

First Test Best Practices



High five – you’re about to run your first test! Here, we’ll answer the most common questions from first timers.

- What should we start with?
- How many ads should we test?
- Where will our test ads be shown?
- Who will see our test ads?
- When will our test launch and how long will it run?
- Why do we have so many questions?

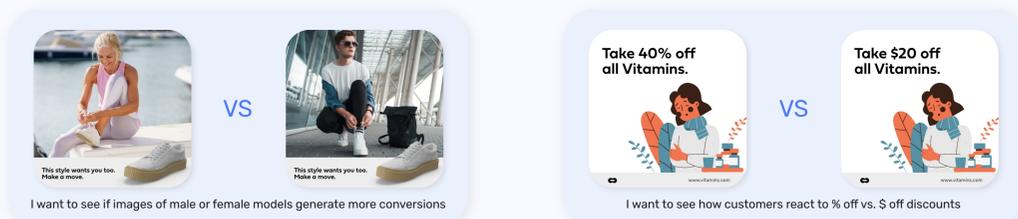
Q What should we start with?

A A well-thought out hypothesis.

Asking yourself, “What do I want to learn here?” is the very first step in kicking off a multivariate test on Marpipe.

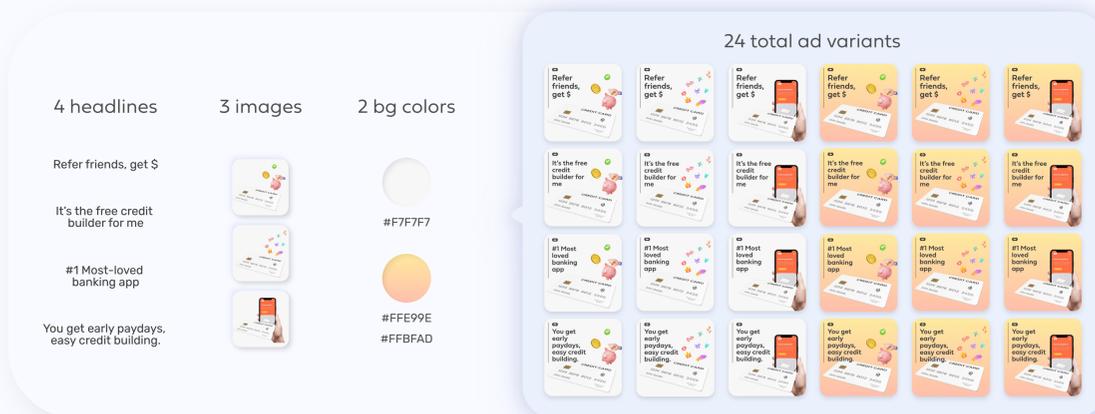
Your hypothesis will inform what assets – images, headlines, background colors, etc. – should be tested in your ad creative.

Here are two examples:



Q How many ads should we test?

A The sweet spot is between 20–30 total ads made up of 2–3 variant groups with 2–4 variants in each group.



Things to keep in mind:

- Budget – Your budget will be divided evenly across each ad variant. Smaller budgets work harder with fewer ad variants.
- Statistical significance – The more ad variants you test, the harder it is to reach stat sig. If hitting stat sig is important to your team, try testing fewer ad variants.
- KPIs – Some goals require more budget per ad to reach than others (e.g. conversions vs. clicks). Fewer ad variants can help you reach those lower funnel KPIs.

Q Where will our test ads be shown?

A Marpipe launches your test directly to Facebook and Instagram.

You can use Placement Variants to optimize for all specs and placements across those platforms – feed, stories, etc. (Just remember to double check which placements are set to run before launching.)

Q Who will see our test ads?

A Your Meta Ads Manager “Saved Audiences” will be pulled directly into Marpipe.

When launching a new test, just choose the saved audience you want to test with.

Things to keep in mind:

- You can test using multiple audiences.
- Each audience counts as another test variable and will multiply your total number of ad variants.

Q When will our test launch and how long will it run?

A You can launch a test immediately after designing it or schedule it to launch at a preferred time.

Run your first test for 7 days to set a baseline of creative intelligence quickly.

Run every test after that for 14 days to get richer data, and to account for traffic fluctuations and user behavior changes.

Q Why do we have so many questions?

A Multivariate testing is pretty complex.

But we’re here for you from design to launch. Our help section and The Guide to Modern Creative Testing are both great resources.

And if you can’t find what you need there, your Customer Success Manager has your back.