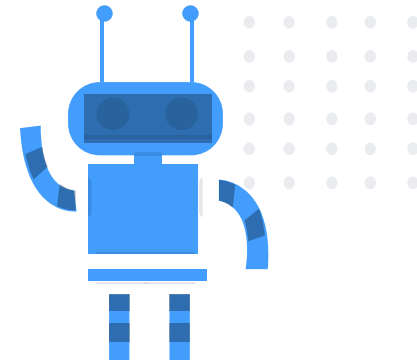# ABtesting.ai

Optimize your landing page for conversions using AI

WHAT WE DO

ABtesting.ai is an A/B testing tool for your landing page that uses Artificial Intelligence to constantly create, combine and test different variations of headlines, copies, calls to action and Images, to find the best fit for your audience, increasing conversions and reducing costs.

VALUE PROPOSITION

VALUE PROPOSITION

→ **Make it easy**

sales@abtesting.ai

Make it easy.

Our value relies on the fact that we are **the easiest and fastest way to achieve converson rate optimization.**

Our tool doesn't require any knowledge about A/B testing and it can work in an unattended way. You just need to do the guided initial setup (10 minutes) and our AI algorithm will find the best variation of your landing page to optimize the conversion rate.

AB

VALUE PROPOSITION

Make it easy

→ **Test what matters**
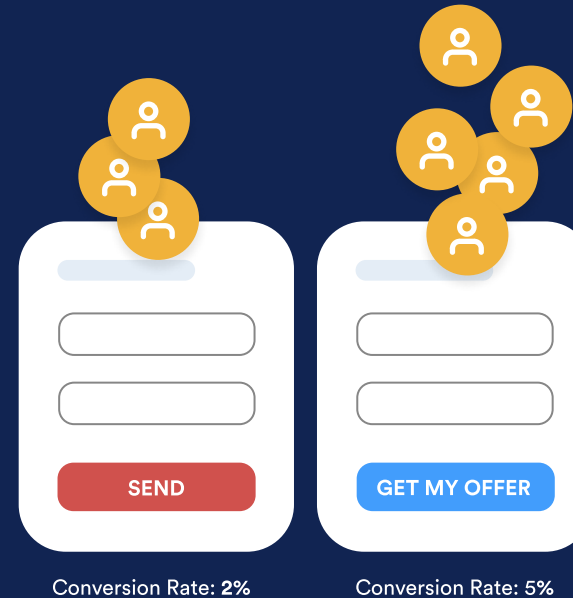
GPT-3 text suggestions

No design

Multi-armed Bandit approach

Set it and forget it

Test what matters.

Choosing what to test on your landing page is actually a hard task. Many A/B tests will fail not because you don't have enough visits on your page but because you chose the wrong things to test.

ABtesting.ai will intelligently suggest what to change on your landing page so you can achieve a higher conversion rate, running an A/B test to rigorously determine if there's an improvement.

Conversion Rate: **2%**

Conversion Rate: **5%**

SEND

GET MY OFFER

Make it easy

GPT-3 text suggestions.

Once the tool recognizes de most important elements to test in your landing page, it will provide you with some text suggestions using **GPT-3,** based on the content that it can learn from the URL you introduced.

This will take your copywriting to the next level, giving you great ideas to write about, and helping you to avoid getting stuck on thinking about what to say and how to say it.

Forbes Put simply; it's an AI that is better at creating content that has a language structure – human or machine language – than anything that has come before it.

GPT-3 has been created by OpenAI, a research business co-founded by Elon Musk and has been described as the most important and useful advance in AI for years.

VALUE PROPOSITION

sales@abtesting.ai

No design.

We know how much time and effort it can take to design every variant for the experiment.

Our tool automatically takes care of everything. You just select the variations you want to test and lean back.

AB

Make it easy

Test what matters

GPT-3 text suggestions

No design

→ Multi-armed Bandit approach

Set it and forget it

Multi-armed Bandit approach.

A multi-armed bandit solution is a 'smarter' or more complex version of A/B testing that **uses machine learning algorithms to dynamically allocate traffic to variations that are performing well**, while allocating less traffic to variations that are underperforming.

