Getting Started with the new VWO

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What's new in the new VWO

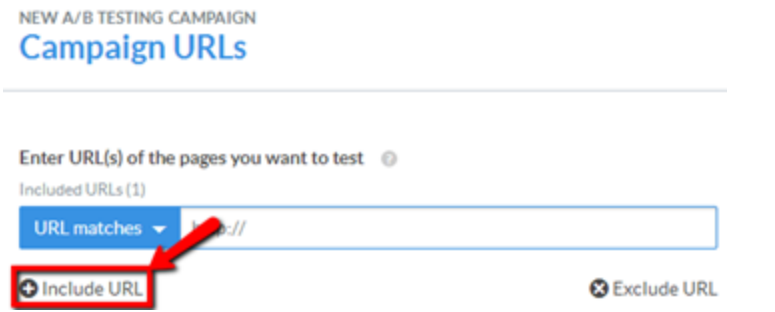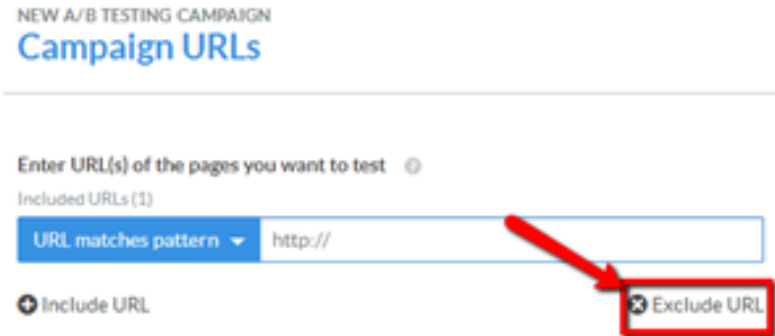| FEATURE	DESCRIPTION
Intuitive Interface	Simple and user-friendly interface to help you create and run campaigns faster and effectively.
Intelligent and Graphical Reports	Intelligent data reports and charts to help you analyze visitor data and make informed decisions.
Extensive IdeaFactory	Access our extensive collection of case studies and other resources to get testing and optimization ideas.
Integrated KnowledgeBase	Search for help articles right from the app with the new integrated Knowledgebase and contextual tooltips.
A/B Testing for Native iOS Apps	Create and run A/B testing campaigns on your iOS mobile applications without writing a single line of code.
Faster Customer Support	Raise tickets from within the app to reach our support engineers for quick resolution of your queries. The need to compose a separate support email is now a thing of past.
Dedicated Account Managers	For Enterprise plans, a dedicated account manager is assigned to you to build a CRO strategy and acts as your single-point-of-contact at VWO.
Onboarding and Training	Avail our end-to-end training programs to leverage your website for better conversions using industry best practices.
Optimize your Mobile Websites	Create test campaigns for your mobile-enabled or responsive sites.
Run Campaigns for iOS Apps	A/B test your mobile apps by quickly changing the visual layout of your iPhone or Universal apps.
Enhanced Point-and-Click Editor	Incredibly intuitive visual campaign builder to help you create campaign variations within minutes.
Segmented Reports	Slice and dice your campaign reports to extract deeper audience insights. Helps you find out what works best for which visitor segment.

Modifications Timeline	A timeline to help you view real-time feed of all changes and modifications in your account.
Single Page App	Lightning bolt speed that will blow your mind - You do not have to keep refreshing your browser anymore.
Choose Campaign Type	Use VWO campaign type selector to help determine which campaign suits your requirement.
Auto-Save Campaigns	While you create a campaign, VWO will now auto-save the draft of your campaign in the background. You can step away from your dashboard and finish the campaign later without worrying about losing any unsaved data.
Universal Search	Use VWO Universal Search feature to search for campaigns, idea resources, and knowledgebase articles across the tool.
Share Campaign Results	Option to share your campaign results with the rest of the world on Facebook, Twitter and other social networking tools with a click of a button.
Enhanced Segmentation Options	Create and save custom segments that you most frequently use in your campaigns. Also, you can create segments and display personalized content according to IP addresses and IP range.

Where to locate features in new VWO

TASK	STEPS TO PERFORM TASK IN OLD VERSION (V2)	STEPS TO PERFORM TASK IN NEW VWO
Simple/Advanced mode	Not supported	Toggle between simple mode and advanced mode during campaign creation. In the **Campaign URL** page, click **Advanced Mode** or **Simple Mode** to switch the view. In Simple mode, simply enter a URL and get started with the campaign creation process. Mostly used to optimize just a single page of the website. Advanced mode is used to create campaign on multiple pages of your website. Allows you to create the campaign on a set of pages that share a common URL pattern.
Specify URLs for website campaign	**Create Test >** Select the appropriate test > Enter the test URL in **Step 1** 	Select **Create** > Select **Website Campaigns** > Select a **Campaign Type** > click **Advanced Mode** > Select **URL match** type and enter the URLs of the pages where you want to run the campaign.

Include more URLs for campaign	Not supported	Select **Create** > Select **Website Campaigns** > Select a **Campaign Type >** click **Advanced Mode** > Click **Include URL** to enter web pages you want to include in the campaign.
		NEW A/B TESTING CAMPAIGN **Campaign URLs** Enter URL(s) of the pages you want to test Included URLs (1) URL matches http:// ⊕ Include URL ⊗ Exclude URL
Exclude URLs from a campaign	In the final page of test creation process (Step 5 of 5), navigate to **Test Pages and Audience** section, and click **Change** against **Run test on URL(s)**. The **Exclude some URL(s)** field displays where you can enter URLs to exclude from the campaign. **Step 5 of 5** ▦ About Test Test name: Test #33 Notes: Enter your test hypothesis, details about variations, etc. ⚲ Test Pages and Audience Run test on URL(s): https://vwo.com If you want to run the test on multiple pages, enter a URL pattern here. Exclude some URLs? Percentage traffic to include in test: 100% Target test to a Segment All visitors	Select **Create** > Select **Website Campaigns** > Select a **Campaign Type >** click **Advanced Mode** > Click **Exclude URL** to enter pages you want to exclude from the campaign. NEW A/B TESTING CAMPAIGN **Campaign URLs** Enter URL(s) of the pages you want to test Included URLs (1) URL matches pattern http:// ⊕ Include URL ⊗ Exclude URL

