

About the App: The Utility A/B Split Custom App is a flexible comparison tool. You can use it to split technologies into groups for analysis. At the end of the test period, your vendors can provide the data you collected for analysis.

This article walks you through setting up a test between the Criteo and Rocket Fuel Apps. Contact the App vendors to let them know how long you are running the test so they can provide the results at the end.

Prerequisites

You should be very familiar creating Deployments, Conditions and Data Definitions. Contact the vendors to inform them that you are running an A/B test.

1. Configure the Utility A/B Split App

Configure this App to create two groups of users. Visitors to your site are randomly assigned to either Group A or Group B. In this example, assign Group A to Criteo and Group B to RocketFuel.

- i. **Test ID** - Use a name such as *absplittest*
- ii. **Group A ID** and **Group B ID** - Enter the names of the Apps you want to compare. In this example we are using Criteo and RocketFuel
- iii. **Group A Split** and **Group B Split** - Enter the numerical split, the sum will equal 100
- iv. **Cookie ID** - Use a name such as *absplit-cookie*
- v. **Cookie Days** - Set the test period, that is, the number of days that the cookie remains valid. Setting Cookie Days to 0 creates a session cookie.

2. Create the Data Definition

Set up a data definition to read the cookie *absplit-cookie* you created above. On the **General** Tab:

- i. **Name**: Use a name such as *absplit-datadef*
- ii. **Collection**: Create a **New** collection such as *absplit-collection* or use an existing collection depending on your requirements
- iii. **Extractor**: Set the extractor function to GET the cookie

```
function() {  
  return Bootstrapper.Cookies.get(' CookieCreatedInStep1' )  
}
```

Click the **Advanced** Tab:

- i. **Persistence**: Choose either Page (default), Instance, Session or Visitor according to your requirements.

- ii. **Transformer:** The following default transform function can be customized to format according to your requirements.

```
function(val) {  
  return {return val ? val.toUpperCase():""};  
}
```

- iii. **Trigger:** Choose Bottom of Body (default), After Ensignten has Completed, After All Elements have Downloaded or Custom according to your requirements.

3. Configure the Condition

Set up the Condition so that Criteo and Rocketfuel fire on a URL.

For this example, select *absplit-datadef* **Equals** Criteo and *absplit-datadef* **Equals** Rocketfuel.