



WEBFORM SPLIT TESTS

Web Form Split Test: 7 Ways to Get More Subscribers

Email marketing is a highly effective way to make sales. It's quicker and easier than other marketing methods and distribution is one-click easy.

But to actually make sales, you need someone to sell to – subscribers to your emails. Collecting subscribers can be easy with an online signup form that offers people your emails – a web form.

If your form is designed well, it will attract the audience that's right for your newsletter. Each part of your form plays a part – the color, the words, the size, the location.

But how can you know which color, which words, which size and location spark the interest of your target audience?

You can guess, based on your own preferences. Or you can know for sure with a split test.

Split testing your signup forms can show you what changes to make to bring in the most subscribers. And with more subscribers, you get more responses, more sales and more revenue.

So let's take a look at how you can split test your own web form. Follow the directions and take inspiration from these real-life examples, then sit back and watch your brand grow.

How do I create a split test?

You start with one element on your web form that you think might need a change. Maybe you've read about a new idea or seen something on another company's form that you think could attract more subscribers.

You design a new version of your web form, making the change you want to try. Then you present both versions to equal, randomly selected audiences and keep track of how many people sign up with each one.

The process can be summarized in five quick 'n' easy steps:

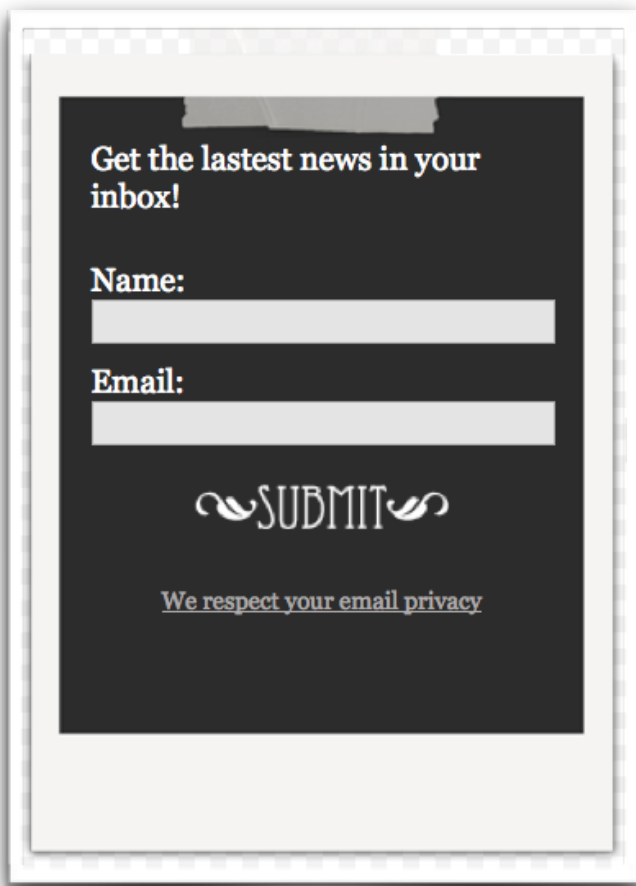
1. Create two identical web forms to be hosted on your website
2. In one form, make the change you want to test
3. Set the forms up to rotate automatically. (If you're using an ESP, they'll tell you how. Otherwise, ask your web designer.)
4. Examine the results
5. Move forward with the winning version

The Two Types of Split Tests

There are two kinds of split tests you can run. Choosing between the two depends on how many changes you want to test and how patient you can afford to be.

In an **A/B split test**, you create two versions of your web form that are almost identical, changing only one component.



Once you've determined which version to move forward with, you test the next component, and so on. This lets you know exactly which alteration is responsible for each change in response.



