ENGAGING A/B TESTING

**Features & Functionality
Webinar Series**

A/B Testing

The Challenge with Email
With so many messages, how to break thru?

- **Email is still the dominant platform**

- **59% of companies A/B test emails**

- **At Microsoft, ~80% of updates started as A/B tests.**

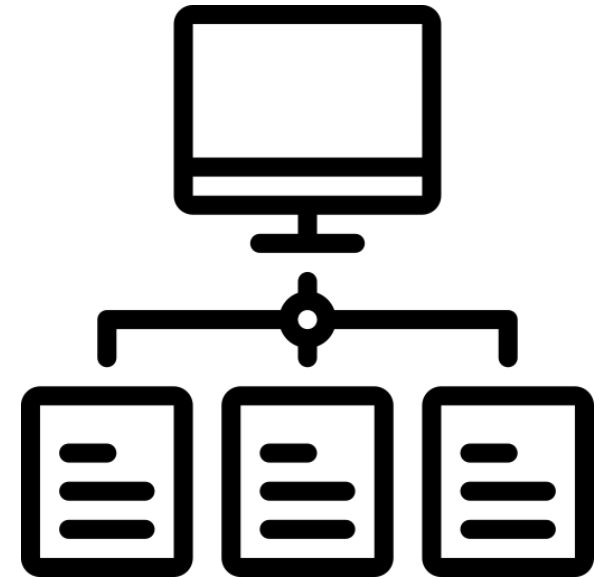- **Your Habits – Because it's the weekend, do you stop reading email?**

316B

316 billion emails are expected to be sent daily by 2021.
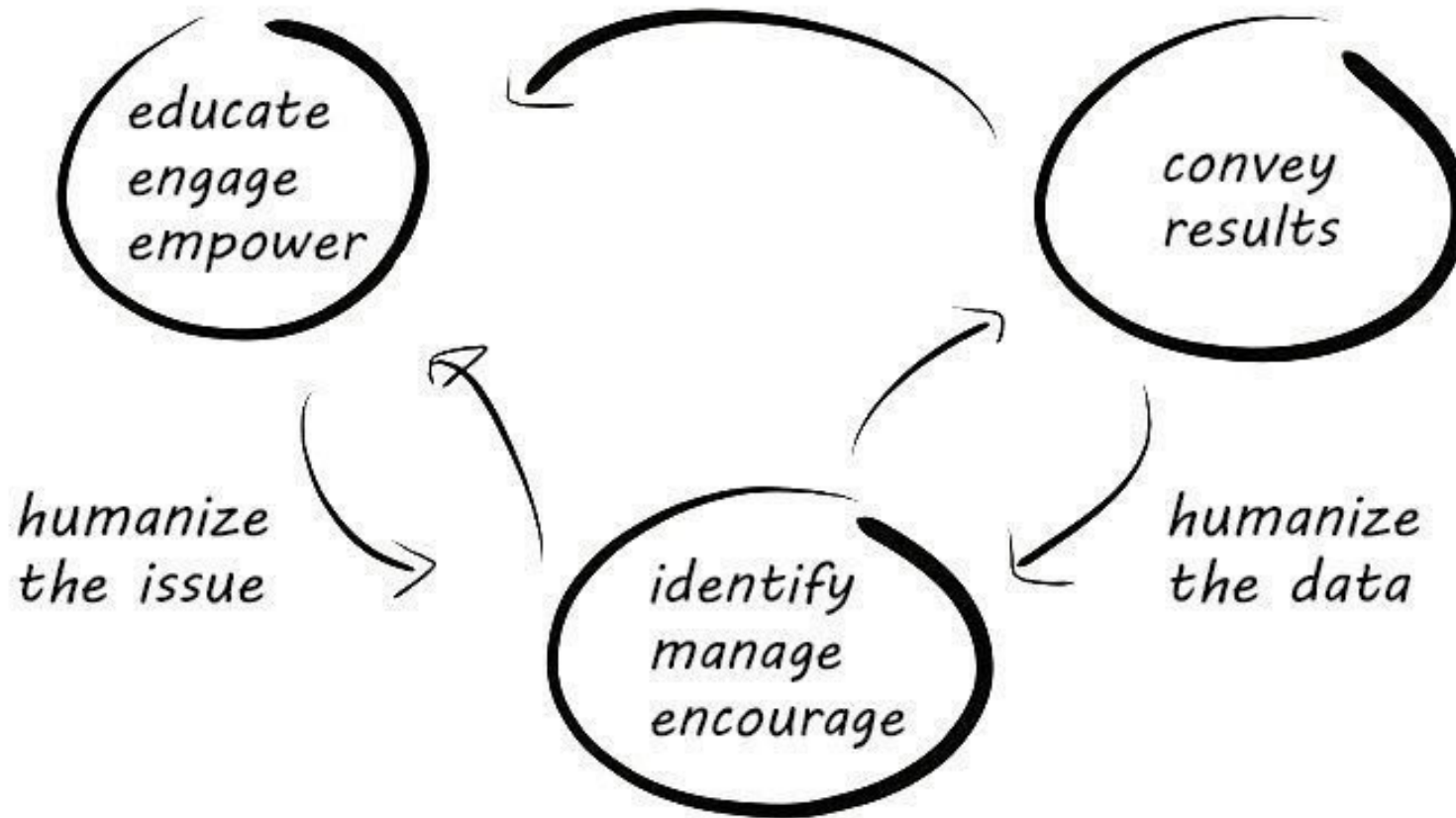
Honing Your Advocacy Messaging
OR – How do I send emails that people will open?

