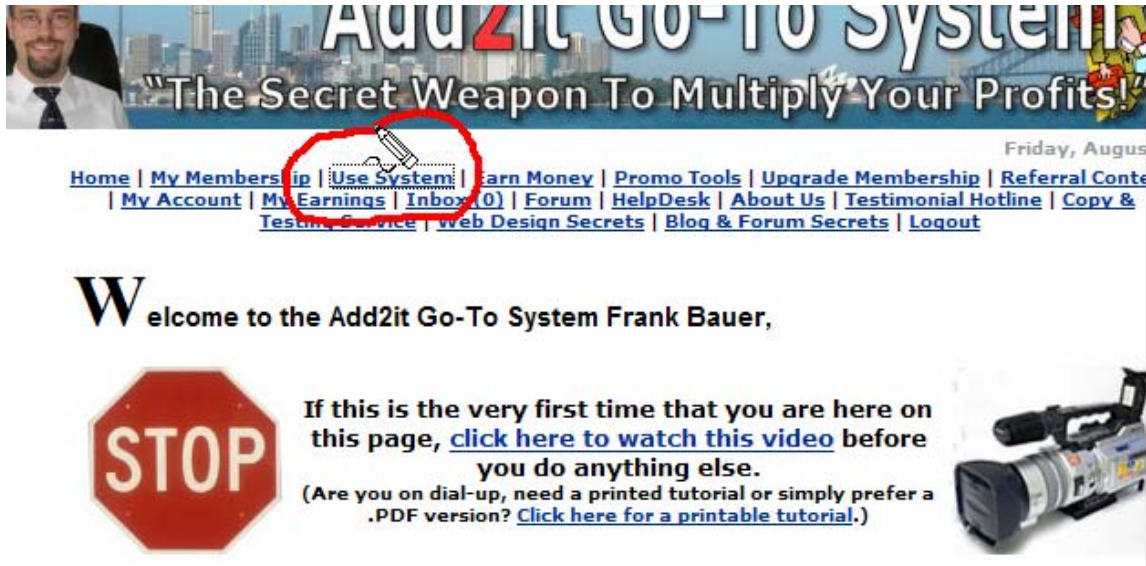


Add2it Go-To System

How to split test a Butterfly Marketing one-time offer template page

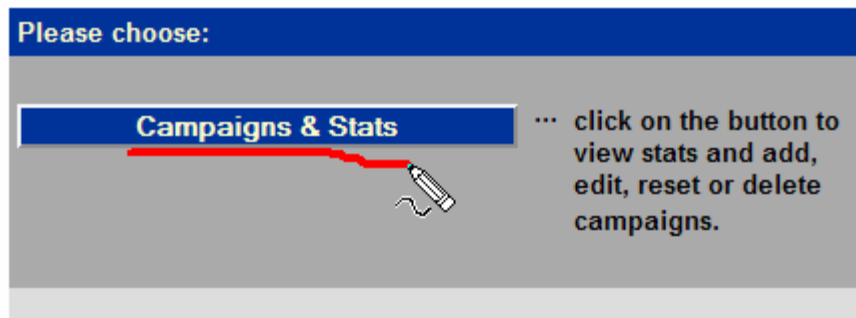
Video version of this tutorial at: <http://goto-pro.com/video-oto.php>

In this tutorial, I would like to show you how you can split test an OTO page (one time offer page). In this case it's a Butterfly Marketing page. To split test that, we go into the Add2it Go-To System area and click the link right on top called USE SYSTEM.



We are now in the system itself. Choose the very first button on top, which is CAMPAIGNS & STATS and click on it.

Welcome to the Members Area!



First, we setup a campaign for split testing the OTO page. Choose here the ADD CAMPAIGN radio button. Enter a campaign code, in this case, lets call it oto (for one time offer).

The link we're going to split test in this example is <http://ebate.ws/oto.php>. The page that usually loads the one time offer page is in our case oto.php. We're going to generate two new pages that we will split test back and forth. The first one we call oto1.php.

Add2it Go-To System

Add, edit, reset or delete campaigns

ADD Campaign Select this button to ADD a new campaign.
 Add Split-Test / Rotate URL to existing campaign Select this button to ADD a SPLIT-TESTING / ROTATOR URL to an existing campaign.
 EDIT This Campaign Select this button to EDIT the named campaign.
 RESET Count Select this button to Reset the named campaign. Current month only Complete history
 DELETE This Campaign Select this button to DELETE the entered campaign.

Campaign Code 32characters max.
New Campaign URL Only needed if adding or editing a campaign.
Use InstaHe!p live support and / or tracking

Campaign valid until (mm/dd/yy): leave blank
and the link never expires

Let me add that and click on MAKE CHANGES. Then we click on ADD URL link to add the second URL here (<http://ebate.ws/oto2.php>). The oto1.php file is going to be the control and oto2.php is going to be the new test. Then click on MAKE CHANGES.

