

# A/B TESTING IN MARKETING

2025

---

Research Created for Marketers



Research Series Conducted in Partnership with Leading Providers  
of Marketing Technology and Digital Marketing Agency Services.

**Ascend2**<sup>™</sup>  
RESEARCH-BASED MARKETING

# IN THIS REPORT...

3. Methodology and Participants
4. Introduction
5. Rating the Success of A/B Testing Programs
6. Key Metrics That Define A/B Testing Impact
7. Top Objectives Behind A/B Experimentation in 2025
8. What's Holding A/B Testing Back?
9. How Automation is Enhancing A/B Testing
10. How Regulations are Reshaping A/B Testing
11. A/B Testing Cadence
12. The Role of A/B Testing Frameworks
13. Top Channels for A/B Experimentation
14. The Tools Behind the Tests
15. About Ascend2 Research

PUT THIS CONTENT  
TO GOOD USE!  
↓

## HOW TO USE THIS REPORT:

**TIP #1: ENGAGE YOUR AUDIENCE** by turning the charts and insights into your own content.

**TIP #2: DISCOVER STRATEGIES, TACTICS AND TRENDS** that are working for fellow marketers.

**TIP #3: IMPROVE YOUR OWN STRATEGY** by using data that is relevant to your business.

*This Survey Summary Report is part of a series conducted in partnership with our participating Research Partners.*

*Please feel free to adapt, copy, distribute and transmit this work. However, you must attribute the work as produced by Ascend2 and its Research Partners, but not in any way that suggests that they endorse you or your use of the work.*

*When you share this content, please provide a link back to [ascend2.com](https://ascend2.com)*

## **METHODOLOGY**

Ascend2 benchmarks the performance of marketing strategies, tactics and the technology that drives them with a standardized online questionnaire and a proprietary 3-Minute Survey format.

This survey was fielded to a panel of marketing professionals and marketing research subscribers.

## **SURVEY RESPONDENTS**

N = 402 Marketing Decision-Makers

### **Primary Marketing Channel**

B2B (Business-to-Business)	27%
B2C (Business-to-Consumer)	42%
B2B and B2C Equally	31%

### **Number of Employees**

More than 500	35%
50 to 500	44%
Fewer than 50	21%

### **Primary role in company**

Owner / Partner / C-Level	39%
Vice President / Director / Manager	45%
Non-Management Professional	16%

# THE A/B TESTING REPORT 2025

## Research Findings on What's Working and What's Next

---

In today's competitive, data-driven landscape, A/B testing remains a foundational tactic for optimizing marketing performance. To explore how marketers use this technique in 2025, Ascend2 and our Research Partners surveyed 402 marketing professionals who actively conduct A/B tests. The survey occurred from April 27 to 30, 2025, capturing fresh insights into the strategies, tools, and challenges shaping experimentation today.

*The A/B Testing Report 2025 Summary Report* represents the opinions of all the market segments responding to the survey. Our participating research partners report specific market segments separately and exclusively.

This report, produced by Ascend2 for your benefit, is a practical tool for your testing strategy. Use it to enhance your understanding, clip the charts for reference, write about the findings in your blog, or share them on social media. We encourage you to share this research, always crediting it as published, to help others in the industry benefit from the insights.

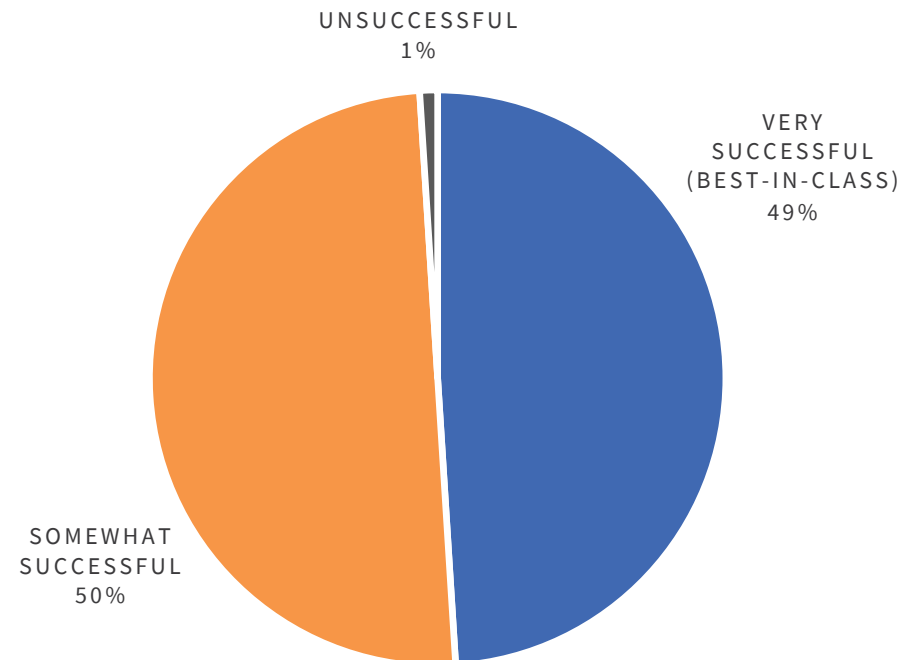
Enjoy the journey of discovery and learning that this report offers, and may it assist you in optimizing your testing program.

