

# How to Run an A/B Test with Google Analytics

Wednesday 4 October 2017

## Instil Webinar

CPD Hours: 1



ANALYTICS



Image source: [www.pexels.com.au](http://www.pexels.com.au)



# Webinar – How to Run an A/B Test with Google Analytics

Running A/B tests is one of the fundamental processes you can undertake in order to increase your conversions.

By testing different versions of a landing or sales page, you can gain insight into which performs better – leading to a better conversion rate. A/B testing isn't always the easiest thing to do, however...

That said, Google has made it that much easier with its ***Experiments feature***.

***Experiments*** allows you to run split-tests on any page on your website - including multiple versions of a landing or sales page both easily and effortlessly. It even gives you a winner at the end of the process so you know which version to use moving forward!

## What you will walk away with?

- *An understanding of why A/B tests are so important*
- *How to easily run A/B tests using Google Analytics*
- *A list of best parts of a landing page to test when running A/B tests*
- *How to run multiple A/B tests at once*



Image source: [www.pexels.com.au](http://www.pexels.com.au)



# Webinar – How to Run an A/B Test with Google Analytics

## Who is this for?

- Primarily marketers who want to learn more about Google Analytics, but also for anyone whose job it is to communicate with customers or grow an organisation online.
- Marketers who may be an expert in one area of digital, but want to broaden their knowledge into other areas.
- Those who new to the marketing role, or who have up until now focused on traditional marketing but have been tasked with finding out how to utilise Google Analytics.
- Anyone who thinks their organisation needs to be online and take advantage of digital marketing channels.

On registration, you will receive a confirmation email with instructions on how to join the webinar.

**Date:** Wednesday 4 October 2017

**Time:** 11:00am – 12:00pm AEST

**Cost:** \$110.00 incl. of GST

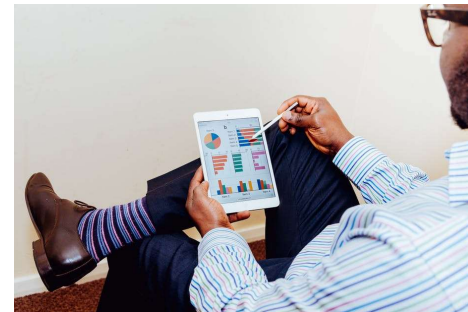


Image source: [www.pexels.com.au](http://www.pexels.com.au)



# Webinar – How to Run an A/B Test with Google Analytics

## Our presenter – Russell Allert



Russell has been working with digital marketing for over 6 years and has been in the financial industry for over 10 years.

He has helped move Queenslanders Credit Union into the digital era, spearheading projects such as building a mobile-friendly website, using social media to build a community, using digital advertising to increase sales, and developing content which informs and educates.

This has helped the credit union gain new customers (with particular growth in the Gen Y segment), win awards, and compete with much larger banks, including Big 4.

Russell has been asked to speak at COBA on several occasions, the latest being at their 2015 Annual Conference in Darwin. He has also travelled to the USA to present at a WOCCU summit on how to attract Gen Y and Millennials to Mutuals.

In addition to this, he has his own business helping small business owners grow their business online. He is passionate about digital transformation within organisations and believes all organisations need to make the change to stay relevant.