We got that now completely set up: oto1.php and oto2.php

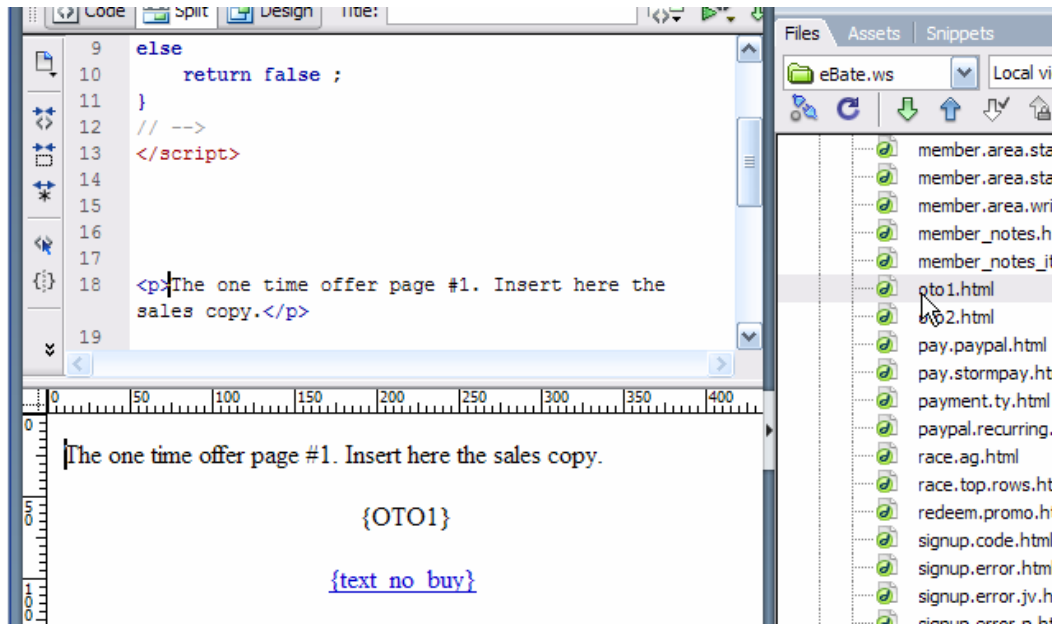
Campaigns shown: [None](#) | [All](#) | [0-9](#) | [0](#) | [1](#) | [2](#) | [3](#) | [4](#) | [5](#) | [6](#) | [7](#) | [8](#) | [9](#) | [A-Z](#) | [A](#) | [B](#) | [C](#) | [D](#) | [E](#) | [F](#) | [G](#) | [H](#) | [I](#) | [J](#) | [K](#) | [L](#) | [M](#) | [N](#) | [O](#) | [P](#) | [Q](#) | [R](#) | [S](#) | [T](#) | [U](#) | [V](#) | [W](#) | [X](#) | [Y](#) | [Z](#) ([Reload](#))

Campaign - URL		new window test link... does not affect count!							Live support & tracking:
Options		Current Month	Month: Jul	Month: Jun	Month: May	Month: Apr	Month: Mar	Total Count	Campaign valid until (mm/dd/yy):
oto - http://ebate.ws/oto1.php									
Get Links	Visitors:	-	-	-	-	-	-	-	No live support & no tracking
Edit	Clickthroughs:	0	-	-	-	-	-	0	always
Add URL	Actions:	-	-	-	-	-	-	-	
Details	Sales:	-	-	-	-	-	-	-	
#2 - http://ebate.ws/oto2.php									
Edit	Clickthroughs:	0	-	-	-	-	-	0	
	Actions:	-	-	-	-	-	-	-	
	Sales:	-	-	-	-	-	-	-	

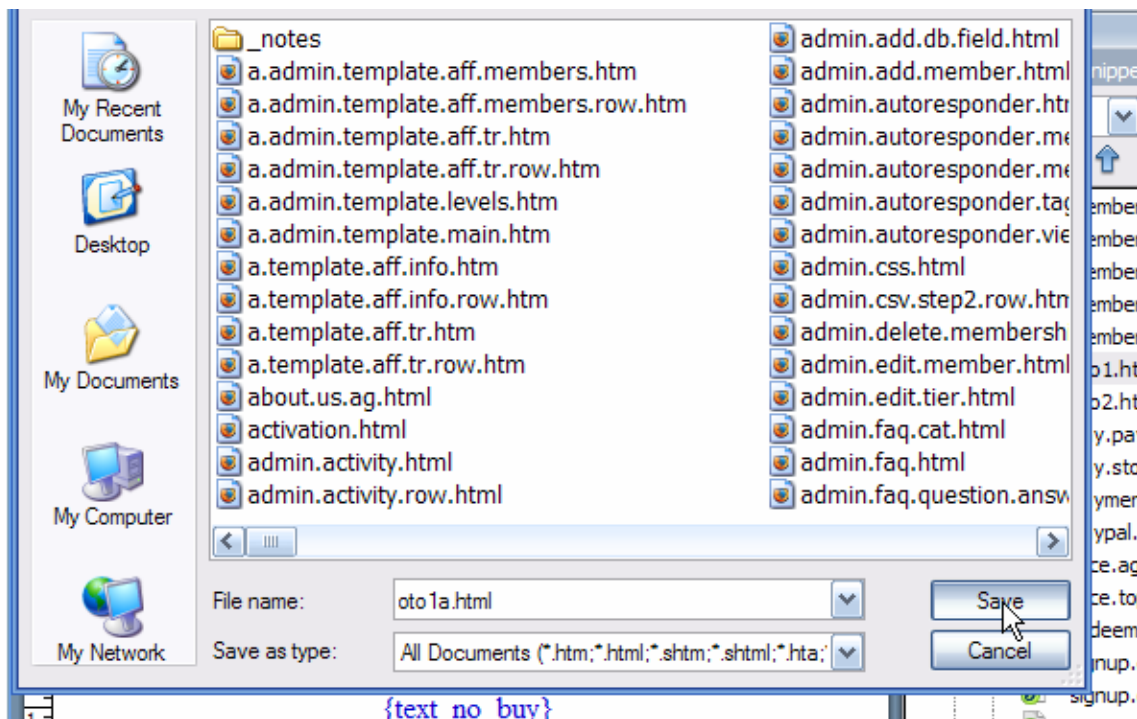
We'll later need the links and code. For that, click on GET LINKS. But before we get to that point, let me open up my HTML editor (Macromedia Dreamweaver). You can use that one, but you can also use any other HTML editor that you want to use like MS Frontpage, or you can even use a plain text editor or anything you want.

