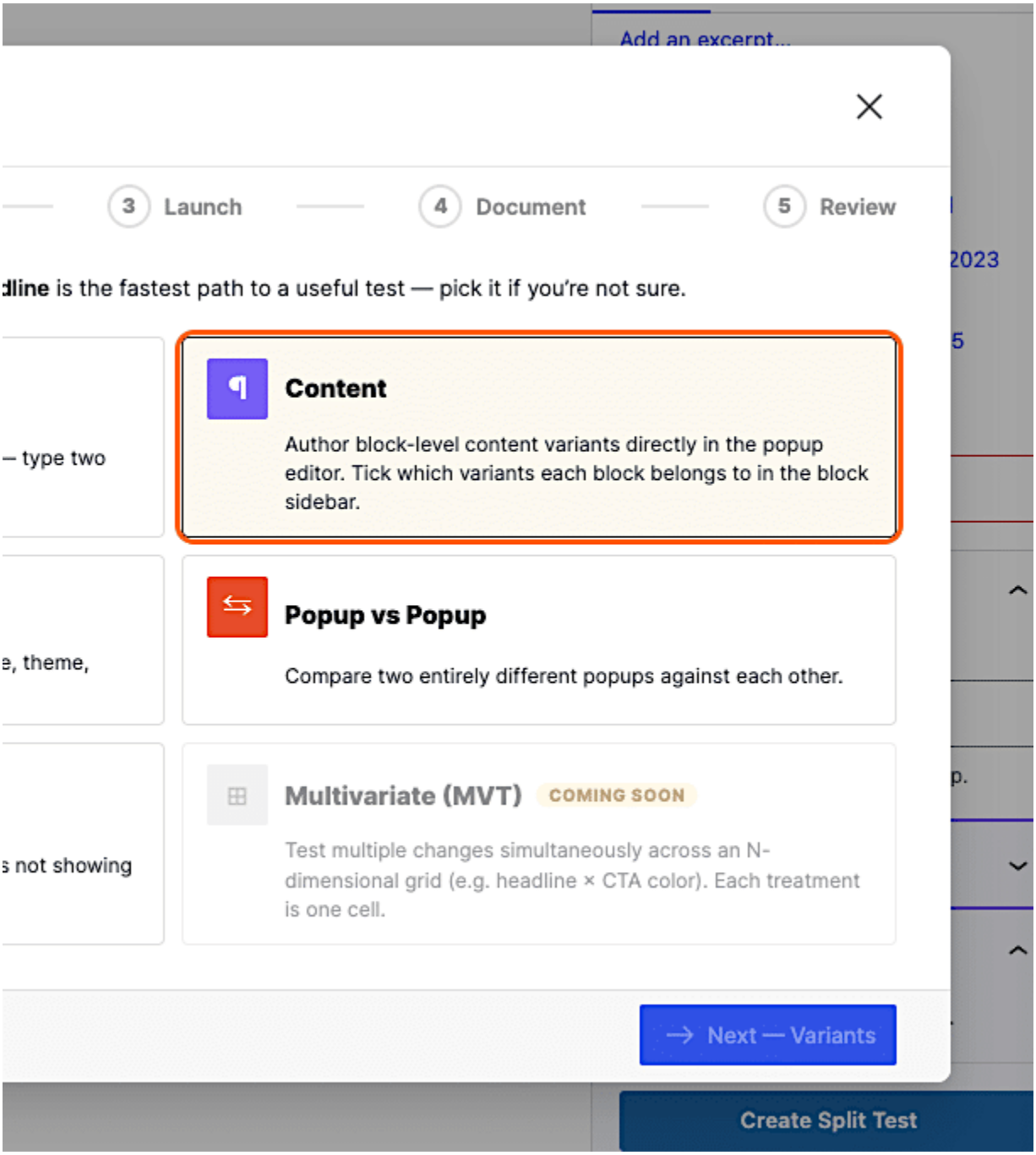
2. Click Split Testing


uto-opening
ent popup
s
ews
Triggers
n Plugins
View Pricing
to open.
Add New Trigger
Popup
Block
Example: Auto-opening announcement popup
Add an excerpt...
33 words, 1 minute read time.
Last edited 11 hours ago.
Status
Published
Publish
November 7, 2023 10:56 pm
Author
kevivetife0805
Revisions
38
Move to trash
Popup Title
TITLE
Shown as headline inside the popup.
Split Test Preview
A/B
Split Testing
Split Test Cleanup

