

A/B Testing ^[1]

April 26, 2018 by [Melanie Jones](#) ^[2]

A/B testing allows you to send one email with a single varying component (or variable) to test which version your audience engages with most. Engagement is calculated by open rates or click-through rates over a period of time.

[Recorded Webinar | 9 mins](#) ^[3]

[Presentation Slides](#) ^[4]

!Important Limitations!

- Data Extensions must be used to select your audience
 - Reports & Campaigns are NOT available with A/B Testing
- You can ONLY select one Data Extension at a time
- Email Send Data will NOT send back to Salesforce

From Name

TEST A

- eComm
- ?CU Boulder Chancellor

TEST B

- Melanie Jones, eComm Training Manager
- Chancellor Phil DiStefano, CU Boulder

Subject Lines

TEST A

- Register today: CU Staff Appreciation 2018 event
- A/B Testing with Marketing Cloud

TEST B

- Should we save you a seat at Elitch's?
- Is anyone reading your emails?

Preheaders

TEST A

- RSVP before Friday

TEST B

- Free food will be served

Send Time

TEST A

- 9:30 AM

TEST B

- 2:30 PM

Entire Emails

TEST A

- White & Gold color scheme

TEST B

- Black & Gold color scheme

Content Areas

TEST A

- Gold call-to-action button
- Call-to-action button: 'More Info.'

TEST B

- Blue call-to-action button
- Call-to-action button: 'Reserve your seat'

Related Content

- [How do I send a test email?](#) ^[5]
- [What should I look for in a successful test?](#) ^[6]

Display Title:

A/B Testing

Send email when Published:

No

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Links

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[2] <https://www.cu.edu/blog/ecommerce-wiki/author/39>

[3] <https://attendee.gotowebinar.com/recording/207179167424392707>

[4] <https://drive.google.com/open?id=1Brk63TLEGwiZsTIPaw99UCSEnONn4rnMVKIdPcQoj98>

[5] <https://www.cu.edu/blog/ecommerce-wiki/sending-test-email>

[6] <https://www.cu.edu/blog/ecommerce-wiki/marketing-cloud-edit-review-and-approve-test-email>