The Ascend2 Research Team

## RATING THE SUCCESS OF A/B TESTING PROGRAMS

An overwhelming 99% of marketers report their A/B testing programs are at least somewhat successful, with nearly half (49%) achieving best-in-class outcomes. This high level of perceived success underscores A/B testing's critical role in meeting marketing objectives and driving performance improvements.

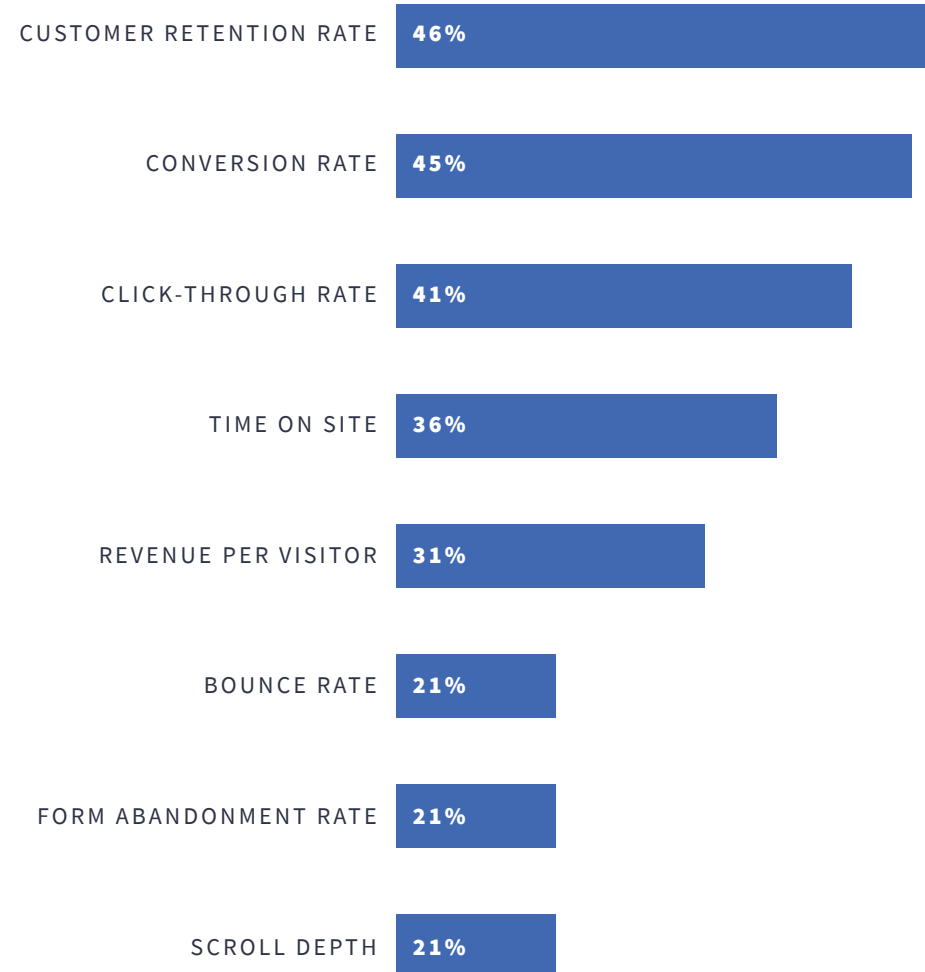
### RATE THE OVERALL SUCCESS OF YOUR A/B TESTING PROGRAM IN HELPING YOU ACHIEVE MARKETING OBJECTIVES.



## KEY METRICS THAT DEFINE A/B TESTING IMPACT

Following the strong success ratings reported by marketers, it's no surprise that customer-centric metrics top the list when evaluating A/B test performance. Customer retention rate (46%) and conversion rate (45%) are the two most important metrics, emphasizing the need for both long-term loyalty and immediate impact. Click-through rate (41%) and time on site (36%) also rank high, highlighting the importance of engagement along the customer journey, not just the final results.