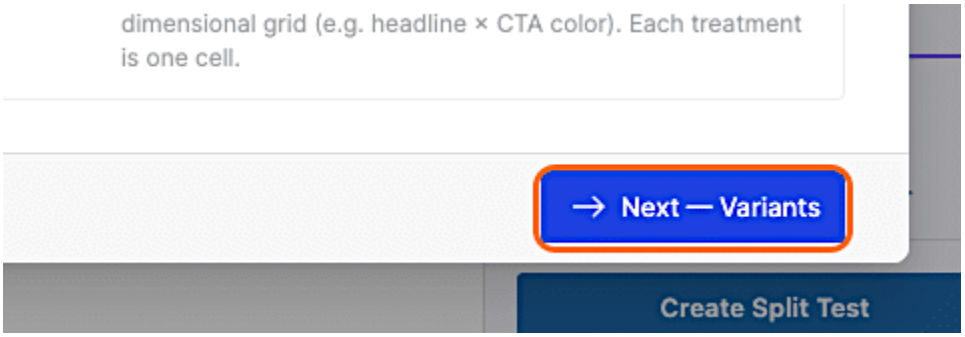
3. Click Create Split Test



4. Click Content

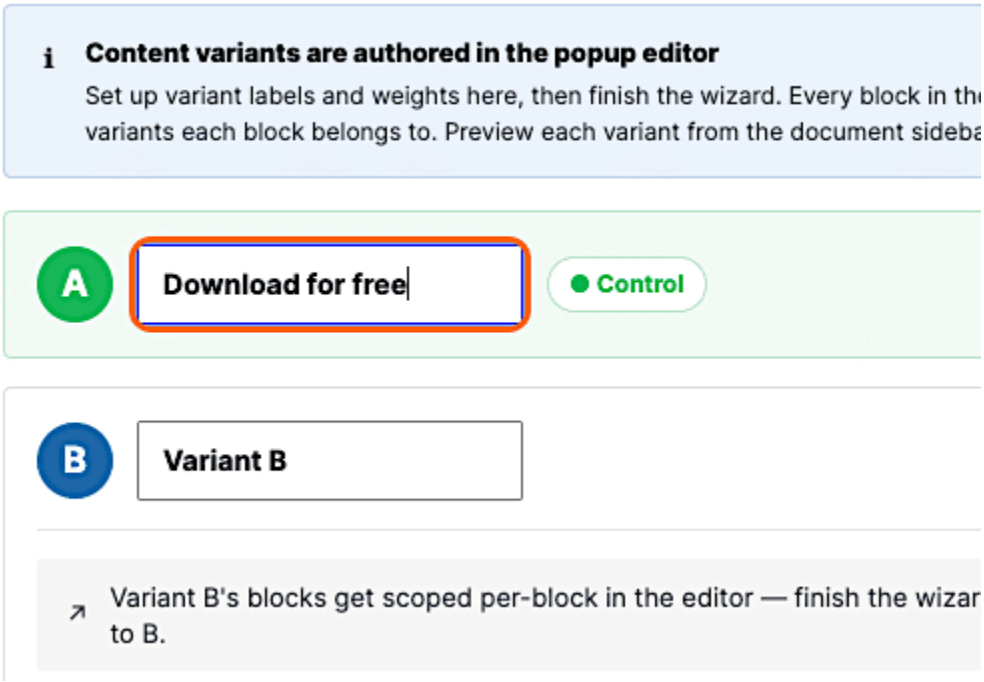


5. Click Next—Variants

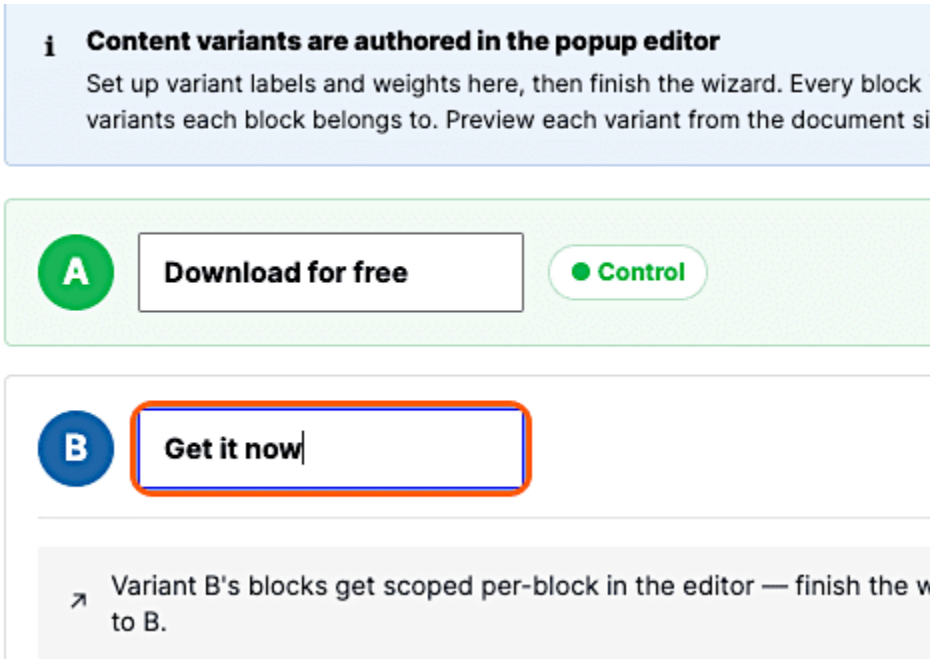


