



The state of A/B testing in 2025

From the SMB perspective



Research conducted in partnership with Ascend2

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Introduction

A/B testing remains a powerful lever for small and mid-sized businesses (SMBs) aiming to drive measurable marketing success in 2025. However, as marketing channels increase, AI tools advance, and privacy regulations become stricter, running effective A/B tests has become both more valuable and more complex.

To understand how small to medium-sized businesses (SMBs) are navigating these dynamics, Unbounce partnered with the research firm Ascend2 to conduct a research study examining the current state of A/B testing programs among marketers. We thank the 260+ SMB leaders and marketing professionals that participated in this research study in May 2025.

Among the key findings, 98% of SMBs consider their A/B testing programs at least somewhat successful in meeting marketing goals, with 42% rating their efforts as “very successful” or best-in-class. However, significant barriers still exist: 51% of respondents report a lack of resources (tools, budget, and time) to test

effectively, and 39% cite long test execution and analysis times as key challenges. Throughout this study, you will find practical tips to overcome these challenges and optimize your testing program.

Whether you’re already running weekly tests (like 55% of respondents) or still building your testing framework, this research will help you benchmark your program and identify opportunities for improvement. From aligning tests with business goals to selecting the right tools and metrics, the insights ahead will guide you in building a more agile, impactful A/B testing culture. Discover what separates best-in-class testing programs from the rest and how to succeed at everything from basic experimentation to high-performance optimization.

Enjoy the study.

The Unbounce Team

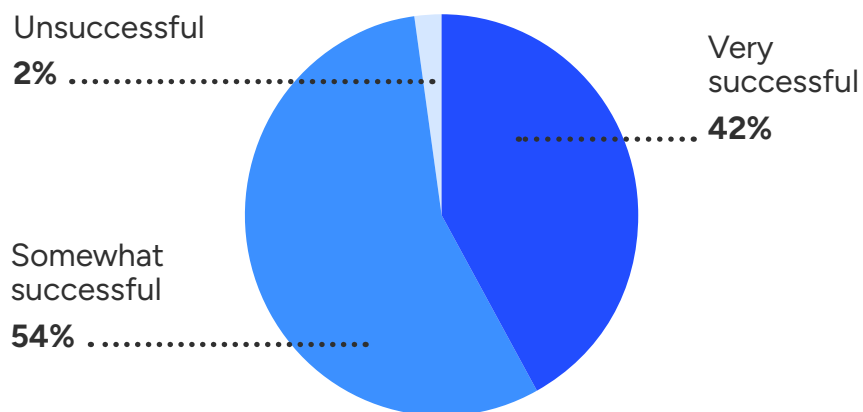


Evaluating success and optimizing your A/B testing program

Most respondents (98%) consider their A/B testing programs at least somewhat successful in achieving marketing objectives, with 42% rating them as “very successful” or best-in-class. The data indicates that, while there is room for optimization, A/B testing is widely viewed as an effective strategy in most marketing organizations.

No matter where your A/B testing program falls on the success spectrum, there is always room to improve performance and impact. This report offers actionable tips and proven strategies to help you optimize your testing efforts and achieve more effective marketing outcomes.

Overall success of A/B testing program in helping to achieve marketing objectives.



TIP

It's important to build an A/B testing program that aligns with your business goals and works for your team based on their bandwidth and technical abilities, so you can test effectively and often. The best way to increase your chance of success is to create a culture of experimentation.

Here are a few ways to get started:

- Celebrate testing, not results—because making time to test is a win in itself.
- Remember, there's no such thing as a failed test. Inconclusive results just mean you haven't identified what impacts your conversion rate most.
- Devote a small but consistent portion of your budget to testing, so it can be easily built into your workflow.
- Get the right A/B testing tool for your team. Like anything, if the process is overly complex or onerous, your team isn't empowered to get it done. If your team is tight on time or can't easily access developers, [Unbounce's no-code A/B testing tool](#) empowers every marketer to build and test landing pages.

