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## Set up an SMS A/B test

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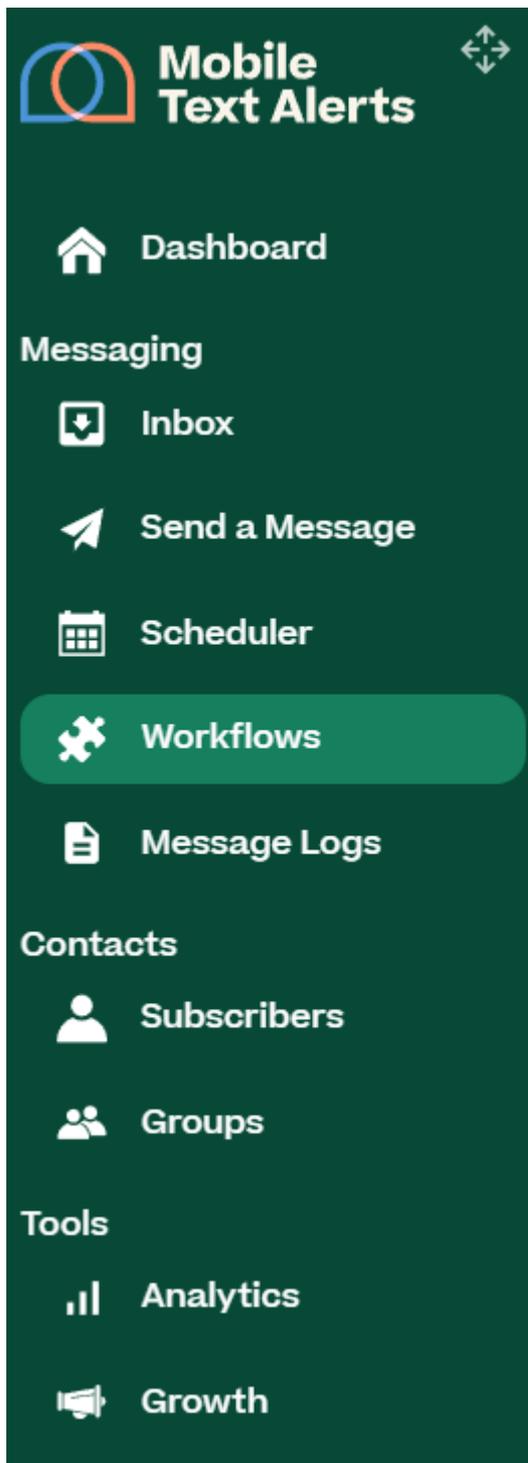
You have the power to refine your SMS campaigns through A/B testing with the Mobile Text Alerts Workflow Builder.

Here's how!

Step 1: Create a new workflow

The first step is to create a new workflow within your Mobile Text Alerts dashboard.

Go to the "Workflows" tab.



Then click “Add Workflow.”



If you're just wanting to run a one-time A/B test, you can select the "one-time" option.



And select to "send immediately" or to schedule for a specific date/time.



Then select the audience for your A/B test.



Step 2: Add the "A/B Test" action into your workflow

Next, you'll need to drag the "A/B Test" action into the workflow canvas.



Click within the "A/B Test" action that you just dragged into the editor, so you can designate what percentage of traffic you'd like to receive each test. Then click "Confirm."



Step 3: Add messages to your separate tests

Next, drag "Send a Message" actions to the two different branches of your test.



Click within both "Send a Message" actions within the workflow to input the message you'd like to be sent for both variations.

Make sure to include a trackable link in each message so that you're able to compare results. (Click the "Link" icon within the message editor to insert a trackable link.)



Step 3: Start your workflow and compare results

Click "Save" and "Start" to send out your A/B test variations to the designated audience.



You can then return to this workflow at any time from the "Workflows" page to compare the click-through rate results.

