
SMART AFFILIATE'S TRAFFIC TOOLKIT

Part 3: Paid Traffic Pack

A/B TESTING

TRACKER

Systematically Improve Your Results with Scientific Testing

What's Inside: ✅ Complete test planning framework
✅ Hypothesis development templates
✅ Results tracking & analysis tools
✅ Statistical significance calculator
✅ 50+ test ideas by category
✅ Sample size guidelines
✅ Winner implementation checklist

Perfect For: • Facebook & Instagram ads
• Landing page optimization
• Email subject line testing
• Creative performance analysis
• Systematic campaign improvement

Time to Set Up: 20 minutes per test
Skill Level Required: Beginner-friendly
Expected Results: 15-40% performance improvements

Includes: Sample size calculators, statistical confidence tools, test idea bank

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Stop guessing. Start testing. Improve everything systematically...

How to Use This Tracker:

1. Fill out the Test Planning section BEFORE launching any test
2. Run tests for minimum sample sizes (see guidelines below)
3. Record results objectively - no cherry-picking data
4. Implement winners and plan next tests
5. Build a knowledge base of what works for your audience

Test Planning Template

Test #1: [Test Name/Description]

Date Created: [DATE] **Platform:** Facebook Ads / Solo Ads / Pinterest / Other
Campaign Type: Lead Generation / Direct Sales / Retargeting

Hypothesis:

"I believe that changing [VARIABLE] from [CONTROL] to [VARIANT] will [INCREASE/DECREASE] [METRIC] because [REASONING]."

Example: "I believe that changing the headline from 'Free Guide' to 'Free Case Study' will increase lead conversion rate because case studies provide more social proof and credibility."

Test Details:

- **Primary Metric:** Click-through rate / Conversion rate / Cost per lead / Other
- **Secondary Metrics:** Quality score, engagement rate, unsubscribe rate
- **Traffic Split:** 50/50 / 70/30 / Other
- **Minimum Sample Size:** [Calculate using sample size calculator]
- **Test Duration:** ___ days (minimum 3-7 days)
- **Success Threshold:** ___% improvement to declare winner

Test Execution Tracking

Version A (Control)

Description: [Original version details]

- **Headline:**
- **Image/Video:**
- **Copy:**
- **CTA Button:**
- **Landing Page:**

Results:

- **Impressions:**
- **Clicks:**
- **Click-through Rate:**
- **Leads Generated:**
- **Conversion Rate:**
- **Cost per Click:**
- **Cost per Lead:**
- **Total Spend:**

Version B (Variant)

Description: [What you changed and why]

- **Headline:**
- **Image/Video:**
- **Copy:**
- **CTA Button:**
- **Landing Page:**

Results:

- **Impressions:**
- **Clicks:**
- **Click-through Rate:**
- **Leads Generated:**

- **Conversion Rate:**
- **Cost per Click:**
- **Cost per Lead:**
- **Total Spend:**

Results Analysis

Statistical Significance Check:

- **Sample Size Reached:** Yes / No
- **Test Duration:** ___ days
- **Confidence Level:** 95% / 90% / Other
- **P-Value:** _____ (use online A/B test calculator)
- **Result is Statistically Significant:** Yes / No

Performance Comparison:

Metric	Control (A)	Variant (B)	Difference	% Change	Winner
CTR	___%	___%	___%	___%	A/B
Conversion Rate	___%	___%	___%	___%	A/B
Cost per Lead	$__	$__	$__	___%	A/B
Quality Score	___/10	___/10	___	___%	A/B

Winner Declaration:

Winning Version: A / B / Inconclusive **Key Improvement:** ___% increase in [PRIMARY METRIC] **Confidence Level:** ___%

Key Insights:

- **What worked:**
- **What didn't work:**
- **Unexpected findings:**
- **Audience behavior insights:**

Test Ideas Bank

Headlines to Test:

- [ ] Question vs. Statement format
- [ ] Benefit-focused vs. Curiosity-driven
- [ ] Short vs. Long headlines
- [ ] Numbers vs. No numbers
- [ ] Urgency vs. No urgency
- [ ] Personal vs. Third-person perspective

Images/Videos to Test:

- [ ] People vs. Graphics
- [ ] Single person vs. Multiple people
- [ ] Professional vs. Casual photos
- [ ] Product shots vs. Lifestyle images
- [ ] Video vs. Static image
- [ ] Animated vs. Static graphics

Ad Copy to Test:

- [ ] Long-form vs. Short-form copy
- [ ] Story-based vs. Benefit-focused
- [ ] Social proof vs. No social proof
- [ ] Urgency vs. No urgency
- [ ] Bullet points vs. Paragraph format
- [ ] First-person vs. Second-person voice

Call-to-Action Buttons:

- [ ] "Download Now" vs. "Get Free Guide"
- [ ] "Learn More" vs. "Get Started"
- [ ] "Join Free" vs. "Sign Up Now"
- [ ] "Get Instant Access" vs. "Download Free"

- [ ] Action words vs. Benefit words

Landing Pages to Test:

- [ ] Long-form vs. Short-form pages
- [ ] Video vs. Text-based
- [ ] Single opt-in vs. Double opt-in
- [ ] Multiple fields vs. Email only
- [ ] Social proof placement
- [ ] Mobile vs. Desktop optimization

Audiences to Test:

- [ ] Broad vs. Narrow targeting
- [ ] Interest-based vs. Behavior-based
- [ ] Lookalike vs. Custom audiences
- [ ] Age ranges
- [ ] Geographic locations
- [ ] Device types

Sample Size Calculator Guidelines

Minimum Sample Sizes (per variation):

- **For 95% confidence, 80% power:**
  - 5% improvement: ~1,600 visitors per variation
  - 10% improvement: ~400 visitors per variation
  - 20% improvement: ~100 visitors per variation
  - 50% improvement: ~16 visitors per variation

Quick Reference Formula:

Sample Size = $(Z^2 \times p \times (1-p) \times 2) / (\text{Margin of Error})^2$

Where:

- Z = 1.96 for 95% confidence

- p = baseline conversion rate
- Margin of Error = minimum detectable effect

Online Calculators Recommended:

- Optimizely Sample Size Calculator
- VWO A/B Test Calculator
- Google Analytics Intelligence

Test Results Log

Completed Tests Summary:

Test #	Date	Platform	Element Tested	Winner	Improvement	Status
001	1/15	Facebook	Headline	Variant B	+23% CTR	Implemented
002	1/22	Solo Ad	Landing Page	Control A	+15% Conversion	Implemented
003	2/01	Pinterest	Image	Variant B	+31% Engagement	Implemented
004	2/08	Facebook	Audience	Control A	+18% CPL	Implemented

Running Tests:

Test #	Started	Platform	Element	Expected End	Status
005	2/15	Facebook	Video vs Image	2/22	65% complete
006	2/18	Solo Ad	Headline	2/25	45% complete

Advanced Testing Strategies

Sequential Testing:

1. **Test headlines first** (biggest impact, easiest to change)
2. **Test images/videos** (high visual impact)
3. **Test ad copy** (fine-tune messaging)
4. **Test audiences** (optimize targeting)
5. **Test landing pages** (maximize conversions)

Multivariate Testing:

- Test multiple elements simultaneously
- Requires larger sample sizes
- Use factorial design for efficiency
- Focus on interactions between elements

Testing Frequency:

- **High-traffic campaigns:** Test weekly
- **Medium-traffic campaigns:** Test bi-weekly
- **Low-traffic campaigns:** Test monthly
- **Always:** Allow tests to reach statistical significance

Common Testing Mistakes to Avoid

❌ **Don't Do This:**

- Stop tests too early due to impatience
- Change multiple elements at once (unless multivariate)
- Test during unusual periods (holidays, major events)
- Ignore statistical significance
- Test elements that don't matter
- Run tests with insufficient traffic

✅ **Do This Instead:**

- Plan tests thoroughly before starting
- Test one element at a time
- Wait for statistical significance
- Document everything for future reference
- Focus on high-impact elements first
- Use consistent testing methodology

Monthly Testing Review

Performance Summary:

- **Tests Completed This Month: ___**
- **Tests Currently Running: ___**
- **Overall Win Rate: ___%**
- **Average Improvement per Win: ___%**
- **Biggest Discovery: _____**

Next Month's Testing Priority:

1. **High Priority:** [Element to test and why]
2. **Medium Priority:** [Element to test and why]
3. **Low Priority:** [Element to test and why]

Testing Budget Allocation:

- **Testing Budget:** $___/month
- **Average Cost per Test:** $___
- **ROI from Testing:** $___
- **Testing as % of Total Ad Spend: ___%**

Next: Download the Budget Planning Worksheet to allocate your ad spend strategically!