Top objectives driving A/B testing strategies in 2025

The top priorities for A/B testing in 2025 are improving conversion rates (56%) and optimizing marketing campaigns (55%), closely followed by enhancing the user experience (50%). This indicates that companies primarily use A/B testing to directly influence performance metrics and user engagement. While testing product features (37%) and messaging (28%) are also important, fewer companies are currently using A/B testing to reduce customer churn (26%), suggesting a potential area for strategic expansion.

What are your company's primary objectives for conducting A/B testing in 2025?

Improve conversion rates

56%

Optimize marketing campaigns

55%

Enhance user experience

50%

Test product features

37%

Test messaging

28%

Reduce customer churn

26%

Other

3%

TIP

To maximize conversion rates and campaign performance—without overextending your resources—focus your A/B testing on high-impact landing page elements like headlines, calls-to-action, and form design. For instance, a simple three-word change in a call-to-action led to a 104% increase in conversions for a travel company, demonstrating the power of strategic, focused testing. Discover all of the details of this test in the [case study](#).

Identifying the biggest challenges in A/B testing

For SMB companies, the most common challenges with A/B testing are a lack of resources (51%) and limited traffic needed to achieve statistically significant results (49%). Additionally, nearly four in ten respondents say tests take too long to execute and analyze, highlighting the need for more efficient testing processes and tools.

What are the main challenges your company faces with A/B testing?

Lack of resources (time, tools, or budget)

51%

Limited traffic for statistically significant results

49%

It takes too long to set-up, run, analyze

39%

Unclear or inconclusive test results

33%

Privacy and data compliance concerns

32%

Our testing tools don't fit our needs

26%

Other

3%

TIP

To address common A/B testing challenges such as limited traffic and test duration, you may need to rethink your conversion goal. For example, if you want quick results from your A/B test or don't have enough purchase volume, we recommend basing your test on secondary metrics or micro-conversions that influence your primary conversion goal.

LAUNCH A/B TESTS IN A FEW CLICKS

It shouldn't take weeks to build landing pages and launch experiments. Run more experiments, more efficiently so you can improve your return on ad spend with the resources you have. With Unbounce's no-code A/B testing tool, you can quickly build new landing page variants and launch tests in a few clicks.

[LEARN MORE](#)

Where A/B testing happens: Most-used channels

Email marketing and websites are the most commonly tested channels, each cited by 57% of marketers, showing a clear focus on optimizing digital touchpoints with high engagement potential. Landing pages (32%) and mobile/SMS (31%) also represent essential but less frequently tested areas, indicating opportunities for broader experimentation. Surprisingly, only 21% are applying A/B testing to SEO efforts, suggesting it may be an underutilized area for optimization or more challenging to test in a controlled way.

TIP

To maximize the impact of your A/B testing efforts, it's important to consider both traffic volume and budget allocation. Small changes to high-traffic channels like email and websites can yield quick wins, but testing through high-spend channels, like paid social and paid search, can make your budget stretch much further. These channels are constantly evolving, and testing is essential to keep up with updates, such as [Google's ad quality prediction model](#) (released in Q1 2025), which is cracking down on irrelevant landing pages.

Which marketing channels do you use A/B testing on?