### WHAT METRICS ARE MOST IMPORTANT WHEN EVALUATING A/B TEST RESULTS?

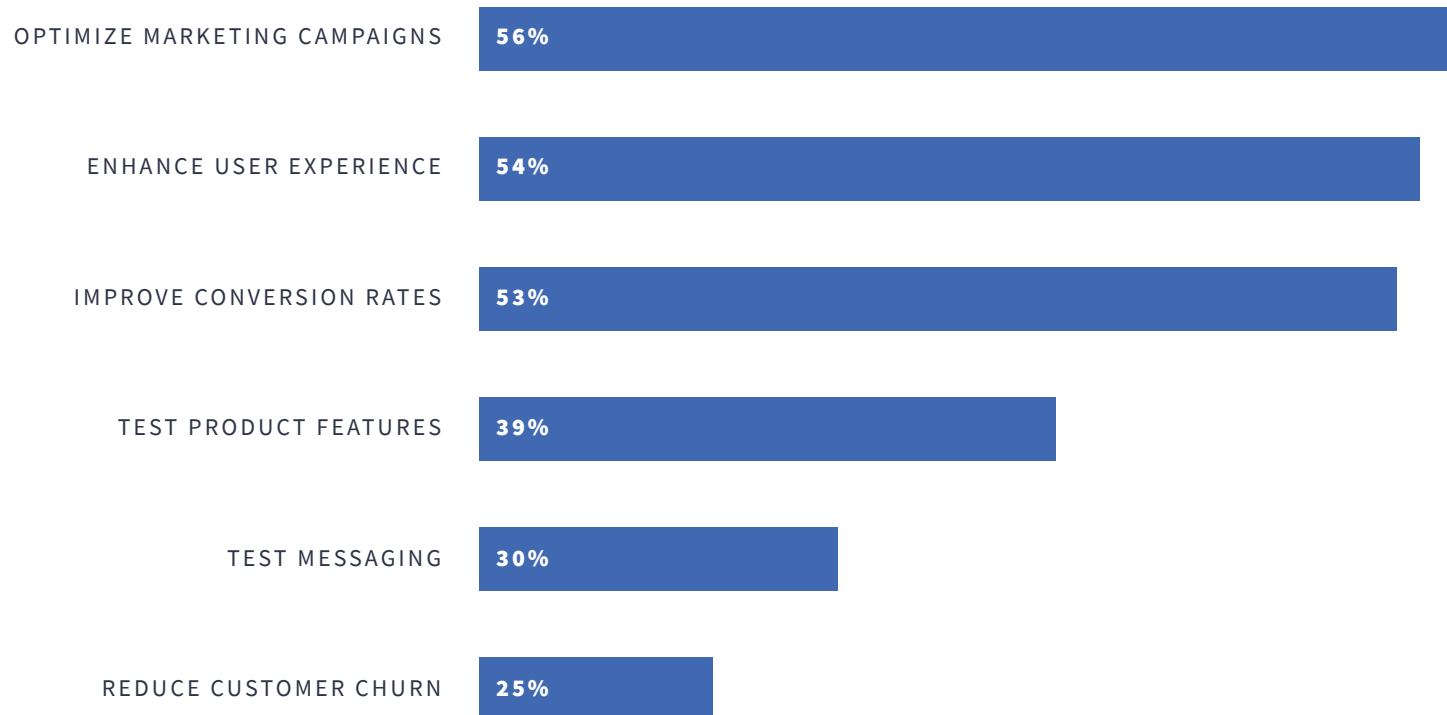


## TOP OBJECTIVES BEHIND A/B EXPERIMENTATION IN 2025

Marketers are using A/B testing as a strategic lever to sharpen campaign performance, with 56% aiming to optimize marketing campaigns and 54% focused on enhancing user experience. While improving conversion rates (53%) remains a core objective, nearly 4 in 10 leverage testing to validate product features and messaging before scaling.

