



# A/B Testing: How To Create Effective Marketing Videos

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Video Marketing, Powered By A.I.

# The Components Of Video Marketing Success & How To Measure Them

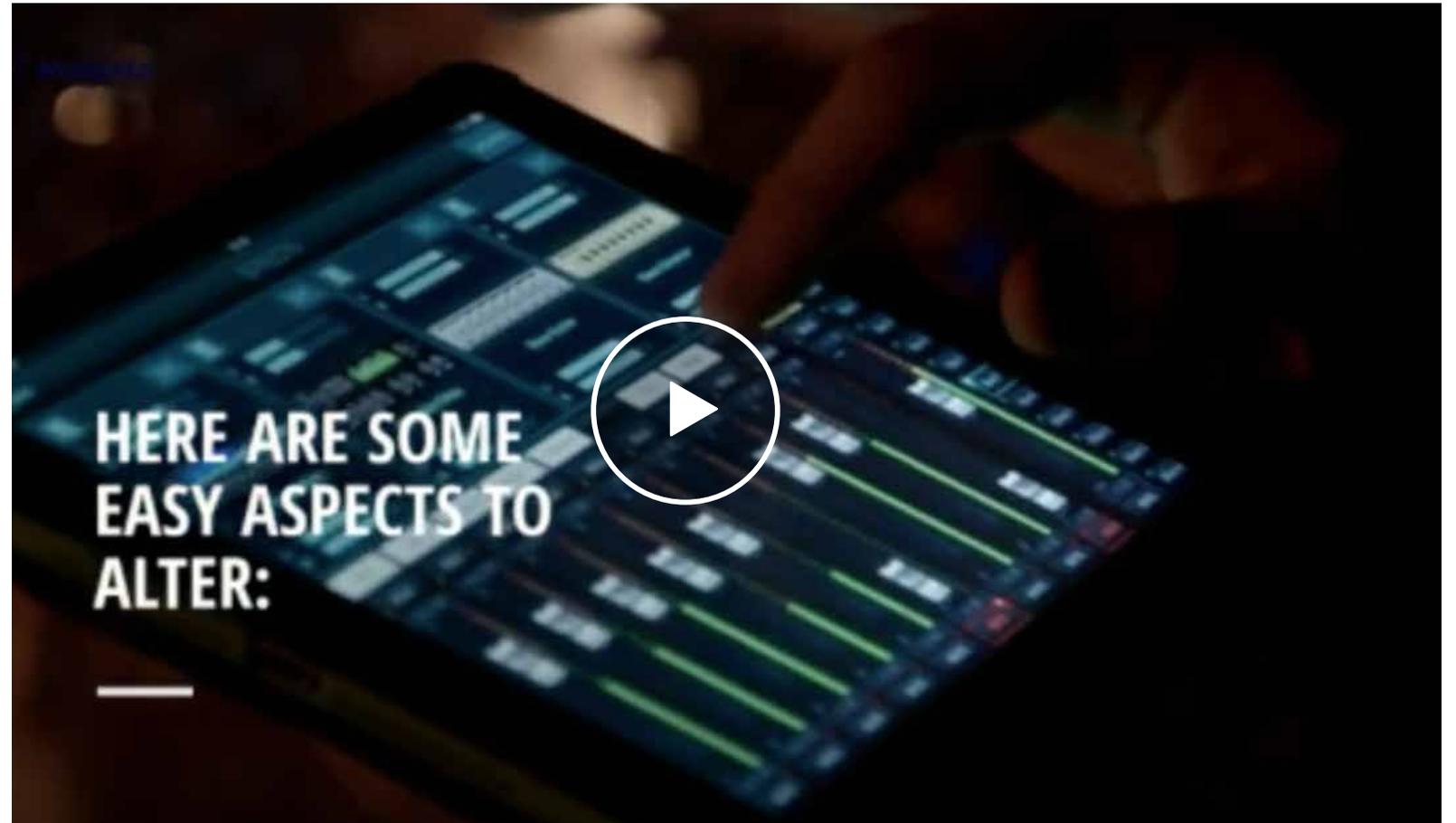
## Creating Variations

Online videos are an indispensable part of marketing campaigns, but how do marketers know if consumers are engaged? What they like and dislike? How can marketers update videos quickly before their competitors take the ball and run?