Email marketing

57%

Website

57%

Paid social campaigns

38%

Landing pages

32%

Mobile/SMS

31%

Direct mail or offline campaigns

31%

Display or programmatic advertising

29%

SEO

21%

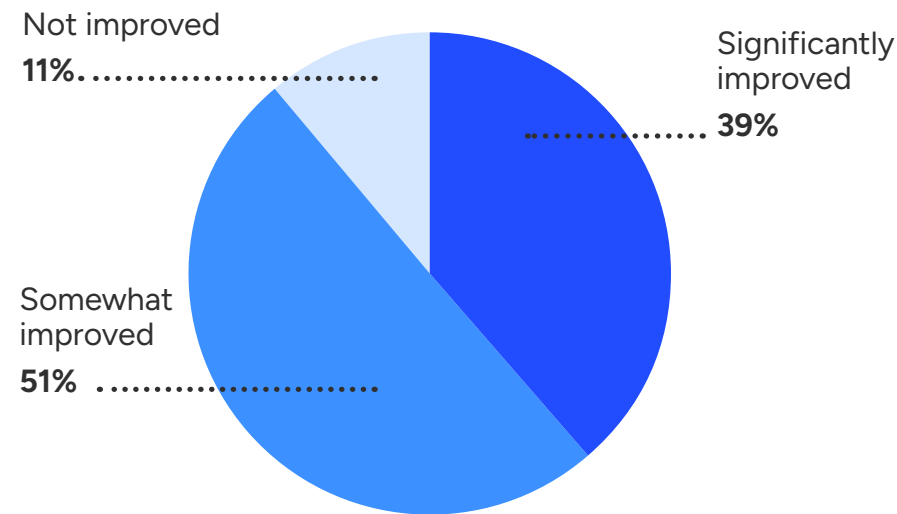
Other

2%

The impact of AI on A/B testing efficiency

A vast majority of SMB respondents (90%) report that AI-driven tools have improved their A/B testing processes, with 39% seeing significant gains. The data suggests that AI is crucial in streamlining experimentation, from faster analysis to more intelligent test targeting.

How has the adoption of AI-driven tools impacted your A/B testing processes?



TIP

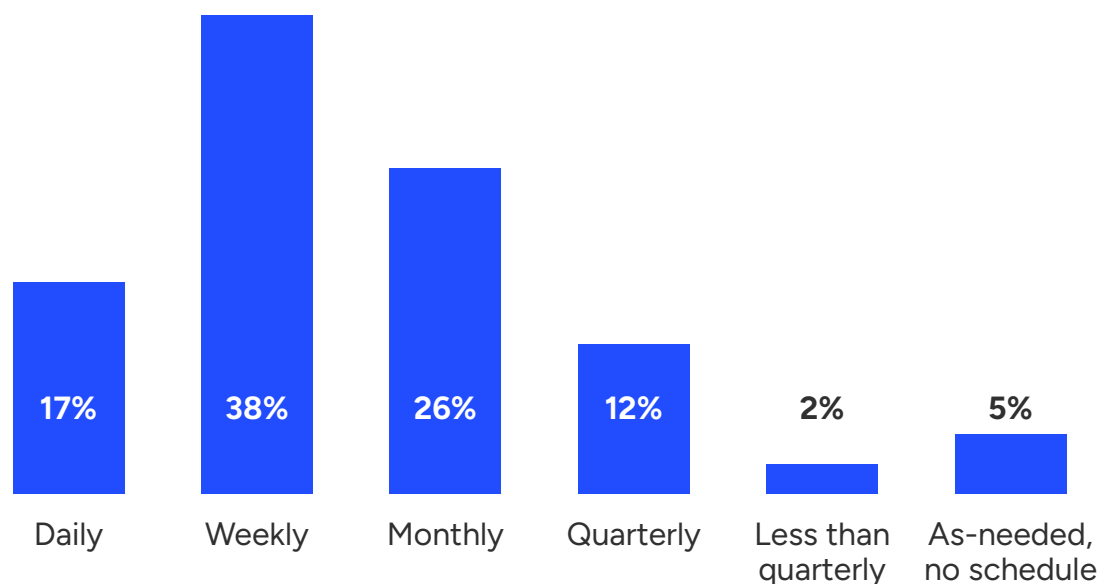
To enhance your A/B testing processes, consider integrating AI-driven tools to streamline optimization and deliver faster, more conclusive results. For instance, AI-powered solutions like Unbounce’s Smart Traffic can automatically route visitors to the landing page variant most likely to convert, based on real-time analysis of visitor attributes such as device, location, and browser. This approach accelerates the optimization process and continuously adapts to changing user behaviors, leading to improved conversion rates.

[LEARN MORE](#)

How often are marketers using A/B testing to inform decisions?

Over half of marketers (55%) run A/B tests at least weekly, indicating a strong commitment to continuous optimization. However, nearly one in five test only monthly or less, suggesting that there is still untapped potential for more frequent data-driven decision-making.

How frequently are you using A/B tests to guide marketing decisions?



