## A/B Testing Request Form for Landing Pages

| Requester Name          |   |
|-------------------------|---|
|                         |   |
| Requester Email         |   |
|                         |   |
| Request Date            |   |
|                         |   |
|                         |   |
| Landing Page URL        |   |
|                         |   |
| Target Audience         |   |
|                         |   |
|                         |   |
| Primary Goal of Test    |   |
| ,                       | _ |
| Test Hypothesis         |   |
|                         |   |
|                         |   |
| Key Metrics to Track    |   |
|                         |   |
|                         |   |
|                         |   |
| Variant A Description   |   |
|                         |   |
|                         |   |
| Variant B Description   |   |
| Variation Description   |   |
|                         |   |
|                         |   |
| Proposed Start Date     |   |
| 1 Toposod Otan Date     |   |
| Description of End Date |   |
| Proposed End Date       |   |
|                         |   |

| Additional N | otes |  |  |  |
|--------------|------|--|--|--|
|              |      |  |  |  |
|              |      |  |  |  |
|              |      |  |  |  |
|              |      |  |  |  |
|              |      |  |  |  |