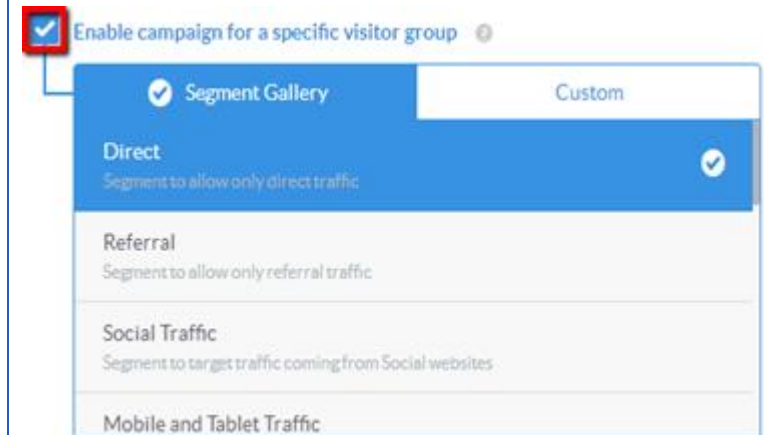| Run campaign on URL pattern	In the final page of test creation process (Step 5 of 5), navigate to **Test Pages and Audience** section, and click **Change** against **Run test on URL(s)**. Enter the URL pattern for the test pages. 	Select **Create** > Select **Website Campaigns** > Select a **Campaign Type** > click **Advanced Mode** > Select **URL matches pattern** as the URL match type > Enter the URL pattern for the campaign pages.
Load campaign pages on a mobile device	From the visual editor, use the device drop-down to specify the device on which you want to load the test pages. 	Select **Create** > Select **Website Campaigns** > Select a **Campaign Type** > Click **More Options** > Enable **Load campaign pages on a mobile device** option. If enabled, VWO campaign builder (editor) will load the page in the selected device.

