

A/B TESTING

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A/B Testing - Split Testing

- Sending 2 different versions of your email to 2 different sample groups of your email list
- Winning version will be sent out to the rest of your subscribers.
- Simple yet powerful way to improve your email campaigns.

Marketers do this to know:

- 1 WHICH SUBJECT LINE HAS THE BEST OPEN RATES
- 2 WHETHER THEIR TARGET AUDIENCE IS MORE DRAWN TO EMOJIS OR NOT
- 3 WHICH BUTTON TEXT MAKES PEOPLE MOST EAGER TO CLICK
- 4 WHAT IMAGERY IN YOUR EMAIL DRIVES BETTER CONVERSIONS
- 5 WHAT PREHEADER TEXT GENERATES THE BEST OPEN RATE
- 6 ETCETERA—THERE'S SO MUCH TO DISCOVER!

Benefits



01

Improved open rates

02

Improved click rates

03

Improved conversion rates and
sales

3 Tips for running more effective A/B tests:



01

Have a hypothesis

02

Prioritize your A/B tests

03

Build on your learnings

How to set up A/B testing for accurate result



1. Decide which variable to test:

- When you test 2 subject lines, the open rate will show which one of your subjects appealed most to your subscribers



- When you test 2 different product images in your email layout, you'll want to look at both the click-through rate (and conversions).

2. How do you pick the correct sample size:



- **Big email list** - 80/20 rule, meaning focus on 20% that will bring you 80% of the results.
 - 10% to variant A, 10% to variant B
 - Winning variant will be sent to the rest of the subscribers (80%)
- **Smaller list** - make your sample size large enough to get statistically significant results.
 - Test 80-95%
 - Send the winning version to a remaining percentage



3. Timing Window

- 2 hrs - accuracy will be 80%
- Entire day - 99% accuracy



4. Delivery Time

- Morning vs afternoon
- Weekdays vs weekend



5. Test one variable at a time

- you'll see a clear difference in the metric

Are you wondering if your opens will improve by changing the subject line versus the preheader?

To find out your winning combo, you should run two separate tests.

- 1** Test two different subject lines with the same preheader
- 2** Conduct a second test using the winning subject line with two different preheader texts
- 3** Once you've tested both variables on their own, you can combine the winning subject line and preheader for optimal results



Email variables to test:

■ **1** **SUBJECT LINE**

■ **2** **PERSONALIZATION**

■ **3** **IMAGES**

■ **4** **EMAIL DESIGN**

■ **5** **EMAIL LAYOUT**

■ **6** **PREVIEW TEXT**

■ **7** **CTAS**

■ **8** **DIFFERENT TESTIMONIALS**

■ **9** **LINKS AND BUTTONS**

■ **10** **COPY (LENGTH, WORD ORDER, TONE)**

■ **11** **HEADLINE TEXT**

■ **12** **CLOSING TEXT**

■ **13** **OFFERS TYPES**

5 Best Elements to Get Started With:

1. Test email subject lines

- Ask questions in your subject line
 - {A} 3 ways to boost your productivity
 - {B} Do you know the 3 tricks to boost your productivity?

5 Best Elements to Get Started With:

1. Test email subject lines

- **Make your subject line more personal**
 - {A} 15% off sale
 - {B} Sandra, we're giving you 15% off this week

5 Best Elements to Get Started With:

1. Test email subject lines

- Use symbols or numbers
 - {A} Activate your account to get started
 - {B} ✨ Activate your account to get started

5 Best Elements to Get Started With:

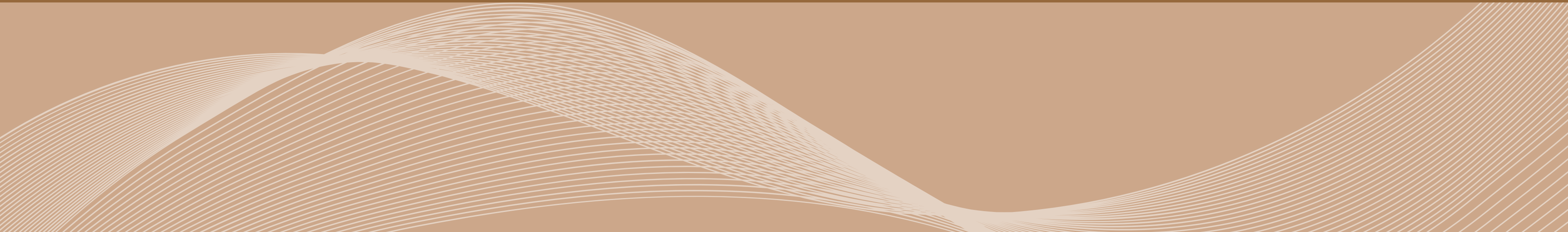
1. Test email subject lines

- **Create a sense of urgency**

- {A} Get your free sample box
- {B} Last day to get your FREE sample box



2. Test Sender's Name

- **A real person vs a company name**
 - {A} MailerLite
 - {B} Irma from MailerLite
- 



