

A/B TESTING:

How, Why and What

HOW TO TEST

ORIGINAL EMAIL

VARIANT EMAIL

Change one element only
(subject line, call to action, graphic, or text)

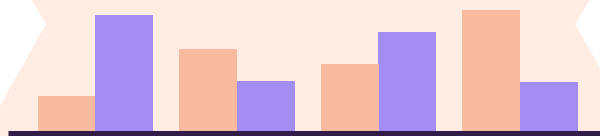
50% AUDIENCE

50% AUDIENCE

Randomly selected by your email marketing software

COMPARE

Open Rates (for testing subject lines) OR
Click Rates (for testing content or graphics)



WHY TEST

Your message is unique.
Your audience is unique.
Results change year over year.
Regular testing keeps you on top of shifting trends.

WHAT TO TEST

- Subject Line
- From Field
- Graphic Layout
- Photo
- Primary Message
- Call to Action
- Amount of Content
- Button