Note: You can add more than 2 variants. To keep this guide simple, we're only using 2 variants.

6. Name Variant A



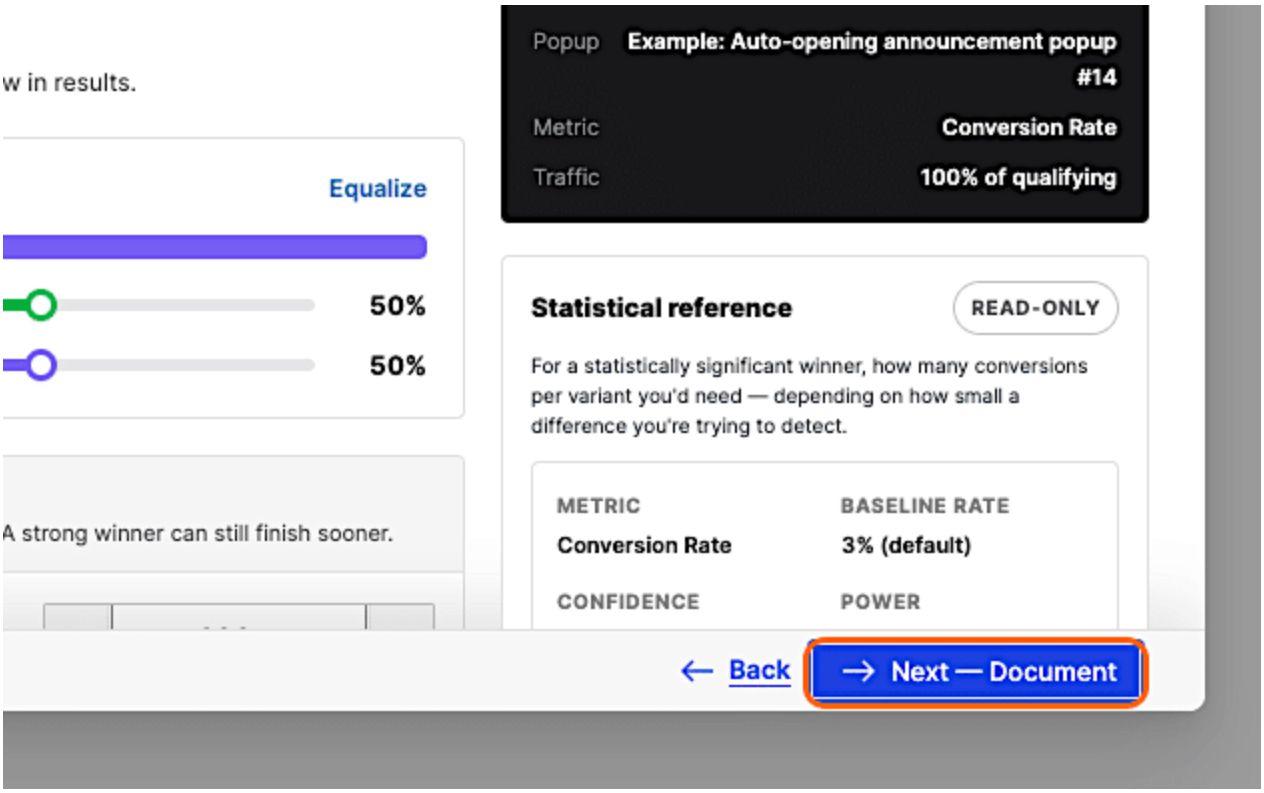
7. Name Variant B



After you name your variants, click **Next—Launch config**.

