

Add2it Go-To System

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

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.

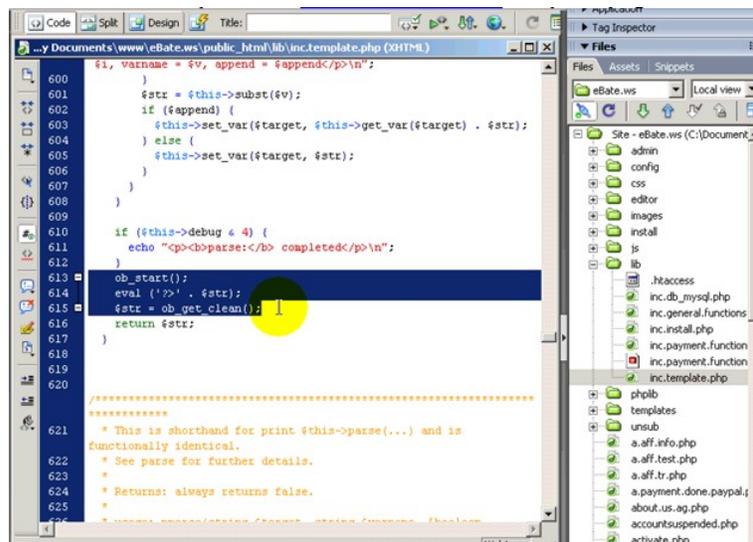


Note: The picture shows 1.721, correct is 1.722!

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";

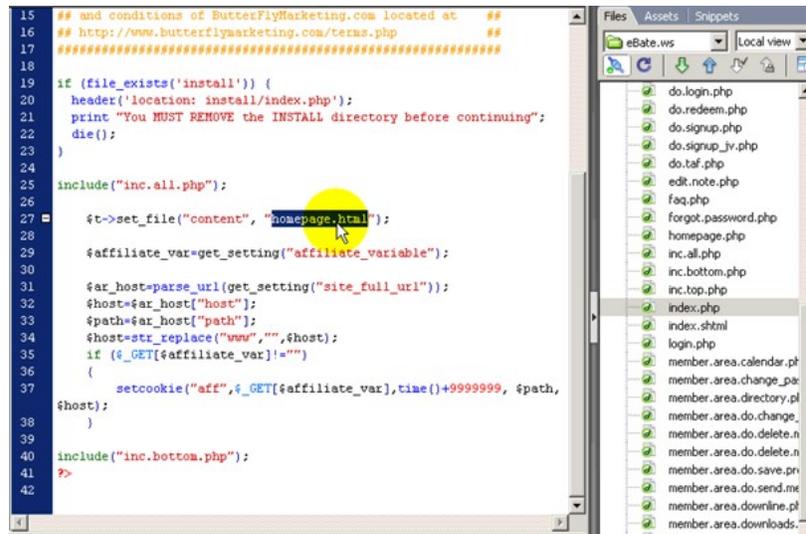
```
ob_start();  
eval ('?'>' . $str);  
$str = ob_get_clean();
```



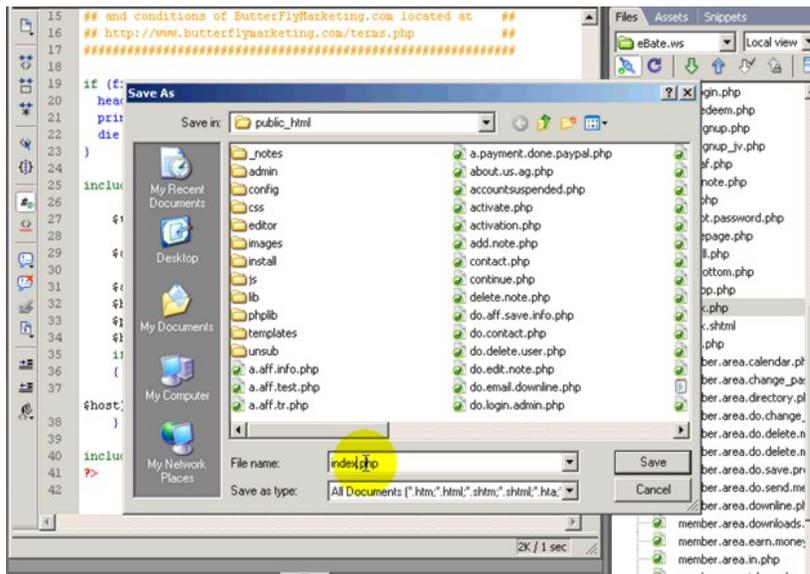
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Now, back to split testing a Butterfly Marketing template pages.

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.

