

Remember when we introduced the ability to split-test back in *Day 17: Split-Testing Landing Pages* and *Day 18: Split-Testing Offers?* As you get better and better as a performance marketer, you'll notice you need to track ever more complex funnels. Going a step further, you might want to create multiple split tests on a single landing page and have each split test rotate multiple offers to test.

You may find yourself wanting to track multiple steps of a funnel across multiple sequential pages and introduce multiple split tests at various points of the funnel where you think your audience might convert. No matter how complex the tree, you can create as many branches as you want in your funnel so that you can design the tree for your funnel however you'd like and with as many split tests as you'd like. We refer to this feature as "Branching".

You'll want to check out our full blog post on the topic by visiting:

<http://thrivetracker.com/blog/create-multiple-branches-of-split-tests-in-a-single-funnel/>

This is a feature we're very proud of, but we understand the complexity of the action and our folks are ready to help with any troubleshooting that may be needed. If you're looking at this saying "I need to do it!" but don't know where to start, or want someone to check your work, don't hesitate to get in touch! [support@thrivetracker.com](mailto:support@thrivetracker.com) is the best way to be heard and taken care of.