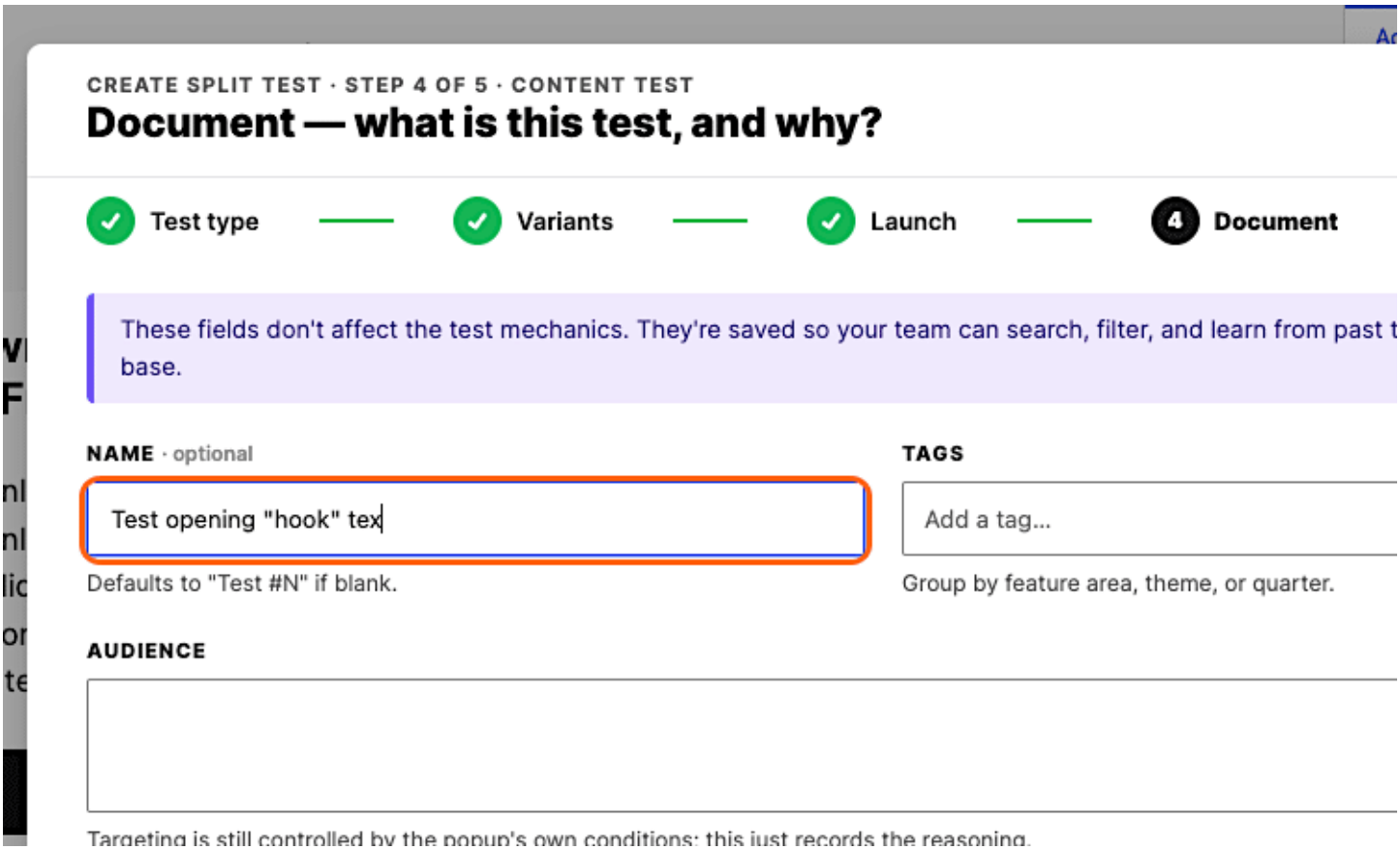
8. Click Next—Document

To keep things simple, we're going to accept all defaults here. Read our Split Test Cheat Sheet to learn more about the **Launch** settings.



9. Type a descriptive name

Enter an optional name for your test.