We go to the templates folder and in this case, we're looking for the template page that's loaded for the one time offer (oto1.html)

Add2it Go-To System



Open that file up. It's just a sample page, of course – The one time offer page #1. We're going to save that as `oto1a.html`, the control version for the page that we're going to split-test.



And then we do a change in here. Lets change #1 to #2 (one time offer page 2) and save it again, this time as `oto1b.html`. By the way... in your case, what you're going to do in a split test, is for example, a change in a headline or in an opening paragraph of the one time offer sales page, or the close...whatever you want to split test. Usually it's recommendable to start of with something like a headline, whatever has the biggest impact.

We created the `oto1a.html` and `oto1b.html` files, basically the two versions of the one time offer page that we are split testing. Again, 'A' being the control, 'B' being the new test.

Add2it Go-To System

Now it's time to change the original file, that's the oto1.html file. We're going to replace the complete content in it. Choose CTRL+A for everything. DELETE. And we're going to replace this with the code we get from the Add2it To-Go System. In this case, we're taking the code from Step #1. And we go down here to the PHP code...

Step #1: To count the clickthroughs of your tracking link, add the following link to the web page or HTML page.

This is the hyperlink tag for your **clickthrough** tracking.
Copy the code from this text box

```
<a href="http://goto-pro.com/go/to.pl?l=oto&cu=1&u=181">object</a>
```

This is a simple E-Mail link for your **clickthrough** tracking.
Copy the code from this text box

```
http://goto-pro.com/go/to.pl?l=oto&cu=1&u=181
```

This is the HTML code for a split test redirect HTML page.
Copy the code from this text box

```
<html><head><title>Add2it Go-To System</title></head>
<frameset rows="100%,*" border="0">
<frame src="http://goto-pro.com/go/to.pl?l=oto&cu=1&u=181" frameborder="0">
<frame frameborder="0" noresize></frameset></html>
```

This is the PHP code for a split test redirect PHP page.
Copy the code from this text box

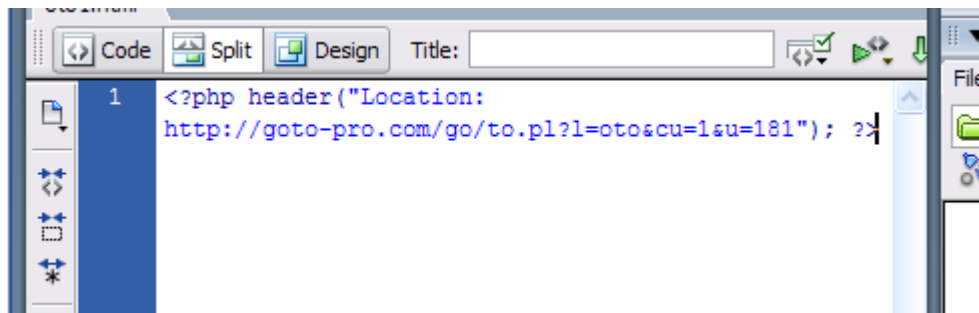
```
<?php header("Location: http://goto-pro.com/go/to.pl?l=oto&cu=1&u=181"); ?>
```

We just highlight this, press CTRL+C for copy and go back to Macromedia Dreamweaver (or whatever HTML editor you use) and paste it in here (right mouse click + Paste or CTRL+V)

This is the PHP code for a split test redirect PHP page.
Copy the code from this text box

