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Sign up

AB testing training with AB Tasty

2 days (14 hours)

Presentation

Our AB Tasty training course will teach you how to carry out web experiments to improve and optimize your websites in order to achieve your marketing objectives. AB Tasty enables you to carry out your own [AB testing](#) campaigns, including split and multivariate testing, as well as feature management and customization.

Our program will teach you how to navigate the tool's interface to configure it optimally for all your marketing needs and the particularities of your organization and web applications. We'll also cover the creation of variants and advanced targeting.

Our training will also enable you to integrate your solution with various analytics tools such as Google Analytics or Adobe Analytics to obtain precise reports on the actual performance of your tests. At the same time, you'll learn how to manage personal data to comply with current legislation.

Like all our training courses, it will be run on the [latest version 3.18](#) of the tool.

Objectives

- Configure AB Tasty for your organization
- Create customized AB testing campaigns
- Manage and prioritize your campaigns
- Integrate AB Tasty with Analytics tools

Target audience

- **Traffic managers**
- Web analysts

Prerequisites

- Knowledge of an analytics tool such as Google Analytics

OUR TRAINING PROGRAM AB testing training with AB Tasty

INTRODUCTION TO AB TASTY AND A/B TESTING

- Introduction to AB Tasty
- AB testing fundamentals
- Differentiating between A/B testing, multivariate testing and personalization
- The importance of A/B testing in conversion rate optimization
- Key steps in preparing an effective A/B test
- Understanding performance indicators and key statistics

AB TASTY NAVIGATION AND BASIC FEATURES

- AB Tasty user interface
- Initial configuration and user management
- Creating and configuring optimization goals
- Setting up and running initial A/B and multivariate tests
- Analyze results and understand reports

ADVANCED USE OF THE VISUAL EDITOR AND CUSTOMIZATION

- Visual editor for creating and modifying variants
- Customization techniques and use of widgets
- Advanced targeting and audience segmentation
- Setting triggers and trigger criteria
- Using recommendations to deliver personalized content

INTEGRATION WITH OTHER TOOLS AND DATA ANALYSIS

- Integration with AB Tasty (Google Analytics, Adobe Analytics, etc.)
- Tag management and respect for user data confidentiality
- In-depth data analysis and interpretation of performance reports
- Understanding discrepancies between AB Tasty data and that of other analytical tools
- Resolution of common integration issues

CAMPAIGN MANAGEMENT AND PRIORITIZATION

- Experimentation and personalization campaigns
- Campaign prioritization and duplication techniques

- Traffic distribution and definition of conversion objectives
- Preparation and launch of campaigns to avoid SEO errors
- Performance analysis and real-time adjustments

PRACTICAL WORKSHOP AND CASE STUDIES

- Practical application with the creation of test campaigns on a demonstration site
- Case studies and analysis of successful A/B testing strategies
- A/B test idea generation and group brainstorming
- Tips and best practices for optimizing A/B testing
- Question-and-answer session to resolve participants' specific issues

Companies concerned

This training course is aimed at both individuals and companies, large or small, wishing to train their teams in a new advanced IT technology, or to acquire specific business knowledge or modern methods.

Positioning on entry to training

Positioning at the start of training complies with Qualiopi quality criteria. As soon as registration is finalized, the learner receives a self-assessment questionnaire which enables us to assess his or her estimated level of proficiency in different types of technology, as well as his or her expectations and personal objectives for the forthcoming course, within the limits imposed by the selected format. This questionnaire also enables us to anticipate any connection or security difficulties within the company (intra-company or virtual classroom) which could be problematic for the follow-up and smooth running of the training session.

Teaching methods

Practical training: 60% hands-on, 40% theory. Training material distributed in digital format to all participants.

Organization

The course alternates theoretical input from the trainer, supported by examples, with brainstorming sessions and group work.

Validation

At the end of the session, a multiple-choice questionnaire verifies the correct acquisition of skills.

Certification

A certificate will be awarded to each trainee who has completed the entire course.