

Add Variants to a Web Experience

You can add variants to a Web experience and define the percentage of site traffic to participate in each variant within the WHAT settings.



Automated Personalization experiences have a limit of 10 variants per experience. All other experience types have a limit of 20 variants per experience.

To add a variant to an experience, first place your mouse pointer on the plus sign (+) below the WHAT settings. Click **ADD VARIANT** when it appears, and then select the type of variant that you want to add.

- For Automated Personalization experiences, Dynamic Testing experiences, and Standard Test experiences, you can add a blank variant or a variant with actions from another variant in the experience.
- For 100% Experiences, you can add a blank variant, a variant with actions from another variant in the experience, or a control.

The screenshot displays the configuration page for a web experience titled "Spring Break Free Shipping". At the top, there are navigation and action buttons: "BACK TO WEB EXPERIENCES", "VIEW ANALYTICS", "ACTIVATE", "PREVIEW", "DUPLICATE", and a menu icon. The experience is currently in "DRAFT" status, created on Feb 10 2023 at 1:04 PM. Below this, there is a "+ ADD TAGS" button. The main configuration area is divided into sections: "WHY" (to increase lift for all traffic), "WHO" (For all visitors), "WHAT" (A show Basic Lightbox), and "WHEN" (from Feb 16 2023, 1:02 PM ongoing). A mouse cursor is positioned over a plus sign (+) below the "WHAT" section, which has opened a context menu with an "ADD VARIANT" button.

By default each variant is assigned a letter: Variant A, Variant B, Variant C, etc. To append the name of a variant to better identify it, first click it in the WHAT settings, then click the pencil icon next to its name in the action configuration panel, type the name into the field, and then click the green checkmark to save the change.


Spring Break Free Shipping

ACTIVATE **PREVIEW** **DUPLICATE** **...**

SPLIT TEST **DRAFT** Created: Feb 10 2023, 1:04 PM


+ ADD TAGS

WHY to measure Revenue per session between 2 splits and control


WHO For all visitors 


WHAT

A	show Basic Lightbox	25%
B	show Basic Lightbox	25%
-	Control	50% >


Traffic allocation: **50% CONTROL (EVEN ALLOCATION)** 

WHEN from Feb 22 2023, 7:35 AM ongoing


WHO **ADD TARGET** 



All visitors to your site will see this experience.

Add a target if you'd like to deliver this experience to a specific portion of your audience. 

To configure an action for a blank variant or to modify the existing action from another variant within the experience, click that variant in the WHAT settings, and then either click **ADD ACTION** or click the existing action name to edit it.

Spring Break Free Shipping 

ACTIVATE PREVIEW DUPLICATE ...

SPLIT TEST DRAFT Created: Feb 10 2023, 1:04 PM

+ ADD TAGS

WHY to measure Revenue per session among 3 splits and control


WHO For all visitors

WHAT	Variant	Allocation	Target
A	show Basic Lightbox	16.6%	
B	show Basic Lightbox	16.7%	Cart \$25 or Less
C	Add action...	16.7%	
-	Control	50%	

Traffic allocation: CUSTOM...

WHEN from Feb 22 2023, 7:35 AM ongoing

WHO ADD TARGET

 All visitors to your site will see this experience.

Add a target if you'd like to deliver this experience to a specific portion of your audience.

Allocating Traffic

If you add variants to a 100% Experience or a Standard Test experience, you can adjust the traffic allocation to those variants by selecting an option from **Traffic allocation**. The default traffic allocation is even.



Each variant in an experience has its own control group. Therefore, the control group consists of separate control groups for each variant.

SPLIT TEST | DRAFT | Created: Feb 10 2023, 1:04 PM

+ ADD TAGS

WHY to measure Revenue per session among 3 splits and control

WHO For all visitors

WHAT	Configuration	Allocation
A	show Basic Lightbox	16.6%
B	show Basic Lightbox	16.7%
C	show On Click Lightbox	16.7%
-	Control	50% >

⊕ Traffic allocation: CUSTOM... ▼

- 50% Control (Even allocation)
- 20% Control
- 10% Control
- Custom...

WHEN from Feb 22 2023, 7:35 AM ongoing

Cart \$25 or Less

Traffic Allocation Considerations

You can adjust traffic allocation for three experience configurations.

A vs. Control

If you add only a control, then you can select **Custom** from **Traffic allocation** and then configure the allocation in the Edit Custom Traffic Allocation modal.

Edit Custom Traffic Allocation ✕

A	Unnamed Variant	50
-	Control >	50

SAVE CANCEL

A vs. B

If you add only a second variant, variant B, then **Traffic allocation** contains a number of uneven variant allocation options as well as the **Custom** option.