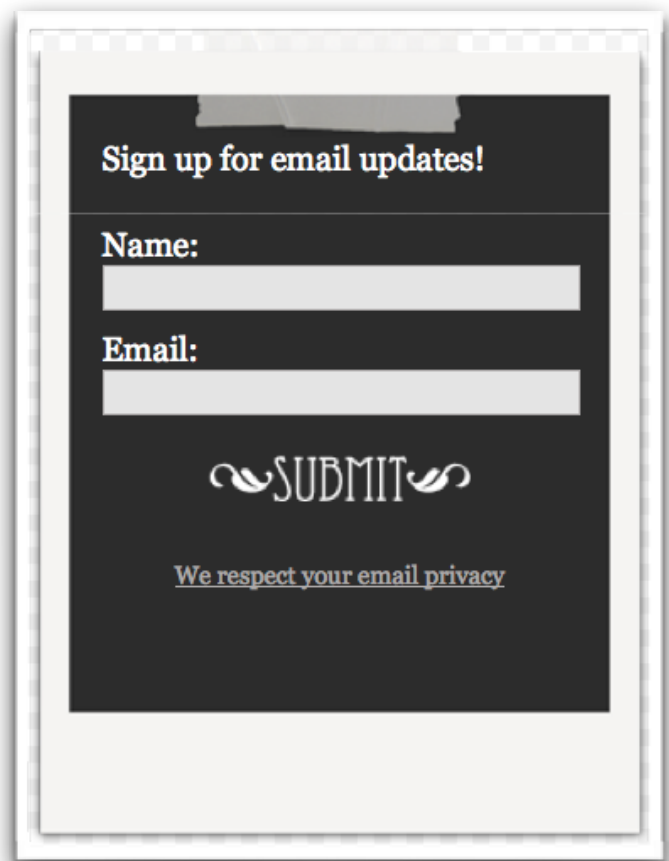
Get the latest news in your inbox!

Name:

Email:

 SUBMIT 



[We respect your email privacy](#)



Sign up for email updates!

Name:

Email:

 SUBMIT 

[We respect your email privacy](#)

In a **multivariate** test, you test two very different forms against each other. Basically, you run numerous A/B tests at the same time.

This saves you the time of testing each change one at a time. It doesn't, however, reveal which changes are responsible for the results.

For example, the headline in Form B here might cause a 3% increase in signups, while asking subscribers to select their country causes a 1% *decrease*.

With this method, the tester would quickly find out that Form B performs better. However, he or she wouldn't know that it would be even more successful without the "country" field.

Get the latest news in your inbox!

Name:

Email:

SUBMIT

[We respect your email privacy](#)

Form A

Sign up for email updates!

Name:

Email:

Country:

SUBMIT

[We respect your email privacy](#)

Form B

Should I use an A/B or multivariate test?

The type of test you choose depends on what you are trying to accomplish.

A/B testing makes sense if:

- you are testing whether one particular element should be present (privacy policy vs. no privacy policy)
- your current form is already performing all right; you just want to optimize it to do even better
- you want to get the test rolling quickly

Multivariate testing makes sense if:

- your current form isn't performing well at all
- you need to make drastic changes to increase response in a hurry, so you'd rather use one test than a series of them

Whether you use the A/B or multivariate process, split tests can help you figure out how to attract the most subscribers.

There are infinite elements that can make a difference. Let's take a look at seven things you can start testing today.

Test 1: Type of form

When designing your form, one of the first decisions you'll make is the type of form to use. Consider how your web form should present itself. Which type of form makes sense for your campaign?

- Do you want an understated inline form placed directly on your page? This type of form doesn't demand attention, but is always present and ready when called on.
- Do you want a pop-up form that commands attention by appearing suddenly?
- Do you want a hover (or pop over) form that can slip by pop-up blockers and remain hidden until you decide it should appear?
- Do you want a lightbox form that darkens everything else on the page and demands to be addressed immediately?

Most importantly, which one do your site visitors want to see?

Split test in action

Bob Jenkins, internet marketing consultant, tested the lightbox form on his website, discoverautoresponders.com.

He used an A/B/C test – three versions, with only one change made in each. The first appeared 7 seconds after the page loaded, another at 15 seconds and the third at 22 seconds.

The 15 second form had the highest success rate with 61.2% of first-time viewers signing up. The 22 second form came in second with 53.2% and the 7 second form scored 50.9%.

“My visitors who could take the initial 10 seconds to read the original headline of the page to know this teleseminar was for them could make a better decision about opting in for the replay,” Bob points out in [his blog](#).

“Wait too long (22 seconds), and they may have already been out the door, so to speak.”

[Read more about this test](#)

Want The Replay?

Hithere! I'm super excited to be interviewing Justin Premick about emailmarketing strategies that can help you and me get better results without autoresponders.



