

5 AB TEST À FAIRE AVEC THRIVE THEMES

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**POUR MIEUX CONVERTIR SUR TON SITE**

[KJOURDAN.COM](https://kjourdan.com)

kjqurdan.com



Ici, on apprend à créer des sites qui gènèrent des revenus intéressants, sans pour autant avoir un trafic de **malade...**

Parce que pour gagner de l'argent sur Internet, ce n'est PAS la TAILLE qui compte...



AB TEST 1

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**LE DESIGN**

# AB TEST 1 - LE DESIGN

Le bouton, bleu ou rouge ? L'image, une femme ou un homme ? Facile à vérifier ! RDV sur l'outil voulu (*ici mon bloc in-content*), avec 1 design en cours. En ajoutant un nouveau "form" (*bouton bleu*), que je vais nommer (*et designer*) en ROUGE (pour changer du bleu actuel), j'obtiens instantanément la possibilité de lancer un AB test entre les 2 versions !

**To-Do Liste Gratuite - In content** [ADD NEW FORM](#)

Forms

Here you can create the designs for your opt in form. You can create as many forms as you like, and the traffic will be distributed randomly to each of them.

	Form Impressions	Conversions	Conversion Rate	Trigger	Position	
To-Do Liste dans les articles (control)	15441	37	0.24%	Displays immediately on page load	After 10 paragraphs	   

**Add New Form** 

Give your form a name. This can be used to describe the design of the specific form that you are going to build, for example "Orange Variation"

Form name

Version ROUGE

[CANCEL](#) [CREATE FORM](#)

**To-Do Liste Gratuite - In content** [ADD NEW FORM](#)

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	Form Impressions	Conversions	Conversion Rate	Trigger	Position	
To-Do Liste dans les articles (control)	15441	37	0.24%	Displays immediately on page load	After 10 paragraphs	   
Version ROUGE	No traffic is currently being sent to this form. Start an A/B Test to start tracking statistics			Displays immediately on page load	After 2 paragraphs	   

[START A/B TEST](#)



AB TEST 2

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**LE CONTENU**

## AB TEST 2 - LE CONTENU

Même idée, même process, mais cette fois pour tester non pas l'aspect visuel, mais le contenu textuel ! Car un simple mot peut faire une GROSSE différence.

"Télécharger ma liste" vs "Obtenir ma liste".

"C'est 100% gratuit" vs "Accès gratuit et immédiat".

**To-Do Liste Gratuite - In content** [ADD NEW FORM](#)

Forms

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To-Do Liste dans les articles (control)	15441	37	0.24%	Displays immediately on page load	After 10 paragraphs	   

1

**Add New Form** 

Give your form a name. This can be used to describe the design of the specific form that you are going to build, for example "Orange Variation"

Form name

VERSION TEXTE ALTERNATIF

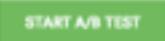
2

**To-Do Liste Gratuite - In content** [ADD NEW FORM](#)

Forms

Here you can create the designs for your opt in form. You can create as many forms as you like, and the traffic will be distributed randomly to each of them.

	Form Impressions	Conversions	Conversion Rate	Trigger	Position	
To-Do Liste dans les articles (control)	15441	37	0.24%	Displays immediately on page load	After 10 paragraphs	   
Version ROUGE	No traffic is currently being sent to this form. Start an A/B Test to start tracking statistics			Displays immediately on page load	After 2 paragraphs	   



3



AB TEST 3

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**L'OUTIL**

## AB TEST 3 - L'OUTIL

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Pop up, scroll mat, slide-in... Les outils offerts par Thrive Themes sont nombreux, et même si certains ont la réputation de mieux fonctionner, impossible de savoir à 100% lequel convertira le mieux sur son site... avant de l'avoir testé !

Au lieu d'afficher TOUS les outils disponibles actuellement (en vert) je peux demander à Thrive Themes d'opposer ceux-ci afin de déterminer celui ou ceux qui convertissent le mieux, et donc alléger ma page et/ou me focaliser uniquement sur les outils de collecte les meilleurs pour mon site ou une page précise !