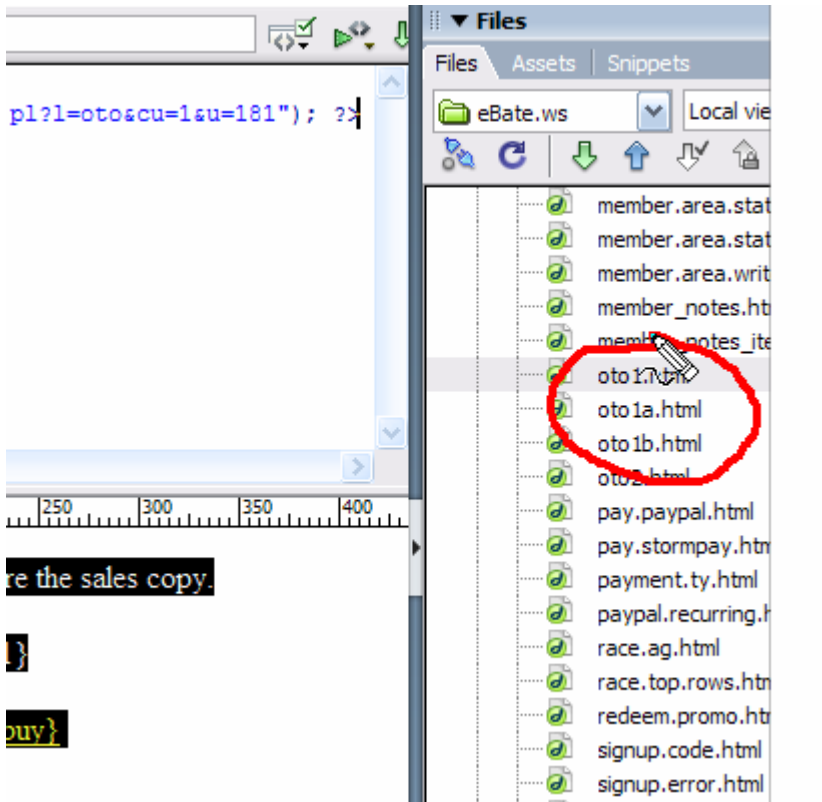
```
<?php header("Location: http://goto-pro.com/go/to.pl?l=oto&cu=1&u=181"); ?>
```

You can change the number of days the same visitor will not be counted again by changing the cu=

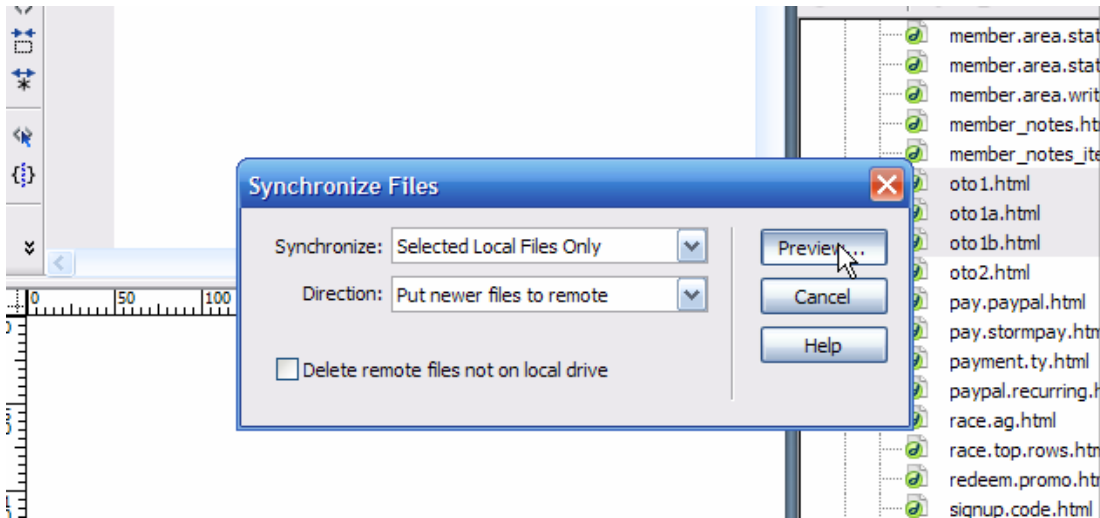


There it is; the whole code needs to be in here. Now we save that file. So now we have a new oto1.html file and 2 versions that we called oto1a.html and oto1b.html

Add2it Go-To System



Just so we don't forget it, those 3 files, we're going to upload them to the server.



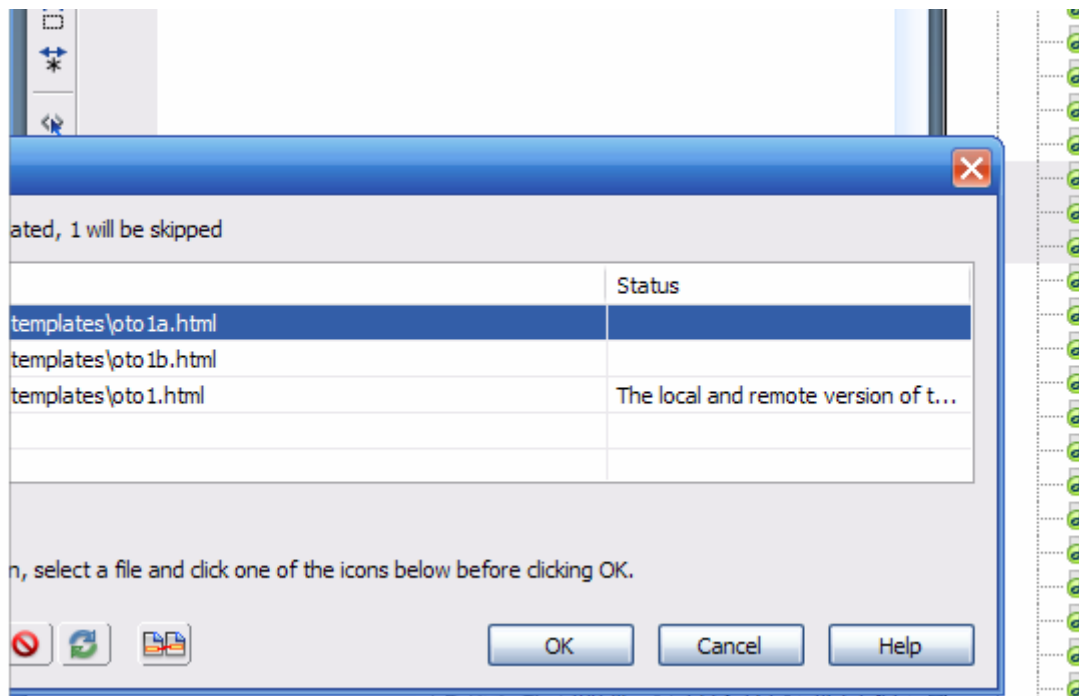
The next step is to actually create those pages that we set up before in the Add2it To-Go System back office.