I know you're probably busy, and I don't want you to miss this call. So I'd like to send you:

- **free access to the replay**

All I need from you is for you to tell me your best email address so I can send you the download link after the call is finished.

Your Best Email:

Please Remind Me And Give Me The Replay Free!

[close](#)

Web Form	Subscribers	Unique Displays	S/UD
it-pop7	29	57	50.9%
it-pop22	25	47	53.2%
it-pop	41	67	61.2%

Test 2: Images

Including a background image on your web form can make a big difference, for better or for worse.

An image can draw attention to your form, especially if it evokes something site visitors are interested in. On the other hand, if the image attracts too much attention, it could distract from the actual invitation to sign up.

Images can also shift viewers into a state of mind where they're more likely to sign up. The words on your form explain the benefits of subscribing. Reinforce them with an image that creates a positive visual association.

The image you choose should harmonize with the page your form will be displayed on, whether that's on your website, your blog or another site. It should stand out enough to make the form clearly findable, but it shouldn't clash enough to be displeasing.

Once you have found some images you might want to use, set up split tests to find out which one appeals most to your potential subscribers. Don't forget to split test against a form with no image – you never know if you'll be better off with plain and simple.

Split test in action

SEO consultant Randy Layman suffered from a lack of email signups. His Twilight news and gossip site had plenty of traffic, but visitors weren't signing up for his email newsletter.

He and marketing consultant Greg Brock decided that a facelift of the web form would do the trick, so they chose four designs to split test: their default form, a picture of actor Robert Pattinson, one of co-star Taylor Lautner and a design with no image.

A jury of 100,000 visitors passed the verdict: the Robert Pattinson form won. It converted 2% of viewers to subscribers, 400% more than each of the other three forms.

After these astonishing results, Randy and Greg set the Robert Pattinson form as their default and continue to split test it, varying the size and color.

When that is done, they plan to test the effect of an incentive, because a 400% increase is good, but they're hoping to do even better.

[Read more about this test here.](#)

Join our newsletter and get special updates and offers about Edward and the rest of the Twilight gang.

Name:

Email:

After submitting, **check your inbox right away** to receive the most up to date info from Twilightgear.net!

[close](#)



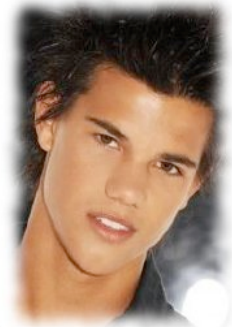
Join our newsletter and get special updates and offers about Edward and the rest of the Twilight gang.

Name:

Email:

After submitting, **check your inbox right away** to receive the most up to date info from Twilightgear.net!

[close](#)



Join our newsletter and get special updates and offers about Jacob and the rest of the Twilight gang.

Name:

Email:

After submitting, **check your inbox right away** to receive the most up to date info from Twilightgear.net!

[close](#)

Test 3: Surface Design

It makes sense that adding a new element to your form can make a difference in reactions. You're changing the way the form functions: add a video, and it becomes something to watch; add an image, and it's a visual association.

But did you realize that every small visual change affects your form's function in some way?

Subscribers react not only to your offer, but on its visual presentation. When you change that presentation, you also change their reactions, for better or worse.

Some surface design changes you might want to test are:

- Color combinations
- The size of your "submit" button
- The orientation of your form's layout
- Your font type
- The size and shape of your graphics
- The location of your privacy policy

Since one change in design may be dependent on another (such as changing the orientation so a new image fits), testing surface design is a good example of a time when you might want to use the multivariate method.

Think about what changes might make your form more inviting and remember, the possibilities are literally endless.

Split test in action

Experian, a credit report site, wanted to increase registrations for their Just Rewards program, so they hired Maxymiser, a website consulting service that specializes in multivariate testing.

To get more site visitors to sign up, Maxymiser decided to overhaul the look of the Just Rewards web form. They:

- Flipped the form from vertical to horizontal
- Adjusted the colors
- Tweaked the image
- Moved the call to action button above the fold (the point where readers need to scroll down to click it)

The redesigned form pulled in 16% more registrations than the original. The surface design changes, however small, were highly effective.