SPLIT TEST | DRAFT | Created: Feb 10 2023, 1:04 PM

+ ADD TAGS

WHY to measure Revenue per session between 2 splits

WHO For all visitors


WHAT

A	show Basic Lightbox	50%	
B	show Basic Lightbox	50%	Cart \$25 or Less

Traffic allocation: 50% A - 50% B

WHEN from Feb 22 2023, 7:35 AM ongoing

WHO



All visitors to your site will see this experience.

Add a target if you'd like to deliver this experience to a specific portion of your audience.

A/B vs. Control or A/B/n vs. Control

Once you add two or more variants with a control to an experience, **Traffic allocation** contains a different set of options. Instead of selecting the percentage of traffic for each variant, you select how much of the experience's traffic goes to the control.

SPLIT TEST | DRAFT | Created: Feb 10 2023, 1:04 PM

+ ADD TAGS

WHY to measure Revenue per session between 2 splits and control

WHO For all visitors

WHAT

A	show Basic Lightbox	25%	
B	show Basic Lightbox	25%	Cart \$25 or Less
-	Control	50%	>

Traffic allocation: 50% CONTROL (EVEN ALLOCATION) ▾

- 50% Control (Even allocation)
- 20% Control
- 10% Control
- Custom...

WHEN from Feb 22 2023, 8:27 AM ongoing

The control group consists of separate control groups for each variant. As a result, the control group traffic selection is evenly divided across variants. The traffic not allocated to the control is divided equally across all variants.

In the case of an A/B/n test without a control, the traffic distribution remains even and **Traffic allocation** is disabled. This guarantees that each variant receives enough traffic to achieve a statistically relevant result in the least amount of time.

When you create an experience with multiple variants, keep in mind that the size of those variants influences the sample size for the experiment and control groups. A small control group affects how long an experience takes to reach significance. For this reason, if an experience is not a test, you may not need to use a control group.



Variants with low traffic percentages offer little insight into the behavior of your site's visitors.

You should consider the following factors before adjusting the traffic percentages for variants in an experience:

- **How much traffic will this experience see?** If the page(s) you want to test only receives a small amount of traffic, a 50% control group is much more likely to yield actionable data.
- **Is this experiment risky?** If the experiment offers the potential for negative consequences, you may want to opt for a 60% or 70% control group.
- **Do you want insight into site visitor behavior, or do you want to optimize your site?** If you want insight, a control group closer to 50% may be helpful. However, if you want to optimize site content for the majority of your site visitors, a smaller control group may be best.

Exporting and Importing Variant Actions

You can export an action used in a variant and import it to a new experience.

To export a variant action, first click the additional options menu (...), select **Export Actions**, and then select the variant you want to export.

The screenshot shows the 'Spring Break Free Shipping' experience editor. At the top, there are navigation links for 'BACK TO WEB EXPERIENCES' and 'VIEW ANALYTICS'. The main title is 'Spring Break Free Shipping' with an edit icon. Below the title, there are buttons for 'ACTIVATE', 'PREVIEW', 'DUPLICATE', and an additional options menu (...). The 'WHY' field contains 'to measure Revenue per session between 2 splits and control'. The 'WHO' field contains 'For all visitors'. The 'WHAT' section shows three variants: 'A show Basic Lightbox' (25%), 'B show Basic Lightbox' (25%), and 'Control' (50%). The 'WHEN' field contains 'from Feb 22 2023, 8:27 AM ongoing'. The additional options menu is open, showing 'Export Actions' as the selected option.

The variant JSON downloads as a GZ file.

You can add the exported variant action and settings to a variant in a different experience. With the recipient experience open on the Experience Editor page, click the additional options menu (...), select **Import Actions**, and then select the variant into which you want to import the action.

The screenshot shows the 'Clearance Sale Banner v Lightbox' experience editor. At the top, there are navigation links for 'BACK TO WEB EXPERIENCES' and 'VIEW ANALYTICS'. The main title is 'Clearance Sale Banner v Lightbox' with an edit icon. Below the title, there are buttons for 'ACTIVATE', 'PREVIEW', 'DUPLICATE', and an additional options menu (...). The 'WHY' field contains 'to measure Average order value between 2 splits and control'. The 'WHO' field contains 'For all visitors'. The 'WHAT' section shows three variants: 'A show Insert Banners' (25%), 'B Add action...' (25%), and 'Control' (50%). The 'WHEN' field contains 'from Feb 10 2023, 2:15 PM ongoing'. The additional options menu is open, showing 'Import Actions' as the selected option.

Next, click **Choose File** in the Import Actions modal, and then navigate to and select the GZ file.

Import Actions



Action import files will have a .json.gz extension.
Importing new actions will not overwrite your current actions.

No file chosen