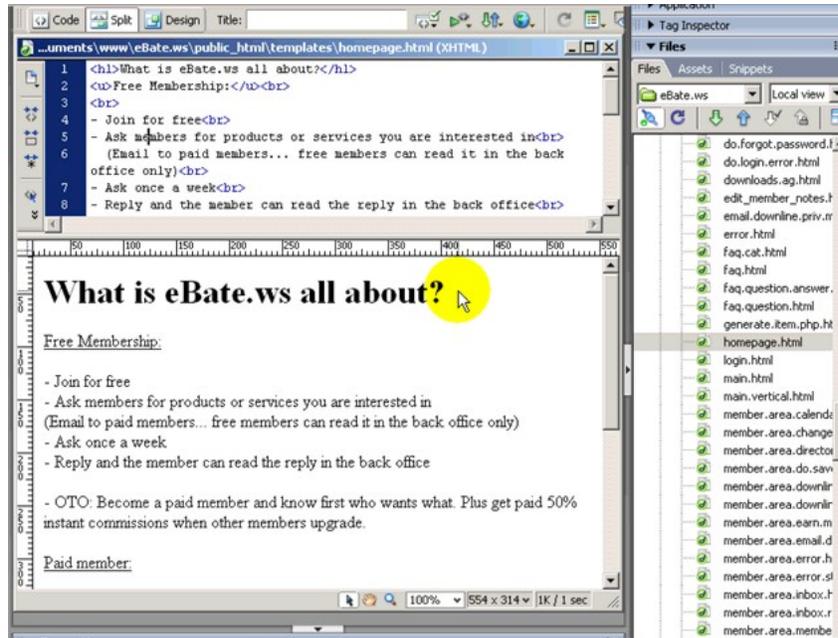


```
15 // and conditions of ButterflyMarketing.com located at //
16 // http://www.butterflymarketing.com/terms.php //
17 // =====
18
19 if (file_exists('install')) {
20     header('location: install/index.php');
21     print "You MUST REMOVE the INSTALL directory before continuing";
22     die();
23 }
24
25 include("inc.all.php");
26
27 $t->set_file("content", "homepage.html");
28
29 $affiliate_var=get_setting("affiliate_variable");
30
31 $ar_host=parse_url(get_setting("site_full_url"));
32 $host=$ar_host["host"];
33 $path=$ar_host["path"];
34 $host=str_replace("www","", $host);
35 if ($_GET[$affiliate_var]!="")
36 {
37     setcookie("aff", $_GET[$affiliate_var], time()+9999999, $path,
38 $host);
39 }
40 include("inc.bottom.php");
41 ?>
42
```

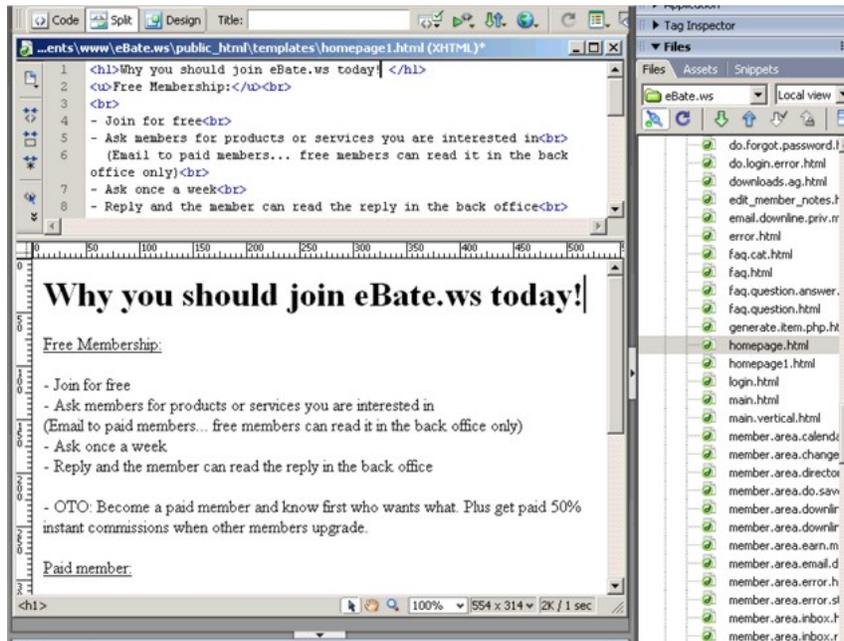


The next step it to modify the actual template page, which is the homepage.html file included in the **template** directory. This page is going to be our control. We now need to save it as homepage1.html.

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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 Campaign and Stats menu we need to choose Add Campaign. We will call the campaign "test" for this example and the first URL will be <http://ebate.ws/index1.php>.

