

AI-Powered 100 Landing Pages Test: Skai & Optimizely APIs for SEM

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Benefits

- Maximizes conversions with 100 varied landing pages.
- Automates decisions using AI and integrated APIs.
- Rapidly tests and scales based on real-time insights.



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1: Setup & Planning

- Define testing objectives & KPIs.
- Design 100 landing page variations.
- Set up pages with unique URLs.



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2: Experiment Setup

- Use Optimizely API.
- Create landing page tests.
- Define 100 variations.



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3: Campaign Creation

- Use Skai API
- Set up 100 ad campaigns (1 for each landing page variation).



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4: Ad Creation & Budget

- Set up multiple ads per campaign.
- Ensure equal budget allocation.



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5: Launch & Monitoring

- Launch campaigns
- Use Optimizely & Skai to monitor ongoing landing page & ad performance.



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6: AI-Driven Analysis

- Send results to ChatGPT through the API.
- Analyze the results as well as a hypothesis for the winners & losers.
- Identify best-performing pages.



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7: Application

- Implement phased roll-out of winning page designs.
- Iterate & re-test for continuous optimization.



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Notes

- AI should be relied on for the creation of the 100 landing page variations.
- It is suggested to focus this test within a business service or product line for consistency.

Thank you!



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