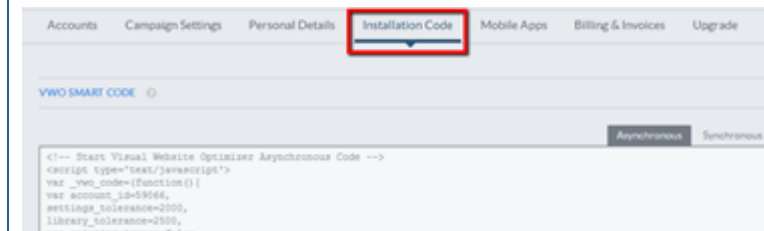|		
Target campaign to a segment	In the final stage of test creation process (Step 5 of 5), navigate to **Test Pages and Audience** section, and click **Change** against **Target test to a Segment**. **Step 5 of 5** **About Test** Test name: Test #30 Notes: Enter your tes about variatio **Test Pages and Audience** Run test on URL(s): http://google.com Percentage traffic to include in test: 100% Target test to a Segment: All visitors	Select **Create** > Select **Website Campaigns** > Select a **Campaign Type** > Click **More Options** > Select **Enable campaign for a specific visitor group.** Then select a segment using the campaign selector or add your custom segment using the **Custom** segment tab. Enable campaign for a specific visitor group Segment Gallery / Custom Direct Segment to allow only direct traffic Referral Segment to allow only referral traffic Social Traffic Segment to target traffic coming from Social websites Mobile and Tablet Traffic
Access VWO code	Select a campaign and navigate to **Code Snippet** tab. Copy the code snippet and add between the <head></head> tags of your website.	Select **Settings** and then click the **Installation Code** tab. Copy the code snippet and add between the <head></head> tags of your website.
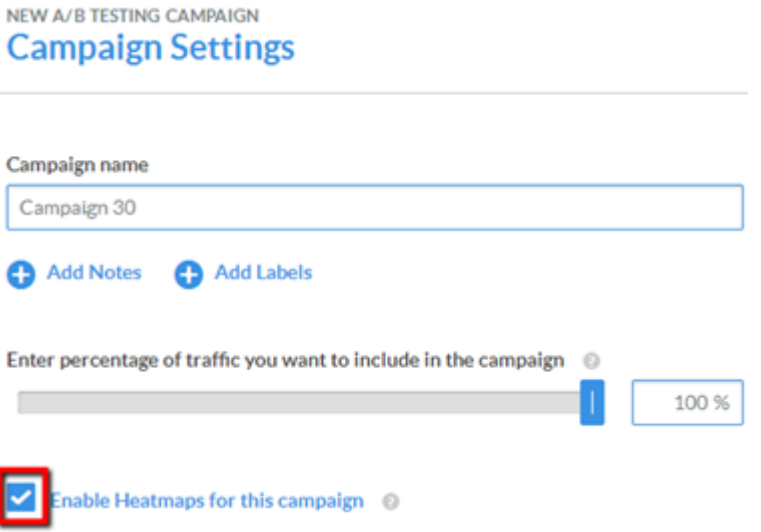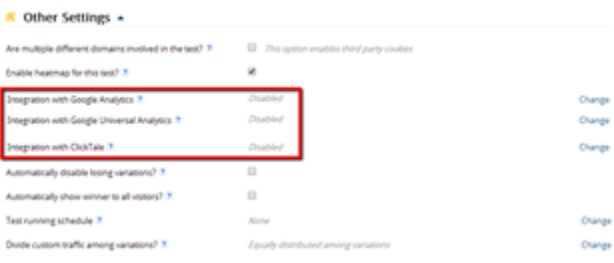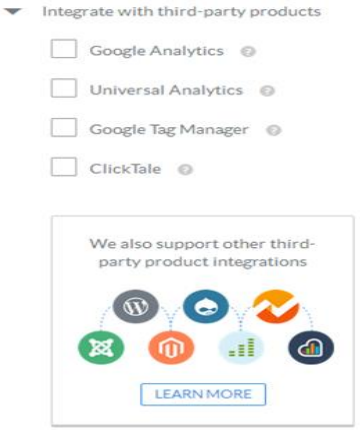
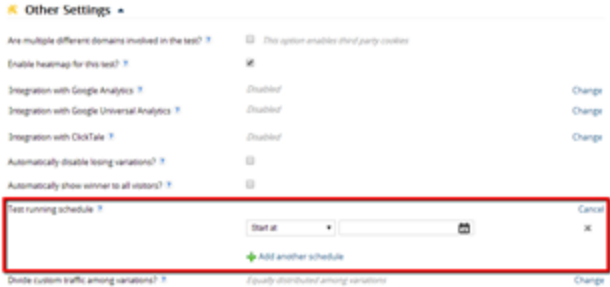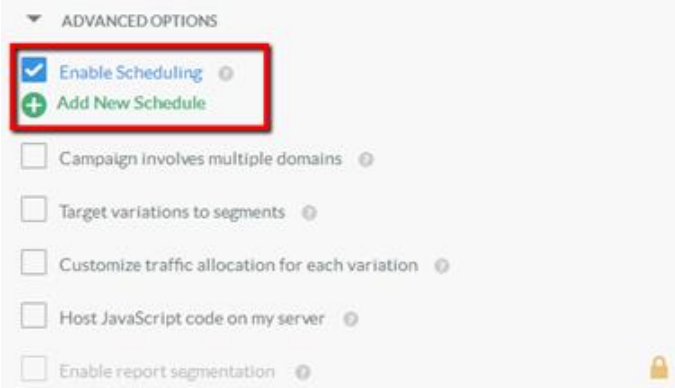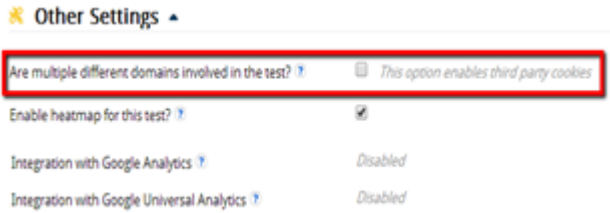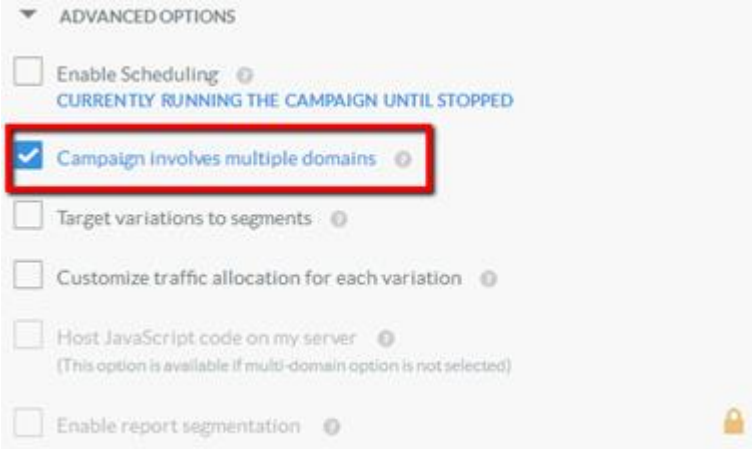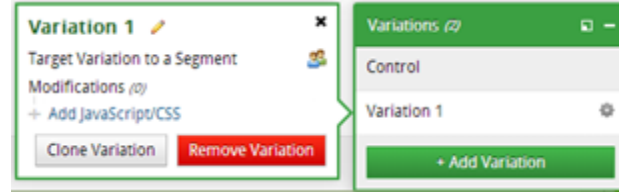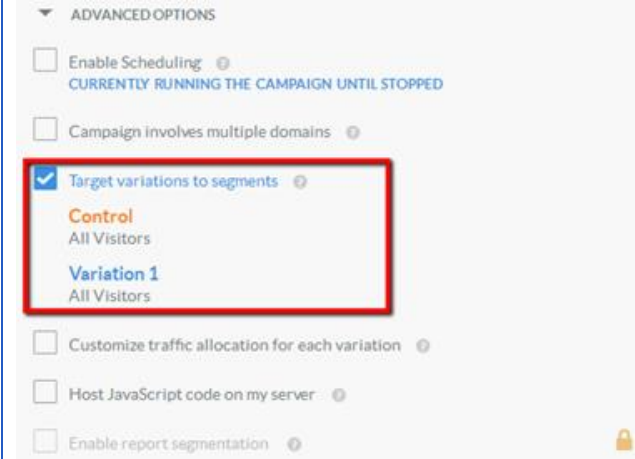|		
Enable Heatmap for a campaign	In the final stage of test creation process (Step 5 of 5), navigate to **Other Settings** section, and select the **Enable heatmap for this test?** option. **Other Settings** ▲ Are multiple different domains involved in the test? ❓ ☐ *This option ena...* Enable heatmap for this test? ❓ ☑ Integration with Google Analytics ❓ *Disabled* Integration with Google Universal Analytics ❓ *Disabled*	In the Campaign Settings screen, select the **Enable Heatmap for this campaign** option. NEW A/B TESTING CAMPAIGN **Campaign Settings** Campaign name Campaign 30 ➕ Add Notes ➕ Add Labels Enter percentage of traffic you want to include in the campaign ❓ 100 % ☑ Enable Heatmaps for this campaign ❓
Integrate VWO with third-party tools	In the final stage of test creation process (Step 5 of 5), navigate to **Other Settings** section, and enable the tool with which you want to integrate VWO. **Other Settings** ▲ Are multiple different domains involved in the test? ❓ ☐ *This option enables third party cookies* Enable heatmap for this test? ❓ ☑ Integration with Google Analytics ❓ *Disabled* Change Integration with Google Universal Analytics ❓ *Disabled* Change Integration with ClickTale ❓ *Disabled* Change Automatically disable losing variations? ❓ ☐ Automatically show winner to all visitors? ❓ ☐ Test running schedule ❓ *None* Change Divide custom traffic among variations? ❓ *Equally distributed among variations* Change	In the Campaign Settings screen, navigate to **Integrate with third-party products** and select the tool you want to integrate with VWO. ▼ Integrate with third-party products ☐ Google Analytics ❓ ☐ Universal Analytics ❓ ☐ Google Tag Manager ❓ ☐ ClickTale ❓ We also support other third-party product integrations LEARN MORE