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Add2it Go-To System - Campaigns and statistics

Campaigns shown: None | [All](#) | [0](#) | [1](#) | [2](#) | [3](#) | [4](#) | [5](#) | [6](#) | [7](#) | [8](#) | [9](#) | [A](#) | [B](#) | [C](#) | [D](#) | [E](#) | [F](#) | [G](#) | [H](#) | [I](#) | [J](#) | [K](#) | [L](#) | [M](#) | [N](#) | [O](#) | [P](#) | [Q](#) | [R](#) | [S](#) | [T](#) | [U](#) | [V](#) | [W](#) | [X](#) | [Y](#) | [Z](#) | [\(Reload\)](#)

Campaign - URL new window test link... does not affect count! Live support & tracking:

Options Campaign valid until (mm/dd/yy):

Current Month	Month: Jun	Month: May	Month: Apr	Month: Mar	Month: Feb	Total Count

Add, edit, reset or delete campaigns

ADD Campaign Select this button to ADD a new campaign.

Add Split-Test / Rotate URL to existing campaign Select this button to ADD a SPLIT-TESTING / ROTATOR URL to an existing campaign.

EDIT This Campaign Select this button to EDIT the named campaign.

RESET Count Select this button to Reset the named campaign.

DELETE This Campaign Select this button to DELETE the entered campaign.

Campaign Code 32 characters max.

New Campaign URL Only needed if adding or editing a campaign.

Use [InstaHelp](#) live support and / or tracking

Campaign valid until (mm/dd/yy): leave blank and the link never expires

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[To the Members Area Menu!](#) [Click here to go back!](#)

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

Campaigns shown: None | [All](#) | [0](#) | [1](#) | [2](#) | [3](#) | [4](#) | [5](#) | [6](#) | [7](#) | [8](#) | [9](#) | [A](#) | [B](#) | [C](#) | [D](#) | [E](#) | [F](#) | [G](#) | [H](#) | [I](#) | [J](#) | [K](#) | [L](#) | [M](#) | [N](#) | [O](#) | [P](#) | [Q](#) | [R](#) | [S](#) | [T](#) | [U](#) | [V](#) | [W](#) | [X](#) | [Y](#) | [Z](#) | [\(Reload\)](#)

Campaign - URL new window test link... does not affect count! Live support & tracking:

Options Campaign valid until (mm/dd/yy):

Current Month	Month: Jun	Month: May	Month: Apr	Month: Mar	Month: Feb	Total Count

test - <http://ebate.ws/index1.php>

[Get Links](#) Visitors: - - - - -

[Edit](#) Clickthroughs: 0 - - - - -

[Add URL](#) Actions: - - - - -

[Details](#) Sales: - - - - - No live support & no tracking

always

Add, edit, reset or delete campaigns

ADD Campaign Select this button to ADD a new campaign.

Add Split-Test / Rotate URL to existing campaign Select this button to ADD a SPLIT-TESTING / ROTATOR URL to an existing campaign.

EDIT This Campaign Select this button to EDIT the named campaign.

RESET Count Select this button to Reset the named campaign.

DELETE This Campaign Select this button to DELETE the entered campaign.

Campaign Code 32 characters max.

New Campaign URL Only needed if adding or editing a campaign.

Use [InstaHelp](#) live support and / or tracking

Campaign valid until (mm/dd/yy): leave blank and the link never expires

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

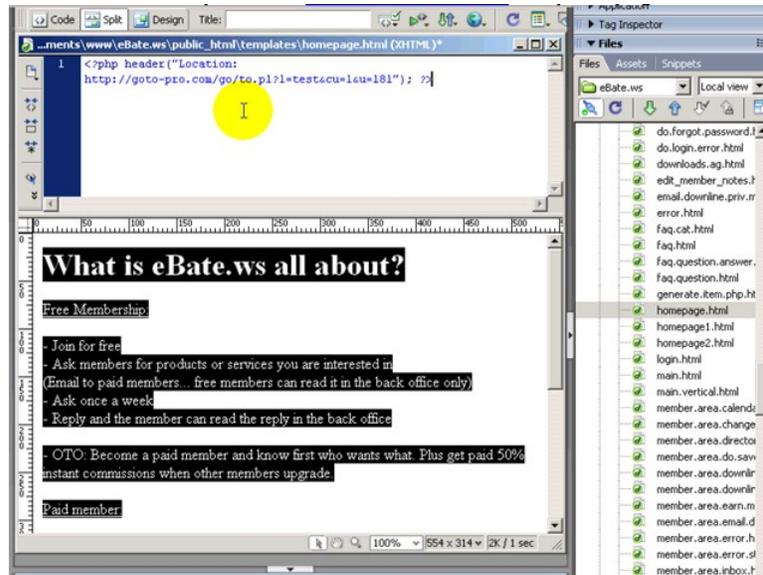
This is the PHP code for a split test redirect PHP page.

Copy the code from this text box

```
<?php header("Location: http://qoto-pro.com/go/to.pl?i=test&cu=1&u=181"); ?>
```

You can 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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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 Optional Step # 3 we can get the code that needs to be added. Just copy the code and paste it at the top of the page.