### WHAT ARE YOUR COMPANY'S PRIMARY OBJECTIVES FOR CONDUCTING A/B TESTING IN 2025?

---

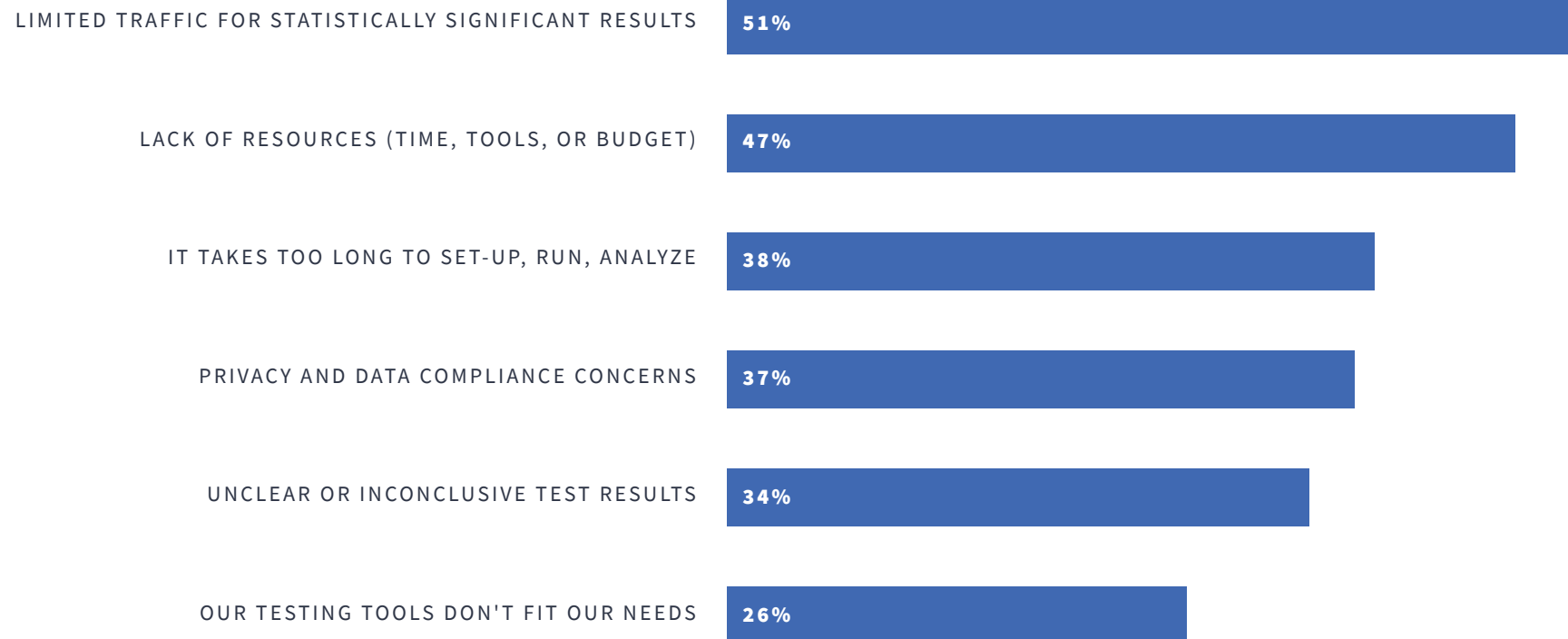


## WHAT'S HOLDING A/B TESTING BACK?

While A/B testing is widely adopted and often successful, significant barriers remain. The most common challenge is limited traffic for statistically significant results (51%), followed closely by lack of resources (47%) and the time-consuming nature of test execution (38%). These findings suggest that even high-performing teams struggle to scale experimentation efficiently and consistently, especially in fast-moving marketing environments.

### WHAT ARE THE MAIN CHALLENGES YOUR COMPANY FACES WITH A/B TESTING?

---

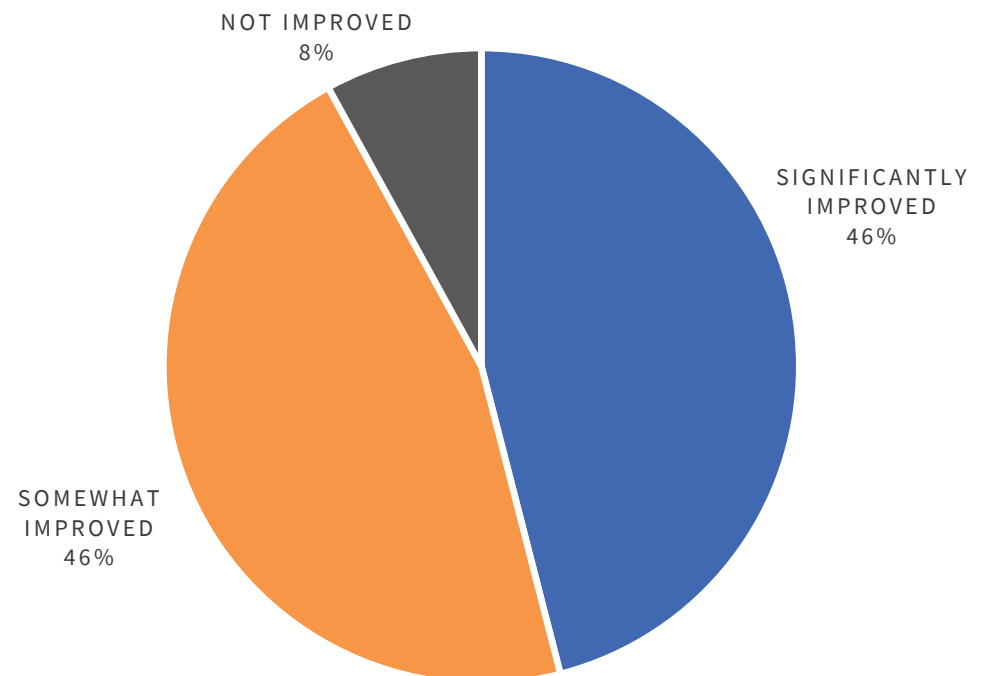




## THE AI EFFECT: HOW AUTOMATION IS ENHANCING A/B TESTING

92% of marketers say AI-driven tools have improved their A/B testing processes, with nearly half (46%) reporting significant improvements. These tools likely reduce manual effort, accelerate test cycles, and help marketers extract clearer insights from their data. As A/B testing becomes more complex and time-sensitive, AI is proving to be a critical ally in scaling experimentation effectively.

