

Yesterday, we discussed some of the reasons why you might want to start split-testing landers. While the operation of split-testing offers is the same as split-testing landers (simply adding new page URLs into a rotation), there are different reasons and motivations for you to work multiple offers through a single campaign.

We're going to highlight the three primary examples here.

1. You have multiple offers in the same vertical and any one of them can be shown to your campaign's audience.
 - a. This is very common in verticals like dating, health and fitness, skin care, male enhancement, and surveys.
 - b. Doing so will also give you perspective on which offers to target more often, as some offer pages may end up more compatible with your audience than others.
2. Your campaign's current conversion metrics are suffering.
 - a. If you've checked the traffic coming into the lander and the clicks going to the offer and both are solid, then it's time see if a new offer will better connect with your audience.
 - b. Conversion rates can take a hit for any number of reasons - capped offers, slow page speeds, page formatting errors, page content, and more.
 - c. The use of multiple offers can help provide a form of insurance for you, because if one offer becomes a dud, the others can carry your campaign until you can modify your rotation appropriately.
3. Stuff happens, and you want to be prepared.
 - a. Unfortunately, every affiliate network plays by their own rules. Some pay commissions more often than others, some pay higher commissions than others, some are more reliable than others... and the list goes on.
 - b. If two networks have the same offer and the commissions are different, run both of them. See who works out better for YOU.

The unfortunate reality is that all of what you're doing here - sourcing traffic, building landers, constructing campaigns, optimizing flows - it's all an expense until your offer converts and provides you a return. This is the final step, and it happens to be the most important.

With that in mind, do you really want to hinge all of that expense on a single offer?
Expand your range with multiple options so that you're always giving yourself a chance at success!