The two main advantages of Multi-armed Bandit testings are:
- Quicker results because of less traffic needed.
- No conversion loss guaranteed while testing, because the traffic allocation leans towards the better performing variants.
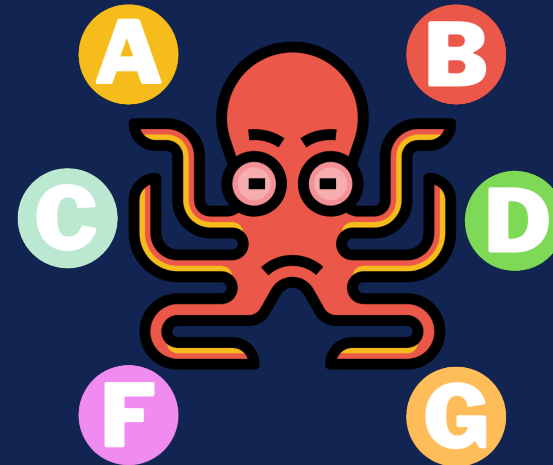
Make it easy

Test what matters

GPT-3 text suggestions

Multi-armed Bandit approach

→ Set it and forget it

Set it and forget it.

Once the first experiment is over, our tool will start a new one, making new combinations of the existing elements to test against the winner of the first batch.

For making this combinations, it uses something called as Evolutionary Algorithm. This basically means that the AI is capable of applying the knowledge collected from the first experiment to create the best combinations possible.
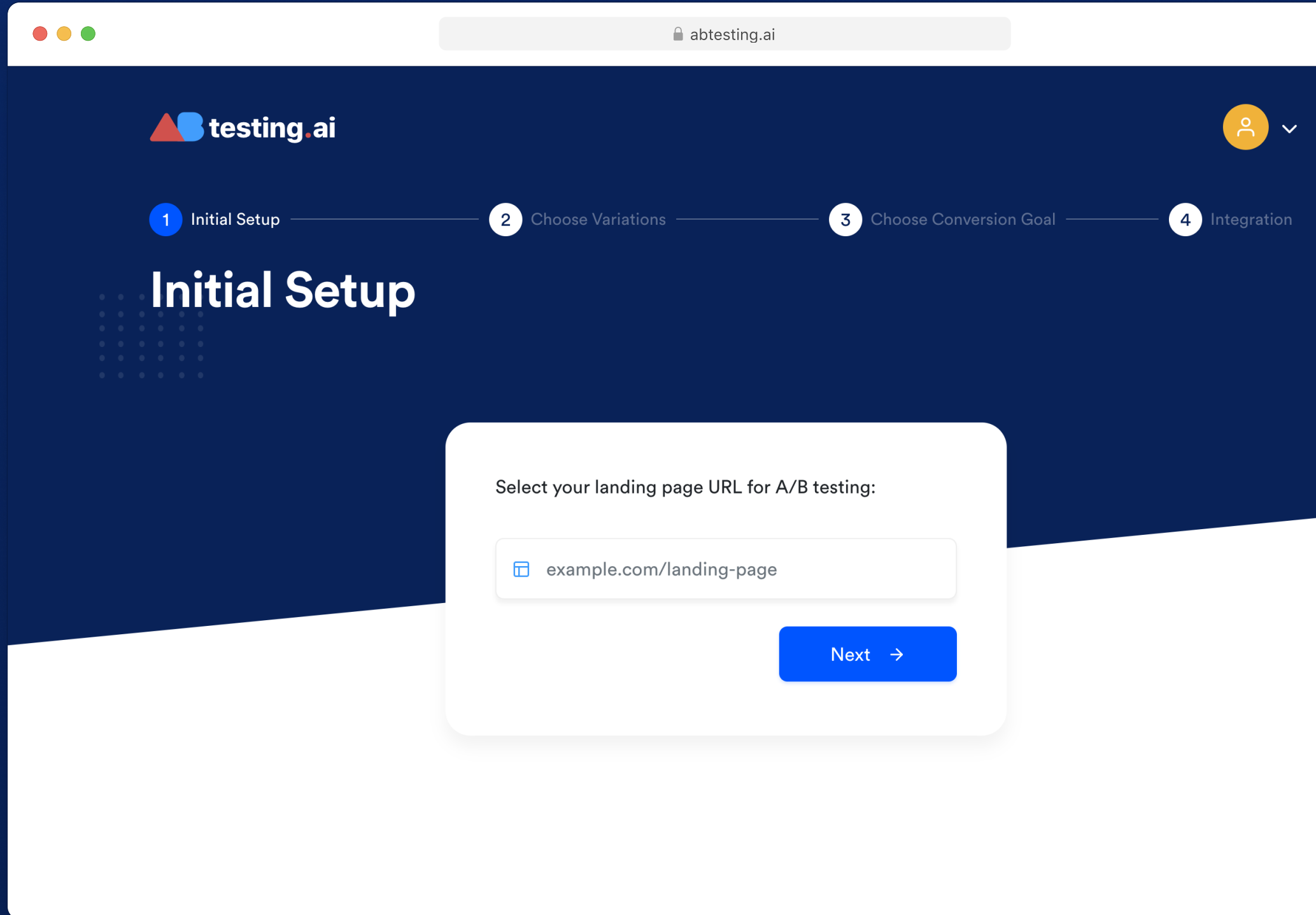Once the second test is over, it'll start another one, and so on, and so on.

