How to Create a Settings Split Test

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

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

Table Of Contents

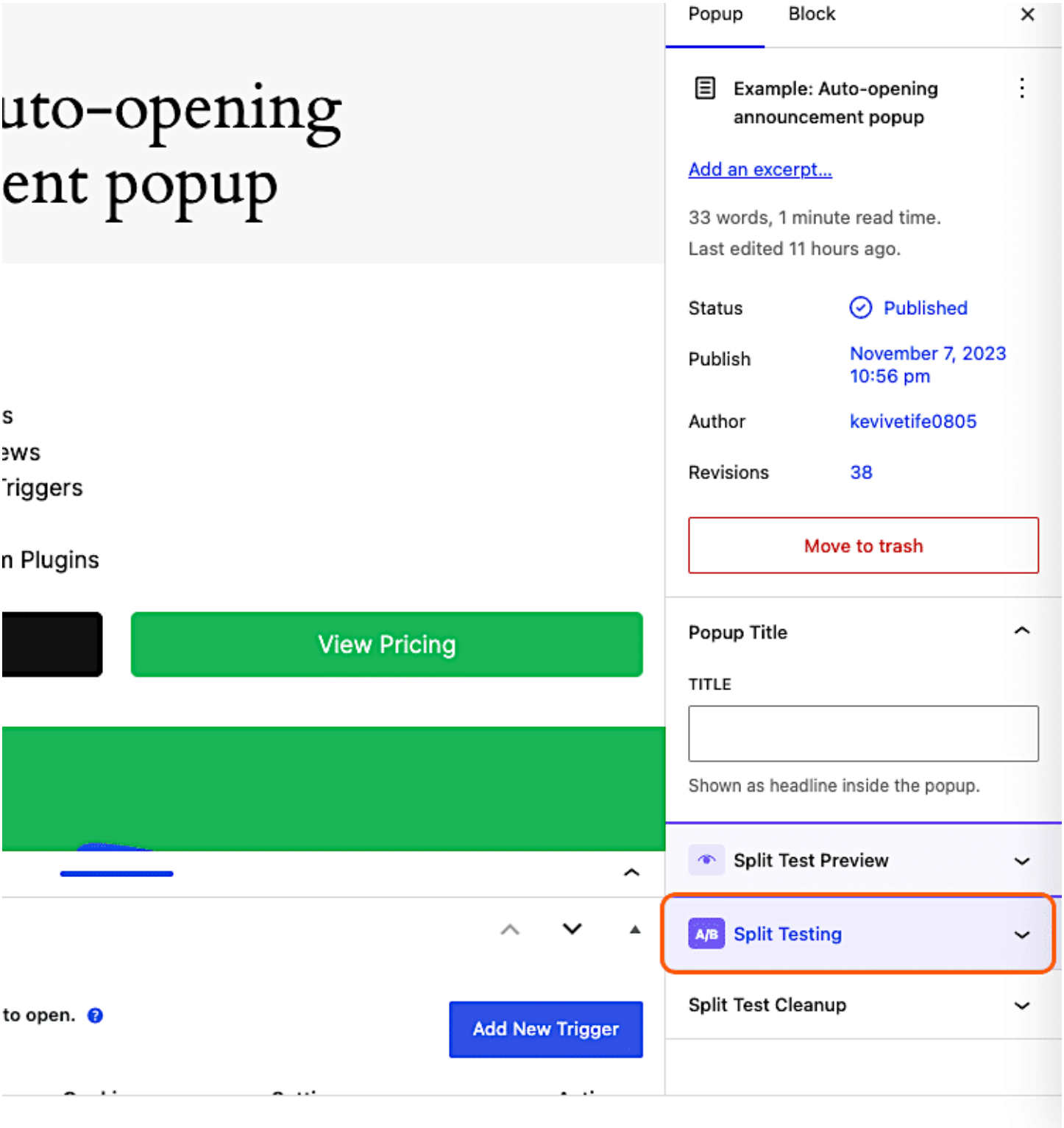
- Create and Start the Settings Split Test in the Block Editor
  - 1. Edit your popup using the block editor
  - 2. Click Split Testing
  - 3. Click Create Split Test
  - 4. Click Settings
  - 5. Click Next—Variants
  - 6. Name Variant A
  - 7. Name Variant B
  - 8. Click Pick a setting to override
  - 9. Select the popup setting you want to test from the dropdown
  - 10. Specify your override setting
  - 11. Click Next—Document
  - 12. Type a descriptive name
  - 13. Click Create & Start Test
  - 14. View your test's latest stats