Remember we set up those 2 pages (oto1.php and oto2.php).

Add2it Go-To System

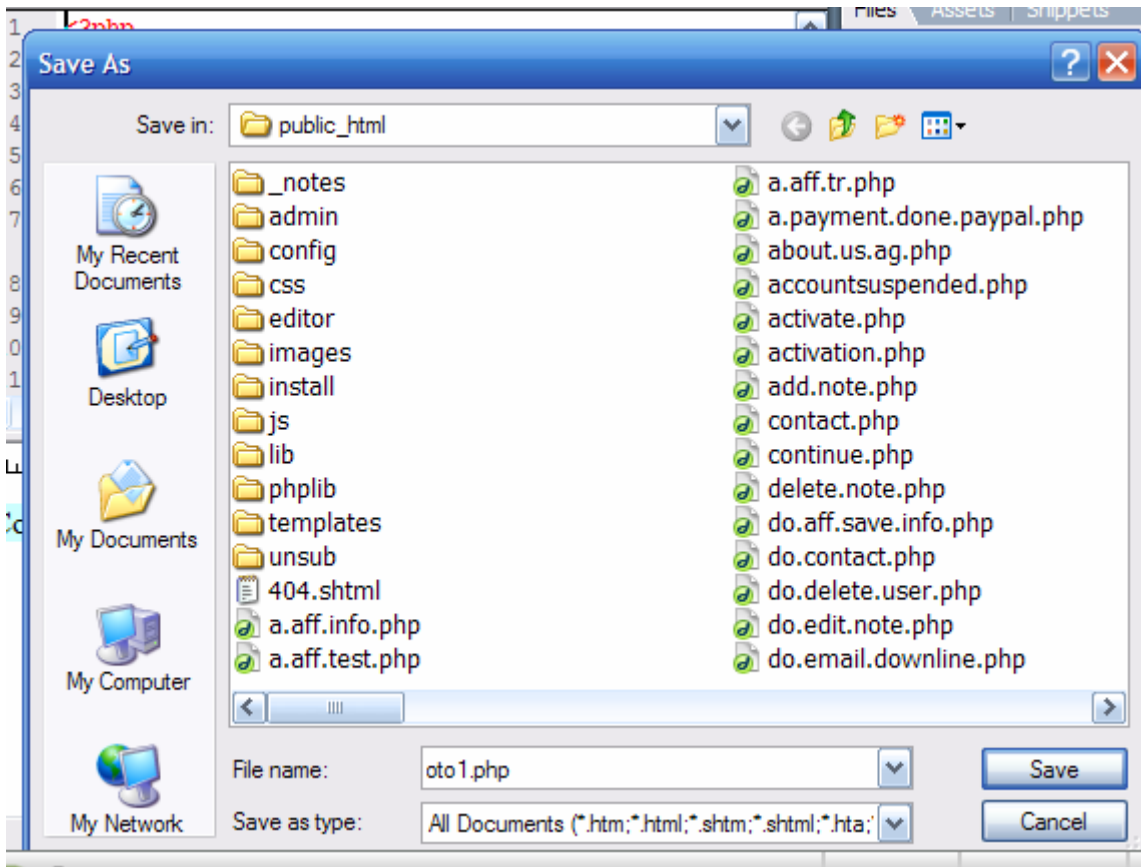
Campaign - URL <small>new window test link... does not affect count!</small>								Live support & tracking:	
Options		Current Month	Month: Jul	Month: Jun	Month: May	Month: Apr	Month: Mar	Total Count	Campaign valid until (mm/dd/yy):
oto - http://ebate.ws/oto1.php									
Get Links	Visitors:	-	-	-	-	-	-	-	No live support & no tracking
Edit	Clickthroughs:	0	-	-	-	-	-	0	
Add URL	Actions:	-	-	-	-	-	-	-	always
Details	Sales:	-	-	-	-	-	-	-	
#2 - http://ebate.ws/oto2.php									
Edit	Clickthroughs:	0	-	-	-	-	-	0	
	Actions:	-	-	-	-	-	-	-	
	Sales:	-	-	-	-	-	-	-	

Those files don't exist yet. Right now there's only the oto.php file. So what we're going to do is: We're going to go to our favorite HTML editor. If it's still uploading, we just finish that.