This way, you'll never stop optimizing, and you won't have to worry about re-testing every time.
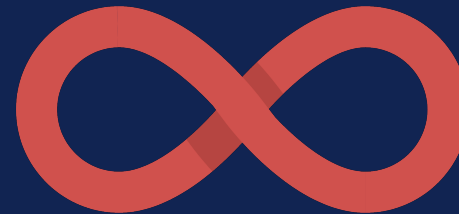
HOW IT WORKS

#1

Insert your landing page URL.

testing.ai

1 Initial Setup ——— 2 Choose Variations ——— 3 Choose Conversion Goal ——— 4 Integration

Initial Setup

Select your landing page URL for A/B testing:

example.com/landing-page

Next →

abtesting.ai

#2
Create
variations.

Powered by GPT-3

testing.ai

Initial Setup — 2 Choose Variations — 3 Choose Conversion Goal — 4 Integration

Choose the page variations

Headline
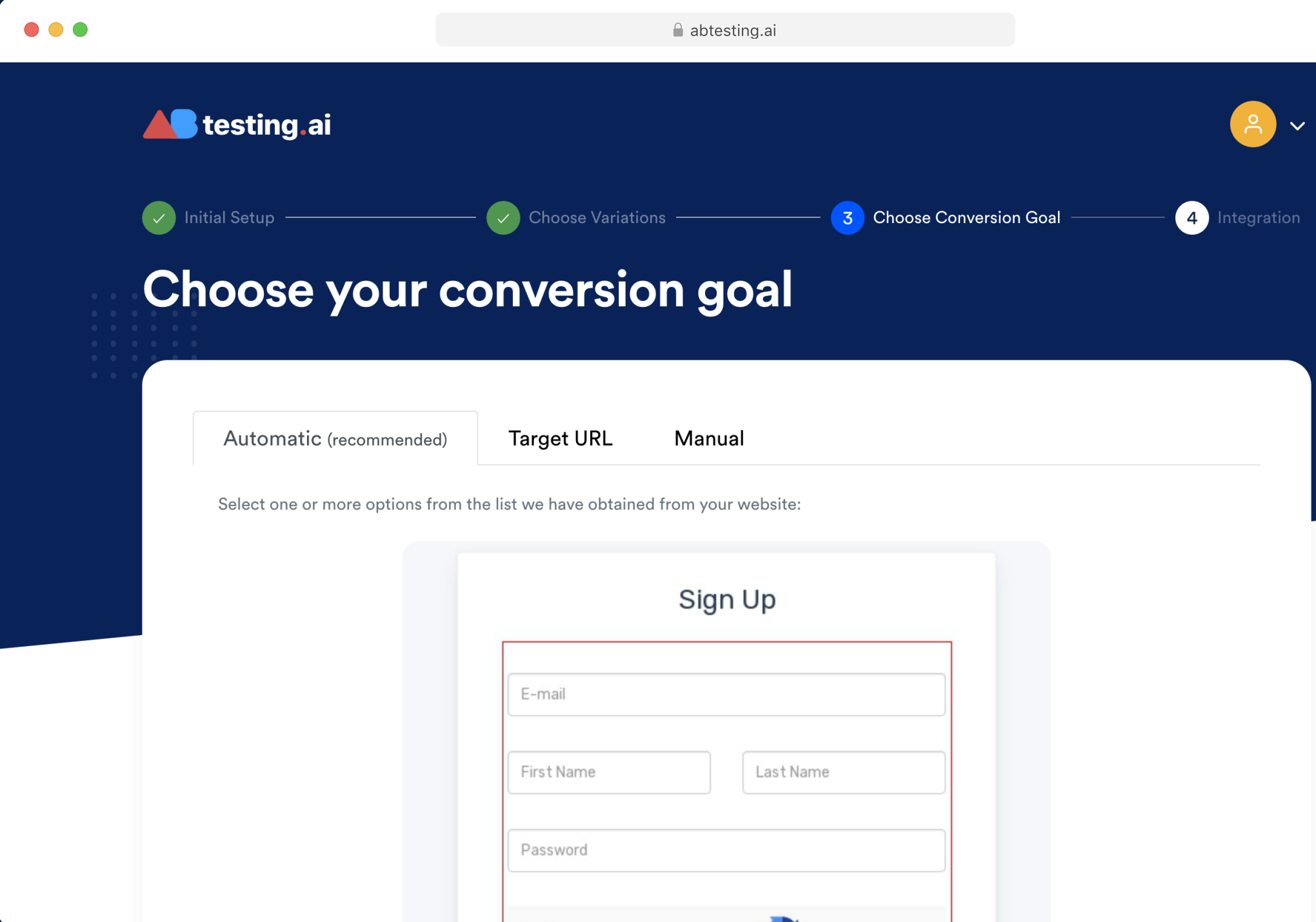
Boost conversions on your landing page with the help of AI

Find the best way to showcase your product. Put your URL below and have an A/B test running in just 10 minutes.

Alternative text to try: + Add new text

Optimize your landing page for conversions using AI

Copy

your landing page with the help of AI

Alternative text to try: + Add new text

#3

Choose your conversion goal.

abtesting.ai

AB testing.ai

✓ Initial Setup ✓ Choose Variations **3** Choose Conversion Goal **4** Integration

Choose your conversion goal

Automatic (recommended)	Target URL	Manual

Select one or more options from the list we have obtained from your website:

Sign Up

E-mail

First Name

Last Name

Password

#4
Integrate.

