Deliver Better Digital Campaigns
The Email Testing Cheat Sheet

The immediacy of digital marketing campaigns creates a very favorable environment for easily testing the effectiveness of certain campaign aspects, and refining the campaign based on test results to deliver a more successful outcome.

WHY TEST

Testing is critical because it allows you to deliver a more successful campaign, which leads to higher conversion rates and increased revenue. But testing also provides valuable insight into your customers' preferences and behaviors that can have applications across other parts of your business, such as product development and overall marketing strategies.

WHAT TO TEST

While practically any aspect of your digital campaign can be tested, efforts are most often concentrated on those campaign elements that have the greatest potential to influence results. Some common elements to test include:

- **Subject Line**
  Length; use of a question; key words

- **Offer / Asset**
  Language describing offer/asset as well as type of offer/asset

- **Design / Creative**
  Email or page layout; use of imagery vs text; color palette (particularly color of CTA button)

- **Timing (of delivery)**
  Morning or afternoon; day of week

- **CTA Forms**
  Length; type/order of fields; page layout

IS TESTING NECESSARY?

In a word, yes. Subtle changes in a subject line or the color of a CTA button can increase open rates by as much as 25 percent or more. The results will be unique to your campaign, but most important, with each test you become more skilled at effectively targeting your audience. It's important to keep testing, though, because preferences change and your pool of prospects and customers is continually being refreshed.

A/B (Split) Testing
The simplest testing approach, A/B testing simultaneously provides different versions of an email, landing page or web site to statistically significant sample audiences and measures the results to determine which version is most effective. In A/B testing, only a **single element is different between two versions**. Some marketers prefer a full 50-50 split test, where each version goes to half of the audience. Others prefer a three-way split, or 10% receive version A, 10% receive version B and 80% receive the winning version.

Multivariate Testing
A more advanced form of testing, multivariate testing features versions of an email, landing page or web site with a combination of **multiple variables or elements that are different from each other**, resulting in many different versions (as opposed to just two in A/B testing). While this more sophisticated approach to testing can provide better insight into customer preferences, it also takes more time.

M² Marsden Marketing

— Marketing That Sells® —