INTEMPT ACADEMY

Optimize

The 11 steps to test and personalize your site, from your first A/B test to results you can trust. Tick them off as you go.

☐ 1.	Go to Experiences and click Create experience.	Lesson 6.1
☐ 2.	Answer How will the change be applied? with Visual editor, then choose Page experiment.	Lesson 6.1
☐ 3.	Create a second experience of type Personalization and set Audience to Specific users with a Segment.	Lesson 6.2
☐ 4.	Compare it with the Page experiment and note there is no split between variants.	Lesson 6.2
☐ 5.	Build the personalization in the visual editor on a page you can reload, then reload as a matching visitor.	Lesson 6.2
☐ 6.	Open Catalog and look at both tabs, Products and Sources.	Lesson 6.3
☐ 7.	Open Feeds, click Create feed, choose Merchandising feed, name it and select an algorithm, then save.	Lesson 6.3
☐ 8.	On a running experiment open the Result tab and find baseline (Control) and variant.	Lesson 6.4
☐ 9.	Read the p-value and the confidence interval; if the interval includes zero, say out loud that you have no result yet.	Lesson 6.4
☐ 10.	Create an experience with How will the change be applied? set to SDK, choose Server experiment and give it a name.	Lesson 6.5
☐ 11.	In your backend identify the user (userId, or sourceId plus profileId), POST to the Choose API before rendering, and apply choices[].body matched by name.	Lesson 6.5

YOU ARE DONE WHEN

- A Page experiment with Control plus one variant exists.
- A Personalization swapped content on reload for a matching visitor.
- A Merchandising feed exists and renders in one plain email through Feed tags.
- You stated a verdict from the p-value and whether the CI crosses zero.
- Your backend received a choices array from the Choose API for your server experiment.

CORE STACK

- **Intempt console (Experiences, Catalog)** This is where you build tests, personalizations and recommendations
- **intempt-js web SDK** This is what applies your changes on your live site
- **Experiences** This is where every test and personalization lives
- **Catalog and Feeds** This is your product data, ready to recommend anywhere
- **Choose API** This is how your server decides which version each visitor gets

OPTIONAL UPGRADES

- **Shopify** This is the fastest way to load your products if you sell on Shopify
- **Custom catalog source** This is how you load products from any other store
- **Node SDK** This is the easy way to call experiments from a Node backend
- **Statistical significance** This is how you know a winner is real, not luck

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Simple A/B tests are free, with your first 1K impressions a month included. Advanced testing is on the Organization plan. · intempt.com/docs/academy