Create and Start the Settings Split Test in the Block Editor

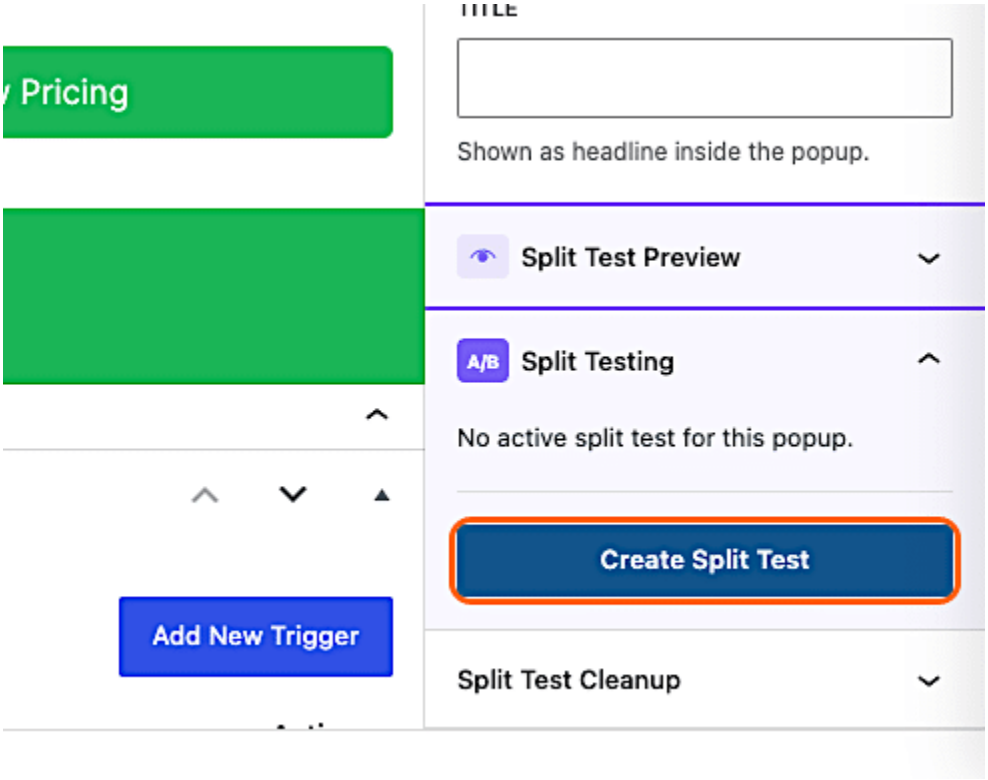
There are over 40 core Popup Maker popup settings. We can't cover them all in this how-to guide, so we'll create a split test using the **Display** > **Advanced** > **Disable Overlay** setting as an example.