A/B testing was easier when the internet was a text-based medium. Marketers could easily A/B test by moving around a few headlines and sentences. Now that the Web is driven primarily by video, how can marketers create, produce, edit, measure and adjust multiple variations of marketing videos without a full-time video team or a king-sized budget?

# What is A/B Video Testing?

Put simply, it compares two (or more) versions of the same video to determine which one produces the best results and why. A/B testing is one of the most effective ways to improve engagement and conversion rates of campaigns.



# Compare & Optimize Video

**What might appear to be a small detail at first glance could make or break a campaign. In order to yield results, all components of your marketing video must hit all cylinders and be optimized specifically for the target audience.**

- **Audience:** Gender, demographic, geographic, psychographic
- **Platform:** Facebook, Instagram, YouTube, website
- **User location in the marketing funnel:** Awareness, lead gen, conversion, retention
- **Creative:** Length, visual style, copy, music, call to action

## Effective Components of Change

The three best starting points of A/B testing are **Supporting Copy and Video Text, Splash Screens or Thumbnails** and **Calls to Action** because they can easily be switched in your marketing video.



# Testing Video Supporting Copy

**Promotional copy alone can determine whether or not your audience ends up in the right location to view your video. And once viewed, the copy can again have a huge impact. For example, Facebook copy that drives readers to watch your video must be compelling and encourage viewers to stop what they're doing and click play.**

**Like all A/B testing, it's important to tweak only one component of the copy at a time. This will help marketers measure it against a control.**

## Test:

- Headlines
- Body copy
- Video copy

## Measuring Success

Success can be measured by click totals or click-through-rates (CTR), but whichever measurement you choose make sure it's determined in advance.



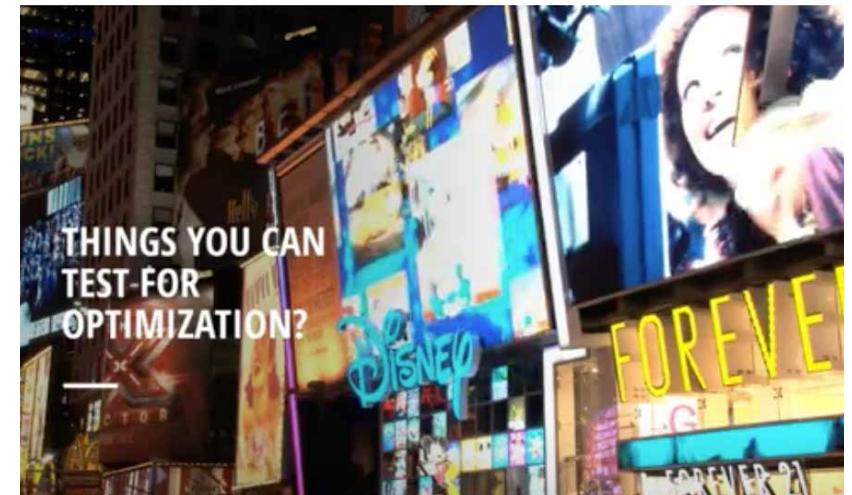
# Testing Splash Screens or Video Thumbnails

**Splash screens or video thumbnails are the static images that preview your video before anyone hits 'play'. Believe it or not, these images can dramatically influence a person's interest in viewing the video content.**

## Measuring Success

When A/B testing splash screens, success is typically measured through views, or the number of people who clicked play on your video.

Both Facebook and YouTube allow you to customize your splash screen, so choose wisely!



# Call to Action Testing

What's the point of your marketing video if it's not driving action? A/B testing is here to help.

## The Best CTA Attributes to Test:

- Voice: sales vs. narrative
- Value proposition: emotional vs. functional
- Where CTA shows up in the video
- Style and production value

## Measuring Success

Measuring the success of CTA in A/B testing involves CTR or full conversions, be sure to make a distinction between the two.

**Magisto for Marketers** is an A.I. powered video creative platform that makes video marketing creative agile, iterative and scalable for businesses of all sizes. It can help your business accomplish this critical function, and so much more, with minimal time or expense. See how easy it is to create multiple variations in minutes!



## Join the Video Revolution

- Make data informed decisions about video ads
- Test variations to generate the best possible results
- Know your content is succeeding and why

Now you have the tools to A/B test your marketing video – go forth and conquer!

**Get Started Today.**



**Video Marketing, Powered By A.I.**