abtesting.ai

AB testing.ai

Initial Setup — Choose Variations — Choose Conversion Goal — 4 Integration

Integration

JavaScript | WordPress | Wix | Webflow | Squarespace | Shopify

Copy the following code snippet into the `<head>` tag of your page:

```
<!-- ABtesting.ai Code -->
<link rel="preconnect" href="https://external.abtesting.ai">
<script src="https://js.abtesting.ai/ab.js?userid=7"></script>
<!-- End ABtesting.ai Code -->
```
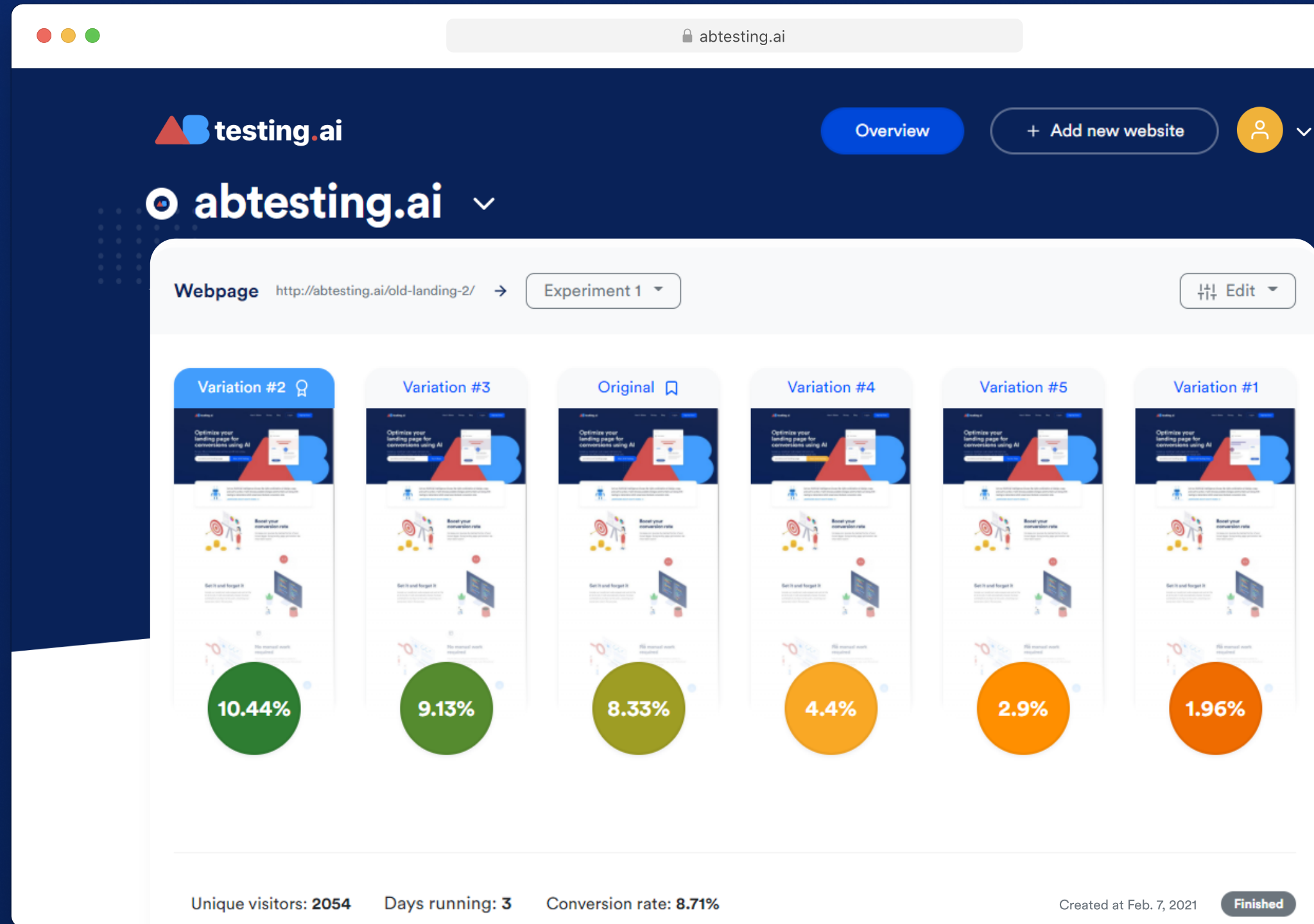
← Back

Preview   Verify

#5
Watch your conversions grow.

Multi-armed Bandit Aproach.

Browser mockup

abtesting.ai

AB testing.ai

Overview | + Add new website

⊙ abtesting.ai ⌄

Webpage | http://abtesting.ai/old-landing-2/ → | Experiment 1 ⌄ | ⩩ Edit ⌄

Variation #2 🏆	Variation #3	Original 🔖	Variation #4	Variation #5	Variation #1
10.44%	9.13%	8.33%	4.4%	2.9%	1.96%

Unique visitors: **2054** | Days running: **3** | Conversion rate: **8.71%**

Created at Feb. 7, 2021 | Finished

THE PROBLEM

The CRO need.

