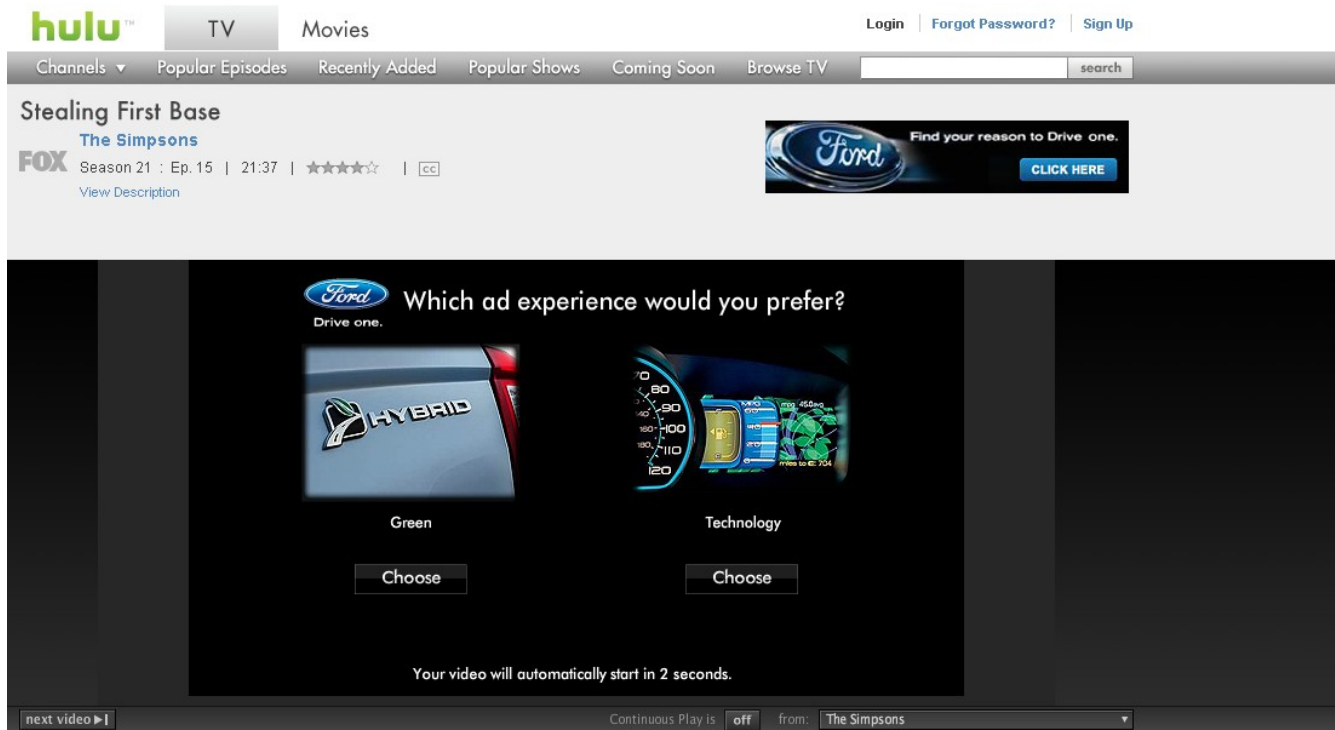




Analytics Case Study: Simple A / B Testing for Value



A / B Testing can often times answer other marketing questions – aside from what media message is more effective. Hulu often times, gives advertisers the option to create interactive media. The picture above shows how users are given the option to pick what focus the commercial will be. In this example, Ford is offering it's viewers a choice between a commercial that emphasizes “Hybrid” or other “Technology.”

Marketers are then able to test the effectiveness of specific ads, and identify what marketing “value” or focus generates the highest interest level from viewers.

Once the marketer is able to identify the specific value that creates the highest value, they are easily able to apply the knowledge to other forms of advertising or promotion.

A / B Testing clearly can be used in variety of ways to answer other marketing questions and measure interest levels