1. Edit your popup using the block editor

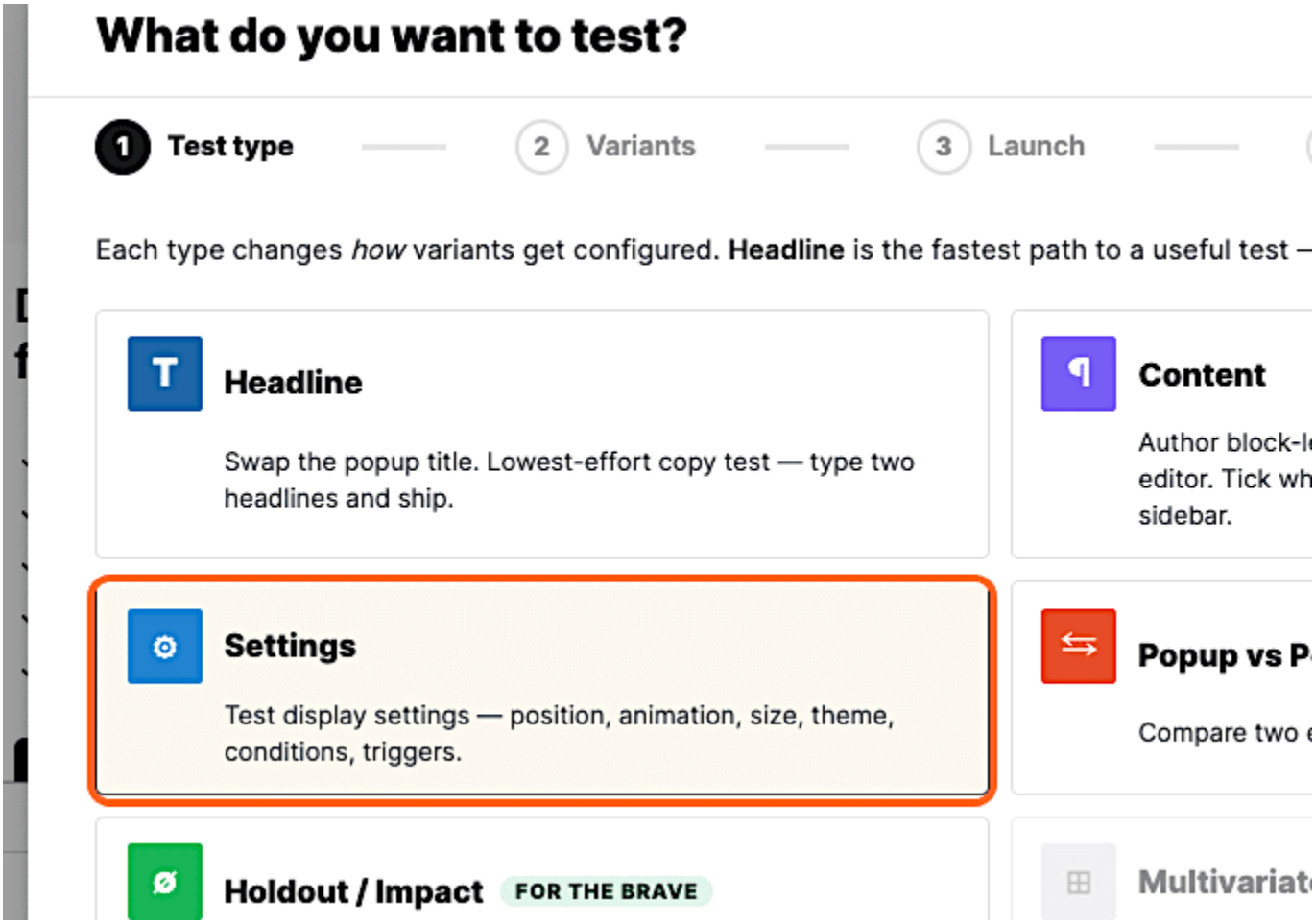
2. Click Split Testing



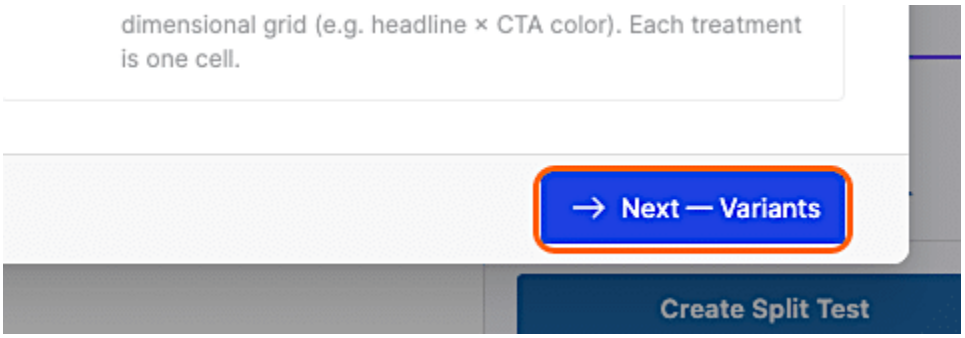
3. Click Create Split Test



4. Click Settings

