

A/B TESTING PLANNER

*Test what works.
Learn from the response.
Improve your next campaign.*

MrFlyer

A

The Best Patio View in the City Just Got a New Menu

Get 20% Off Your Dinner Tonight

How to use this planner

Create two versions of a campaign, test one meaningful difference, distribute them to comparable audiences, track the response and record what you learn. The aim is to build evidence for the next campaign, not to predict a guaranteed result.

B

Handcrafted Pasta, Made Fresh Right in Front of You.

Free Appetizer With Any Main Course

Before you start

A/B testing works best when the test is simple. Change one meaningful element at a time wherever practical, keep the audiences comparable and make sure the two versions can be tracked separately.

Your test objective

What decision are we trying to make?

What do we expect might work better, and why?

What decision are we trying to make?

Campaign Name		Test date	
Target Audience		Target area	
Quantity		Dist. method	

If the audiences are very different, you may not know whether the creative or the audience caused the result. Keep the comparison as fair as practical.

Plan Version A and Version B

Use the same campaign objective for both versions. Change the element you want to learn about.

v1	v2
Headline	Headline
Offer	Offer
Image / creative direction	Image / creative direction
CTA	CTA
Target Area	Target Area

Keep these consistent where practical

- ☐ Target audience or closely matched audience
- ☐ Distribution timing
- ☐ Core product or service
- ☐ Tracking period
- ☐ Primary campaign objective

Choose *what to test*

Pick one primary variable for this test. A clear question makes the result easier to interpret.

WHAT ARE WE TESTING?

- ☐ Headline
- ☐ Offer
- ☐ Image / creative
- ☐ CTA
- ☐ Format / size
- ☐ Core message
- ☐ Other:

Our test question

Example: Does a benefit-led headline generate more enquiries than a price-led headline?

Our prediction

Which version do you expect to perform better, and why?

Build your tracking plan

Give each version a clear identifier so you can separate responses. Use unique codes, URLs, QR codes, landing pages or enquiry routes where appropriate.

Tracking method	Version A	Version B
QR code		
Offer / promo code		
URL / landing page		
Telephone		
Other		

Our prediction

Measure	Version A	Version B
Quantity distributed		
Area / audience		
Distribution date		
Tracking start		
Tracking end		

Tip: if headline, offer, format and audience all change, the result becomes much harder to interpret.

Record what happened

Capture the actual response. The purpose is to learn, not to make the numbers look good.

Enquiries	
Calls	
Website visits	
QR scans	
Sales / bookings	
Customer feedback	
Other:	

Our test question

Record useful comments, objections, questions or patterns.

What did we learn?

Don't treat one test as a permanent verdict. Consider the size and quality of the response, the audience, timing and tracking method.

Which version generated more responses?
Which generated better-quality responses?
Did one produce more sales or bookings?
Did the result match our prediction?
What surprised you?
What should we test next?

Tip: if headline, offer, format and audience all change, the result becomes much harder to interpret.

Turn the result into your next test

The most useful outcome of an A/B test is a better understanding of what your audience responds to.

Keep	Change

Next test question

What will we test next?

Next action

What needs to happen next, and who is responsible?

TEST. LEARN. IMPROVE.

A/B testing quick reference

Use this page when planning your next test.

1. Start with one question

What do you want to learn? Keep the question specific.

2. Change one meaningful variable

Headline, offer, image, CTA, format or message are common starting points.

3. Keep the comparison fair

Use similar audiences, comparable quantities and the same measurement period where practical.

4. Track the two versions separately

Use unique codes, URLs, QR codes, landing pages or enquiry routes where appropriate.

5. Look beyond the first response

Compare the quality of enquiries and the action that matters to your business, not just the biggest number.

6. Use the learning

Keep what worked, improve what didn't and create the next test.

Want help planning the test?

Mr Flyer can help you think through the audience, campaign format, creative, print and distribution so the test is designed to produce useful learning.