

# A B Testing The Most Powerful Way To Turn Clicks Into Customers By Dan Siroker

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november 18th, 2019 - authors dan siroker and pete koomen speak about their new book a b testing the most powerful way to turn clicks into customers it s the first book on the topic of a b testing delivers guiding'

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**"MULTIVARIATE TESTING VS A B TESTING OPTIMIZELY**

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hypothesis for example will adding a photo to the landing page increase donations earned per page view'

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