

# Bonus 3 - The Split-Test Winners Vault

## 25 A/B Test Ideas That Increase Clicks, Leads & Sales

A Tactical Optimization Blueprint For Affiliate Marketers

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## Introduction

### Why Most Split Tests Fail

Most marketers test randomly.

They:

- Change too many things
- Stop tests too early
- Chase vanity metrics
- Ignore revenue
- Test weak variables
- Misread results

The result?

Confusing data and false winners.

Professional marketers approach split testing differently.

They test:

- Specific variables
- One change at a time
- Buyer psychology
- Revenue impact
- User behavior patterns

And those tiny improvements compound FAST.

A:

- 12% increase in CTR
- 18% increase in conversions
- 9% increase in EPC

...can completely transform campaign profitability.

This vault gives you:

- 25 proven split-test ideas
- Exact examples
- Why they work
- How to implement them
- What metrics to watch
- Optimization templates

Use these tests with:

- WP Conversion Tracker
  - Landing pages
  - Ads
  - Emails
  - Affiliate funnels
  - Lead magnets
  - Sales pages
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## SECTION 1

# The Golden Rules Of Split Testing

Before running ANY test...

Follow these rules.

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## Rule #1 — Test ONE Variable At A Time

Wrong:

- New headline
- New button
- New layout
- New image

You won't know what caused the result.

Correct:

ONLY change:

- Headline  
OR
- CTA  
OR
- Image

One variable = clean data.

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## Rule #2 — Track Revenue, NOT Just Clicks

A page with:

- Lower CTR
- But higher buyer intent

...can produce MORE profit.

Always track:

- EPC
- Revenue
- Conversion rate
- ROI

NOT just clicks.

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## Rule #3 — Let Tests Run Long Enough

Do NOT kill tests too early.

Minimum guideline:

**Traffic Volume**   **Recommended Wait**

Low Traffic      7–14 Days

Medium Traffic   3–7 Days

High Traffic      1–3 Days

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## Rule #4 — Keep A Testing Log

Track:

- Test name
- Date started
- Variable tested
- Winner
- Lessons learned

Winning marketers build:  
“Optimization libraries.”

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## SECTION 2

### Headline Split Tests (5)

Headlines influence:

- Attention
- Curiosity
- Emotional engagement
- Click-through rate

Small headline changes can increase conversions massively.

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## TEST #1

### Benefit vs. Pain Headlines

#### Version A

“Track Every Click In Your Business”

#### Version B

“Stop Losing Money On Blind Campaigns”

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### Why This Works

Version A:

- Benefit-focused

Version B:

- Pain-focused

Pain often converts stronger because humans avoid loss faster than they seek gain.

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## **Best Metrics To Track**

- CTR
  - Scroll depth
  - Sales conversion rate
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## **TEST #2**

### **Numbers vs. No Numbers**

#### **Version A**

“How To Improve Affiliate Campaign Tracking”

#### **Version B**

“7 Tracking Insights That Increase Affiliate Profits”

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### **Why It Works**

Numbers:

- Increase specificity
  - Improve clarity
  - Create structured expectations
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## TEST #3

### Curiosity vs. Direct Headlines

#### Version A

“The Marketing Tracker Built For Affiliates”

#### Version B

“The Hidden Reason Most Affiliate Campaigns Fail”

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#### Why It Works

Curiosity creates:

- Open loops
  - Information gaps
  - Emotional intrigue
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## TEST #4

### Speed-Based Headlines

#### Version A

“Track Your Campaigns Better”

#### Version B

“See Your Most Profitable Campaigns In Under 10 Minutes”

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#### Why It Works

Speed lowers resistance.

Fast outcomes convert better.

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# TEST #5

## “How To” vs. “Discover”

### Version A

“How To Track Affiliate Campaigns Properly”

### Version B

“Discover Which Campaigns Secretly Waste Your Budget”

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## Why It Works

“How To”

= instructional

“Discover”

= emotionally engaging curiosity

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# SECTION 3

## CTA Button Tests (5)

Buttons dramatically impact:

- CTR
  - Buyer momentum
  - Emotional engagement
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# TEST #6

## Generic vs. Benefit CTA

### Version A

“Learn More”

## **Version B**

“Track Every Click Now”

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## **Why It Works**

Specific benefit > generic language

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## **TEST #7**

## **First-Person CTAs**

### **Version A**

“Get Instant Access”

### **Version B**

“Yes, I Want Better Tracking”

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## **Why It Works**

First-person language increases emotional ownership.

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## **TEST #8**

## **Risk Reduction CTA**

### **Version A**

“Start Now”

### **Version B**

“Try Risk-Free Today”

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## Why It Works

Reduces:

- hesitation
  - anxiety
  - fear of commitment
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## TEST #9

### Urgency-Based CTA

#### Version A

“Get The Bundle”

#### Version B

“Claim Lifetime Access Before Pricing Changes”

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## Why It Works

Urgency accelerates decisions.

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## TEST #10

### Curiosity CTA

#### Version A

“See Features”

#### Version B

“See What Your Traffic Is Hiding”

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## **Why It Works**

Curiosity drives clicks.

Especially for cold traffic.

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## **SECTION 4**

### **Pricing Psychology Tests (4)**

Pricing presentation dramatically changes conversions.

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#### **TEST #11**

### **Monthly Cost Comparison**

#### **Version A**

“One-Time Payment: \$67”

#### **Version B**

“Stop Paying \$97/Month — Get Lifetime Access For \$67”

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## **Why It Works**

Context changes perceived value.

