A/B Split Testing for Email Marketing:

Your Guide to Boosting Bottom-line Performance

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for ✿ **MARIGOLD**™

Introduction

Welcome! Marigold and I are glad you're here reading our ebook on A/B split testing for email marketing.

I have built my consulting career on performance testing – it's the only way to make sure that you're improving your bottom-line performance on an ongoing basis. And I'm lucky to work with large brands with big lists – which allow us the chance to do lots of testing and get a lot of learning.

So here's a quick overview of the key aspects of A/B split testing, based on my 20+ years of doing performance testing with my consulting clients (and my 10+ years before that). Enjoy!

Be sure to check out the companion webinar – it covers most of what we talk about here, in a conversational and fun format.

We'd love to hear your feedback and thoughts on this white paper and its companion webinar. Feel free to **connect with us** and tell us what you like about these resources, and what you would like to see in future white papers and webinars. We're also happy to chat about how Marigold can help your institution better leverage email to meet your mission and goals.

To Test *or* Not to Test

I have heard so many reasons NOT to do performance testing over the years. Here are just a few, along with my standard responses to debunk them...
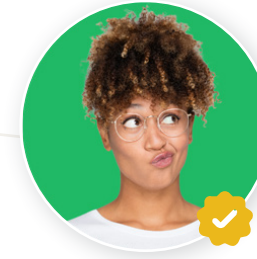
1. My list is too small

This is a big one. We all know that getting to statistical significance is important; but the smaller your list the more difficult this is.

But fear not.

The key here is to focus on things you can test over a number of sends with different content. Some examples: wireframe layout, subject line formula, location of calls-to-action, etc.

Then aggregate the results until you reach the sample size you need for statistical significance.

2. AI can tell me what will win

This is a new addition to my list. One statistic I've seen is that ChatGPT can correctly identify the winner of an A/B split test 88% of the time.

There's so much to unpack here.

First, what was being tested? Who was the audience? How obvious was the winning answer?

But more importantly... you won't know when ChatGPT gets it wrong.

So the 12% (or whatever the number is) of the time when the AI is wrong, you'll still move forward as if the test had won.

This will cause you to leave money on the table for that send – and for all future sends where you apply those results.

3. I need a special tool to test

No, you don't.

In fact, I rarely use any special testing tool with my clients, because too often the options for key performance indicators (KPIs) are limited to diagnostic metrics like open rate or click-through rate.

And we all know (or you will after reading this ebook!) that your KPI should always be a business metric, something past the click like a sale, a lead form completed, a white paper downloaded, a donation, or another type of conversion.

4. I know what will win

Do you? Every time?

If so, then you aren't being aggressive enough with what you're testing.

You should use the scientific method and have a sound hypothesis for everything you test. But if you really are right all the time, you need to think outside the box more.

In my work, I find that the test beats the control about 67% of the time.

5. I don't trust my reporting

This has come up a few times in the last couple of years – people who don't believe the data and prefer to go with their gut.

If this is you, then getting your reporting fixed, to the point where you can trust it, should be your first priority.

Without that, your entire program is in jeopardy. But once it's fixed, you need to test.

6. I'm too busy

I hear you. But this is time well spent.

Testing isn't just the key to success for your email marketing program – it's the key to success for your career.

Testing is an investment, one that's well worth making. I think you'll agree once you finish this ebook.

HOW I GOT INTO TESTING

I started my career in digital marketing, but then took a job where I did both online and offline marketing. This is where I became fascinated with direct response marketing, particularly performance testing.

Direct response was a staple of direct mail marketing; there was a large body of knowledge which I enthusiastically ingested and then applied, not just to my offline marketing but also to the digital work I was doing. This approach made me a rock-star marketer, and when I started Email Optimization Shop, I continued using it with my clients.

And now you'll also benefit from all I learned.

8. It's not in my job description

See #6 – this is the key to the success of your program and your career.

And what employer doesn't like to see their team members going above and beyond?

7. It's too difficult

It's not difficult – this ebook will give you the basics you need to build and execute an A/B split testing plan, along with the motivation and confidence to actually do it.

Not only is it not difficult – it's also not boring. More on that shortly.

Which Test Won: List Growth

I guess you would call this more of an email-adjacent test – it's about growing your email list with opt-in names.