Scroll down here all the way and there it is... the original oto.php file. We're going to load that. Close the previous files, we don't need them anymore. We need to save the oto.php as oto1.php

Add2it Go-To System



We need to make 2 little changes in there. It's quite simple. First we need to change line 9. The part we need to change to make sure the page actually loads as this second page is loading after the oto1.php is called.

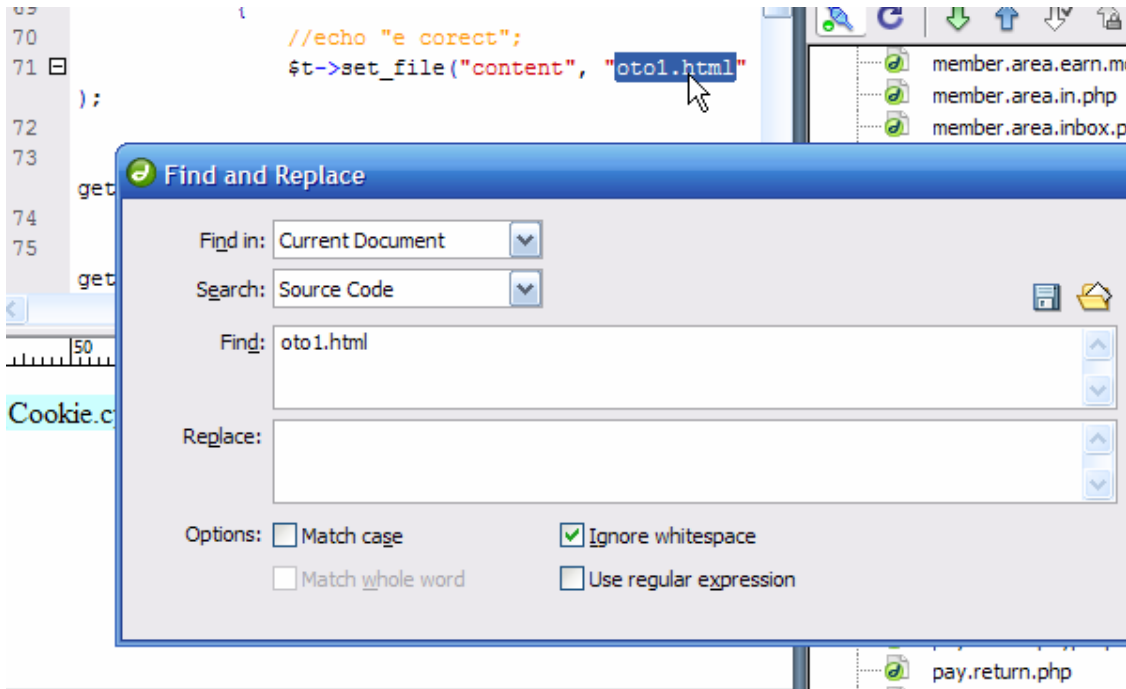
```
3 include ("inc.all.php");
4 $_SESSION['oto_bck']=0;
5 $q3=new cdb;
6 $q2=new cdb;
7 if (get_setting("enable_oto_paid_signup") != 1 ||
8 get_setting('free_signup') == 1){
9     get_logged_info();
10    $seen=$q2->f("seen");
11 }
12 // die ($seen);
```

We need to change it to:

```
$seen=0;
```

The second change that we need to make in is a little further down where it loads the actual template page. To make it easier, we do a search for it. We're looking for oto1.html. There it is:

Add2it Go-To System



We change it into oto1a.html. Remember, it's the file we just created. And there's another occurrence in this file. Change it also into oto1a.html.

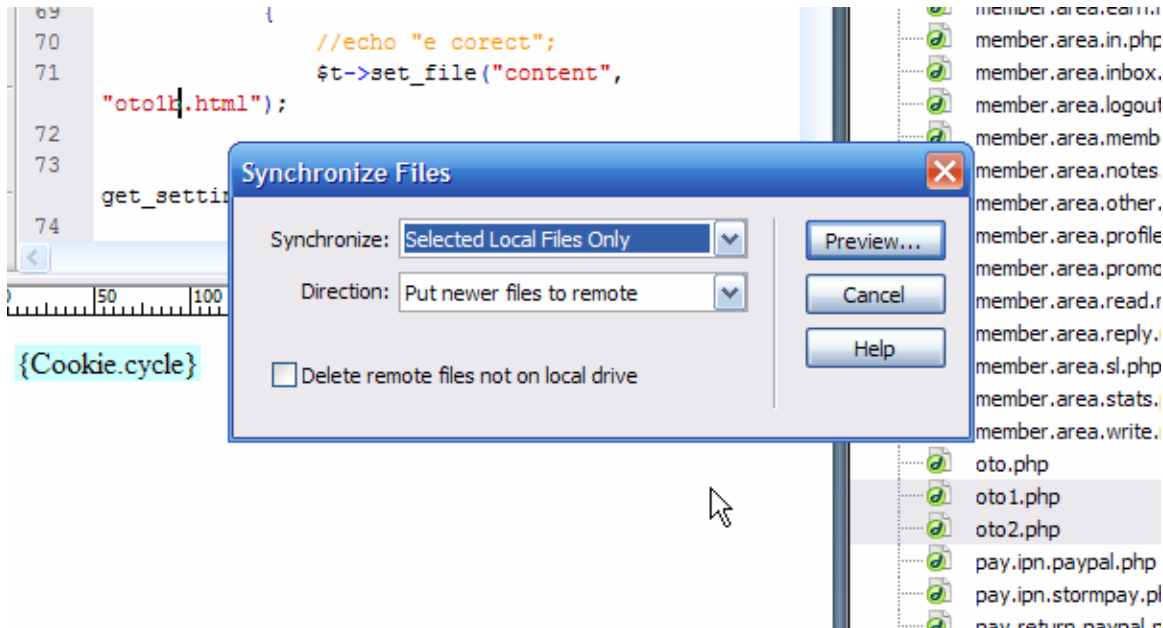
That's all. Save this file and we need to create a second one.

