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# INCREASING YOUR CONVERSION RATE WITH A/B TESTING

In this chapter you will learn how to use A/B testing to optimize your Currency Conversation Rates. Let's get started!

## Problems it Solves

- How do you increase your Currency Conversion?

If it turns out that one of your experiments did not meet your success criteria, how can you optimize your Conversion Rate? What tools and strategies do you have to move from the "optimize" range of your Success Metric Stoplight into the "success" range?

- Learn to run a valid A/B test.

You will make sure you know how to run a valid A/B test that will allow you to trust your data.

- Prepare for price testing.