### HOW HAS THE ADOPTION OF AI-DRIVEN TOOLS IMPACTED YOUR A/B TESTING PROCESSES?

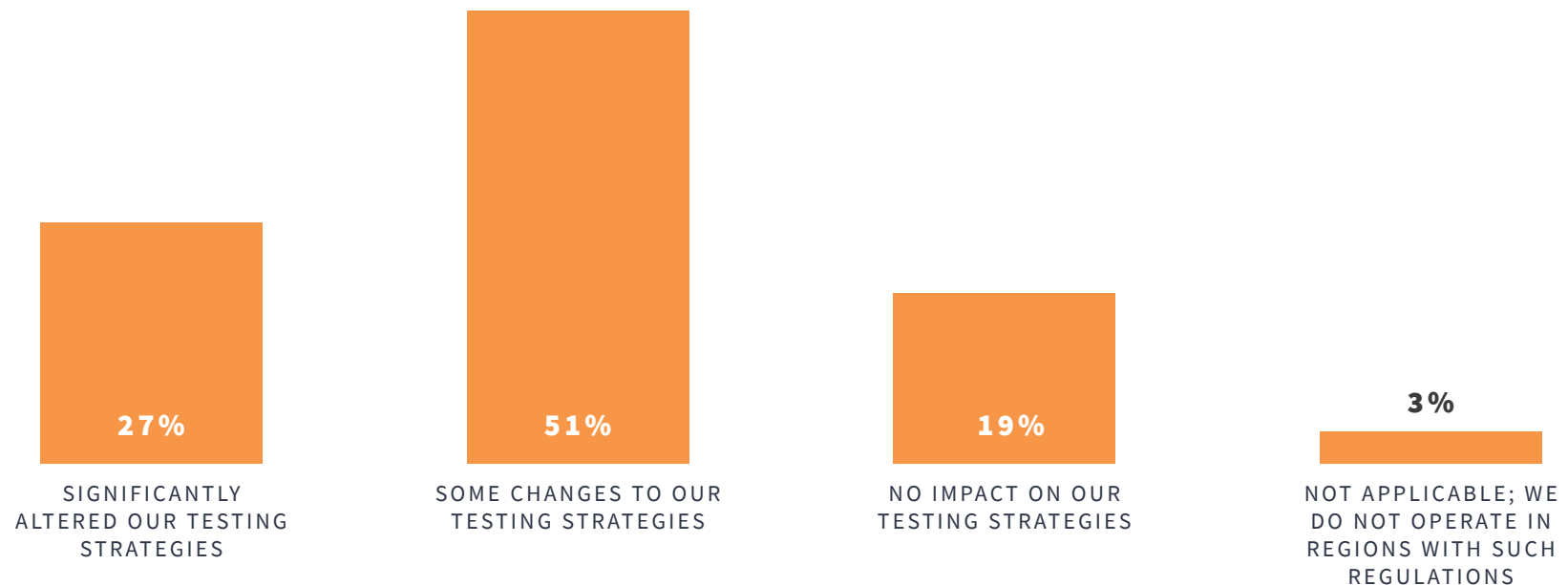


## PRIVACY PRESSURE: HOW REGULATIONS ARE RESHAPING A/B TESTING

Nearly 8 in 10 marketers report that privacy regulations like GDPR and CCPA have impacted their A/B testing strategies, with 27% making significant adjustments. This shift underscores the growing need for compliant, consent-aware testing practices that deliver actionable insights.