Before:



[Click here](#) if you are an existing user to login.

A chance to win £5000

Fill out our survey to be entered into the prize draw. Complete the survey now for your chance to win!

Terms and conditions apply. [Official rules](#)

Please complete the Just-Rewards Privacy / Registration survey before you see the many exciting individual mini surveys where you have the chance to win some great prizes.

Please tell us about you

*Title

*Forename

*Surname

*House/Flat no.

*Postcode

*What is your e-mail address?

*And is this:

*What is your date of birth?

you provide to be used by Experian Ltd and some of the UK's major companies providing a range of valuable offers by mail, email and telephone. For full details please see our Privacy Statement link below.

Create a password:

*Password

*Confirm password

[Continue](#)

After:



Are you an existing user?

[Login here](#)

Enter Now

Complete this survey to enter our prize draw and you could win £5000! When you're done, complete additional mini surveys for your chance to win more fantastic prizes!

*Title

*Date of birth?

*Create a password:

*First name

*E-mail address

*Confirm password

*Surname

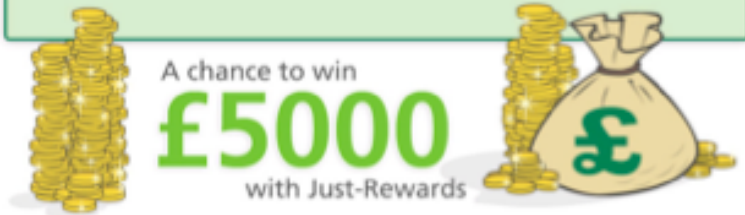
*This email is: At home At work Other

*Postcode

I accept the terms & conditions as published on this site.

*House/Flat no.

[Continue](#)



Test 4: Simplicity vs. Something for Everyone

Everyone's a little different.

So when it comes to your web form, you've probably figured out that one thing convinces some visitors to subscribe, while for other people, it takes something completely different.

For example, a list of benefits will convert people who rely on logical reasoning.

Pictures of your product will attract people who already use and like it.

A subscriber counter will draw people who like to be part of the in crowd.

And all of these people could be very engaged subscribers. So you might be tempted to include all of these things on your web form, and maybe a few more for good measure.

But someone who's presented with everything at once is likely to choose nothing. With too much information to deal with, a viewer may choose to ignore it all – and there goes their subscription.

So it's important to test the presence of different items on your web form. Put together several combinations, and run them against each other.

The results will show you how to design a form that will attract as many eyes as possible without blinding viewers to your signup opportunity.

Split test in action

[FaveCrafts](#), a craft hobby site run by [Prime Publishing](#), earns revenue when visitors click on ads. Many of those visitors arrive via links in FaveCrafts emails, so signing up email recipients is high priority.

To make sure their web form was attracting as many recipients as possible, president Stuart Hochwert worked with marketing optimizer [Wider Funnel](#) to test five different versions.

The original form was divided into a number of focal points, including several images.

This winning form nixed all the clutter in favor of speed and simplicity: a clean, one-box design led the viewer's eye straight to the signup field.

With 22.3% more signups, this form became the leading FaveCrafts form – though they didn't stop testing there!

[Close]



Free Crochet Patterns



FREE SIGN UP!
 Enter your e-mail below for unlimited **FREE** Access to 1000's of Quick & Easy Craft Projects!



*Free Projects *Newsletter *Exclusive Partner Offers *And Much More!

Enter Your Email

[Close]



Get FREE Crochet Patterns
 Sign up for unlimited access now!

- 1,000's of quick & easy projects
- Newsletter & partner offers
- Crochet tips ...and much more!

Enter your email:

[Privacy Policy](#)

Test 5: Including a Video

You have limited room on your web form to say all the things you want to say. You need to:

- Invite people to sign up for your emails
- Explain the benefits of signing up
- Present any incentive you may be offering and
- Set expectations for your emails' content and frequency

That's a lot to fit on one form. You could choose to host the form on its own page with room to explain everything, but sometimes, including other content on the page gets more traffic to the form.

So how do you fit everything?

You could try using video. It doesn't have to take up much space – just enough so viewers can decipher your content – and it can include all the information you need.