(voir la capture d'écran sur le slide suivant)

# AB TEST 3 - L'OUTIL

✕ / ✎ To-Do Liste Gratuite	63952	609	0.95%	Custom		Custom		⌵ ⚙️ 🗑️				
In content	15442	37	0.24%	Off	<input checked="" type="checkbox"/>	On	Off	<input checked="" type="checkbox"/>	On	🔄 Reset Stats	✎ Edit	🗑️ Delete
Lightbox	0	0	N/A	Off	<input type="checkbox"/>	On	Off	<input type="checkbox"/>	On	🔄 Reset Stats	✎ Edit	🗑️ Delete
Post Footer	15671	25	0.16%	Off	<input checked="" type="checkbox"/>	On	Off	<input checked="" type="checkbox"/>	On	🔄 Reset Stats	✎ Edit	🗑️ Delete
Ribbon	0	0	N/A	Off	<input type="checkbox"/>	On	Off	<input type="checkbox"/>	On	➕ Add	🗑️ Delete	
Screen filler Lightbox	16159	416	2.57%	Off	<input checked="" type="checkbox"/>	On	Off	<input checked="" type="checkbox"/>	On	🔄 Reset Stats	✎ Edit	🗑️ Delete
Scroll Mat	1	0	N/A	Off	<input type="checkbox"/>	On	To change display settings you need to create at least one form for this opt-in!			🔄 Reset Stats	✎ Edit	🗑️ Delete
Slide in	0	0	N/A	Off	<input type="checkbox"/>	On	Off	<input type="checkbox"/>	On	➕ Add	🗑️ Delete	
Widget	16688	131	0.78%	Off	<input checked="" type="checkbox"/>	On	Off	<input checked="" type="checkbox"/>	On	🔄 Reset Stats	✎ Edit	🗑️ Delete
PHP Insert (Get PHP Code)	0	0	N/A	Off	<input type="checkbox"/>	On	Off	<input type="checkbox"/>	On	➕ Add	🗑️ Delete	

[ADD NEW TYPE OF OPT-IN FORM](#)

[TEST TYPES OF FORMS AGAINST EACH OTHER](#)

Forcera l'affichage alterné des optin créés dans cette campagne, pour déterminer lequel convertit le mieux



AB TEST 4

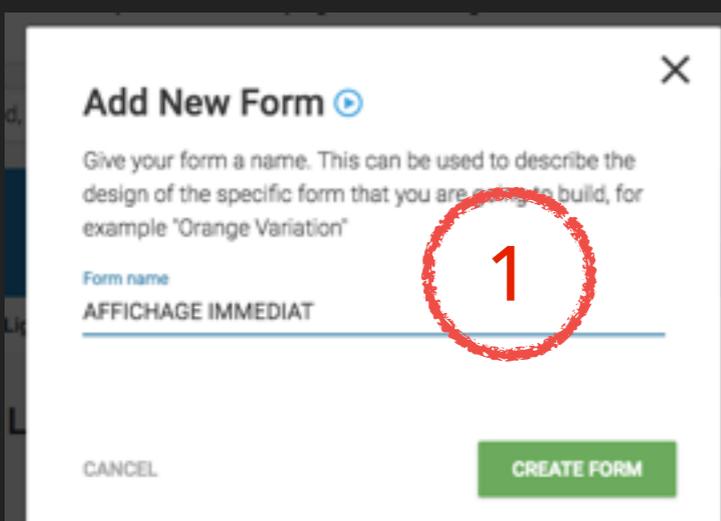
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**LE DÉLAI  
D'AFFICHAGE**

# AB TEST 4 - LE DÉLAI D’AFFICHAGE

Affichage immédiat ? Après quelques secondes ? Après que le lecteur ait atteint un certain pourcentage de la page ? Lorsqu’il tente de partir ?

Tout est envisageable afin de déterminer à quel moment il est le plus stratégique d’afficher l’outil de collecte d’email pour convertir le mieux !

