

# **A/B Testing: The Most Powerful Way To Turn Clicks Into Customers By Pete Koomen, Dan Siroker**



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Optimizely is an American company that makes customer experience optimization software for other companies. The Optimizely platform technology provides A/B testing tools, in which two Koomen and Siroker co-wrote a book on A/B testing called A/B Testing: The Most Powerful Way to Turn Clicks Into Customers.

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