### HOW HAS THE INCREASING EMPHASIS ON USER PRIVACY REGULATIONS (E.G., GDPR, CCPA) AFFECTED YOUR A/B TESTING PRACTICES?

---

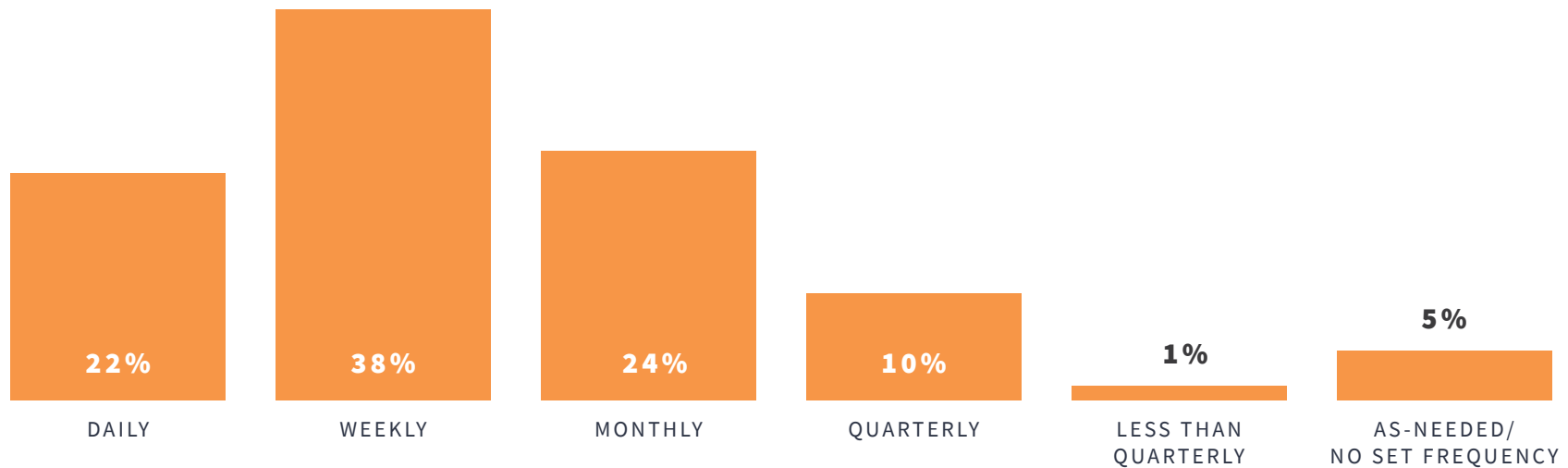


## A/B TESTING CADENCE

A/B testing is becoming a routine part of marketing operations, with 84% of marketers running tests at least monthly, and 38% doing so weekly. This high frequency reflects a growing reliance on data-driven decision-making and the operational maturity of many testing programs. Daily testing (22%) is also notable, suggesting some teams have built the infrastructure and velocity to optimize in near real time.

### HOW FREQUENTLY ARE YOU USING A/B TESTS TO GUIDE MARKETING DECISIONS?

---

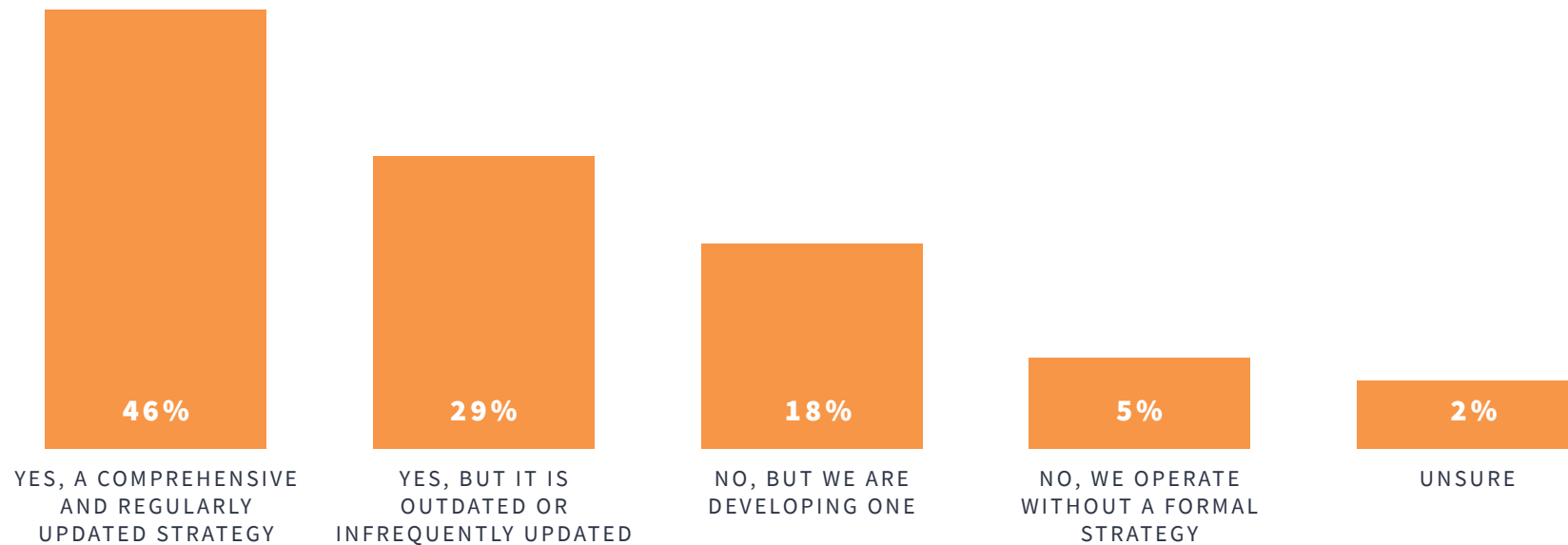


## STRATEGIC FOUNDATIONS: THE ROLE OF A/B TESTING FRAMEWORKS

Nearly half (46%) of marketers report having a comprehensive and regularly updated A/B testing strategy, while an additional 29% have one that is outdated or inconsistently maintained. While most companies recognize the value of formalized testing frameworks, there is still room to improve team consistency and strategy alignment.