Enable Scheduling	In the final step of the test creation process (Step 5 of 5), navigate to **Other Settings** section and enable **Test running schedule** option. 	In the **Campaign Settings** screen, navigate to **Advanced Options** and then select the **Enable Scheduling** option. Then, click **Add New Schedule** to create the schedule.
Enable campaign across multiple domains	In the final step of the test creation process (Step 5 of 5), navigate to **Other Settings** section and enable **Are multiple different domains involved in the test?** option. 	In the **Campaign Settings** screen, navigate to **Advanced Options** and then select the **Campaign involves multiple domains** option.

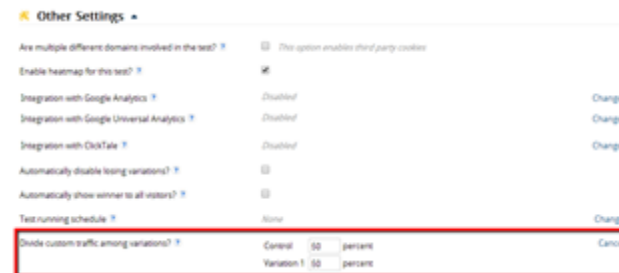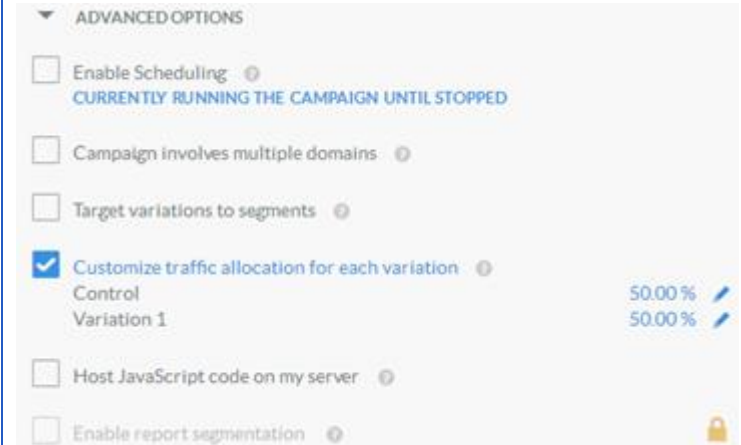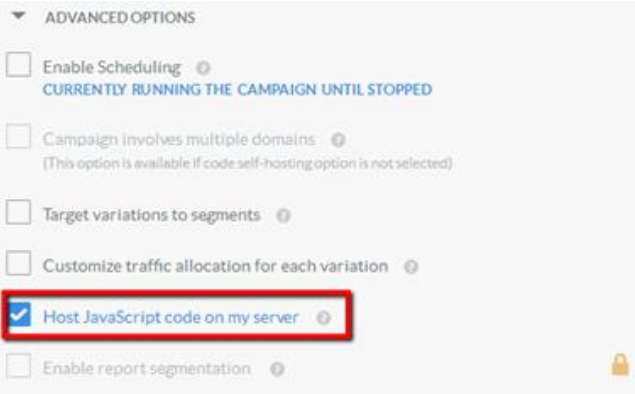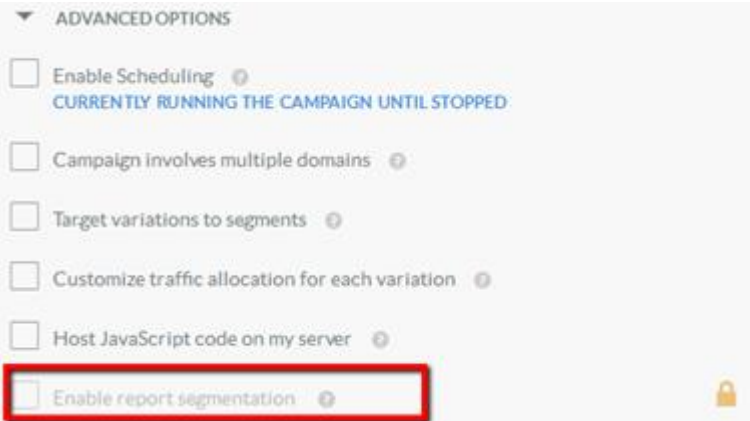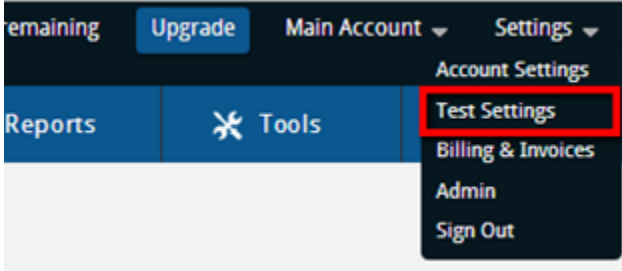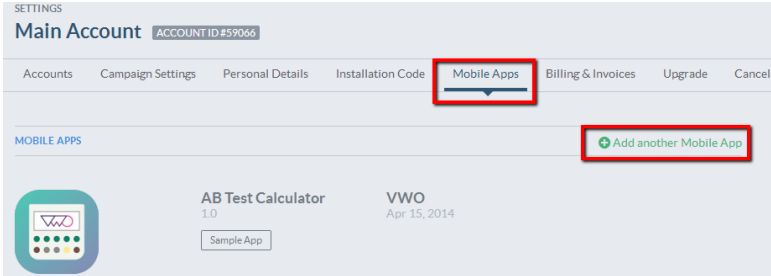|		
Target variations to segments	In VWO editor, click the **Settings** icon against the variation and click **Target Variation to a Segment**. 	In the **Campaign Settings** screen, navigate to **Advanced Options** and then select the **Target variations to segments** option.
Customize traffic for each variation	In the final step of the test creation process (Step 5 of 5), navigate to **Other Settings** section and enable **Divide custom traffic among variations?** option. 	In the **Campaign Settings** screen, navigate to **Advanced Options** and then enable the **Customize traffic allocation for each variation** option.

