A/B Testing [1]

September 25, 2020 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 | 20 mins [3]
Presentation Slides [4]

IMPORTANT LIMITATIONS

- If you are conducting an A/B test:
  - You must send to data extensions. A/B testing does not function with reports and campaigns.
  - You can only send to ONE data extension at a time.
  - You can only exclude ONE data extension at a time.

From Name

TEST A
  - eComm
Success to Share

Have you completed a From Name A/B Test? Share your success so others can benefit.

- Optimizing your email sender name to boost open rates in 2020
- Sender Name Best Practices & Pitfalls

Considerations A From Name A/B Test should not be completed repeatedly. From Names have other implications on deliverability that benefit from consistency.

Send Time

TEST A
- 9:30 AM
- Sunday evening

TEST B
- 2:30 PM
- Monday morning

Success from CU Advancement

We noticed a consistent uptick in engagement for our gift planning newsletter audience (mostly above age 55) when we sent at 7pm on Sunday evenings.
Considerations Send Time A/B Tests might be limited based on your audience. For example, sends to large audiences (over 18,000) cannot be sent during business hours due to potentially overloading servers. For those, test a sendtime before 8AM vs after 5 PM.

Subject Lines & Preheaders

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?

Success from UCCS

We tested subject lines with an alumni birthday card and learned mentioning a gift is the way to go:

1. It's Time to Celebrate YOU!
   - Open Rate=16.5% | Click Rate=2.73%
2. A Birthday Gift from UCCS!
   - Open Rate=21.96% | Click Rate=4.32%

   - Choosing a Subject Line [10]
   - Using Emojis in Subject Lines or Preheaders [11]
   - Personalizing your Email [12]

Considerations Subject Line & Preheader A/B Tests are a great feature to continually test.

Content Areas & Entire Emails
TEST A

- White call-to-action button
- Call-to-action button: 'Register'

TEST B

- Gold call-to-action button
- Call-to-action button: 'Register Now'

Example from CU System

Our team tested a long newsletter against one with an introductory paragraph and a link to 'Read Full Newsletter'. Now we have a better indicator of who is really interested in reading the newsletter. Even better, we had a 200% increase in clicks on stories below the newsletter.

- 26 Illuminating Content Marketing A/B Tests to Run [13]
- How To Create Killer CTAs Using A/B Testing [14]
- A/B test your calls-to-action (CTAs) [15]

Considerations The possibilities are endless when it comes to Content Area or Entire Email A/B Tests - from comparing a completely different email look to getting as granular as the shade of the button and everything in-between.

Summary 1-Pager

Use the roadmap below as a guide to performing A/B Tests in Marketing Cloud. Note the arrows across the top (indicating the level of effort to perform the test) along with the horizontal arrow on the left side (indicating the order tests should be performed).

This 1-pager summary serves as a great checklist of the different tests you've completed and which to plan for next. It's important to view A/B testing as a whole by combining the successes of all individual A/B tests as one. Together those small steps equate to a big impact.
<table>
<thead>
<tr>
<th>FROM NAME</th>
<th>SEND TIME</th>
</tr>
</thead>
<tbody>
<tr>
<td>Person Name, Department Name vs</td>
<td>10AM vs 2PM or 8AM vs 5PM</td>
</tr>
<tr>
<td>Department Name</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Different day, same time</td>
</tr>
<tr>
<td></td>
<td>10:15AM vs 10:45AM 1:30PM vs 2:30PM</td>
</tr>
</tbody>
</table>
Test your knowledge with the quiz below.

**Related Content**

- How do I throttle an email (when sending to large audiences)? [17]
- How do I send a test email? [18]
- What should I look for in a successful test? [19]

**Display Title:**
A/B Testing

**Send email when Published:**
No

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**Links**

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5. mailto:melanie.jones@cu.edu
7. [https://www.leadsparrow.com/blog/sender-name-best-practices-pitfalls#.XxCqACfTIPY](https://www.leadsparrow.com/blog/sender-name-best-practices-pitfalls#.XxCqACfTIPY)
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