### DOES YOUR COMPANY HAVE A DOCUMENTED A/B TESTING STRATEGY OR FRAMEWORK IN PLACE?

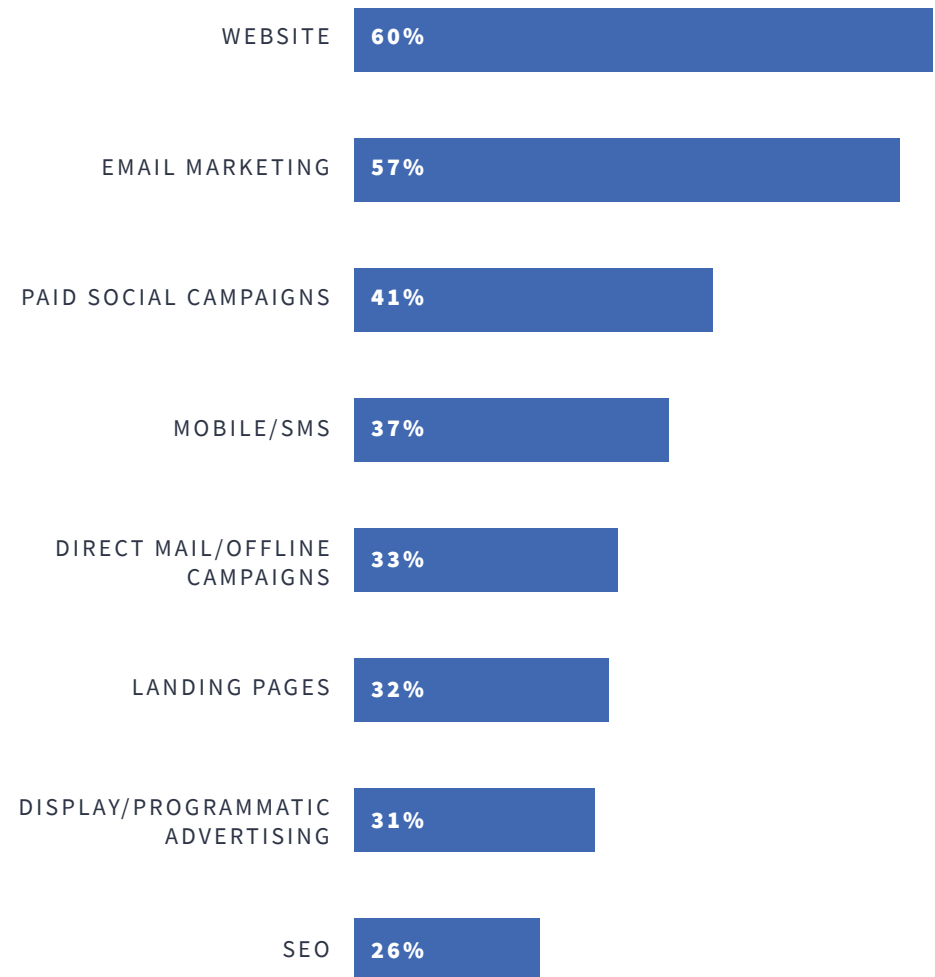
---



## TOP CHANNELS FOR A/B EXPERIMENTATION

Websites (60%) and email marketing (57%) are the most commonly tested marketing channels, reflecting their critical role in conversion and customer engagement. Paid social campaigns (41%) and mobile/SMS (37%) are also gaining traction as A/B testing extends across more touchpoints in the customer journey. While SEO (26%) and display advertising (31%) are less frequently tested, the breadth of channel experimentation highlights the growing sophistication of multichannel optimization strategies.