2. Test Sender's Name

- **Full name vs the first name only**
 - {A} John
 - {B} John Smith



2. Test Sender's Name

- **Different email addresses**

- {A} info@mailerlite.com
- {B} irma@mailerlite.com

3. Test Email Content

- Repeated CTAs – 2 to 3

- Text on buttons

{A} Buy Now!
Purchase!
Add to Cart!

{B} I'm In!
Let's do this!
Gimme this!

3. Test Email Content

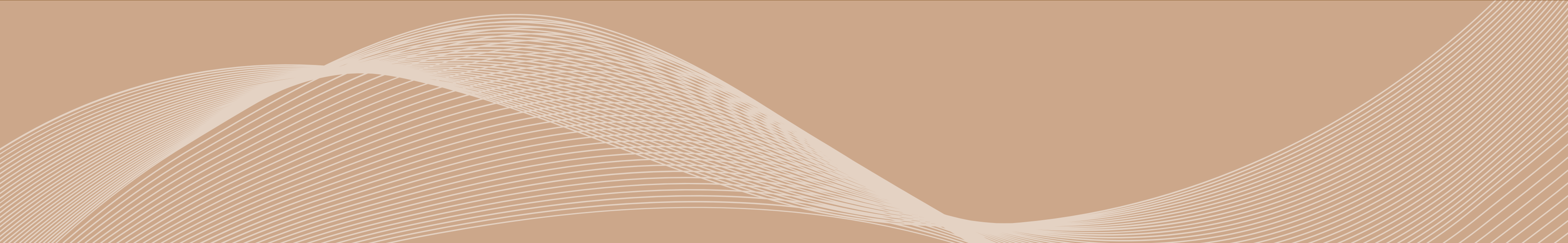
- Play around with different sizes, fonts and even ALL CAPS
- Different colors for buttons
- Try varying the location of your CTA button
- Consider using arrows (→) and other visual elements to guide the reader

4. Test Images (or no images)

- Image of people versus a product is a good place to start
- One versus multiple images
- Text on image versus no text
- Screenshot of a video
- Animated GIF versus a static image
- Serious straightforward image against a goofy one
- Colorful visuals versus black and white visuals
- A stock image stacks versus an image of your employees or customers in

A solid dark blue vertical bar is positioned to the left of the section header.

5. Test your preheader text

- Preheader text is like a continuation of a subject line, so you can test it in the same way as a subject line: ask a question, create a sense of urgency and so on.
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- A series of thin, light blue wavy lines are at the bottom of the slide, creating a sense of motion and depth.

How to choose a winner:



01



Automatic: open rate, click rate, or total revenue

02

Manual: report statistics

10 A/B Testing Best Practices:

- 1 ISOLATE YOUR TEST VARIABLES (TEST ONE VARIABLE AT A TIME)
- 2 ALWAYS USE A CONTROL VERSION TO TEST AGAINST (ORIGINAL VERSION)
- 3 TEST SIMULTANEOUSLY
- 4 CHECK IF RESULTS ARE STATISTICALLY SIGNIFICANT BEFORE DECLARING A “WINNER”
- 5 CONTINUOUSLY CHALLENGE THROUGH NEW TESTS

- 
- 
- **6 TEST ACROSS MULTIPLE EMAIL CLIENTS!**
 - **7 DEFINE YOUR AUDIENCE**
 - **8 IDENTIFY YOUR GOALS AND JUSTIFY THE VARIATION**
 - **9 MANAGE YOUR DATA PROPERLY**
 - **10 BE PATIENT**

Disadvantages of A/B testing emails



Without the right systems and tools in place, A/B testing can be fairly time-consuming.



Without a large enough sample size and enough time given to the experiment, results may not be conclusive or can be incorrect



Over-optimization. Don't let the small things distract you from the big picture.

How accurate is A/B testing?



A/B testing as a whole can be accurate when done properly.



To create an accurate email A/B test it's important to let the experiment run its course.

Many email apps allow you to set up these tests quickly and easily, there's no reason not to be constantly A/B testing!





Those who test outperform
those who don't!



Thank
You!



Questions?