Video can help your form stand out and introduce readers to the person behind your campaign. It could also distract from your other site content or deter viewers who don't want to sit through it.

There's only one way to tell the effect video will have on your form – run a split test.

Split test in action

Online marketing advisor Hector Cuevas wanted to try a [30-day challenge](#) to explore the effects of video marketing. He decided to run a test on the web form he uses to attract subscribers to his blog newsletter.

His standard web form explained the benefits of his newsletter in text.

Hector then explained all of the same information in a video, which he used to replace the text on his form.

Hector found that for his audience, video was the way to go.

His text form converted 25.5% of viewers to subscribers. His video form performed 90% better, with 43.2% of viewers signing up for his email list.

[Read more about this test here.](#)

"6 Days To A Better Blog"

For those who want to get started building their home business while creating a personal brand that they can profit from for years to come...

Inside you'll learn:

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- "How To Come Up With Killer Blog Post Ideas"
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- The "Back-End" Of This Blogging Business Model
- My Personal Success Rituals - "Power Sessions"
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"Register Here To Get Free Instant Access To The Video Course And PDF Downloads Now..."



Your Email:

[Get My Free Instant Access!](#)

We take your privacy very seriously. You can view our entire [privacy policy](#) here. By clicking "Get My Free Instant Access" below, you agree to terms and conditions found [here](#). By entering your email address you are also requesting and agreeing to subscribe to our free email newsletter.

	Unique Displays	S/UD
Video	37	43.2%
No-Video	196	25.5%

Test 6: Mad Libs Style Forms

Traditionally, filling out a web form isn't seen as an engaging experience.

Standard forms use an official, impersonal format where subscribers self-label themselves by listing their details: name, email address, gender, state.

In an effort to attract more signups, some sites have adopted fill-in-the-blank forms with a style that resembles the word game Mad Libs.

These forms provide a more informal interaction by adding the missing bits to form a conversation:

“My name is ____, I am a ____, I live in ____ . Please send your newsletter to me at ____.”

The signup is still automated, but the structure is more personable. It gives subscribers the feeling that they're part of a conversation.

The “I” format can also give new subscribers a stronger feeling of ownership over their decision to sign up.

After all, they've asserting their interest from their own point of view. And if they've decided that they're interested, they wouldn't want to unsubscribe, would they?

Split test in action

Patrick McKenzie, founder of Bingo Card Creator, an online game piece generator, caught wind of the new strain of mad libs sign-up forms.

He wondered if the new style would pull in more registrations, so he ran a split test.

He set up his original form against the a very similar form with the text rewritten mad libs-style.

After 736 views, the mad libs form had converted 22% fewer viewers than the default form. For BCC's audience, this change just wasn't in the cards.

Sign up for Bingo Card Creator

Bingo Card Creator is **free to try** out. [Click here](#) if you already have signed up.

Email Address *

Password *

I'd like to get 2 emails with hints for using Bingo Card Creator.

I'd like to get a newsletter about new bingo activities, about once a month.

We don't spam or sell your details.

Sign Up

[Cancel](#)

Start using **775** cards within seconds of signing up.

- **Save** your word lists.
- **Access** word lists and bingo cards from anywhere.
- **Print out** more cards.

Sign up for Bingo Card Creator

Bingo Card Creator is **free to try** out. [Click here](#) if you already have signed up.

I want to make bingo cards! Save them for me under my and I'd like to use this word as my password.

I'd like to get 2 emails with hints for using Bingo Card Creator.

I'd like to get a newsletter about new bingo activities, about once a month.

We don't spam or sell your details.

Sign Up

[Cancel](#) [Sign in as a guest](#)

Start using **775** cards within seconds of signing up.

- **Save** your word lists.
- **Access** word lists and bingo cards from anywhere.
- **Print out** more cards.

Signup Madlibs Versus Standard	Standard (27.55%) winner Madlibs (21.73%)	95%
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Test 7: Signup Surroundings

When site visitors see your products or services as valuable, they're more likely to want your emails.

It makes sense, then, to give them evidence of your value near the place where they would sign up.

Links to different features, photos of your products and testimonials from happy customers can all provide that evidence.

But with too many items on one page, visitors might feel overwhelmed and leave. Or they might start clicking around and never come back.

