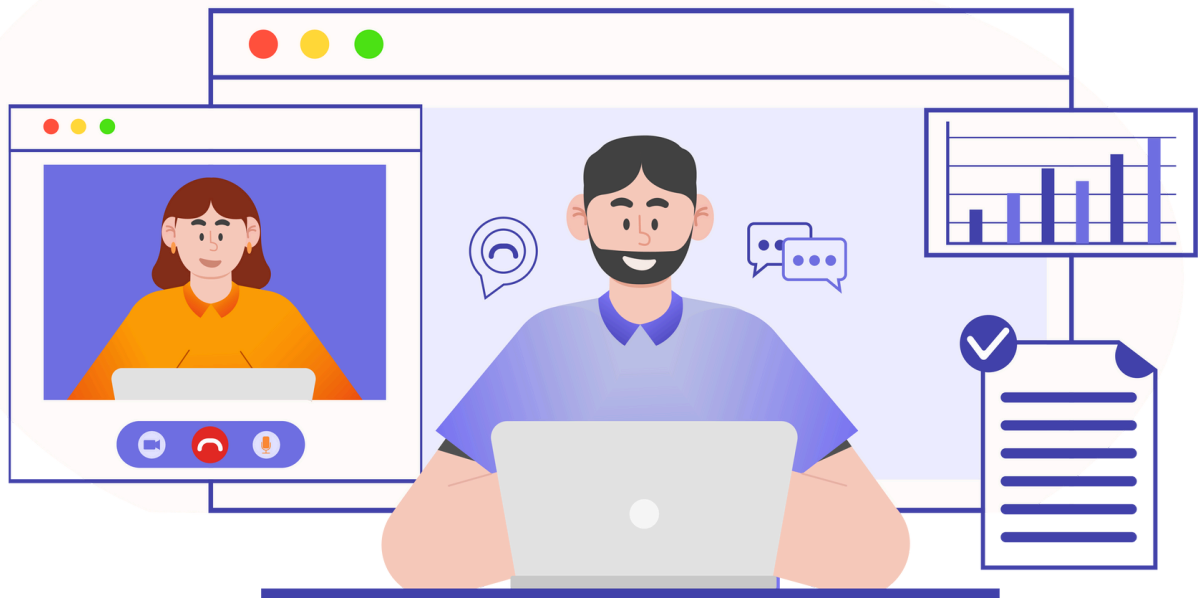


3 PROVEN ALTERNATIVES TO A/B TESTING



Fast, reliable methods to validate your optimisation ideas when you can't run a split test

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Let's be real - A/B testing is **powerful** - but it's not always **practical**.

Maybe you:

- Don't have enough **traffic** to reach significance
- Can't wait **6 weeks** to run a test
- Lack **dev support** to build variants

That doesn't mean you're stuck guessing.

Here are 3 tried-and-tested methods that help validate optimisation ideas fast - no split test required.

Your 3 A/B Testing Alternatives

1. Pre-Post Testing



What it is

A way to compare key metrics *before* and *after* making a change to your website or funnel.



Why it works

You get directional insight based on real user behaviour. It's especially useful for macro changes (e.g. updated landing pages, checkout flows, forms).



How to use it

- Record your baseline metrics (e.g. conversion rate, time on page, bounce rate)
- Make your change
- Compare 14-28 days post-change **to the same time period** before the change was made
- Look for meaningful shifts – even if not “statistically significant,” they can be a great guide for next steps

2. Usability Testing



What it is

A way of testing where you ask real users to perform a task, or series of tasks, on your website — and observe where they get stuck.



Why it works

You get qualitative feedback about friction, confusion, and mental models. Great for diagnosing UX issues that hurt conversion.



How to use it

- Choose **3–5 users** from your audience (or use a service like Userlytics or UserTesting.com)
- Ask them to **complete a key task** (e.g. “Find and buy Product X”)
- Watch for hesitation, questions, or task failure

3. Five-Second Test



What it is

Show someone your webpage for just 5 seconds. Then ask: “What was that page about?”



Why it works

It tests your website's clarity — if visitors don't get your core value proposition fast, they bounce. It's a quick way to measure messaging effectiveness.



How to use it

- Take a screenshot of your landing or product page
- Show it to **5–10 people** for 5 seconds
- Ask: “**What was the page about**”, “**What else do you remember?**”, and “**What would you expect to do next?**”
- Document their responses

You don't need to guess. You don't need to test blindly.

With these 3 tools, you can make smarter, faster business decisions — perfect if you don't have the traffic or dev team to run full A/B tests.

Want to go deeper?

I teach a complete optimisation and experimentation system in my course for corporate marketers and growth-focused businesses.

[Check out the course.](#)