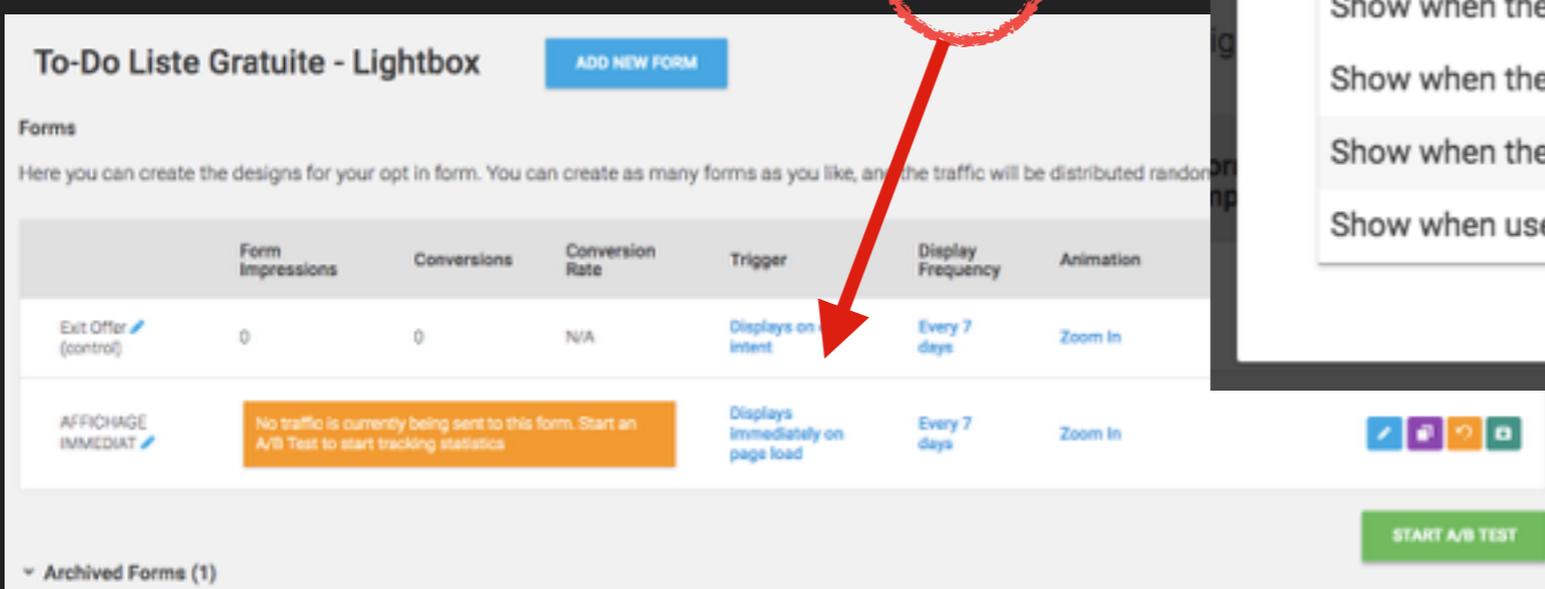


**Add New Form** ✕

Give your form a name. This can be used to describe the design of the specific form that you are going to build, for example "Orange Variation"