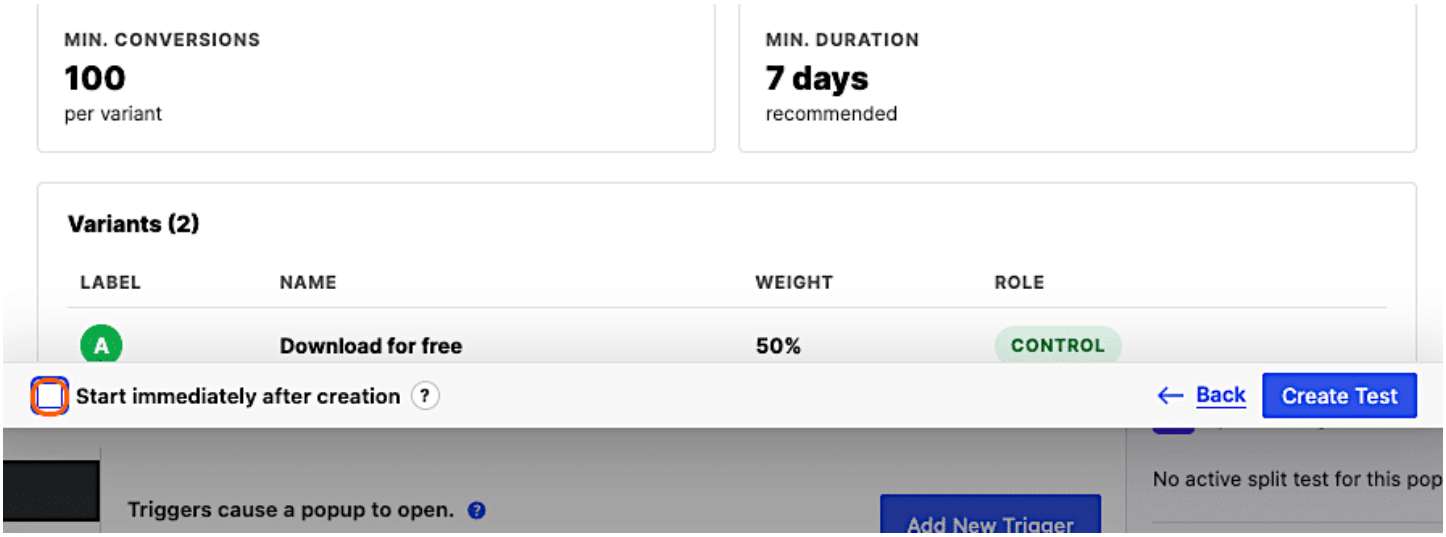


Then, click **Next—Review**.

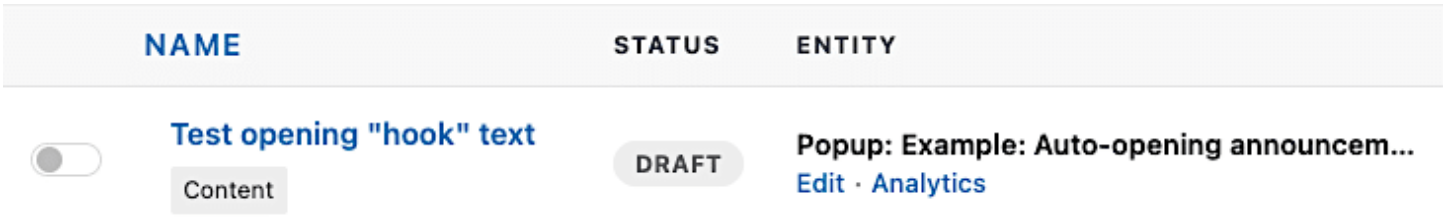
10. Uncheck Start immediately after creation

Remember! We don't want to start the test yet because we still need to *scope* our content variants. So uncheck the **Start immediately after creation** setting.

Make sure all the settings look right to you. Go back a step (or more) if you need to change anything. When everything looks good, come back to this step and click **Create Test**.



Popup Maker creates the test in **DRAFT** status. You can see your draft test from the main **Split Tests** admin page.



We'll start the test after we set up our content variants.

Part 2: Scope the content variants

Now that you're done creating the **Content** split test, it's time to tell Popup Maker what content you want to test. You'll do that by picking a block in the block editor and assigning (scoping) that block to a variant. You'll scope 2 different blocks. One for variant A, and the other for variant B.

