

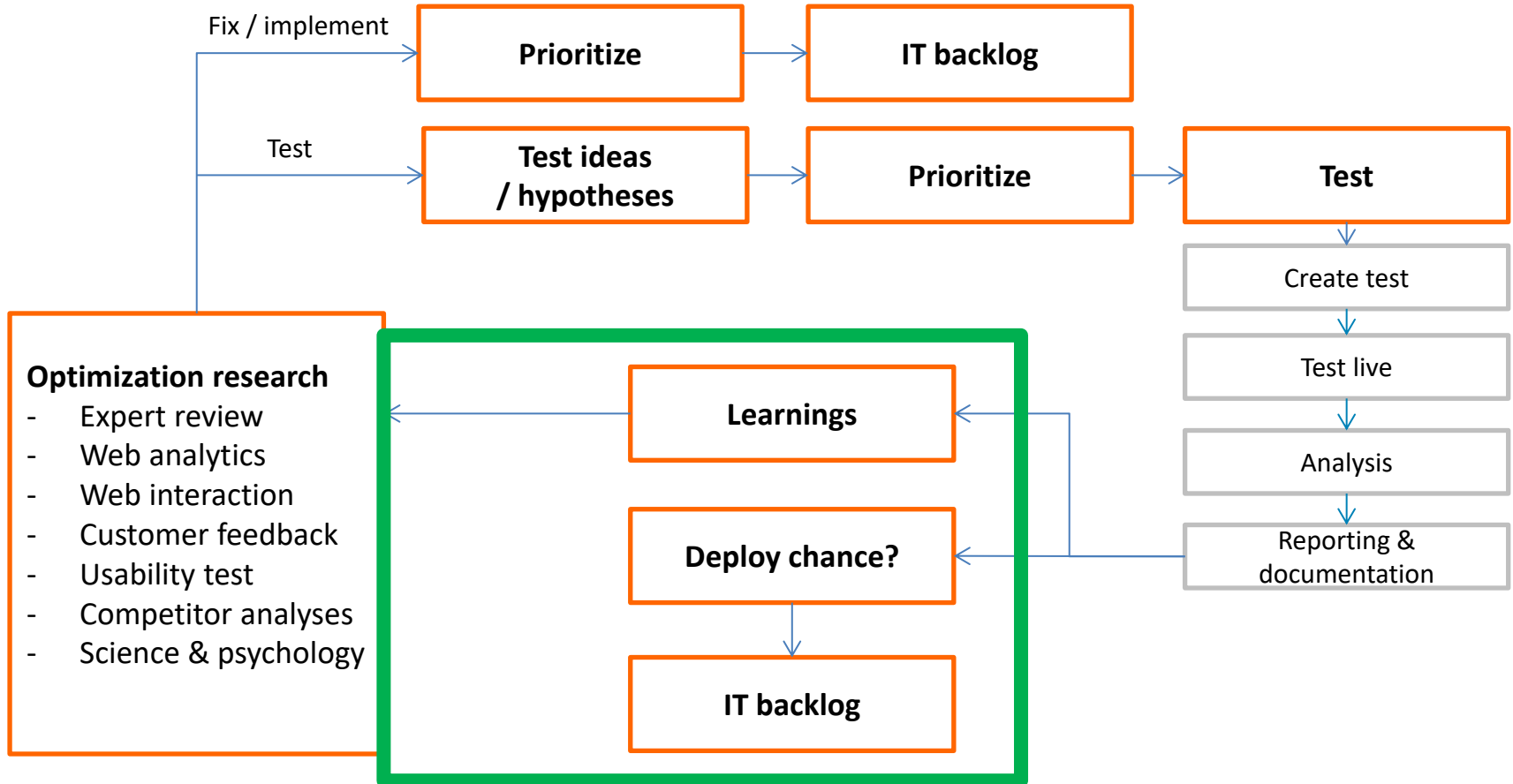
SECTION 9: FINALIZE THE TEST

The Complete Conversion Optimization course
Ruben de Boer - conversionideas.com



FINALIZE

SECTION 9: Finalize the test



Finalize the test

- Archive the test to make sure no one is seeing the test variation any more
- Add learnings to research
- Add test ideas to test backlog
- Redo prioritization
- Send winning variation to IT backlog