



# A/B Testing & Experimentation in Marketing

## What Works at Scale

*At Cúlra, we know you want to give your customers the best experience possible. In order to do that you need amazing software to help you understand your customer's preferences.*



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# Introduction



Testing has long been a staple of marketing, but its role is shifting. Once a tactical lever for quick campaign tweaks, A/B testing is now embedded in how ambitious teams form their strategies.

At its best, testing experimentation sits at the centre of any structured marketing programme across channels and audiences, often supported by solid data foundations and the right frameworks.

Well-structured experimentation programmes help teams learn faster to reduce wasted spend and uncover scalable performance patterns that can be applied more widely to create the right conditions for growth.

And with less than 0.11% of the total websites online using CRO tools or running tests, A/B testing has become one of the most underused levers for growth and one of the fastest ways to gain a competitive edge.





# Why A/B testing matters



**A/B testing gives marketers a way to prove or disprove assumptions in action-driving campaigns. It can influence decisions across creative, messaging, user journeys, offer structure, channel selection, and beyond.**

Where testing once happened in isolation, it's now being integrated into broader performance frameworks. Savvy marketing teams are treating every campaign as an opportunity to learn how to keep the results rolling in, for the short- and long-term.



Some customers have seen an 8% average CTR lift, a 33% average conversion-rate lift (0-day conversions) and a 57% average revenue-per-send lift when using A/B testing in email/SMS send-time experiments alone. ([Attentive](#))



These benchmarks demonstrate just how much performance can improve when experimentation is treated as a performance driver in its own right.

# Foundations of experimentation: Getting the framework right



*Scaling experimentation is about running the right tests consistently and learning from them systematically.*

Effective experimentation programmes share common traits:

- Clear hypotheses tied to measurable outcomes.
- Controlled variables with reliable tracking and attribution.
- Data governance to ensure comparable results over time.
- Documentation frameworks that turn results into reusable knowledge.

Many organisations also develop an internal testing taxonomy: defining what counts as a micro-test, what justifies a full campaign experiment, and how results are archived and reused.

This structured approach prevents testing from becoming ad hoc and ensures that insights compound over time.



# Operational realities: Velocity, fatigue and false positives



**It's important to note that an increase in experimental testing doesn't automatically yield more useful insights or results. Many organisations face operational friction as testing volumes increase:**

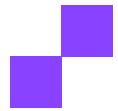
- **Velocity:** Testing schedules can bottleneck when teams rely on limited resources for data analysis and QA.
- **Fatigue:** As audiences see repeated variants, tests risk losing statistical power over time.
- **False positives:** Without proper guardrails, scaling testing can inflate error rates and create misleading “wins.”

When testing programmes expand without coordination, even well-designed experiments can produce noise instead of knowledge. The key is to treat experimentation as an operational discipline with a consistent cadence and clear ownership of analysis to prevent drift and keep testing meaningful.

Many teams now manage experiments through centralised tracking systems that record test conditions and outcomes, reducing duplication and improving confidence in the data.

With these foundations in place, experimentation becomes a sustainable source of insight rather than a drain on resources.

# Moving from testing to organisational capability



**The most effective marketers are building cultures of experimentation.**

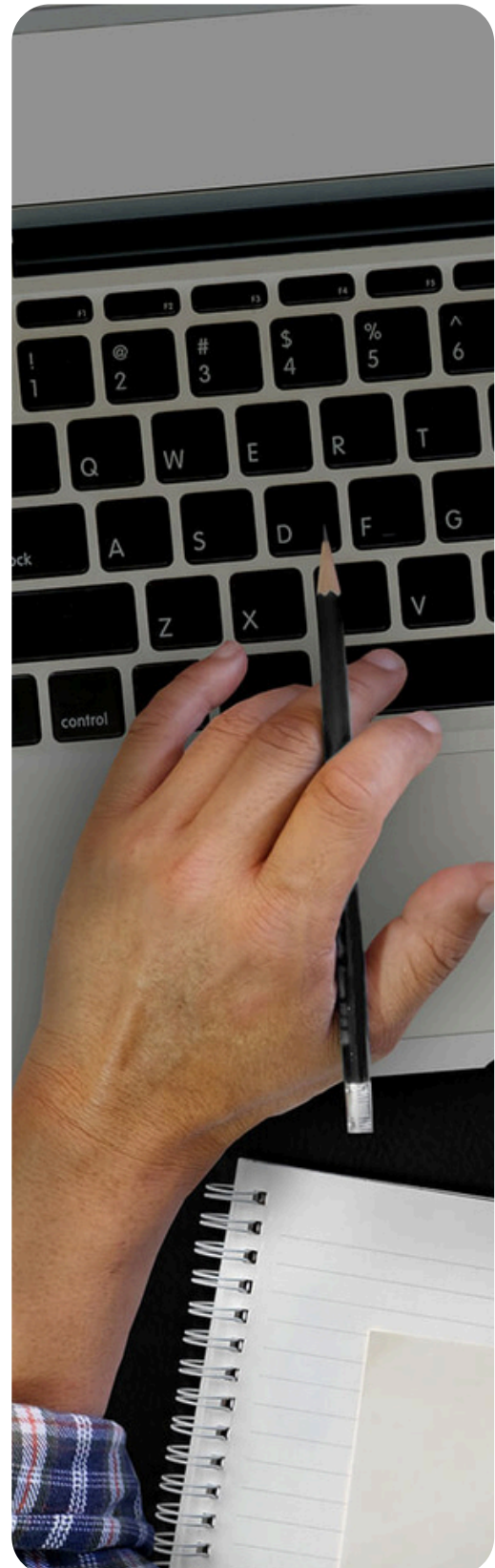
**This means:**

- Embedding test design and analysis skills across teams, as well as in specialist functions.
- Aligning testing programmes with strategic goals so results inform decision-making at every level.
- Creating transparent reporting structures so insights flow across channels and teams.
- Standardising success criteria to keep results actionable and comparable.

As testing matures, the organisations that gain the most are those that operationalise experimentation as a shared habit. This shift builds alignment across departments and ensures every function contributes to a single learning agenda.

It also fosters accountability: when everyone understands how testing works and what constitutes meaningful evidence, decisions become faster and less subjective.

Over time, the capability compounds; the business develops a clear view of what drives performance and can evolve strategy based on the evidence.



# Conclusion



**Experimentation has become an essential discipline for marketing teams aiming to grow. A/B testing provides the structure to turn evidence into action, guiding decisions that refine strategy and strengthen performance over time. When testing is built into everyday workflows, it creates a steady rhythm of learning that keeps marketing adaptable and accountable.**

As experimentation matures, its role extends beyond campaign optimisation. It begins to shape how businesses not only understand their audiences but plan effective strategies and allocate investment. The knowledge it generates compounds with every test to become a lasting source of truth.

Teams that embed experimentation in this way position themselves to grow intelligently and stay ahead through continuous, evidence-based progress.





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