

Defining the description for a modification

You can define a description for a modification that lacks one, or edit an existing description.



For an A/B test modification, the description should be a hypothesis that defines the problem, proposed solution, and expected result for the test.

Here's an example hypothesis:

Our contact page receives a lot of unique views according to our analytics software, but only a fraction of the visitors actually bother to fill out the contact form. Shortening the form by removing all optional fields will make the form less daunting and increase the number of leads generated.

To define a description for a modification:

1. In the **Basic settings** view, click **Define description**.

Basic settings: Hero Banner
Define the target audience, placement, content, and other settings for the modification.

Segments
The modification is displayed to all visitors.
To target only specific visitors, define a segment or a combination of segments for the modification. [Learn more](#)

Placement*
Selected placement: **Header - Home Page**

Status
Active

Case
Personalization

Description

Schedule
12.08.2020 00:00 - No end date

Advanced settings

2. In the **Description** field, enter the description for the modification.

Edit name and description: Hero Banner
Edit the name and description of the modification.

Name*
Hero Banner

Description
Enter a description for the modification. For an A/B test modification, this should be a hypothesis that defines the problem, proposed solution, and expected result for the test.
Hero banner for the site home page

3. Click **Save**.

You can now see the description in the **Basic settings** view:

Status

Active

Case

Personalization

Description

Hero banner for the site home page

Define description

Schedule

12.08.2020 00:00 - No end date

Define schedule

Advanced settings

Define settings