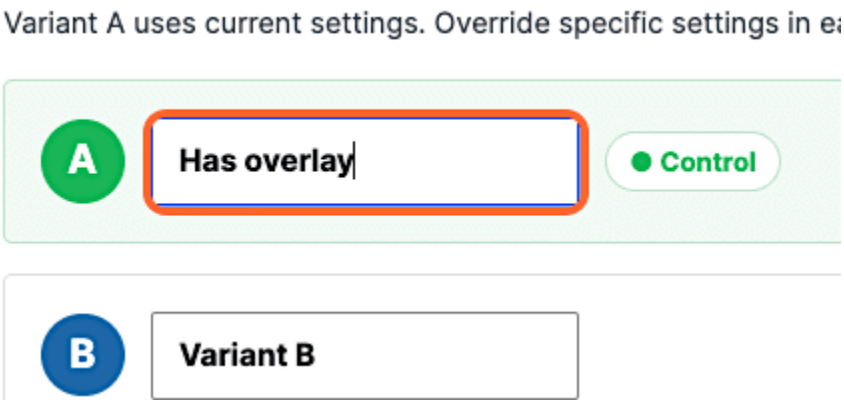


5. Click Next—Variants

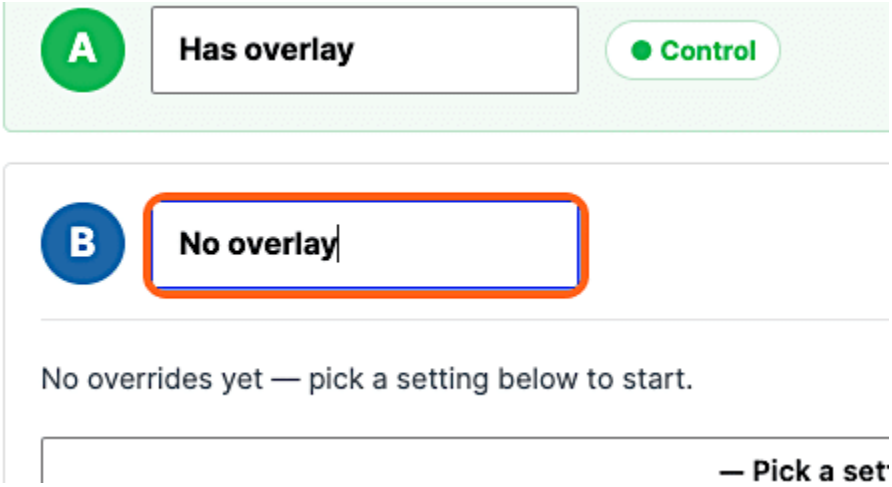


Note: You can add more than 2 variants. To keep this guide simple, we're only using 2 variants.