Host self-host JS files	In the **Start Test** page (after you have created the campaign), navigate to **Self-hosting of Javascript files (optional)** section and enable **Show me the files I need to host** to download the JS files to host on your server.	In the **Campaign Settings** screen, navigate to **Advanced Options** and then enable the **Host JavaScript code on my server** option. If enabled, click **Finish** and navigate to **Self-hosting files section** to download the JS files to host in your server.
Enable Report segmentation	Not supported	In the **Campaign Settings** screen, navigate to **Advanced Options** and then enable the **Enable report segmentation for this campaign** option.

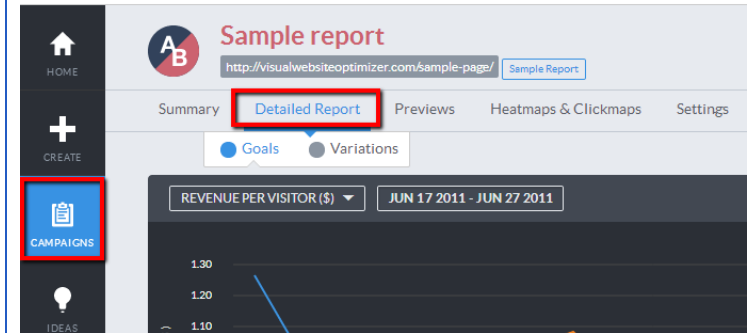|		
Campaign Settings	Click **Settings** on the top right corner of the app and then click **Test Settings** 	Click **Settings** from the VWO menu options.
Upload Mobile Apps	Not supported	Click **Settings** from the menu options and click **Mobile Apps** tab in the settings page.