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#### **TEST #12**

### **Anchoring Higher Prices**

#### **Version A**

“\$67 Bundle”

## **Version B**

“Normally \$182 — Today Only \$67”

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## **Why It Works**

Anchoring increases perceived savings.

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# **TEST #13**

## **Payment Framing**

### **Version A**

“\$67 One-Time”

### **Version B**

“Less Than 1 Month Of ClickMagick”

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## **Why It Works**

Comparative pricing reduces purchase resistance.

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# **TEST #14**

## **Bonus Stack Visibility**

### **Version A**

Simple pricing

### **Version B**

Pricing + bonus stack

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## Why It Works

Bonuses:

- Increase perceived value
  - Justify pricing
  - Reduce hesitation
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## SECTION 5

### Funnel Order Tests (3)

Changing funnel structure can massively impact conversions.

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## TEST #15

### Direct Link vs. Presell Page

#### Version A

Traffic → Offer

#### Version B

Traffic → Presell → Offer

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## Why It Works

Presell pages:

- Warm traffic
  - Build trust
  - Increase buyer intent
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# TEST #16

## Short vs. Long Presell Pages

### Version A

300 words

### Version B

1,500 words

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### Why It Works

Different audiences require different trust levels.

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# TEST #17

## Video vs. Text Funnels

### Version A

Text review

### Version B

Video walkthrough

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### Why It Works

Video:

- Increases engagement
  - Demonstrates software visually
  - Builds trust faster
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# SECTION 6

## Email Timing Tests (3)

Timing impacts:

- Open rates
  - Click rates
  - Buyer readiness
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## TEST #18

### Morning vs. Afternoon Emails

**Version A**

9 AM

**Version B**

3 PM

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### Why It Works

Different audiences buy at different times.

Many marketers discover:  
Afternoon traffic converts higher.

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## TEST #19

### Weekday vs. Weekend Emails

**Version A**

Tuesday

## **Version B**

Saturday

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### **Why It Works**

Some niches buy better on weekends.

Especially:

- side hustles
  - affiliate marketing
  - software tools
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## **TEST #20**

### **Immediate Follow-Up vs. Delayed**

#### **Version A**

Follow-up in 1 hour

#### **Version B**

Follow-up in 24 hours

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### **Why It Works**

Urgency vs. relationship pacing.

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## **SECTION 7**

### **Mobile vs. Desktop Optimization Tests (3)**

Different devices behave VERY differently.

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# TEST #21

## Short Mobile CTA vs. Long CTA

### Version A

“Get Access”

### Version B

“Start Tracking Campaigns Now”

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### Why It Works

Mobile users prefer:

- shorter copy
  - faster scanning
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# TEST #22

## Mobile Video Placement

### Version A

Video below fold

### Version B

Video above fold

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### Why It Works

Mobile attention drops quickly.

Immediate engagement matters.

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# TEST #23

## Desktop Long Copy vs. Mobile Short Copy

### Version A

Same page for all devices

### Version B

Device-specific layouts

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## Why It Works

Desktop users tolerate:

- longer explanations
- more detail

Mobile users prefer:

- speed
  - visual clarity
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## SECTION 8

### Traffic Segmentation Tests (2)

Different traffic sources behave differently.

Treating them equally lowers conversions.

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# TEST #24

## Cold Traffic vs. Warm Traffic Messaging

### Cold Traffic Headline

“Why Most Affiliate Campaigns Fail”

### Warm Traffic Headline

“Get Instant Access To WP Conversion Tracker”

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## Why It Works

Cold traffic needs:

- education
- curiosity
- emotional hooks

Warm traffic needs:

- action
  - urgency
  - buying momentum
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# TEST #25

## Country-Based Funnel Testing

### USA Traffic

Direct-response style

### UK Traffic

More informational style

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## Why It Works

Different regions respond differently to:

- urgency
  - hype
  - long copy
  - emotional triggers
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## SECTION 9

### Split-Test Tracking Template

Use this structure for EVERY test.

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### Campaign Test Sheet

Test Name	CTA Button Test
Start Date	May 15
Variable Tested	CTA Text
Version A	Learn More
Version B	Track Every Click Now
Traffic Source	Facebook Ads
Winner	Version B
CTR Increase	+18%
Revenue Increase	+22%
Lesson Learned	Specific CTAs outperform generic ones

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## SECTION 10

### The “Scaling Winners” Strategy

Once you find a winner...

DO NOT stop testing.

Winning marketers:

1. Find a winner
2. Scale traffic
3. Test AGAIN

Optimization never ends.

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## Example

Winning headline:

“Stop Losing Money On Blind Campaigns”

Now test:

- Different CTA
- Different image
- Different price framing

Each small win compounds.

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## SECTION 11

### Common Split Testing Mistakes

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#### Mistake #1

Testing Too Many Variables

Creates confusing data.

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#### Mistake #2

Ending Tests Too Early

Small sample sizes lie.

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#### Mistake #3

Ignoring Revenue

Clicks don't equal profit.

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## **Mistake #4**

Copying Competitors Blindly

Your audience may behave differently.

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## **Mistake #5**

Testing Tiny Variables First

Start with:

- headlines
- offers
- pricing
- CTAs

These create biggest lifts.

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## **Final Thoughts**

### **The Real Secret Behind Winning Campaigns**

Most profitable campaigns are not created instantly.

They are optimized gradually.

The marketers who win long-term:

- test consistently
- track accurately
- improve methodically
- scale winners aggressively

One successful split test can:

- double profits
- reduce ad costs
- increase EPC
- transform ROI

And once you understand how to test properly...

Marketing stops feeling random.

It becomes predictable.