Form name  
AFFICHAGE IMMEDIAT

CANCEL CREATE FORM



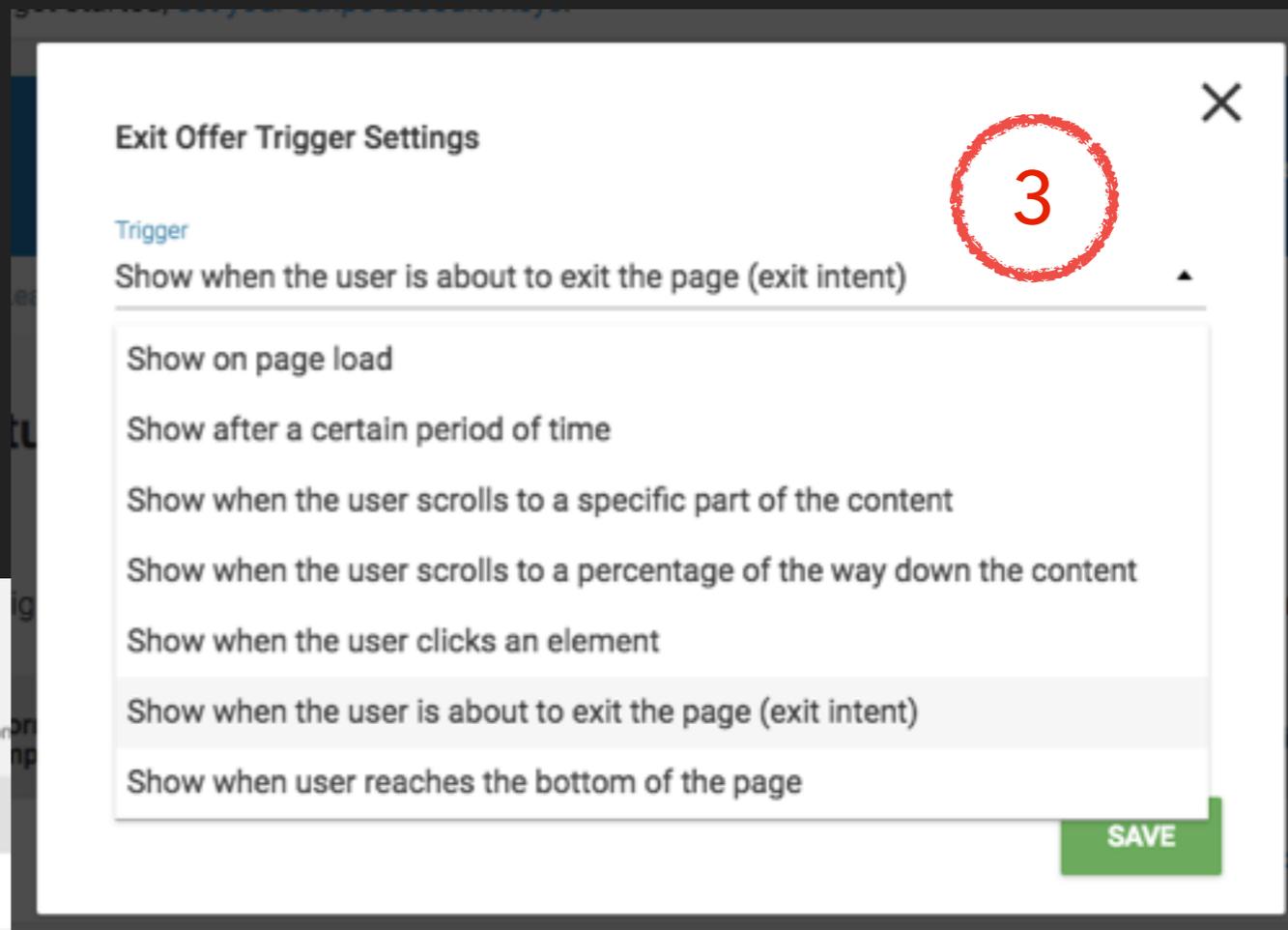
**To-Do Liste Gratuite - Lightbox** ADD NEW FORM

Forms

Here you can create the designs for your opt in form. You can create as many forms as you like, and the traffic will be distributed randomly

	Form Impressions	Conversions	Conversion Rate	Trigger	Display Frequency	Animation
Exit Offer (control)	0	0	N/A	Displays on intent	Every 7 days	Zoom In
AFFICHAGE IMMEDIAT	No traffic is currently being sent to this form. Start an A/B Test to start tracking statistics			Displays immediately on page load	Every 7 days	Zoom In

START A/B TEST



**Exit Offer Trigger Settings** ✕

Trigger

Show when the user is about to exit the page (exit intent)

- Show on page load
- Show after a certain period of time
- Show when the user scrolls to a specific part of the content
- Show when the user scrolls to a percentage of the way down the content
- Show when the user clicks an element
- Show when the user is about to exit the page (exit intent)
- Show when user reaches the bottom of the page

SAVE



AB TEST 5

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**L'ANIMATION**

# AB TEST 5 - L'ANIMATION

Peu souvent pris en compte, et pourtant, j'ai déjà observé des écarts intéressants en termes de conversion entre une pop up statique (*affichage simple*) et une version arrivant avec un peu plus de ... fracas ! Toujours intéressant à tester :-).

**Add New Form** ✕

Give your form a name. This can be used to describe the design of the specific form that you are going to build, for example "Orange Variation"

Form name  
**ANIMATION FUN** 1

CANCEL CREATE FORM

**AFFICHAGE IMMEDIAT - Animation settings** ✕

Animation  
**Zoom In** 3

Instant  
Zoom In  
Zoom Out  
Rotational  
Slide in from Top  
Slide in from Bottom  
Slide in from Left  
Slide in from Right

	Form Impressions	Conversions	Conversion Rate	Trigger	Display Frequency	Animation
Exit Offer (control)	0	0	N/A	Displays on exit intent	Every 7 days	Zoom In
ANIMATION FUN	No traffic is currently being sent to this form. Start an A/B Test to start tracking statistics			Displays immediately on page load	Every 7 days	Rotational

Archived Forms (2)

START A/B TEST 4