Let's face it. There are a lot of great tools out there that tackle the upcoming need of Conversion Rate Optimization.

With the advancements of technology, marketing applied to the internet, and the ease with which people can now create webpages; the digital competittive environment has suffered an exponential increase in difficulty, developing the need of understanding the user to make the best profit out of its visit.
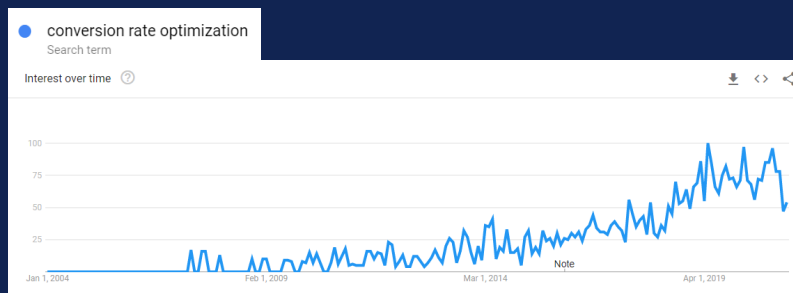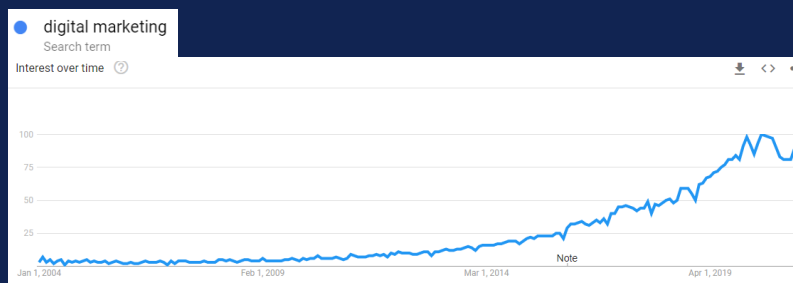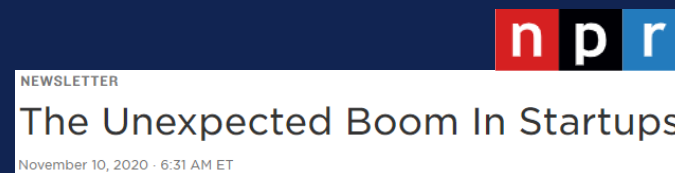
The CRO need

→ The TIME need

A/B testing made mainstream

The TIME need.

Everyone wants to make their website as optimized as possible; but the thing is that not everyone has the time and/or experience needed to do so. Specially in our target market: Entrepreneurs, SMEs and Digital Marketing Agencies.

An entrepreneur probably has his project as a side gig, a SMEs has a lot of other things to worry about, and the digital marketing agency has too many clients, and can't afford having a conversion rate expert dedicated to each one of them.

There's where we come in.

npr

NEWSLETTER

The Unexpected Boom In Startups

November 10, 2020 · 6:31 AM ET

The CRO need

The TIME need

→ A/B testing made mainstream

A/B testing made mainstream**.**

We encountered the issue that all the tools for landing page A/B testing were too difficult to understand or too time consuming (designing, splitting traffic, measuring, repeating).

So we decided to make **A/B testing accessible for everyone.** Make it so, if you don't have time or experience, you can still professionally optimize the landing page of your business for conversions.

We wanted something that you can set up and forget about it, knowing that it'll constantly optimize your website searching for the right fit for your audience.

This is why we included AI into the mix, allowing us to make the A/B testing process simple, speedy, constant and accurate; all at the same time.

THE
SOLUTION

VS

Be part of the Hybrid Technology of the Toyota Prius C can save you up to 40% on gas

+18%

Welcome aboard the Toyota Prius C with Hybrid Technology

ORIGINAL

Len Testa (touringplans.com)

I recently used a suggestion from ABtesting.ai to improve conversions by 27% on one of our pages. Over the course of a year, that works out to $30K in incremental revenue.

ABtesting.ai

Optimize your landing page for conversions using AI