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INVISIBLEHAND CONDUCTS A/B TESTING ON BROWSER EXTENSION

- **Unique use of A/B testing on a browser extension pushes technological boundaries.**

[InvisibleHand](#), the free to download online shopping tool, has successfully used A/B testing to assess the performance of its browser extension. A/B testing is usually limited to web pages so this unique use of split testing on a browser extension proves it can be useful in other domains too.

With the help of Visual Website Optimiser, InvisibleHand split-tested different variations of the extension to enhance the user experience and help the team better understand customer behaviour.

Robin Landy, founder of [InvisibleHand](#), said: "A/B testing on a browser extension is really pushing technological boundaries, but it has a key part to play in boosting the user experience. In order to make InvisibleHand available on all major browser platforms, we try to reuse as much code as possible. In particular, the notification shown is injected as an iframe to enable us to share the same code across browsers and to control the behaviour of the extension from the server-side without having to ask users to install a new version every time we try a new feature. Crucially, this also enables us to perform A/B testing of new functionality.

"One of the reasons we decided to move part of the functionality of InvisibleHand into an iframe is the ability to perform A/B tests. As it turns out, it's perfectly possible to A/B test browser extensions, as long as some parts of them are normal web pages."

For more information on InvisibleHand's A/B testing, [click here](#).

InvisibleHand is free to download in less than a minute via the website, www.getinvisiblehand.com.

ENDS

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Note to editors:

Please note: the correct way to write InvisibleHand is as one-word, with capital letters at the start of both words

About InvisibleHand

InvisibleHand is a free price-finder tool for online shoppers and travellers who want to be confident they have found the best price before clicking the 'buy' button. Instead of undertaking painstaking online research or relying on the out-of-date prices on shopping & flight comparison sites; consumers can download and install InvisibleHand on their computer for free. Once installed, the next time you go shopping InvisibleHand will work behind the scenes to automatically find the best price on products & flights, no matter where you're searching on the web.

InvisibleHand's price alerts appear in a temporary, drop-down bar when a better deal is found on over 60 million products and airfares. To-date, InvisibleHand has been downloaded by over 1.8 million people and has already found savvy online shoppers over £62 million worth of savings in the UK alone.

InvisibleHand is free and easy to download from www.getinvisiblehand.com.

InvisibleHand is part of the Forward Internet Group, a privately funded collection of internet-based businesses focused on consumer engagement and innovation.