Now save this file as oto2.php.

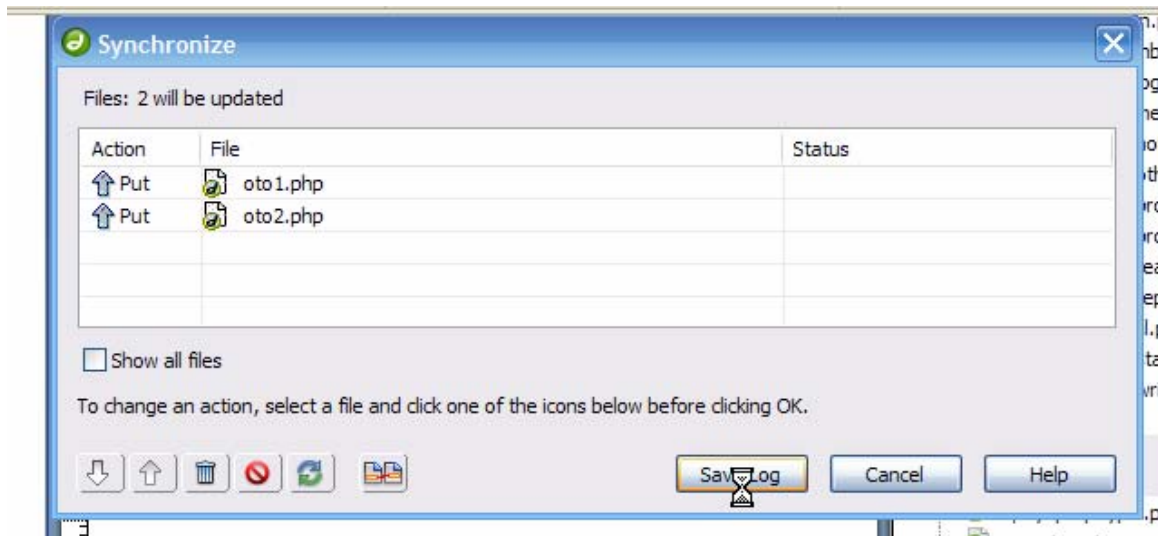
The only difference here is it's not going to be oto1a.html but oto1b.html in this case. We'll just search for the two oto1a.html and change them to oto1b.html and then SAVE the file.

Don't forget to upload them (the 2 new files) – select the 2 files and RIGHT CLICK+Synchronize and Preview. This might be different, depending on which HTML editor you use, but Macromedia Dreamweaver uses the SYNCHRONIZE function to synchronize the files that you have on your hard drive with those that you have on the web server.

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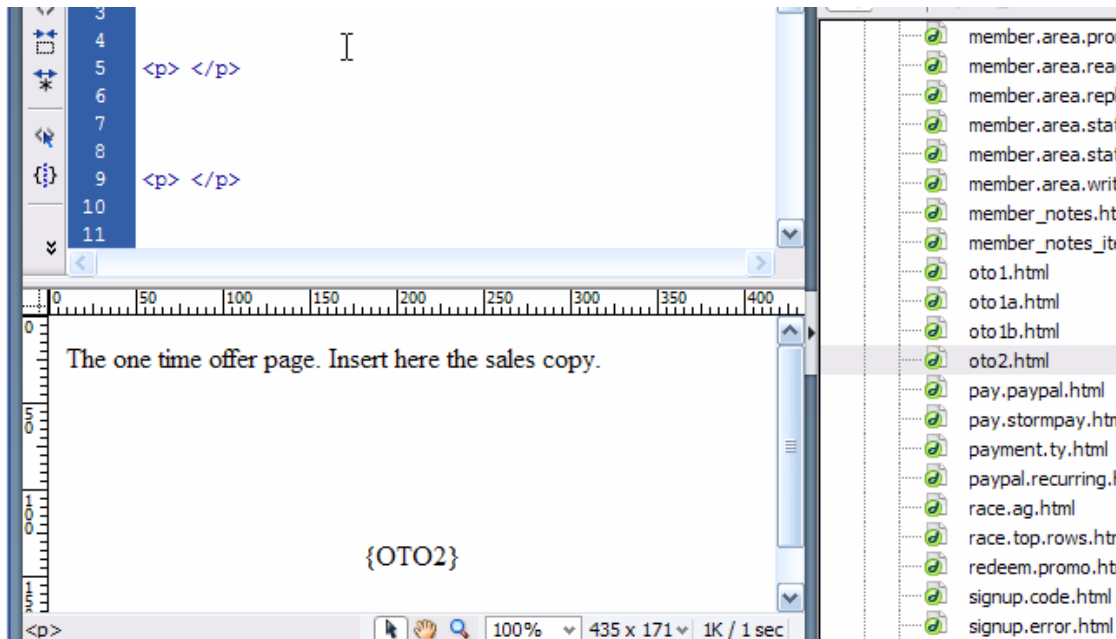
Those are the 2 files, you need to update to the server.



