**A/B Testing Plan:**

Updated headline for Google Ads campaign

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## Test details

| **Test ID:** | 7815 |
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| **Overview:** | Stay Hotel is planning to test a deals-focused headline for their Google Ads campaign. |
| **Asset type:** | Direct response ad |
| **Channel:** | Google Ads |
| **Duration:** | 30 days |
| **Test launch date:** | July 17 |
| **Users per variant:** | 3,000 |
| **Primary metric:** | Conversion rate |
| **Current conversion rate:** | **2%** |
| **Expected conversion rate:** | **7% (a five percentage point increase)** |
| **Confidence level:** | +95% *(Minimum 95%)* |
| **Hypothesis:** | Because we discovered **that our target audience is made up of deal seekers**, we expect that **using a deals-focused headline** will cause **the conversion rate to increase to 7%**. |
| **Description of variants:** | **Variant A (Original):**  **Ad** https://www.stayhotel.com  Stay Hotel - Great Rates & Free Breakfast  Reserve your stay hassle-free with our online reservation system. We offer great rates, cozy rooms, and free cancellation.  **Variant B (Revised):**  **Ad** https://www.stayhotel.com  Stay Hotel - **Deals Up to 20% Off**  Reserve your stay hassle-free with our online reservation system. We offer great rates, cozy rooms, and free cancellation. |