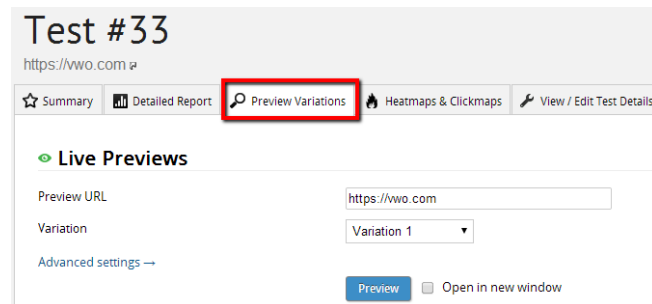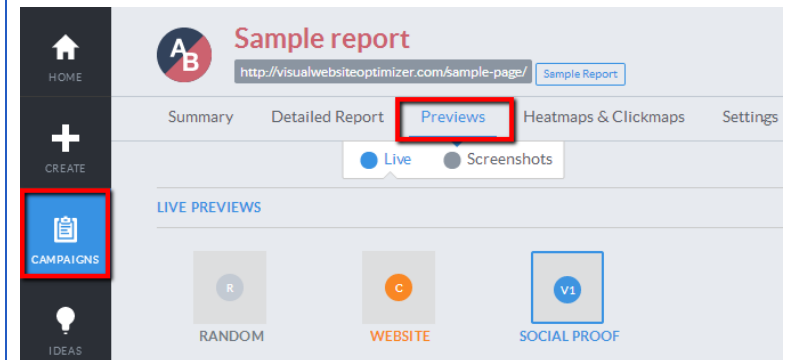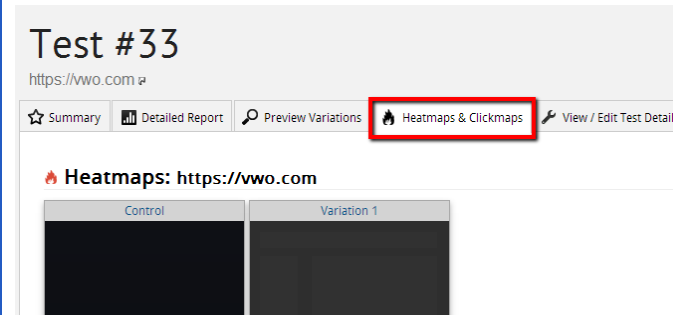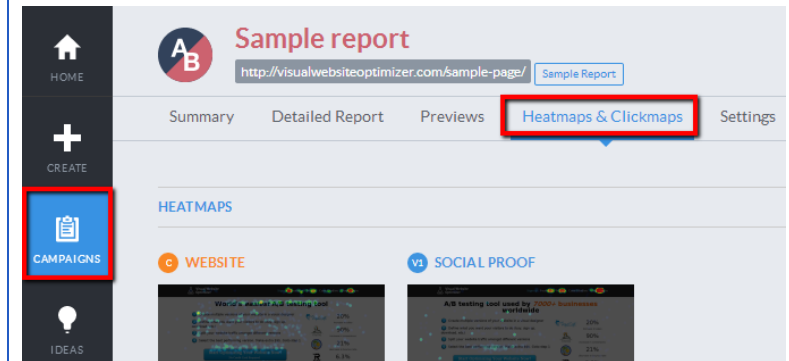|		
View Campaign Reports	Select **Reports** tab and then click the campaign for which you want to view reports. 	Select **Campaigns** and then click on the appropriate tile of the campaign for which you want to view reports. In the campaign details page, click **Detailed Report** tab and select the reporting option you want to view.
Preview Campaign	In the campaign details page, click **Preview Variations** tab. 	Select **Campaigns** and then click on the appropriate tile of the campaign for which you want to preview. In the campaign details page, click **Previews** tab and select the appropriate preview option.
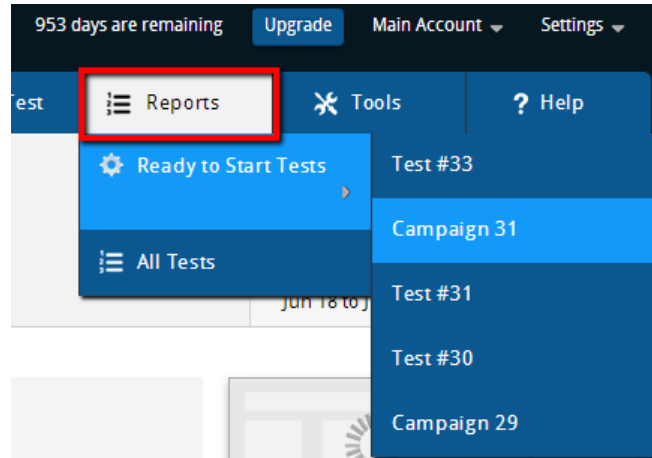
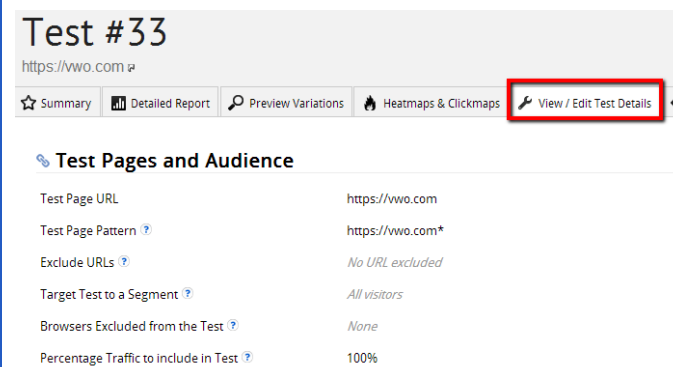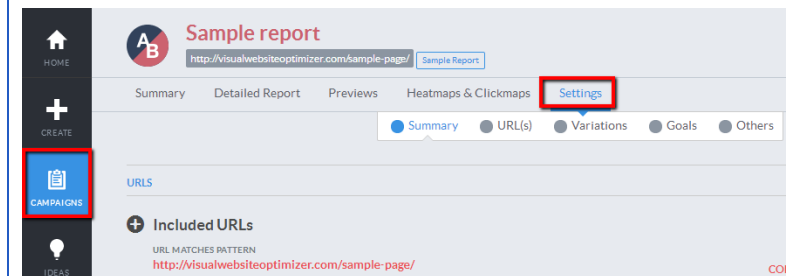| View Heatmap for a campaign	In the campaign details page, click **Heatmaps & Clickmaps** tab. Test #33 https://vwo.com ☆ Summary ⊪ Detailed Report ⚲ Preview Variations 🔥 Heatmaps & Clickmaps 🔧 View / Edit Test Details 🔥 **Heatmaps:** https://vwo.com Control / Variation 1	Select **Campaigns** and then click on the appropriate tile of the campaign for which you want to view heatmap or clickmap report. In the campaign details page, click **Heatmaps & Clickmaps** tab. Sample report http://visualwebsiteoptimizer.com/sample-page/ Sample Report Summary Detailed Report Previews Heatmaps & Clickmaps Settings **HEATMAPS** ⓒ WEBSITE V1 SOCIAL PROOF
View/Edit Campaign Settings	In the campaign details page, click **View/Edit Test Details** tab. Test #33 https://vwo.com ☆ Summary ⊪ Detailed Report ⚲ Preview Variations 🔥 Heatmaps & Clickmaps 🔧 View / Edit Test Details <> 🔖 **Test Pages and Audience** Test Page URL https://vwo.com Test Page Pattern ? https://vwo.com* Exclude URLs ? No URL excluded Target Test to a Segment ? All visitors Browsers Excluded from the Test ? None Percentage Traffic to include in Test ? 100%	Select **Campaigns** and then click on the appropriate tile of the campaign for which you want to edit. In the campaign details page, click **Settings** tab and select the appropriate section you want to modify. Sample report http://visualwebsiteoptimizer.com/sample-page/ Sample Report Summary Detailed Report Previews Heatmaps & Clickmaps Settings ● Summary ○ URL(s) ○ Variations ○ Goals ○ Others **URLS** ➕ **Included URLs** URL MATCHES PATTERN http://visualwebsiteoptimizer.com/sample-page/
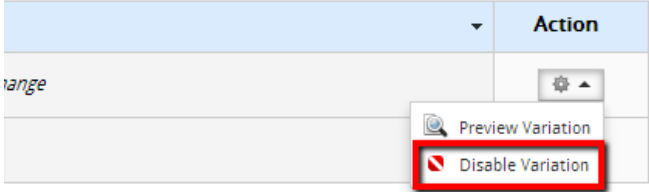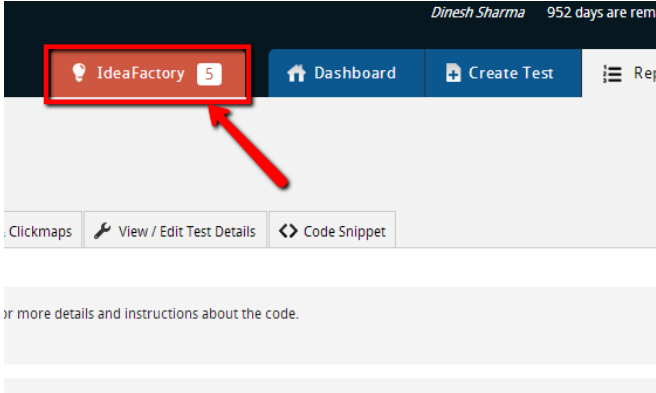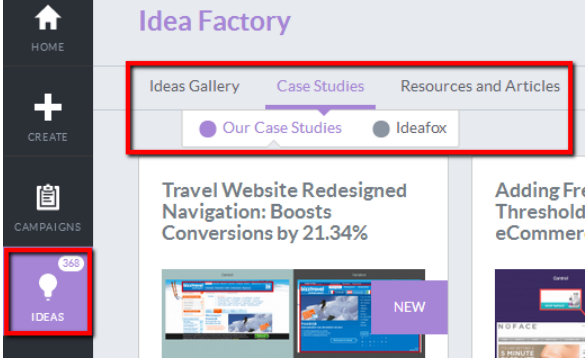
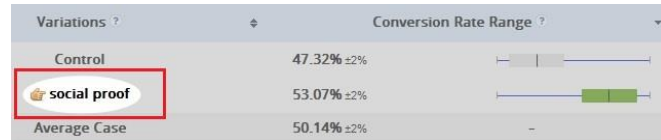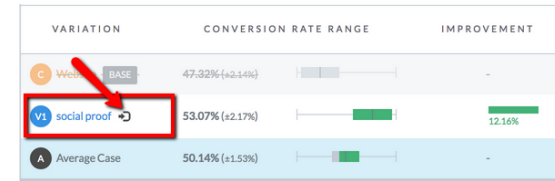|		
Disable variation	Select **Reports** and click the appropriate test to access test reports. In the **Test Summary** tab, under **Summary Table**, click the **Settings** icon against the variation you want to disable. Then select the **Disable Variation** option. 	Select **Campaigns** and then click on the appropriate tile of the campaign for which you want to view reports. In the campaign details page, click **Detailed Report** tab and select the reporting option you want to view. In the numerical reports section, click the **Settings** icon against the appropriate variation and click **Disable Variation**.
Search case studies and other resources	Click the **IdeaFactory** tab on the VWO app dashboard. 	Click **Ideas** from the menu options and select the the appropriate tab from the **IdeaFactory** page. Then browse through the tabs in the page to search for relevant resources. You can search and filter resources based on campaign types, complexity, and so on.