The trick is finding out how much value you need to communicate, and which items do that best. So ask yourself:

What's convincing, but not overpowering?

How can you impress potential subscribers without going overboard?

What compliments your "subscribe" button, and what distracts from it?

Make sure you're considering not only your web form, but the page it goes on. Keep both in sight while you brainstorm.

When you have a few possibilities mapped out, it's time to set up the test!

Split test in action

This is a story of less versus more— [20% more](#), to be specific.

At Gyminee (now [DailyBurn](#)), a fitness and nutrition site, visitors can sign up for emails that help them track their diet and workouts.

The signup is key – without it, the site doesn't get used. So the form needs to be just right. So investor and author [Tim Ferriss](#) came up with a test to get it there.

The first form offered a lot of options – specifically, 25 above the fold. The second offered 5.

The question was whether more links to information would convince more readers to join or have the opposite effect and distract from the signup button.

The answer? Less, as the saying goes, was once again found to be more. The simpler form was the winner, and Ferriss moved on to test it even further with marketing optimizer [Web Share](#) .



Workout and Food Tracking

Gyminee is the premier fitness social network for detailed tracking, online accountability, and motivation. Whether you are trying to lose weight or get fit, it's time to start taking your fitness seriously.

- Track your workouts.
- Monitor your diet.
- Meet new friends.
- Reach your goals.

[Signup For Free](#) [Take The Tour](#)

62,085,242 Calories Burned!
[Sign Up Now. It's Free!](#)

From The Blog

Essential Fatty Acids



I've stumbled upon alot of research recently regarding Essential Fatty Acids (EFAs), including how long chain Omega-3 fatty acids modulate hunger signals.

More on that later. In the meantime, as a primer, an essential nutrient is

1. Required by the body for proper function and,
2. One that cannot be made in sufficient quantities by the body and thus must be obtained through ones diet

The Essential...
[Read more.](#)

Gyminee is a Finalist

We're excited to announce that Gyminee is a finalist in Mashable's Open Web Awards. The Open Web Awards are:

the only multilingual international online voting competition that covers major innovations in web technology. Through an online nominating and voting process, the Open Web Awards recognize and honors the top achievements in 26 categories.

If you think Gyminee is the best fitness site o...

What Gyminee users are up to:

- [calvin_42](#) met a Running goal!
- [StevenG](#) met a Swimming goal!
- [kpayne](#) met a Body Weight goal!
- [Ready28FitForever](#) wrote a new message in [What are you doing to improve yourself?](#)
- [Ready28FitForever](#) wrote a new message in [What are you doing to improve yourself?](#)
- [woodwardonline](#) added [Cheese Single 2 percent](#) as a favorite food.
- [iharris](#) won the [VHT Challenge](#) challenge!

Featured On: [TechCrunch](#)

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Gyminee is the premier fitness social network for detailed tracking, online accountability, and motivation. Whether you are trying to lose weight or get fit, it's time to start taking your fitness seriously.

- Track your workouts.
- Monitor your diet.
- Meet new friends.
- Reach your goals.

[Signup For Free](#) [Take The Tour](#)

Featured On: [TechCrunch](#) [washingtonpost.com](#) [Crash Rader](#) [Mashable](#)

Bonus: 3 Rules for Split Test Success

1. Run your test long enough. Then run it again.

Your marketing depends on your results. It's important that you're not putting faith in a fluke, so keep testing until you have proof your results are for real.

2. Test both forms at the same time and place.

The world changes every day. Your audience of one week could react completely differently the next.

And the traffic you'll get on your home page may be very different from the traffic on your signup page or blog.

To make sure your results come from changes to your form, not your audience, offer both options to the same crowd: set them to display on your site on a rotating basis. (Your email service provider might offer this feature, or you can use a website optimizer.)

3. Measure success by the right metric.

Make sure you're thinking about the big picture. If your goal is to get any and every pair of eyeballs on your emails, then knowing which form converted more subscribers is enough.

If you're more selective about your audience, you'll need to determine what you can measure in terms of each form's conversions to find what you're looking for.

How can I set up a test in my AWeber campaign?

To split test web forms in your account, you first need to create a web form. If you already have one up and running, you can use that as your starting point. If you don't, follow the steps on [the video here](#) to build one.