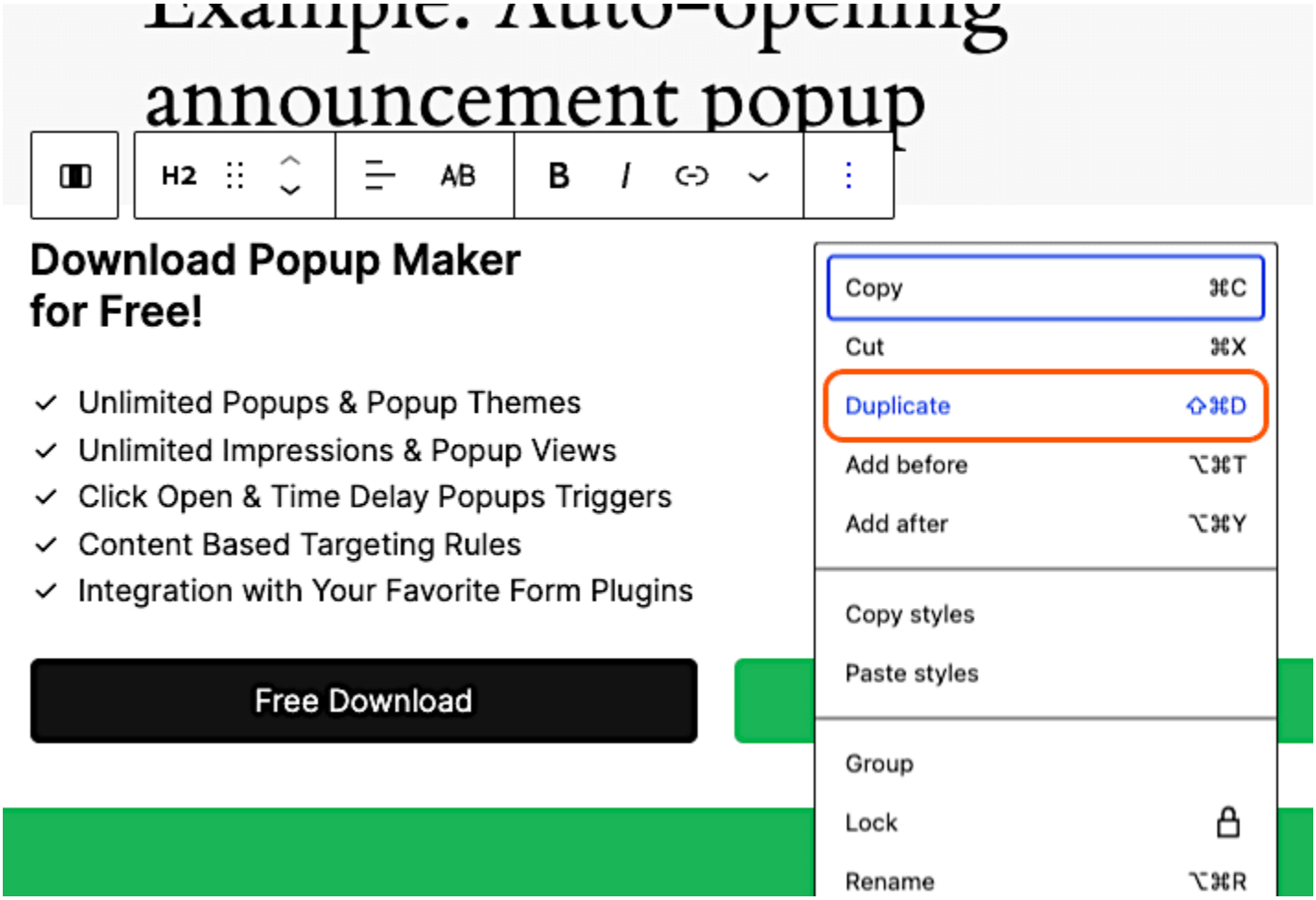
In our example, we're going to duplicate our popup's intro "hook" line and change the copy to read something different. We want to see which "hook" people like better.

Let's go.

1. Duplicate an existing block

We want to try a couple of H2 headings to find out which one grabs people's attention more.

In our example, our original H2 heading is our **control** or **Variant A**. So we duplicate that to save time.