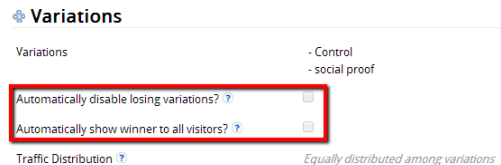| Push winner	When VWO finds your winning variation, you will notice a small hand icon next to the variation. Click the hand icon to push the winning variation for all your website visitors. 	Click on the campaign containing the winning variation you want to enable for all your website visitor. Select **Detailed Reports** tab and then click **Goal** option. You will notice an icon next to the winning variation. Click the icon to push the winning variation for all visitors.
Auto Optimize	You can select options to auto-enable winning variation or disable a losing variation. To set the auto optimization option, select the appropriate test and click **View/Edit Test Details** tab. Navigate to the variations section and select the **Automatically disable losing variations?** option to automatically disable a non-performing variation. Enable **Automatically show winner to all visitors?** option to automatically push winning variation for all website visitors. VWO considers the threshold value you have set for the winning/losing variation to determine whether a variation has the chance to beat original. 	**Feature deprecated.** In auto optimize mode, VWO declares the winner/loser variation as soon as the campaign achieves the threshold value. This may cause bias in results as VWO could declare the winner/loser before testing enough visitors or duration required for a comprehensive testing.
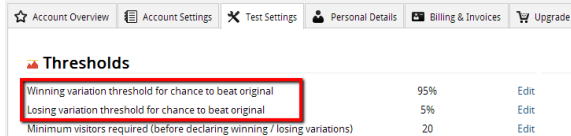
Steps to create a new Campaign

On a high-level, creating a VWO campaign for websites involve the following steps:
1. Enter campaign URLs
2. Create variations
3. Define conversion goals
4. Customize campaign settings
5. Run campaign

Depending on the campaign type you want to create, you may not be required to perform all these steps. However, majority of campaign types have these common steps.

Step # 1: Enter Campaign URLs

In this step, you enter the details of the website pages where you want to run the campaign. You can specify pages you want to include or exclude from a campaign. Furnish the following details in this step:

- **Included URLs** - Enter URL/Pattern/RegExp of the pages you want to include in the test
- **Excluded URLs** - Enter URL/Pattern/RegExp of the pages you want to exclude from the test
- **Enter URL of the page to design the campaign** - Enter URL of the webpage you want to load in the VWO editor for creating test variations, screenshots and previews
- **Load campaign pages on mobile device** - Enable this option and select the appropriate device to create campaigns for mobile-enabled and responsive websites
- **Enable campaign for specific visitor groups** - Enable this option if you want to target a selected visitor group for the campaign

Step # 2: Create Test Variations
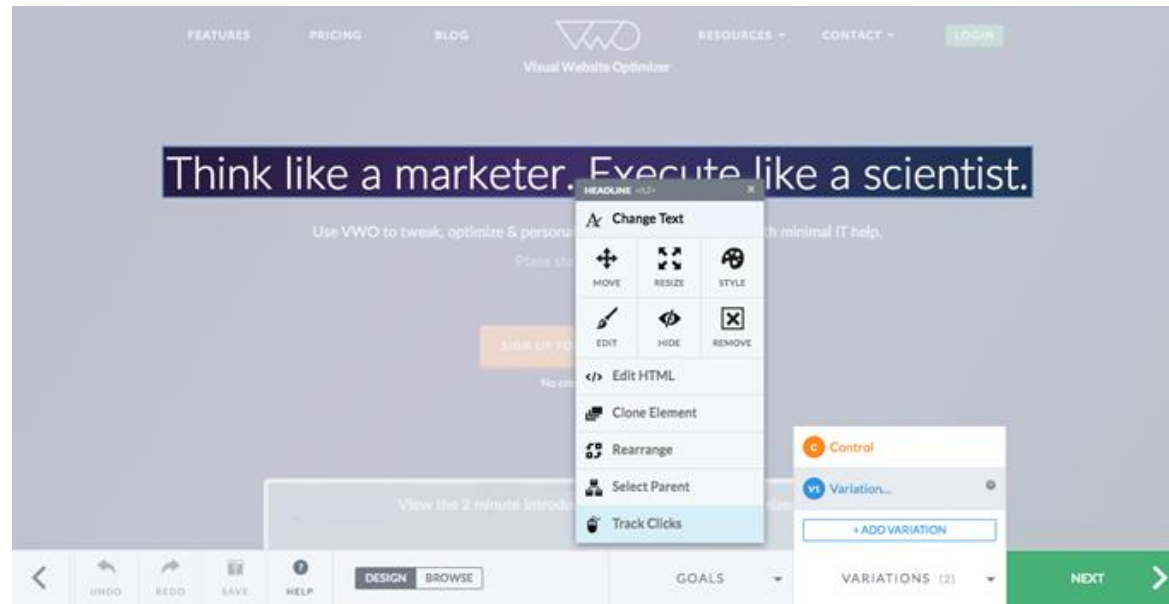
Use VWO Campaign Builder (previously known as VWO Visual Editor) to create variations of your websites. Based on the URL you entered in the first step, VWO loads the corresponding web page in its WYSIWYG editor and allows you to redesign your website (change layout, color scheme, CSS properties, and so on) without any coding knowledge.
Note: This step is not applicable for a split URL campaign.