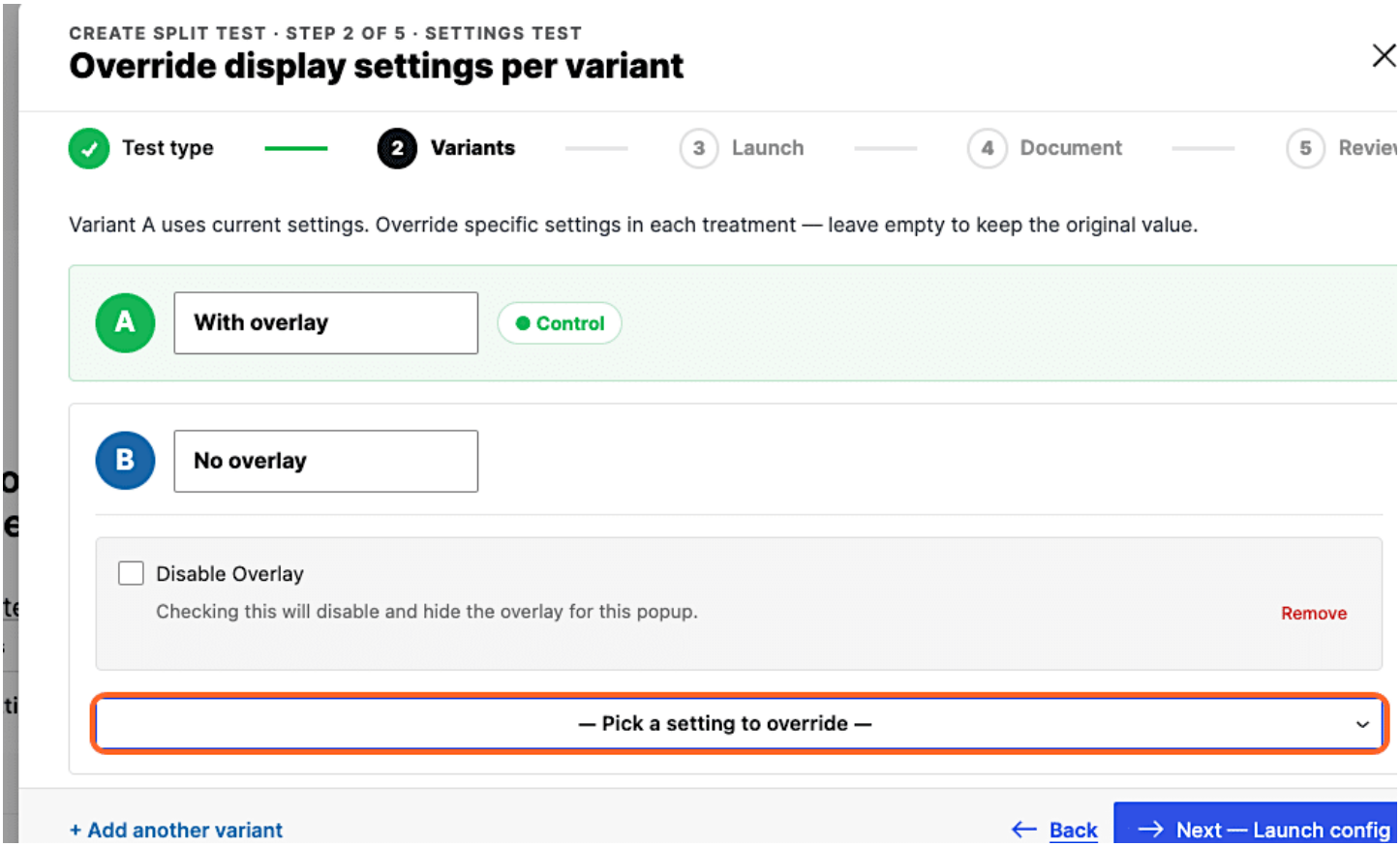
6. Name Variant A



7. Name Variant B

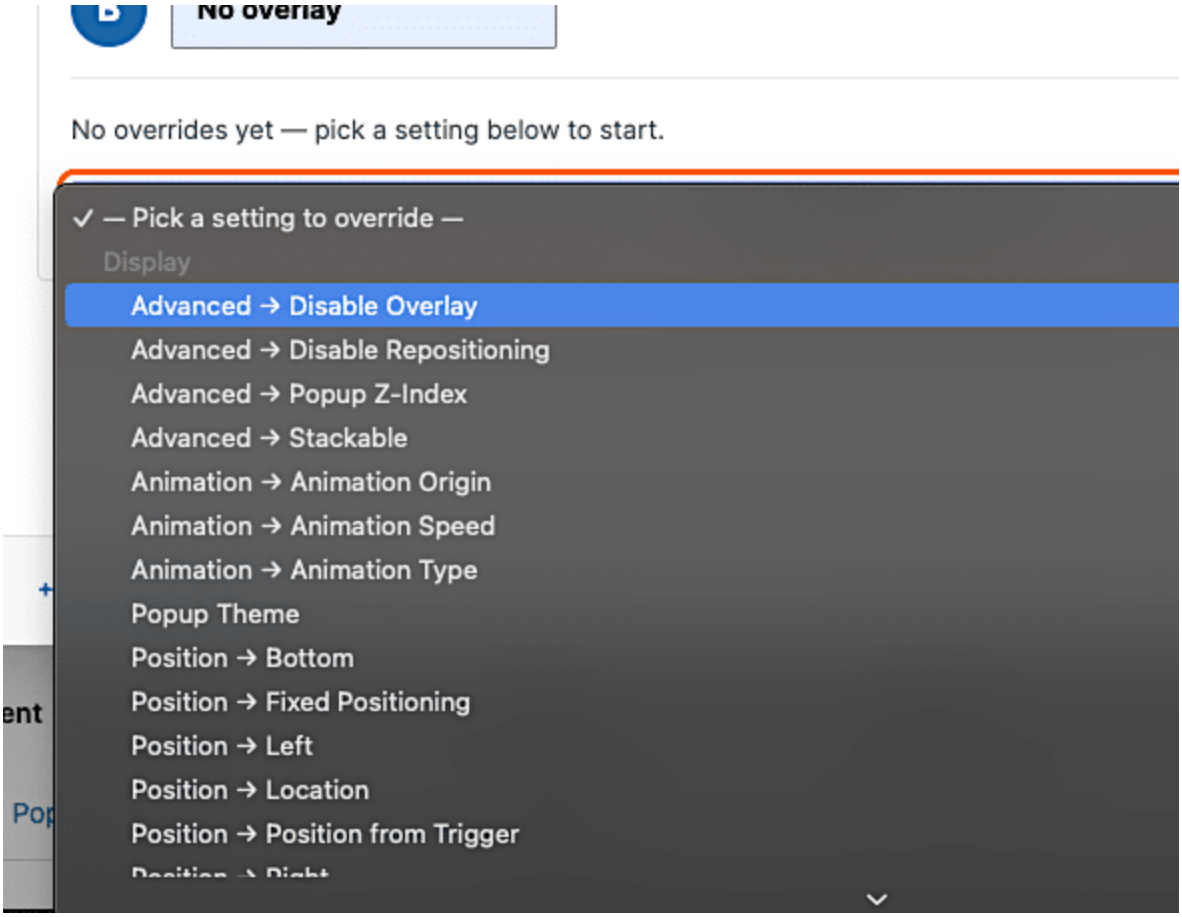


8. Click Pick a setting to override