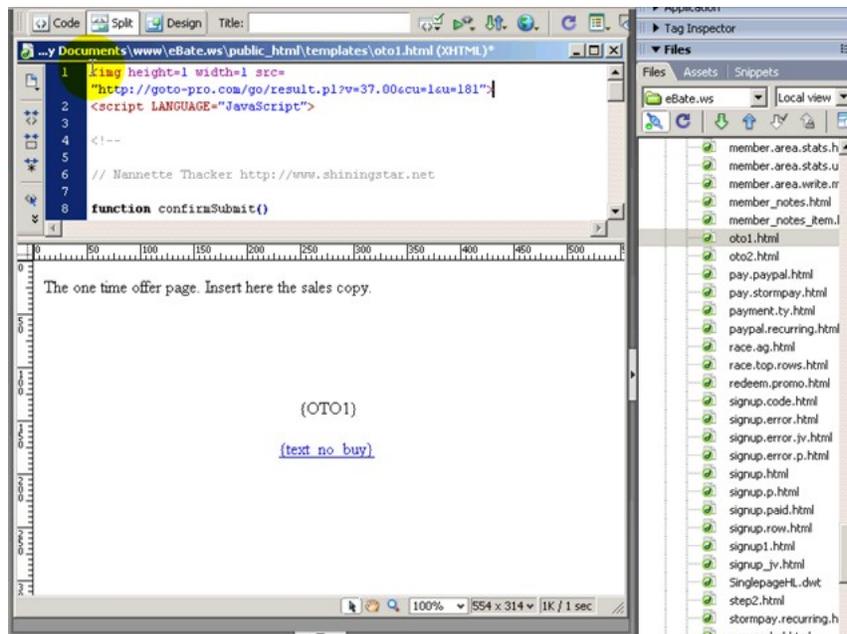
Optional Step #3: To count the results (actions & sales), add the following HTML code for a 1x1 transparent image to the thank-you web page or HTML email.

This is the image tag for your results tracking.
Copy the code from this text box

```

```

You can change the value per result by changing the `v=` value.
A value of 0 (zero) means the result is tracked as an action and not a sale.
You can 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 action or sale.



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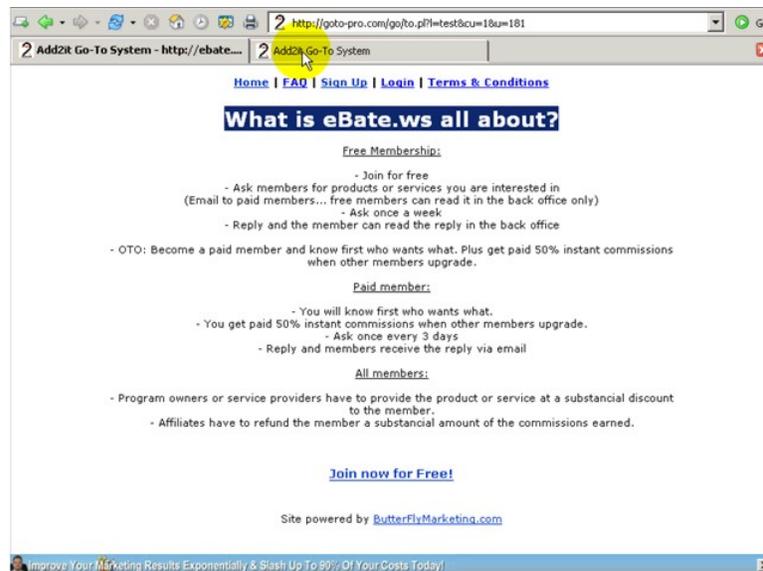
In this case we need to make one small modification to the code since it is set up to track sales with a value of 37.00 dollars. So we just change the variable "v" to 0.00 (zero) and it will track actions instead of sales.

A screenshot of a text editor window showing HTML code. The code includes an image tag with a source URL containing a JavaScript call to a tracking script. The variable 'v' is set to '0.00'. The code also includes a comment for 'Nannette Thacker' and a function definition for 'confirmSubmit()'. A yellow circle highlights the '0.00' value in the URL.

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, <http://ebate.ws/index.php>, 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.

A screenshot of the Add2it Go-To System stats page. It shows a table with columns for 'Options', 'Campaign', 'URL', and tracking metrics for 'Current Month', 'Jun', 'May', 'Apr', 'Mar', 'Feb', and 'Total Count'. The 'URL' column contains 'test - http://ebate.ws/index1.php'. The 'Clickthroughs' row shows a value of '1' in the 'Total Count' column. There are also links for 'Get Links', 'Edit', 'Add URL', and 'Details'.

Now, if we reload the <http://ebate.ws/index.php> 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.

