

It was mentioned in *Day 16 - Managing 50 Campaigns in 15 Minutes Per Day* that split-testing can give great insight into just how small some adjustments need to be to take a suffering campaign and turn it into a success. ThriveTracker gives you the option to split-test between both landers and offers, and today we're going to go over some of the reasons when and why split-testing landers is a necessary operation.

**WHEN:** A campaign's metrics are suffering and the lander is the apparent cause.

- You know it's the apparent cause because you're getting traffic to the lander, but the LP CTR is below an acceptable percentage. This means people *were* interested in your campaign and now they're *not* interested anymore.

**WHY:** A second LP with a different approach can provide a more complete perspective.

- Landing Pages can be structured any way you like, but the most important attribute they must have is the ability to encourage your visitors to click-through to your offer. Some landers have too much detail, or too little. Some landers load better on mobile devices than others. Some landers are too complex, or too simple. When split-testing your LPs, make sure to use differing structures to see which connects best with your audience.

**WHEN:** Running a campaign in a new vertical.

- New verticals require a learning curve, so you'll need to be able to be flexible with the new situation and try multiple approaches to see what works best.

**WHY:** You'll need to see which content will trigger action more often from your audience.

- Does mentioning a single celebrity endorsement work better than multiple endorsements from random people? Does red trigger more response than blue? Will mention of politics help or hurt your overall success rate with this audience? Structure may be perfect for the campaign audience, but content may need to be tested for effectiveness.

**WHEN:** You're unsure about direct-linking to Offer vs LP to Offer.

- It's not uncommon for some campaigns to perform better when taking the landing page out of the equation.

**WHY:** Having real metrics from testing will show you the best decision.

- Why make an uninformed assumption when you can gather insight directly within your campaign? In addition to setting up multiple landing pages in rotation, you can also dictate that some of the traffic in the campaign be sent directly to the offer.

In summary, it's always better to make a decision based off of data gathered than on data assumed. Assuming success or failure can be costly, and there's no need to skip steps on this path.

Meanwhile, once you've determined how many landing pages you're going to have in your rotation, you'll then need to dictate the weighting for each landing page. Each page is automatically assigned a value of 10. So long as each page has the same value, each page will get an equal share of the traffic. If you plan to showcase one landing page more than the other, it is best to have the weights equal 10.

Examples:

1. 2 LPs - Landing Page A and Landing Page B are each assigned a weight of 10 when added to rotation.
  - a. This means each will get 50% of the campaign traffic, by default.
  - b. If you wish to have Landing Page A get 80% of traffic and Landing Page B get 20% of traffic, assign a weight of 8 to LP A and 2 to LP B.
2. 3 LPs - Landing Page A, Landing Page B, and Landing Page C are each assigned a weight of 10 when added to rotation.
  - a. This means each will get 33.3% of the campaign traffic, by default.
  - b. If you wish to have Landing Page A get 60% of traffic, while Landing Page B and Landing Page C each get 20% of traffic, assign a weight of 6 to LP A and 2 to LP B and LP C.

Remember that the goal of all of this is to have a campaign with a high Landing Page Click-Through Rate. Don't overcomplicate it - if everything is going well, keep it going! Should you have any questions on this, please let us know.