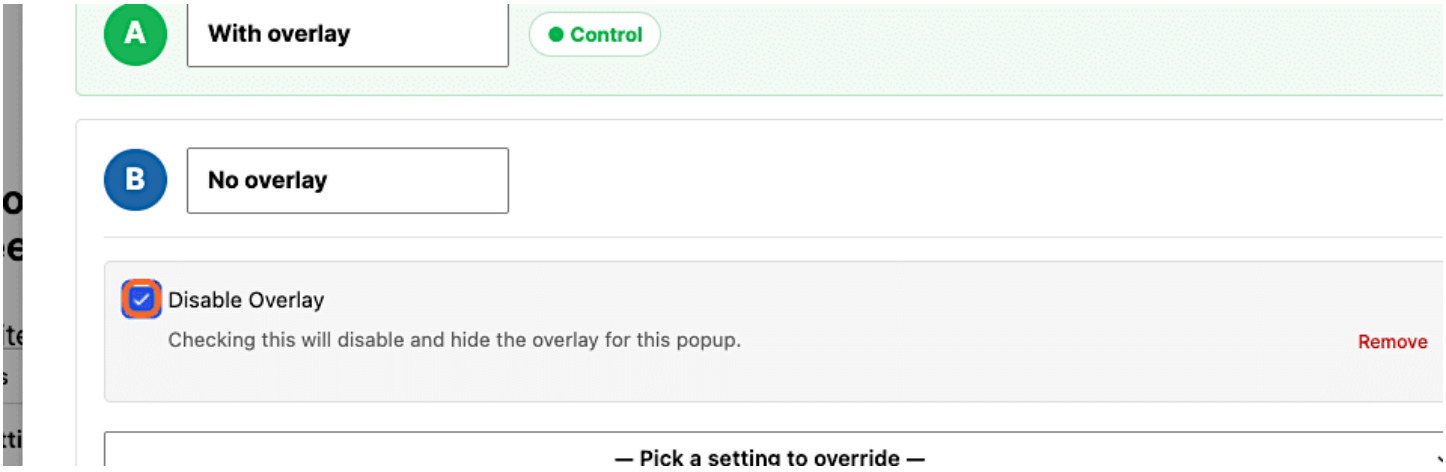
9. Select the popup setting you want to test from the dropdown

In our example, we choose **Display** > **Advanced** > **Disable Overlay**.