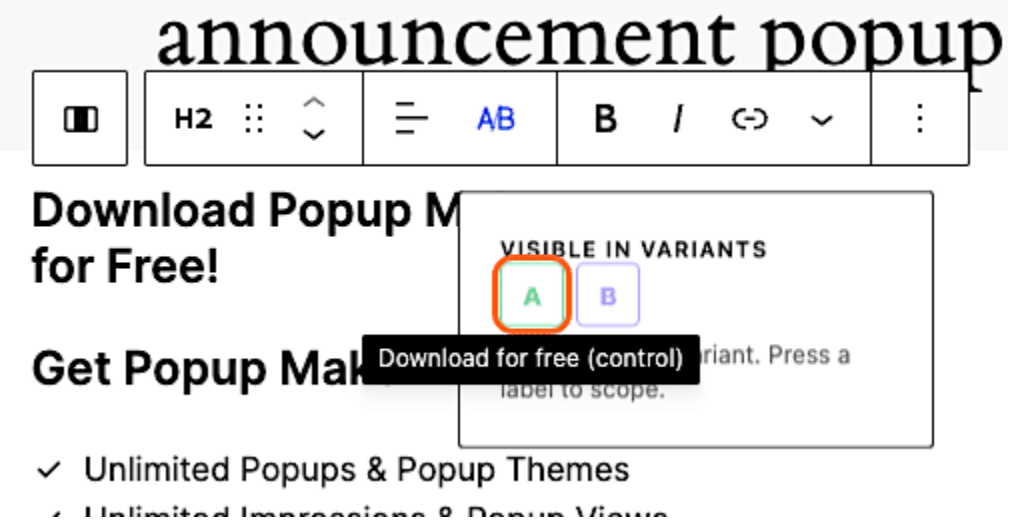
2. Edit the new block

Now, we can change the duplicate H2 to use the text we want to test.



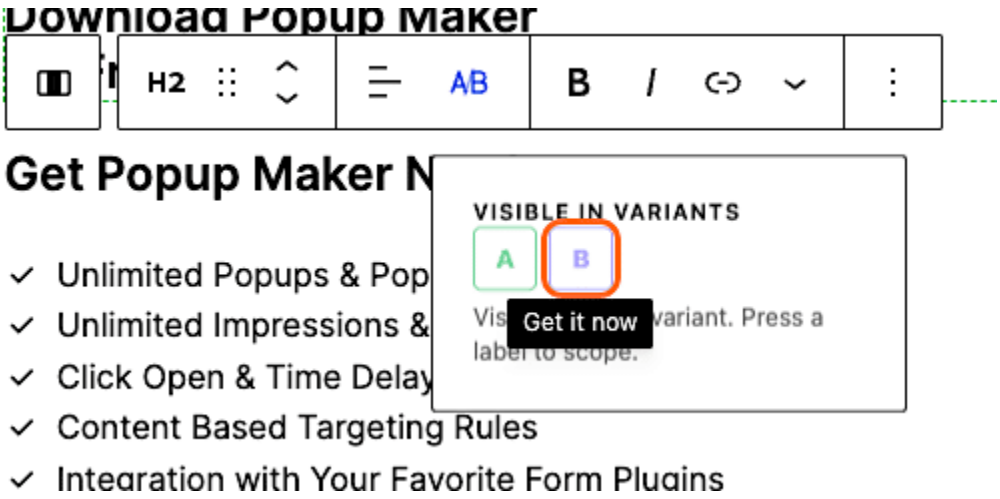
3. Scope Variant A

Click the original H2. Click **A/B** in the toolbar. Click **A** under **VISIBLE IN VARIANTS**.



4. Scope Variant B

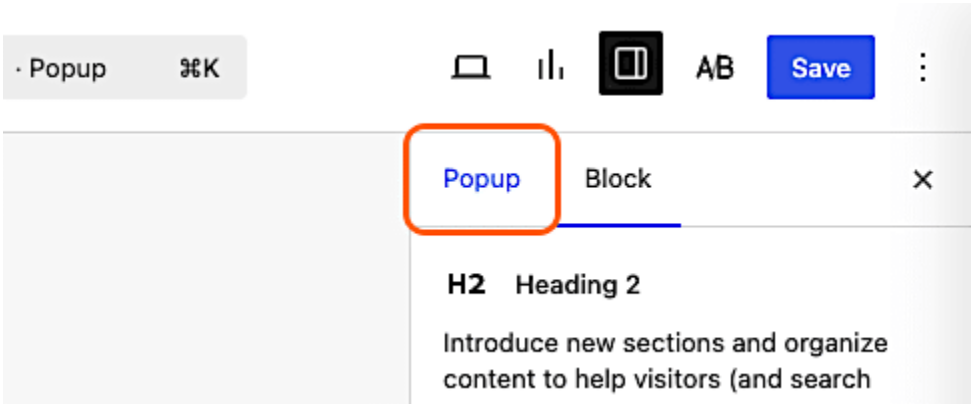
Click the new H2. Click **A/B** in the toolbar. Click **B** under **VISIBLE IN VARIANTS**.



So, we're done setting up the split test and choosing our content variants. On to the last part for starting the test!

