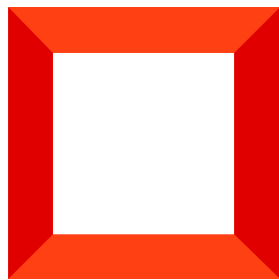
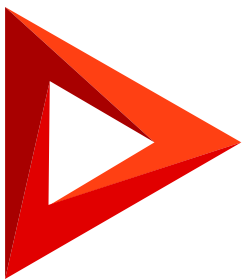


A/B testing

Version 8.0



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Split (A/B) testing guidelines

PRODUCTS: **MARKETING**

General guidelines

- Test email versions that differ by one variable in the template, subject line or sender name.
- Form email variants for split tests that differ only slightly. This will simplify the measurement of user responses and test result evaluations.
- Create an email variant that will be used as the primary. A “Primary” bulk email has no changes made to it. Test alternative variants together with the primary one and estimate the results.

Audience guidelines

- The audience to whom the templates variants are sent must be large enough to receive a statistically significant result. It is recommended to include at least 1000 contacts in a split test.
- Perform split testing using an audience that belongs to one segment, to minimize the effect of the time factor on the result.
- Before starting the A/B testing, perform A/A testing to make sure that the audience segment is homogeneous. Send the same email variant to two groups of the target audience that are equal by the number of contacts. If the conversion indicators are the same for the two groups, it means that the segment is homogeneous.

Evaluation guidelines

- Analyze responses of the recipients after the split test start (from 2 to 72 hours depending on the email type).
- Estimate conversion rates of all emails that were included in the split test at the same time to eliminate the influence of time on the result.
- When estimating results, pay attention to the metrics that are influenced by the tested item. For example, the call-to-action button color (CTA) may influence the number of clicks and the wording of the email subject line may influence the number of opens.

Run A/B tests

PRODUCTS: **MARKETING**

Split testing (A/B testing) is a professional email marketing tool used for comparing bulk email effectiveness.

Split tests enable you to compare the conversion rates for several different emails of the same recipient segment to define the most productive communication method with the target audience.

During the split testing, you compare at least two variants of the same email. Split testing can be applied to the following items of an email:

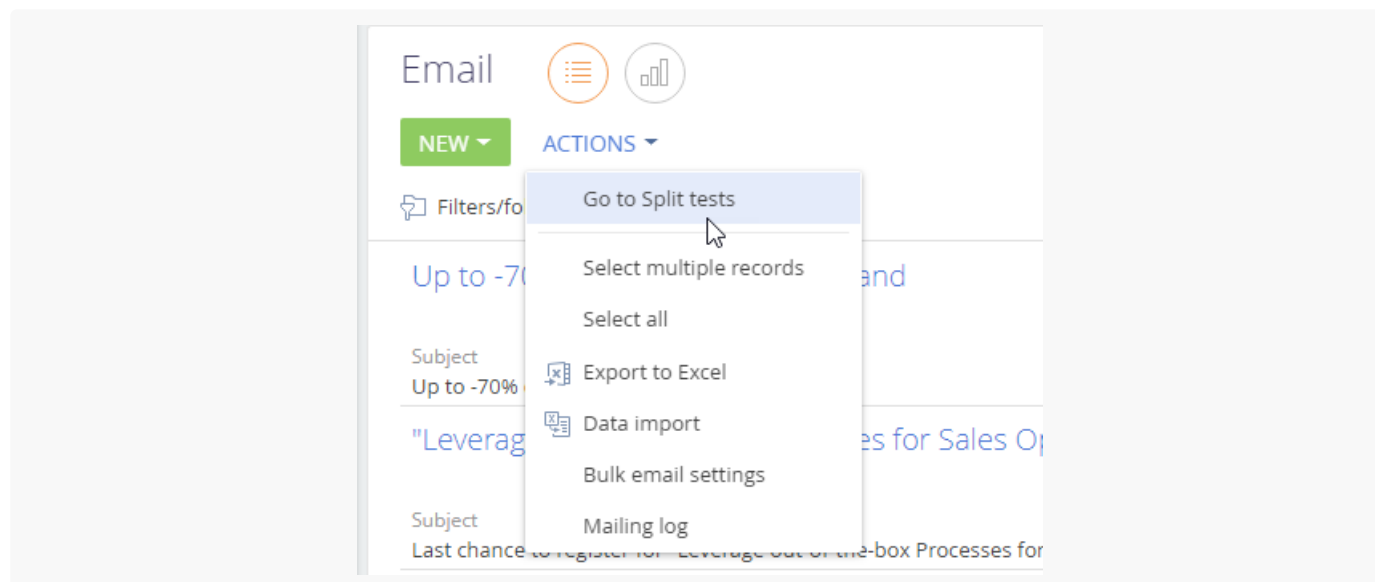
- The **email template**, for example, the image location or the color of the call-to-action button (CTA). As a result of the test, you can define in what way the style and the form of the CTA button influence the number of the clicks.
- The **subject of the email**. The subject is the first thing that the potential customer will see upon receiving the email. Define the wording of the email subject so that it stimulates the users to open the email.
- The **sender's name**. You can test which sender's name has more credibility with the recipient.