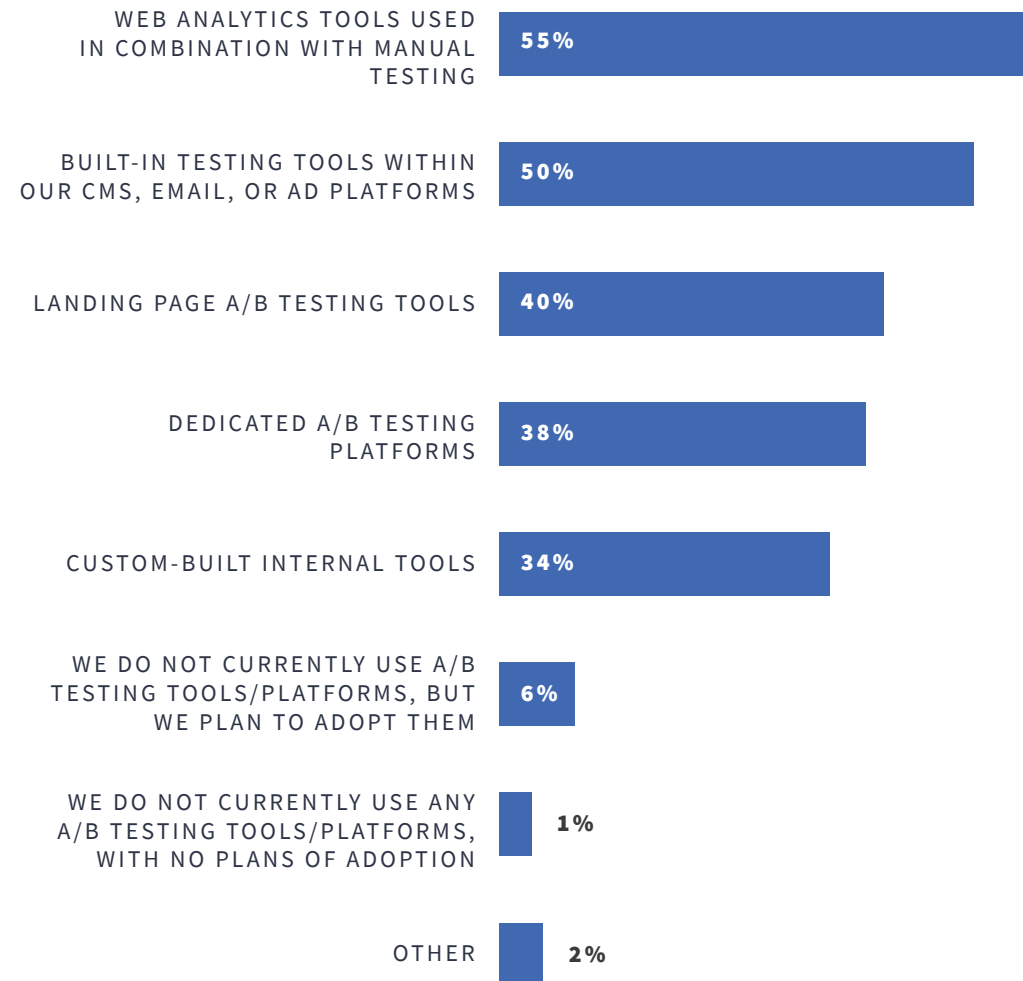
### WHICH MARKETING CHANNELS DO YOU USE A/B TESTING ON?



## THE TOOLS BEHIND THE TESTS

Most marketers rely on a combination of web analytics (55%) and built-in tools from CMS, email, or ad platforms (50%) to run their A/B tests. While dedicated platforms (38%) and landing page tools (40%) are also widely used, over one-third (34%) of companies have invested in custom-built internal tools, indicating the importance of tailored testing infrastructure. Only 1% report no current use or plans to adopt A/B testing tools, reinforcing the near-universal commitment to experimentation.

### WHAT TYPES OF TOOLS OR PLATFORMS DOES YOUR COMPANY CURRENTLY USE FOR A/B TESTING?



# CUSTOMIZED B2B RESEARCH

*delivered to you **with a plan to use it.***

We find the right audience, ask the right questions, and gather insightful data to create useful and affordable research that will help you generate demand and increase engagement.

Join the industry powerhouses that use Ascend2 to create compelling research content that speaks to their audience.

NEED RESEARCH?  
CLICK HERE!  
↓

**WORK WITH US**



***Don't just take it from us...*** Here's what some of our customers say.

“Ascend2 had the requisite knowledge, skills, and resources to achieve our weighty objectives. Further, the program was affordable (even for an early-stage startup), and the results to date are **already surpassing our ROI goals.**”

*-David Crane, VP Marketing, Intentsify*

**"The firm truly embeds itself into the research and data needs of your organization...**The team is communicative, easy to work with, and willing to partner in other ways to make sure the data story comes to life through content, comms, social and PR efforts.

*-Jillian Ryan, Senior Director of Content Strategy, Brightcove*

“Ascend2 was a pleasure to work with and helped us to design a thoughtful survey that uncovered **truly actionable and noteworthy findings.** They work smart and fast and even helped to promote and place the research results at launch. Ascend2 is at the top of our list for future projects.”

*-Nick Olsson, CEO, Olsson Communications*

“Ascend2 research is esteemed in the marketplace, so even press contacts that you don’t know will pick it up — and **Ascend2 rates allowed me to do more with my budget** (always a plus!). Adding an Ascend2 original research project is almost always part of my content strategy.”  
Waynette Tubbs, Director, Content Marketing, Oracle

*-Waynette Tubbs, Director, Content Marketing, Oracle*

NEED RESEARCH?  
CLICK HERE! ➔

**WORK WITH US**