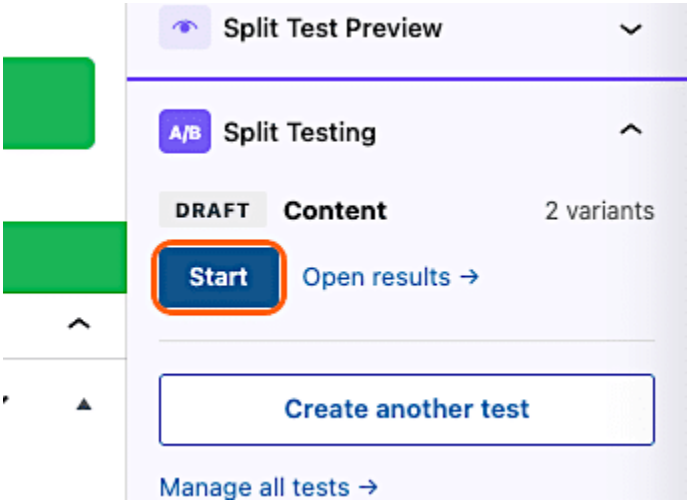
Part 3: Start the Split Test

1. Click Popup in the editor sidebar settings



2. Click Start

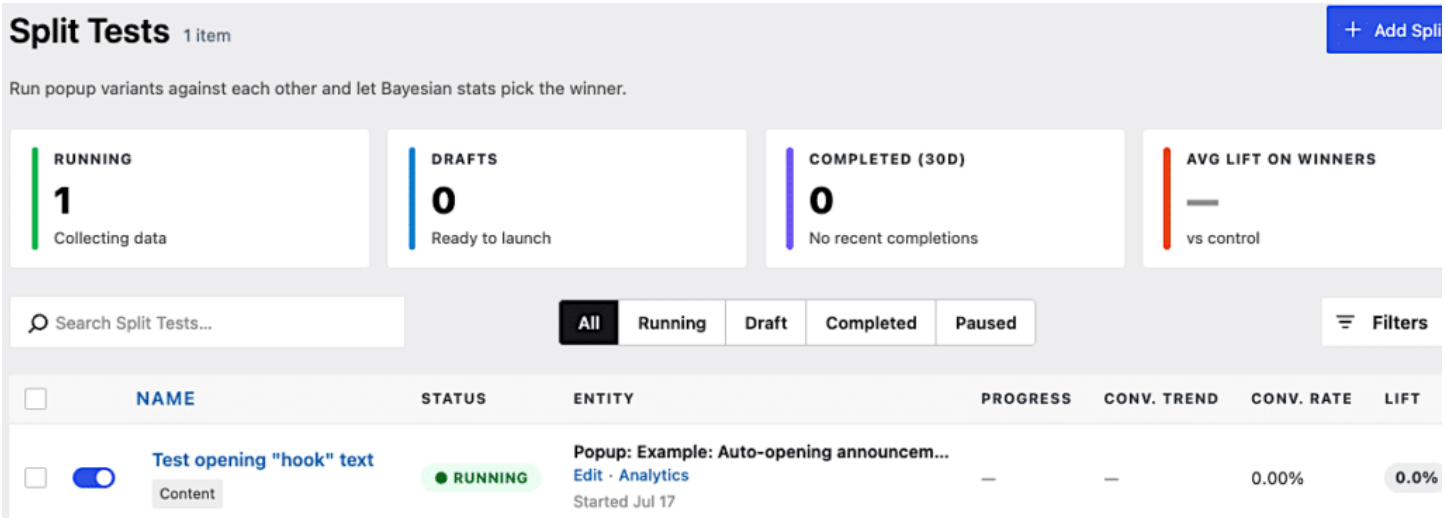
Expand the **Split Testing** sidebar panel and click **Start**.



Clicking **Start** saves your popup changes and starts the split test. You'll see the status change from **DRAFT** to **RUNNING**.

3. View your test's latest stats

Head over to **Popup Maker** > **Split Tests** to view your test stats.


Split Tests 1 item
+ Add Spli
Run popup variants against each other and let Bayesian stats pick the winner.
RUNNING
1
Collecting data
DRAFTS
0
Ready to launch
COMPLETED (30D)
0
No recent completions
AVG LIFT ON WINNERS
—
vs control
Search Split Tests...
All
Running
Draft
Completed
Paused
Filters
NAME
STATUS
ENTITY
PROGRESS
CONV. TREND
CONV. RATE
LIFT
Test opening "hook" text
Content
RUNNING
Popup: Example: Auto-opening announcem...
Edit · Analytics
Started Jul 17
—
—
0.00%
0.0%