Create emails for split testing

Prepare the email content that you want to be tested and add it to the new split test.

1. In the [*Email*] section, create emails for the test. You can prepare two or more variants of emails for A/B testing. Do not add the audience to the email as the recipients will be added and distributed upon testing. Also, do not start created marketing emails.
2. Open the list of split tests: [*Email*] → [*Actions*] → **Go to split tests** ([Fig. 1](#)).

Fig. 1 Opening the split test list



3. Add a new split test.
4. At the first **Bulk email** wizard step, select which emails you want to be compared during the test. Make sure that each email:
 - a. has a "Planned" status;
 - b. is not included in another split test;
 - c. does not contain any list of recipients on the [*Audience*] detail.

Add audience

Go to the second wizard **Audience** step, and add the list of email recipients. There are several general recommendations for audiences used in split tests. Read more in "".

1. Specify the **audience percentage** that will comprise the test group of the email recipients during the split

test. For example, if you test two versions, you can specify 10% and add 1000 contacts on the [*Split test audience*] detail. As a result, the test audience of each version will contain 50 contacts. The email recipients are randomly selected from the audience. Also, you can test several emails on the entirety (100%) of a selected segment.

You cannot change the test group percentage after you added the audience.

2. Add the required **contact folders** on the [*Split test audience*] detail. For example, to test several email templates for a seminar which your company is going to hold, select the “Participated in events”.

Start sending emails as part of the split test

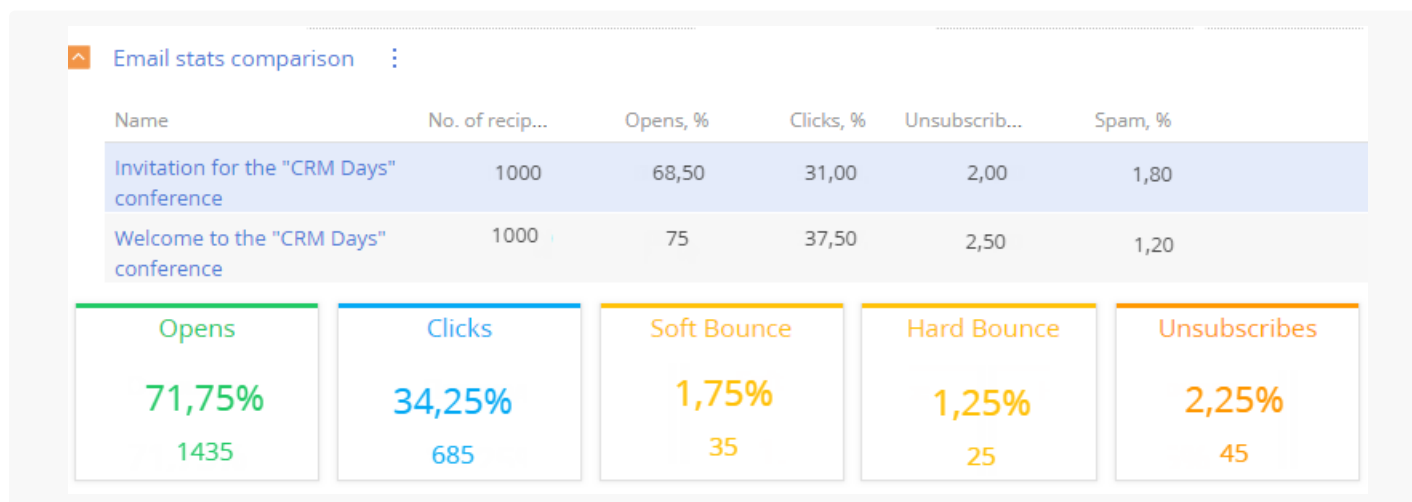
Go to the third wizard **Start** step and specify the email sending time. You can start sending manually or specify the time when the email will be started automatically. All split test emails will be sent simultaneously.

Analyzing the results

When your split test is performed, analyze the email totals at the **Results** step. The dashboard functionality of this step is similar to the functionality of the email delivery statistics diagram. Read more in “[Email delivery analysis](#)”.

The diagram displays summary information about the split test, for example, the total number of all email opens by different test groups. The totals for each email are displayed in a table above the diagram ([Fig. 1](#)).

Fig. 1 Split test results



When evaluating the split test results, adhere to the recommendations specified in the “[Split testing guidelines](#)” article

Sending the better variant of the email to the remaining audience

If at the [*Audience*] step of the wizard you select a test group audience percentage that is different from 100%, you can send the winning email to the rest of the target audience that was not involved in the test group. To do this:

1. Select the needed email in the **Email** section and click **Copy** in the [*Email*] section.
2. Select the [dynamic folder](#) in the **Contacts** section, which will be used for sending the winner email. This folder includes contacts from the segment that were tested but were not included in the split test audience. An example of setting the folder is shown in [Fig. 1](#).

Fig. 1 Example of setting the contact folder for sending the winner email

