



**crews**

Where you belong

## TRAINING

### A/B Testing

#### LEARNING OBJECTIVES

- Understand the principles and challenges of A/B testing within a data-driven strategy
- Learn how to design, run and analyse an A/B test in a real environment
- Master the tools, methodologies and key performance indicators
- Optimise user journeys, conversions or content choices

#### TRAINING DURATION

2 days (14 hours)

#### TARGET AUDIENCE

Digital marketing, product or UX optimisation professionals

#### PREREQUISITES

None

#### ACCESS TIME

Eligibility based on application and interview with the Experience team: response within 48 hours.

#### PRICE

- Inter-company training: €1,590 excl. VAT per person
- Intra-company / tailor-made training: on request

#### Crews Education

3 rue Lac du Mont-Cenis, BP 70408, 73370 Le Bourget du Lac, FRANCE

Tél : +33 (0)4 80 81 94 50 - Email : [contact@crews-education.com](mailto:contact@crews-education.com)

[www.crews-education.com](http://www.crews-education.com)



## DETAILED PROGRAM

- Introduction to A/B testing
  - Definitions, objectives and areas of application
  - A/B vs split testing, multivariate testing and iterative testing
  - Concrete examples of successful A/B tests
- Setting up a test
  - Choosing elements to test (CTA, landing page, content, design...)
  - Defining hypotheses, objectives and KPIs
  - Audience segmentation and variant creation
- Tools and technical solutions
  - Overview of tools (Google Optimize, AB Tasty, Kameleoon, VWO...)
  - Technical integration and test triggering
  - Real-time monitoring and cookie / GDPR management
- Statistics and result analysis
  - Basic concepts: conversion rate, sample size, test duration
  - Statistical significance, confounding effects and common errors
  - Interpreting results and decision-making
- Best practices and limitations
  - When not to test and common pitfalls
  - Building an experimentation roadmap
  - Iteration culture and integration into a CRO approach
- Practical workshop
  - Full design of an A/B test on a website or landing page
  - Simulated launch, performance monitoring and result analysis
  - Presentation of insights and recommendations

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## CAREER OPPORTUNITIES, PATHWAYS AND FOLLOW-UP COURSES

At the end of the training, learners will be able to implement effective A/B tests, rigorously interpret results and integrate this approach into a continuous digital performance optimisation strategy.

## TEACHING METHODS, RESOURCES AND SUPPORT

- Training delivered by professionals actively working in the digital field
- Varied and dynamic teaching methods (case studies, workshops, assignments)
- Individual support by the Experience team

## TRAINING TOOLS

- High-performance digital tools: Google Workspace for Education, Edusign...
- Practical case studies based on real-life business situations

## EVALUATION METHODS

- End-of-training assessment via quiz or project submission

## RESULTS AND PERFORMANCE INDICATORS

- Satisfaction rate at the end of training: NA
- Individual progress rate: NA

## ACCESSIBILITY

Accessibility for people with disabilities or specific difficulties, contact us to organize an interview and offer you a program adapted to your needs: [handicap@crews-education.com](mailto:handicap@crews-education.com)

Accessibility to international attendants, contact us: [international@crews-education.com](mailto:international@crews-education.com)

## CONTACTS

- By telephone: +33(0)4 80 81 94 50
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