TIP

To get the most out of A/B testing, consider increasing the frequency of your tests, especially if you're only running tests monthly—or less. More frequent testing enables you to iterate quickly, respond to real-time audience behavior, and uncover valuable insights more quickly. Even small, consistent experiments can drive significant improvements when aligned with agile marketing practices. Your team should have at least one experiment running at all times.

Short on ideas? [Here are 10 A/B testing ideas to get you started.](#)

Metrics that matter most

The conversion rate (45%) and customer retention rate (44%) are the top metrics marketers use to evaluate A/B test success, reflecting a strong focus on both immediate and long-term impact. Click-through rate (39%) and time on site (34%) also rank highly, indicating that engagement metrics are closely tied to perceived performance. Lesser-used metrics like form abandonment and scroll depth suggest that while useful, they may be considered more context-specific or secondary to overall conversion goals.

TIP

To evaluate A/B test results effectively, prioritize metrics that align with your business objectives. For instance, if your goal is to increase user engagement, focus on metrics like click-through rate and time on site. The article, [10 A/B Testing Metrics to Analyze Results and Measure Success](#), provides insight into specific metrics along with tips and best practices to help you get started.

What metrics are most important when evaluating A/B test results?

Conversion rate

45%

Customer retention rate

44%

Click-through rate

39%

Time on site

34%

Revenue per visitor

29%

Bounce rate

22%

Form abandonment rate

21%

Scroll depth

21%

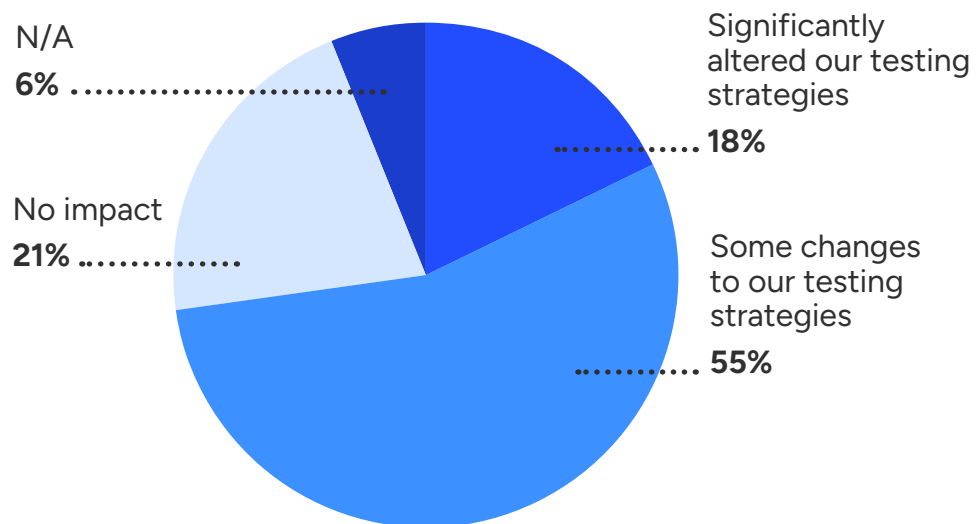
Other

1%

The impact of privacy regulations on A/B testing strategies

Over half of SMB respondents (55%) say that user privacy regulations, such as GDPR and CCPA, have led to changes in their A/B testing strategies, with 18% reporting significant adjustments. However, 21% report no impact, indicating that the effect of privacy on testing practices may vary based on region, data use, or company size.

How has the increasing emphasis on user privacy regulations (e.g., GDPR, CCPA) affected your A/B testing practices?



TIP

To adapt to evolving privacy regulations, ensure your A/B testing tools and strategies prioritize consent management and minimize reliance on personal data. Focus on anonymized behavioral metrics and server-side testing methods to remain compliant while gaining actionable insights.

TEST SAFELY WITH UNBOUNCE

Unlike most A/B testing solutions, Unbounce supports server-side loading by hosting both your original page and your variants. Unbounce is also GDPR compliant and SOC 2 Type 1 certified.

[Learn more about our product security.](#)

The state of A/B testing strategy adoption

While 69% of SMB companies report having a documented A/B testing strategy, nearly half of those acknowledge it is outdated or infrequently updated. Meanwhile, 29% either lack a formal strategy or are still in the process of developing one, indicating a significant opportunity to improve testing maturity and consistency.