10. Specify your override setting

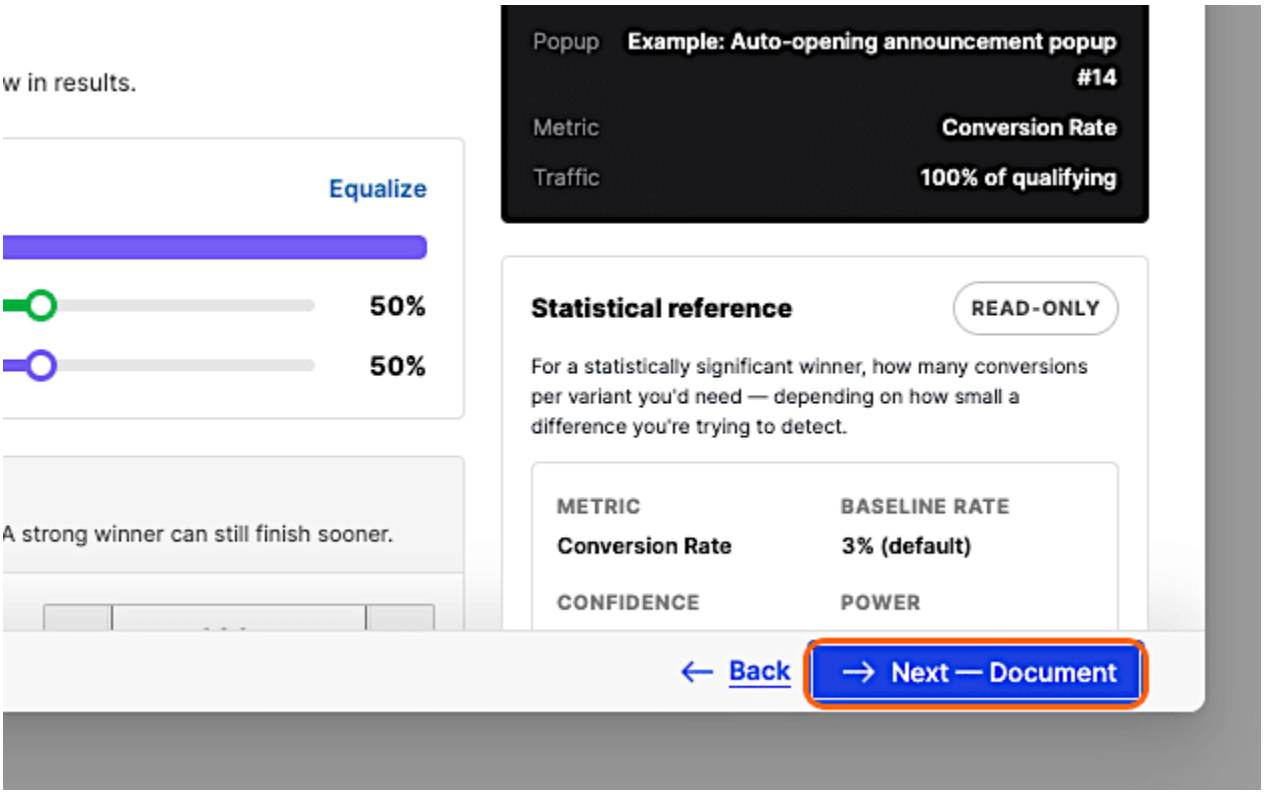
In our case, we check the **Disable Overlay** setting in our **Variant B** (No overlay) variant.



After you name your variants and choose their overrides, click **Next—Launch config**.

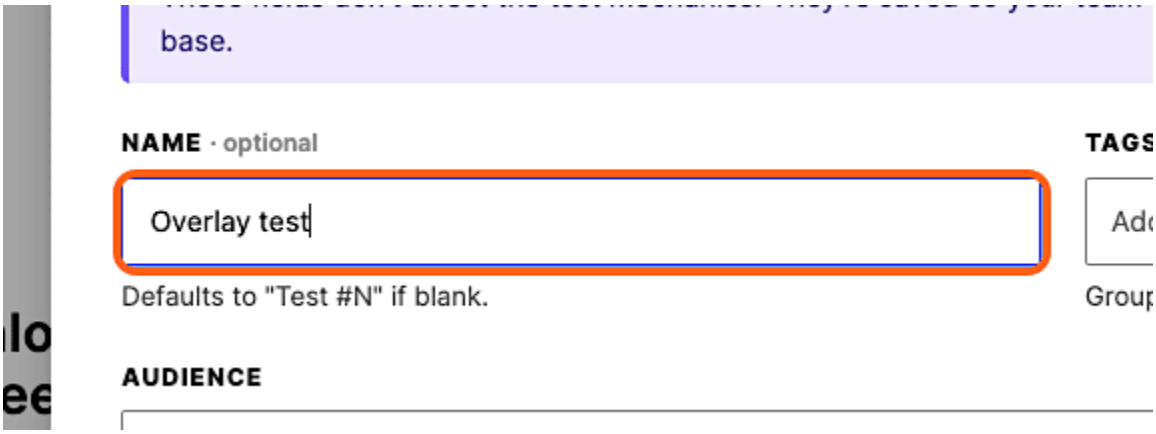
11. Click Next—Document

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



12. Type a descriptive name

Enter an optional name for your test. Then, click **Next—Review**.



13. Click Create & Start Test



14. View your test's latest stats

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

