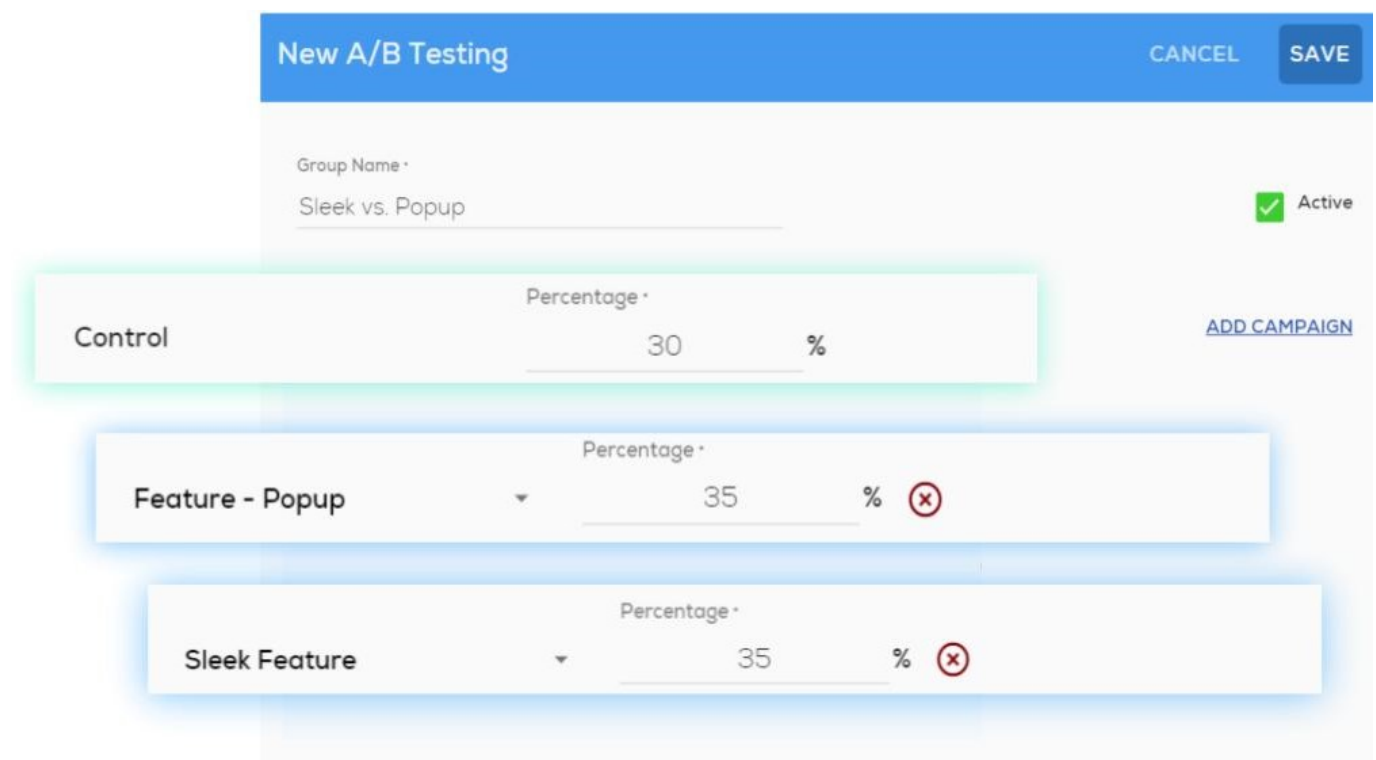


A/B Testing in Mobile

Brief Overview

WalkMe Mobile AB testing allows you to manage any new campaigns or changes in a way that will ensure your users are getting the best experience. Having the ability to experiment with multiple versions of a campaign simultaneously provides more value to UI/UX designers and marketing teams, while also maintaining a seamless experience for your end-users.



New A/B Testing CANCEL SAVE

Group Name *
Sleek vs. Popup ✓ Active

	Percentage *	
Control	30 %	
Feature - Popup	35 %	✗
Sleek Feature	35 %	✗

[ADD CAMPAIGN](#)

How It Works

In the Mobile Console, users manage AB Tests by creating groups, adding campaigns, and assigning percentages.

In App Settings, you will see a new tab called A/B Testing. Here you can view a list of all the A/B Test groups created, including:

- Indicators for the number of campaigns in use
- The last modified date; and
- Whether the A/B Test is active or inactive

Limitations: Supported from SDK 2.14.0 for both iOS and Android.

Use Cases

Common use cases include:

- Multiple versions of the same campaign (different images, text, etc)
- Single campaign to % of user base
- Control group (sees no campaign)

Creating an A/B Test

From the App Settings (**Settings>App Settings**):

1. Go to **A/B Tests** tab.
2. Click **New A/B Test** to display the test builder.
 - An entry for the control group is predefined with 0%.
3. Type the **Group Name**.
4. Click **Add Campaign** and select the desired campaign from the dropdown.
 - Repeat this step for up to 9 entries.
5. **Assign percentages** as desired.
 - Sum of percentages must equal 100.
6. Mark the test as **Active**.
7. Click **Save**.
8. **Publish** the campaigns.

Note the following:

- Default max number of simultaneous active A/B Tests is 5.
- If the same campaign appears in multiple A/B groups, and a user gets assigned this campaign more than once, the user will get the campaign once.

Reviewing Results

Once A/B Tests have run their course, you can review the campaign engagement and compare the impressions/clicks between the campaigns in each test.

Download the “**A/B Testing Campaign Engagement**” report.



Check out more about the [**Mobile Reports Tab.**](#)