- **What if the message delivered to the majority of recipients was already tested?**

- **Test emails with your stakeholders and send the more effective message**

- **Let the platform do the work for you with A/B testing**

Honing Your Advocacy Messaging
What is Effective Advocacy?

educate
engage
empower

convey
results

humanize
the issue

identify
manage
encourage

humanize
the data

Honing Your Advocacy Messaging
The Advantages of A/B Testing

- Let the data dictate your next move

- Get to know your stakeholders

- **Get smarter with your messaging**

- Reap the rewards as the system does the work for you

5min

5 minutes – The average extra time admins have spent creating an A/B test

Getting Started
Identify your variable and set up the test - it's that easy!

- **Possible Variables:**   Sender Name & Email
                              Subject Line

- **Set Your Test Size:**   Adjust the size of your A & B test groups

- **Time the Send:**   Set the timing of your message.

When time runs out, the system will send your

winning message to the remainder of your list.
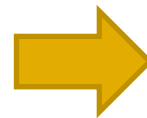
What are the Best Practices?
What to avoid – What to do instead

Don't Do This

Do This Instead

Split Your List Into Small Groups
Using a list of 20 people

➡️

Effective Tests on Larger Lists
Think at least 500 – 1k people

Not Give Your Test Enough Time
Setting the test to 1hr

➡️

Use a Good Lead Time
2hrs+ for Opens, Better at 3 or 4hrs

Be Afraid to Test
Sender Won't Make a Difference

➡️

5 Minute Investment
Could Mean a 10-20% Increase

The Challenges of Advocacy Messaging
What is Effective Advocacy?

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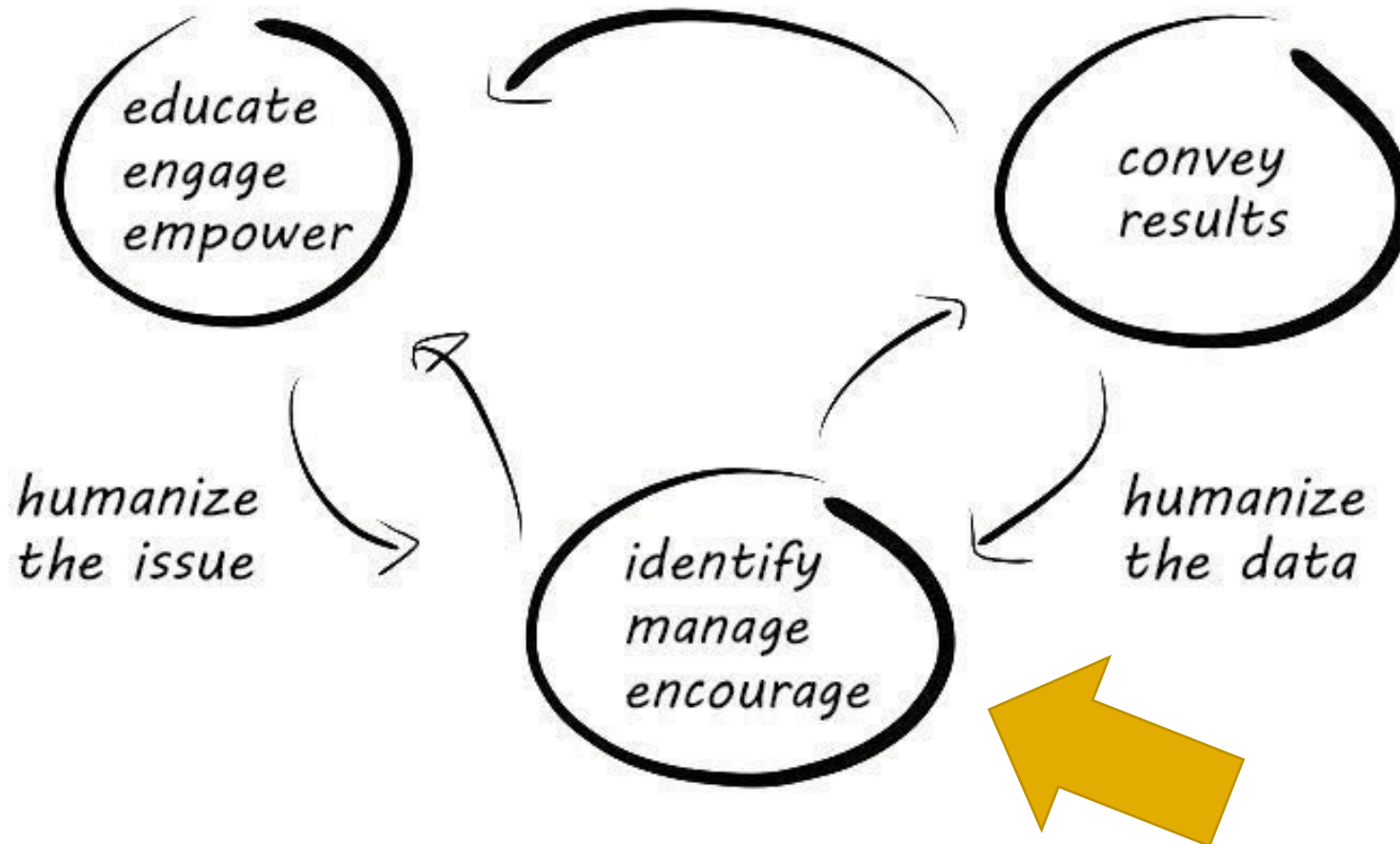
What's on Tap?
What's Coming Next to Email

- **A/B:**   **Additional Testing – Time, Content, Conversions**

- **Predictive:**   **Selecting Recipients, What's Worked in Past**

- **Dashboard:**   **Targeted Data on Dashboard**

Imagine creating an email and being presented with
the top 5 Subject lines that have worked for that group

Questions?

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