Does your company have a documented A/B testing strategy or framework in place?

Yes, a comprehensive and regularly updated strategy

36%

Yes, but it is outdated or infrequently updated

33%

No, but we are developing one

22%

No, we operate without a formal strategy

7%

Unsure

2%

TIP

To drive consistent and measurable results from A/B testing, it's essential to maintain a documented, up-to-date strategy that aligns with your evolving marketing goals. An outdated framework can limit agility and lead to missed insights; therefore, establish regular review cycles to refine your testing approach. For teams building from scratch, start with clear objectives, defined success metrics, and a prioritized testing roadmap to ensure focused execution.

[The Step-by-Step Guide to A/B Testing](#) outlines the fundamentals of planning and executing tests, including how to effectively plan and launch a test, evaluate its success, and avoid common mistakes.

Tools powering A/B testing

While web analytics tools (53%) and built-in testing features (46%) are widely used, 36% of marketers are turning to specialized landing page A/B testing platforms—an encouraging sign of increased focus on conversion optimization. Tools like these offer user-friendly interfaces, faster test deployment, and targeted optimization features that empower marketers to achieve results without heavy technical lift.

What types of tools or platforms does your company currently use for A/B testing?

Web analytics tools used in combination with manual testing

53%

Built-in testing tools within our CMS, email, or ad platforms

46%

Landing page A/B testing tools

36%

Dedicated A/B testing platforms

31%

Custom-built internal tools

30%

We do not currently use A/B testing tools/platforms, but we plan to adopt them

8%

We do not currently use any A/B testing tools/platforms, with no plans of adoption

2%

Other

2%

Q TIP

How can you super-charge your A/B testing program in 2025? Unbounce offers a decisive advantage by allowing marketers to rapidly launch, test, and optimize pages without relying heavily on developers. With features like drag-and-drop builders, Dynamic Text Replacement, and Smart Traffic (AI optimization), Unbounce helps you drive better results from every visitor. As more marketers adopt specialized tools alongside traditional analytics and CMS platforms, Unbounce stands out for its ease of use and focus on conversion performance. [Learn more.](#)

Participants and methodology

PARTICIPANTS

N = 261 B2B Marketing Professionals

Job level

| | |
|-------------------------------------|-----|
| Owner / Partner / C-Level | 48% |
| Vice President / Director / Manager | 37% |
| Non-Management Professional | 15% |

Primary marketing channel

| | |
|----------------------------|-----|
| B2B (Business-to-Business) | 28% |
| B2C (Business-to-Consumer) | 41% |
| B2B and B2C Equally | 31% |

Number of employees

| | |
|-------------------------|-----|
| 50 - 500 employees | 68% |
| Fewer than 50 employees | 32% |

METHODOLOGY

This research was conducted by Ascend2 in partnership with Unbounce to benchmark business strategies, as well as the tactics and technologies that support them. A custom online survey was fielded in May 2025, gathering responses from 402 B2B marketing professionals in the United States. The data in this report represents the 261 survey respondents from small businesses with 500 employees or fewer. All respondents represent businesses that conduct A/B testing as a part of their marketing efforts.





About the research partners



Unbounce is the leading landing page platform for building, testing, and optimizing high-converting pages. Trusted by over 15,000 customers, Unbounce empowers marketers and digital marketing agencies to quickly create and optimize tailored pages—without the need for developers, designers, or CRO specialists. With a flexible drag-and-drop editor, built-in A/B testing, and AI-powered traffic optimization powered by data from over 2 billion conversions, Unbounce helps businesses go to market faster, maximize ROI, and outperform competitors. Learn more about [Unbounce](#).



Ascend2 specializes in creating custom research studies that empower businesses to drive demand and elevate their marketing efforts. From survey design and conceptualization to comprehensive report creation and media outreach, Ascend2 delivers end-to-end research solutions tailored to your goals. Companies partner with Ascend2 to fuel impactful marketing content, generate high-quality leads, and engage prospects using original research and data. Learn more about [Ascend2](#).