So we got that now done.

The next step will be to be able to track the actual sales that we get. This is, so that after the visitors saw either version A or B of the OTO page ('A' being control in this case and 'B' is the new test) we can then track the OTO sale itself. We need to modify one more template page, and that's the one that's shown right after somebody buys the one-time offer, in my case, it's going to be the oto2.html file.

Add2it Go-To System



What we're going to put here is the sales tracking code from the Add2it Go-To System. Go back there and click on GET LINKS.

Campaign - URL <small>new window test link... does not affect count!</small>								tracking:	
Options		Current Month	Month: Jul	Month: Jun	Month: May	Month: Apr	Month: Mar	Total Count	Campaign valid until (mm/dd/yy):
oto - http://ebate.ws/oto1.php									
Get Link	Visitors:	-	-	-	-	-	-	-	No live support & no tracking
Edit	Clickthroughs:	0	-	-	-	-	-	0	
Add URL	Actions:	-	-	-	-	-	-	-	always
Details	Sales:	-	-	-	-	-	-	-	
#2 - http://ebate.ws/oto2.php									
Edit	Clickthroughs:	0	-	-	-	-	-	0	
	Actions:	-	-	-	-	-	-	-	
	Sales:	-	-	-	-	-	-	-	

Scroll down to Step number 3. That's the source for counting actions & sales. What we're looking for, is this code here...

Optional Step #3: To count the results (actions & sales), add the following HTML code for a 1x1 transparent image to the thank-you web page or HTML email.

This is the image tag for your results tracking.

Copy the code from this text box

```

```

You can change the value per result by changing the v= value.

A value of 0 (zero) means the result is tracked as an action and not a sale.

You can change the number of days the same visitor will not be counted again by changing the cu=

A value of 0 (zero) means the same visitor will be counted with every action or sale.

Add2it Go-To System

That's the one we want to get. So highlight it, press CTRL+C to copy, go back to my HTML editor and paste it somewhere on the template page. I've put it on top. Paste it in there by pressing CTRL+V, save this and upload it to the server.

Note: In a regular HTML page (no a Butterfly Marketing template page), you need to put that code in between the <BODY> and </BODY> tags.

That's basically it. That's the preparation for split testing the one-time offer, in this case, in a Butterfly Marketing installation. In other systems, it would basically be the same thing. Butterfly Marketing uses templates pages, and so we create those for this specific purpose, but other scripts will be similar and as long as you remember you need to use this code here to split up the visitors between page A and page B on the page that you want to split test.

This is the PHP code for a split test redirect PHP page.
Copy the code from this text box

```
<?php header("Location: http://goto-pro.com/go/to.pl?l=oto&cu=1&u=181"); ?>
```

You can change the number of days the same visitor will not be counted again by changing the cu=
A value of 0 (zero) means the same visitor will be counted with every click.

And then go down Step 3 and use this code down here to track actions, or in this case, sales. You need to add that, basically, to the THANK YOU page that's shown after the action has been taken or sale has been made.

Optional Step #3: To count the results (actions & sales), add the following HTML code for a 1x1 transparent image to the thank-you web page or HTML email.

This is the image tag for your **results** tracking.
Copy the code from this text box

```

```

You can change the value per result by changing the v= value.
A value of 0 (zero) means the result is tracked as an action and not a sale.
You can change the number of days the same visitor will not be counted again by changing the cu=
A value of 0 (zero) means the same visitor will be counted with every action or sale.

Like I said, in our case, Butterfly Marketing, after the OTO1 has been shown, it shows the OTO2, so that's where the code needs to go.

By the way, what I didn't do in this tutorial that you might want to do is to adjust the price of the product being sold in the one-time offer. If it sells for e.g. 97 dollars, change the default v=37.00 to v=97.00. We just change the price right here and that's all you need to do.

Add2it Go-To System

Optional Step #3: To count the results (actions & sales), add the following HTML code for a 1x1 transparent image on the thank-you web page or HTML email.

This is the image tag for your results tracking.

Copy the code from this text box

```

```

You can change the value per result by changing the v= value.

A value of 0 (zero) means the result is tracked as an action and not a sale.

You can change the number of days the same visitor will not be counted again by changing the cu=

A value of 0 (zero) means the same visitor will be counted with every action or sale.

That's it for this tutorial and I'd like to thank you for reading this and I wish you greatly improved results for your one-time offer page.



Add2it Go-to System
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ARE THEY SAYING
"NO DEAL" TO YOUR ADS?

Conversion tracking / Split testing solutions

The banner features a background image of a hand holding several US dollar bills.