How to split test a Butterfly Marketing template page Video version of this tutorial at: <u>http://goto-pro.com/video-bm.php</u>

Now I would like to show you how you can use your Add2it Go-To System to split test a Butterfly Marketing template pages.

First you need to check that the version you are using is either 1.704 or 1.722+. If you have a customized or older version than these, you will have to make a small modification to the Butterfly Marketing script files.



I'll show you quickly how that works...

The file that needs to be modified is located inside the **lib** directory and it is called inc.template.php. Open the file and search for the "function parse" and place the below code right before "return \$str;".

```
ob_start();
eval ('?>' . $str);
$str = ob_get_clean();
```



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Now, back to split testing a Butterfly Marketing template pages.

The first thing that needs to be done is to modify the PHP page that loads (index.php in this example). In the code we can see that it loads the homepage.html. For this example we will change it to homepage1.html and save the file as index1.php. For the second file we need to modify the code to homepage2.html and save it as index2.php.



The next step it to modify the actual template page, which is the homepage.html file included in the **template** directory. This page is going to be our control. We now need to save it as homepage1.html.



In this example let's split the headline from "What is eBate.ws all about" to "Why you should join eBate.ws today!" and save the new page as homepage2.html.



Next step is to replace the entire code from the original homepage.html file with the code from the Add2it Go-To System.

So, let's open the Add2it Go-To System and click on the link to log into the account's back office. From the <u>Campaign and Stats</u> menu we need to choose <u>Add Campaign</u>. We will call the campaign "test" for this example and the first URL will be <u>http://ebate.ws/index1.php</u>.

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After clicking on <u>Make Changes</u>, we will add the second URL, <u>http://ebate.ws/index2.php</u>, by choosing the <u>Add Split-Test / Rotate URL to existing campaign</u> radio button and then again clicking on <u>Make Changes</u>.

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Now, click on <u>Get Links</u> to get the PHP code we need, just copy the code, paste it to the original homepage.html and save the file.

	This is the PHP code for a split te <mark>st reĝirect</mark> PHP page.
	Copy the code from this text box
J	php header("Location: http://goto-pro.com/go/to.pl?l=test&cu=1&u=181"); ?
You ca	In change the number of days the same visitor will not be counted again by changing the cu≕ value A value of 0 (zero) means the same visitor will be counted with every click.

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9 Join for free	homepage2.html
- Ask members for products or services you are interested in	login.html
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Next, we need to modify one more file so we are able to track the actions. In this case the file will be the first page someone sees after they have signed up (oto1.html).

At the Add2it Go-To System <u>Optional Step # 3</u> we can get the code that needs to be added. Just copy the code and paste it at the top of the page.



In this case we need to make one small modification to the code since it is set up to track sales with a value of 37.00 dollars. So we just change the variable "v" to 0.00 (zero) and it will track actions instead of sales.

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	2 <script language="JavaScript"></script>	

Now we just need to save the file and upload all files that have been created and modified. *(homepage.hml, homepage1.html, homepage2.html, index1.php, index2.php, oto1.html)*

Now that everything is set up, let me show you how it will work.

Let's open the website, <u>http://ebate.ws/index.php</u>, our control, the very first page. Once the page has been opened we can check at the Add2it Go-To System Stats that the Clickthroughs have changed from 0 to 1.

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Now, if we reload the <u>http://ebate.ws/index.php</u> page and check the stats again, you will noticed that it shows 1 (2), which means, 1 unique visitor that has visited the same page twice.

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Now, when someone clicks the Join for free now link, and submits his/her details, in the stats section we will see that 1 action has taken place.

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Well, that's it, see you in the next tutorial.