(Please note, you can only split test forms that use raw HTML, not the JavaScript that AWeber uses by default.)

Once you've got your form up and running, you're ready to begin split testing different variations of it. Decide on the first variable you want to test.

Remember, you can change one thing at a time to know exactly what is responsible for whatever change in response you may see.

Create a second web form, identical to the first by clicking "Copy" on the Web Forms page.

Name	Type	Displays	Submissions	S/D	Unique Displays	S/UD	Preview	Publish	Copy	Reset Stats	Delete
Sign Up For Soap Emails	Inline	0	0	0.0%	0	0.0%	Preview	Publish	COPY	RESET	X

Note: Statistics are delayed 10 minutes.

[Create A New Web Form](#)

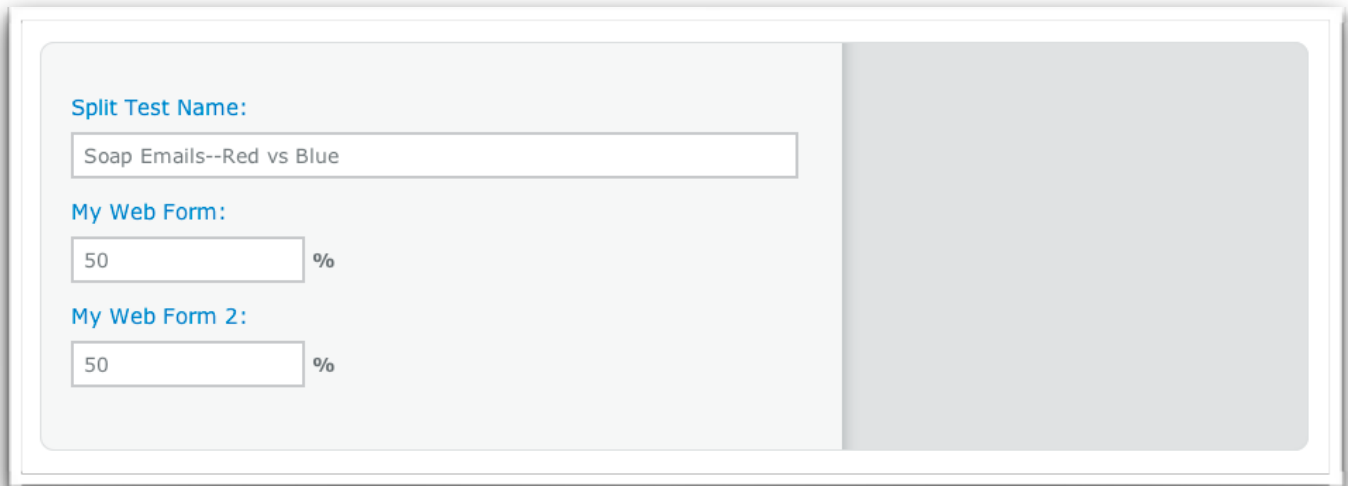
Make the change that you want to test. Be sure to change the form name in the Basic Settings so you can tell the forms apart later.

Once you have both versions ready, go to the Web Forms page.

[Create A New Web Form](#)

Choose a name for your test. This will help you identify the results once you've run several tests.

Next, enter the percentage of visitors to your site that you would like to view each form. Enter 0 for forms that are

A screenshot of a web form for configuring a split test. The form is contained within a light gray box with a white border. On the left side, there are three input fields. The first is labeled "Split Test Name:" in blue text, with a text input field containing "Soap Emails--Red vs Blue". The second is labeled "My Web Form:" in blue text, with a numeric input field containing "50" followed by a percentage sign "%". The third is labeled "My Web Form 2:" in blue text, with a numeric input field containing "50" followed by a percentage sign "%". To the right of these fields is a large, empty gray rectangular area, likely a placeholder for a preview or additional configuration options.

not part of the split test.

