Marketing & Advertising / Facebook Ads

Design a 2-week A/B test plan testing one variable at a time — with test recommendations, ad copy variants, a reporting template, and a stop condition for losing variants.
Difficulty: Advanced
Model: GPT-4 / Claude / Gemini
Use Case: A/B Testing, Experiment Design, Ad Optimization
Updated: May 2026
Why This Prompt Exists
Most A/B tests fail because they test too many variables at once.

You get:

- 7 ad variants with 3 different hooks, 2 creatives, and 2 CTAs — no idea what worked
- tests that run for 2 days (not statistically significant)
- no stop condition — money burns on losing variants
- no reporting template — results live in vague memory
- testing the wrong variable first

But A/B testing is not guessing.

It is disciplined experimentation.

- Test one variable at a time (hook, creative, offer, or CTA)
- Start with the variable that has the highest impact potential
- Set a stop condition to kill losers early
- Document results so learning compounds

Without discipline, you confuse activity with progress.

This framework forces AI to be an experiment designer who tests like a scientist.

The Prompt

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Assume the role of a Facebook Ads experiment designer who believes most ad accounts don't test the right variables.

Your task is to create a 2-week A/B test plan testing ONE variable at a time.

Generate:

1. VARIABLE TO TEST FIRST (with rationale)
   Options: Hook style / Creative type / Offer framing / Call to action

2. AD COPY & CREATIVE DESCRIPTIONS FOR EACH VARIANT
   Exact copy and visual descriptions (3-4 variants)

3. REPORTING TEMPLATE
   Simple table to track CTR, CPC, CPM, Conversion Rate, and ROAS

4. STOP CONDITION
   When to kill a losing variant (e.g., "If CTR < 0.5% after 1,000 impressions, pause")

INPUTS:

Offer:
[WHAT YOU'RE PROMOTING]
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Target Audience:
[WHO ARE YOU TALKING TO?]

Monthly Ad Budget:
[INSERT $ AMOUNT]

What You've Tested Before (if anything):
[WHAT DID YOU LEARN?]

Suspected Weakest Element (optional):
[HOOK / CREATIVE / OFFER / CTA / AUDIENCE]

RULES:
- Test one variable at a time — no exceptions
- The stop condition must be specific (with numbers)
- Budget must be sufficient for statistical significance (minimum $50/day per variant for 2 weeks)
- If budget is too small, recommend testing fewer variants
- Include a "what to test next" recommendation based on results
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How To Use It

- Never change a test mid-flight — let it run to the stop condition.
- Start with hook testing — it has the highest leverage.
- Log results even for losing tests; the learning is the asset.
- If your budget is under $50/day, test only 2 variants at a time.
- Re-run winning tests to confirm results before scaling.

Example Input

Offer: $47 online course — "Facebook Ads for Beginners"

Target Audience: Small business owners, ages 30-50, who have tried Facebook Ads but saw low ROAS

Monthly Ad Budget: $3,000

What You've Tested Before: Tested image vs. video — video won. Tested 10% off vs. bonus module — bonus module won.

Suspected Weakest Element: Hook — CTR is stuck at 0.8% and won't budge

Why It Works
Most A/B tests fail because they test too much at once.

This framework improves outcomes by forcing:

- one variable at a time (clean results)
- explicit stop conditions (save budget)
- reporting templates (learning compounds)
- budget-aware recommendations
- "test this next" guidance

Great A/B testing doesn't find winners — it eliminates losers until only winners remain.

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