Step # 3: Define Conversion Goals

NEW A/B TESTING CAMPAIGN
Conversion Goals

G1 Goal 1

[track page visits on ▼] ⊙

Included URLs (1)

[URL matches ▼] [   ]

⊕ Include URL

⊕ **Add Another Goal**

After creating your test variations, you define conversion goals you want to track for the campaign. Defining a goal helps you define what user action you want to track on the test pages. The conversion goal is your ultimate indicator for the success or failure of your campaign – it will collect and analyze that specific data during a campaign.
For example, your goal could be to determine how many users click the new **Signup** button on your website.

Step # 4: Customize Campaign Settings

Now that you have created your test variations and defined goals to be tracked, the next step is to personalize the campaign to meet your testing requirements. Using this page, you can configure the following settings for your campaign:

- **Website traffic to include in the campaign**
- **Enable targeting for the campaign**
- **Enable heatmaps**
- **Integrate with third-party analytics tools and plugins**
- **Schedule your campaign**
- **Enable multi-domain tracking**

Step # 5: Run the campaign

Now that you have created the campaign, you can run the campaign. This section displays the pages on which the VWO smart code is added and the cookies enabled on the website. Verify that the campaign is configured as per your requirements and start the campaign.

NEW A/B TESTING CAMPAIGN
Code Checker Status

URL status

Campaign URLs
❌ https://vwo.com

URL on which Campaign is designed
❌ https://vwo.com

Click Start to run the campaign

▶ START NOW   or   Proceed to Campaign

Commonly used VWO terms and definitions

TERM	DEFINITION
A/B test	Campaigns that allow you to create multiple variations of your web pages, split traffic in defined ratio among all variations, and determine which variation results in better Return on Investment (ROI) or conversions.
Account Administrator	VWO user with admin privileges - permission to browse, design and publish.
Account Owner	The primary point of contact for a VWO account. Typically, an account owner is the one whose name is registered with VWO and is responsible for purchase, upgrade or cancellation of VWO account.
Archived Campaigns	Campaigns which have been stopped by a VWO user.
Call to Action (CTA)	The button on your web page that leads to a desired conversion result (for example, 'Buy Now' or 'Start Your Free Trial').
Campaign Builder	Previously called visual editor. It is the 'What You See Is What You Get' (WYSIWYG) editor in VWO where you can create variations of your website or mobile applications.
Campaigns	VWO's common terminology for all types of tests - A/B, Multivariate, Split URL, Conversion tracking, Personalization, Heatmap & Clickmap, Website review. Other tools may refer to it as test or experiment.
Clickmap	Track clicks on a particular section or link on your website page. Finds spots that receive maximum user activity.
Control	This is the original version of your website or mobile app interface that is compared against the variation.
Conversions	An event or action performed by your website visitor that triggers a goal you have defined for a campaign. For example, if the goal of your campaign is to track how many visitors access a specific page of your website, VWO records a conversion when visitors land on the page.
Dashboard	Section where you manage and monitor your VWO campaigns.

Engagement	Engagement refers to activities performed on a web page such as form submissions, clicks on links and buttons, and so on. Please note that scroll events are not considered as page engagement in VWO.
Goals	Metrics you define for each goal to help you determine whether a campaign succeeded or failed to optimize conversion of your website or mobile apps.
Heatmap	Track and understand the click behavior and browsing pattern of your website visitors. Find out sections on your website that receive maximum clicks.
Losing Variation	Refers to the worst performing variation in a campaign as compared to the control (or other variations) version. By default, any variation that registers less than 5% chance to beat original (or control) is a losing variation.
Multivariate Test	Campaigns that allow you to change multiple elements within the same web page and create different designs by combining the changes. Find out the optimal design and the specific change that affects your conversion rate.
Personalization	Create personalized offers and content targeting specific visitor segments.
Returning Visitor	Refers to a visitor who has been part of another campaign in the particular account or domain (but not the campaign you are currently running).
Segment	A way of grouping your website visitors based on shared characteristic, such as device used to access the website, location from which they access, time during which they access, and so on.
Smart Code	JavaScript code generated by VWO, which you must add to the pages where you want to run VWO campaigns. You cannot use VWO on your website unless you add the smart code in the HTML code of the website.
New Visitor	Refers to a user who has not been part of any campaign in the particular account or domain.
URL Contains	URL match type that matches any string or substring within a URL.
URL Ends With	URL type that matches string at the end of a URL.
URL Matches	URL match type that matches the exact string, URL or text entered without considering any extra query strings, protocol, question marks or wildcard characters.
URL matches pattern	URL type that matches strings or substrings within a URL using a wildcard * (an asterisk).

URL matches regex	URL type that matches text strings using regular expressions to match multiple pages of your website structure.
URL starts with	URL type that matches string at the beginning of a URL.
Variation	This is the modified or alternate design you create and compare against the control.
Winning Variation	Refers to the best performing variation in a VWO campaign. A version is declared a Winning Variation if it records better conversion as compared to the control (or other variations in the campaign). For example, if the winning threshold is set at 95%, VWO will run your campaign and declare a winning variation only when a particular variation achieves 95% chance to beat control (original).