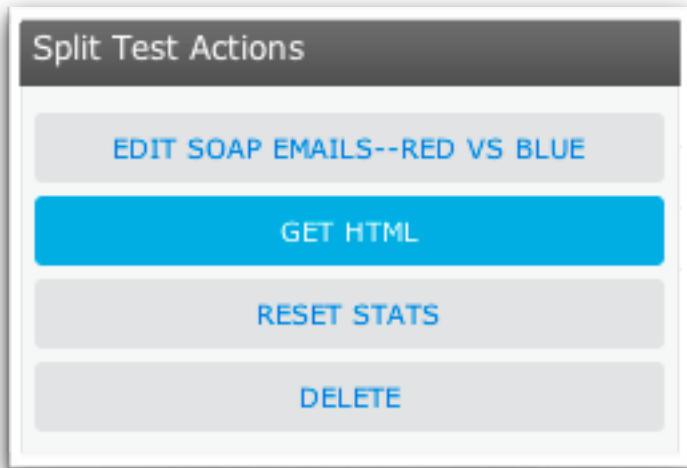
Note: Percentages must add up to 100%.

Save Split Test

Click the button.

How do I start running the test?

Under “Split Info”, click “Get HTML”.



A pop-up will display an HTML snippet.

If you edit your website yourself, open your web page editor and paste that snippet between the body tags. Save and republish your page.

Otherwise, give the snippet to your web designer with instructions to paste it into the page.

How do I read the test results?

Your split test statistics are displayed on the Web Form page of your account.

Web Form	Probability	Displays	Subscribers	S/D	Unique Displays	S/UD
Sign Up For Soap Emails-Blue	50%	0	0	0.0%	0	0.0%
Sign Up For Soap Emails-Red	50%	0	0	0.0%	0	0.0%

The probability is the rate you set for each form to be viewed by site visitors. If you want to change it, click the form name under "Split Info." to the left.

The **displays** are the number of times each form has been viewed.

The **subscribers** are the number of people who have signed up to receive your emails through each form.

The **S/D** is the percentage of subscribers per display. This tells you, based on the number of times each form was viewed, how successful the form was.

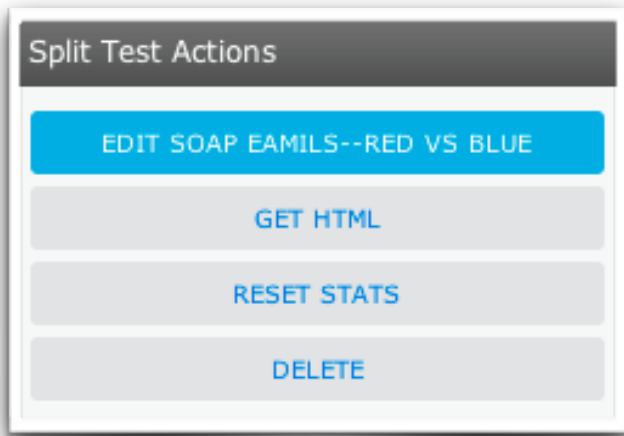
The **unique displays** are the number of times each form was viewed by a new person. For example, a person who sees the same web form twice counts as two displays and one unique display.

The **S/UD** is the percentage of subscribers per unique display. This tells you, based on the number of times each form was viewed by a new person, how successful the form was.

When comparing your forms, the key numbers to watch are under the S/D and the S/UD: those tell you how many people each form is converting to subscribers.

Can I change my split test once it's running?

If you find you need to make changes, use the options in the “Split Info.” column on the Web Form page.



Edit lets you revise the test name and the probabilities.

Get HTML provides you with the snippet to add to your site to start the test.

Reset Stats cancels out any results you have already collected for this test.

Delete erases the test and its results entirely.

Keep in mind that if you make significant changes to a form's design mid-test, the changes may prompt different reactions, skewing your results. If this happens, it's a good idea to delete your current test and start a new one.

When you are ready to stop the test, you or your web designer can open your web page editor and remove the snippet of HTML you pasted in earlier.

About AWeber

AWeber is an easy-to-use email marketing tool that allows business owners and entrepreneurs to cultivate relationships with their customers. Since 1998, AWeber has been the email engine powering the growth of organizations around the world, including leading sites like Social Media Examiner and ProBlogger and industry influencers such as Peter Shankman and Ann Handley.

Today, more than 120,000 small- and midsize-businesses, entrepreneurs, agencies and nonprofits are making the most of AWeber's sophisticated segmentation and analytics capabilities, split testing applications, extensive template libraries and industry-leading deliverability and live support.

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