Online advert split testing

This tool helps you minimise the cost of your main advertising campaign when you launch the service by running preliminary advert testing. Design different adverts that test variations in your advertising strategy. Create variables in things like the problem you present, the framing of the solution, the users you target, the image you display or the text and calls to action.

Advert 1 Give a name to your ad	**Advert 2** Give a name to your ad	**Advert 3** Give a name to your ad
Value hypotheses What is representation of the service you assume people will value as a solution	**Value hypotheses** What is representation of the service you assume people will value as a solution	**Value hypotheses** What is representation of the service you assume people will value as a solution
Problem hypotheses What is the specific problem you will allude to, that you assume people will recognise as a significant problem?	**Problem hypotheses** What is the specific problem you will allude to, that you assume people will recognise as a significant problem?	**Problem hypotheses** What is the specific problem you will allude to, that you assume people will recognise as a significant problem?
User hypothesis Who are the people you assume will be your users	**User hypothesis** Who are the people you assume will be your users	**User hypothesis** Who are the people you assume will be your users
Primary text Write here your catchy selling proposition. You can highlight the problem and explain how your service aims to solve it.	**Primary text** Write here your catchy selling proposition. You can highlight the problem and explain how your service aims to solve it.	**Primary text** Write here your catchy selling proposition. You can highlight the problem and explain how your service aims to solve it.
Use this space to place the image of your advert	Use this space to place the image of your advert	Use this space to place the image of your advert