

# A/B or MAB?

Do you have an experimentation tool capable of MAB?

No

Yes

## A/B TEST

Do you have decent traffic size? (i.e. >500 visitors a day?)

Yes

No

## MAB MULTI-ARMED BANDIT

What is your goal?

A need to understand why variation(s) win/lose, which includes tracking multiple metrics

To optimize for a single metric. Finding what version wins as quickly as possible is the most important

Are variations 'expensive'? (e.g. cost more than \$5,000?)

Is speed or learning more important?

No

Yes

Learnings are more important than speed

Speed is more important than learning (due to seasonality, etc.)

A/B testing, also known as split testing, refers to a randomized experimentation process wherein two or more versions of a variable (web page, page element, etc.) are shown to different segments of website visitors at the same time to determine which version leaves the maximum impact and drives business metrics.

In marketing terms, a multi-armed bandit solution is a 'smarter' or more complex version of A/B testing that uses machine learning algorithms to dynamically allocate traffic to variations that are performing well, while allocating less traffic to variations that are underperforming.