The company is a B2C/B/G non-government organization

**Control:** email opt-in in the footer of the website

Test: email opt-in in the header of the website
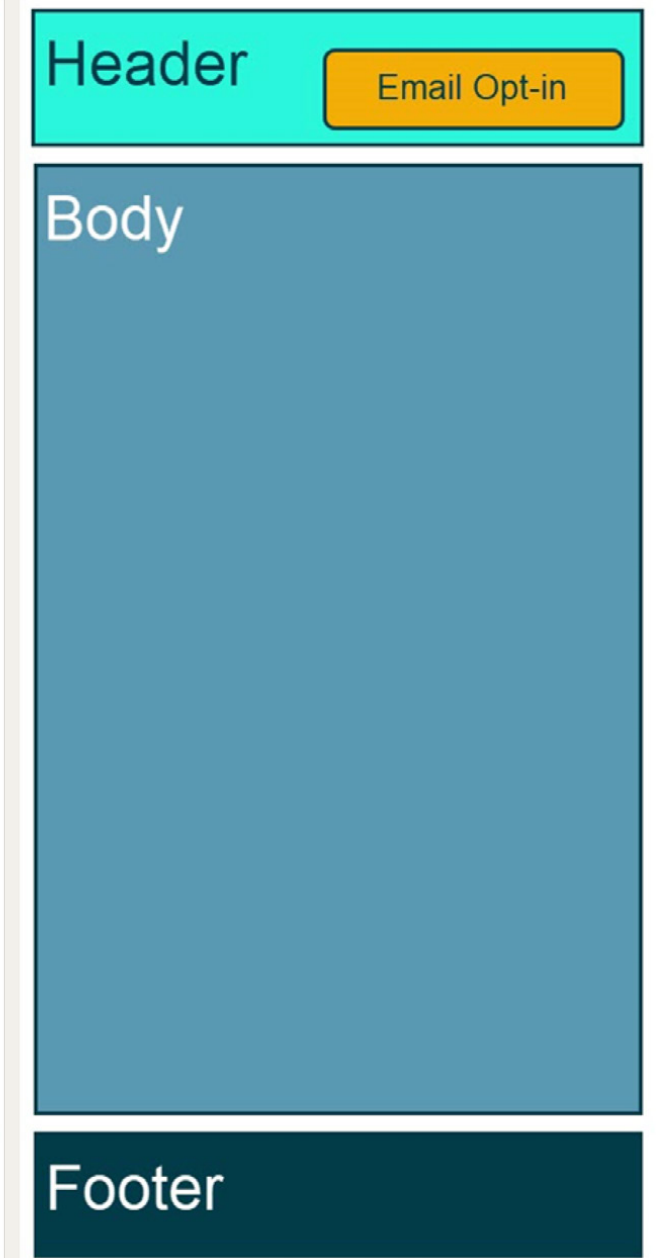
Which Test Won?

Give it some thought, then flip to page 26 to get the correct answer, along with a link to the full case study online.

> We've talked about the excuses people use to get out of testing... Now let's talk about why you should test. Drum roll please... the number one reason you should test is...
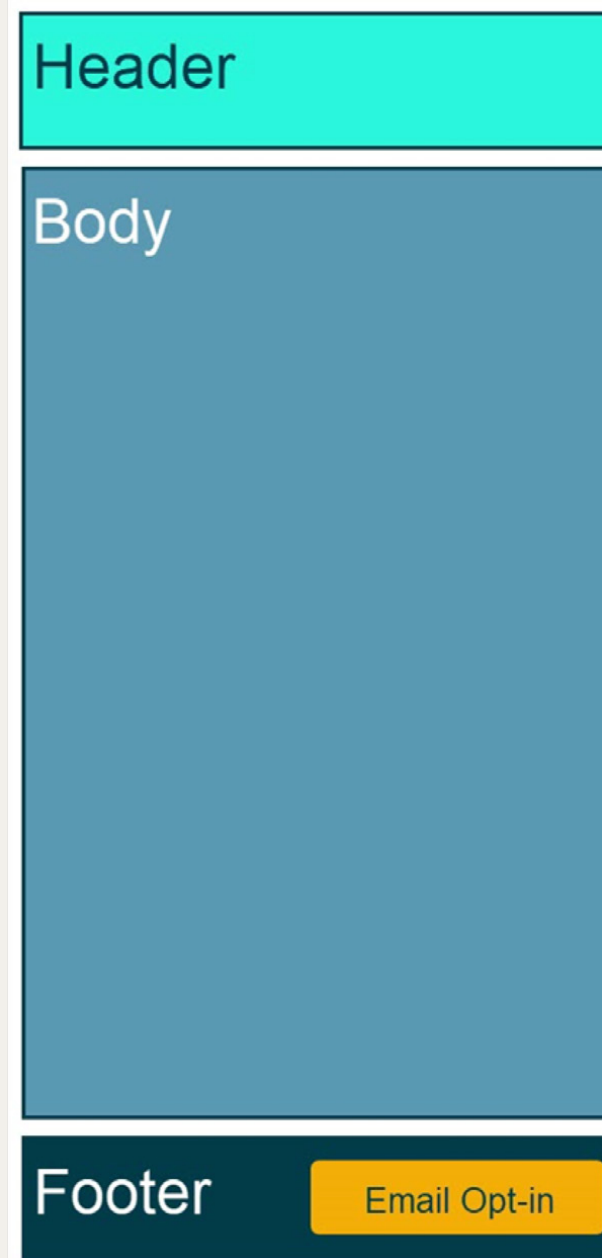
Performance Testing is the Best Way to Boost Your Bottom-Line Results

Here are some stats from a recent testing program I developed and implemented for a client:

Campaign Results from A/B Split Testing

Average Lift: +188% RPE[1]
Median Lift: +53% RPE
Range: +9% to +1,221% RPE
The test beat the control 66.7% of the time

Even if you just earn a 9% lift on each test you do, you can get to a 100% boost in performance with just 9 winning tests, assuming you are applying the learnings going forward to compound the return.

[1] Revenue-per-email, or RPE, is my key performance indicator (KPI) of choice when the business goal involves driving revenue.It's easy to calculate (more on that in the reporting section of this ebook), and provides a great apples-to-apples comparison between control and test results.

Largest Single Test Lift/Loss

That 1,221% lift in RPE?

We earned that on a pretty simple test. The control creative had a list of descriptive bullet points next to the product image, name, price, and link to view it online.

For the test, we removed the descriptive bullet points, but left everything else the same.

The test won – by removing copy we significantly boosted the conversion rate and the revenue generated.

Significant Single Test Lift/Loss

Another simple test that delivered a significant lift involved the subject line.

The control subject was crafted to 'tease' the reader and use this to get the email opened. It was something like 'This is the hot new product for...'

The test? A straight-forward subject line. We named the product and said that it was 'the hot new product for...'

The test lifted revenue by 730%.

Also...

Performance Testing is Fun!

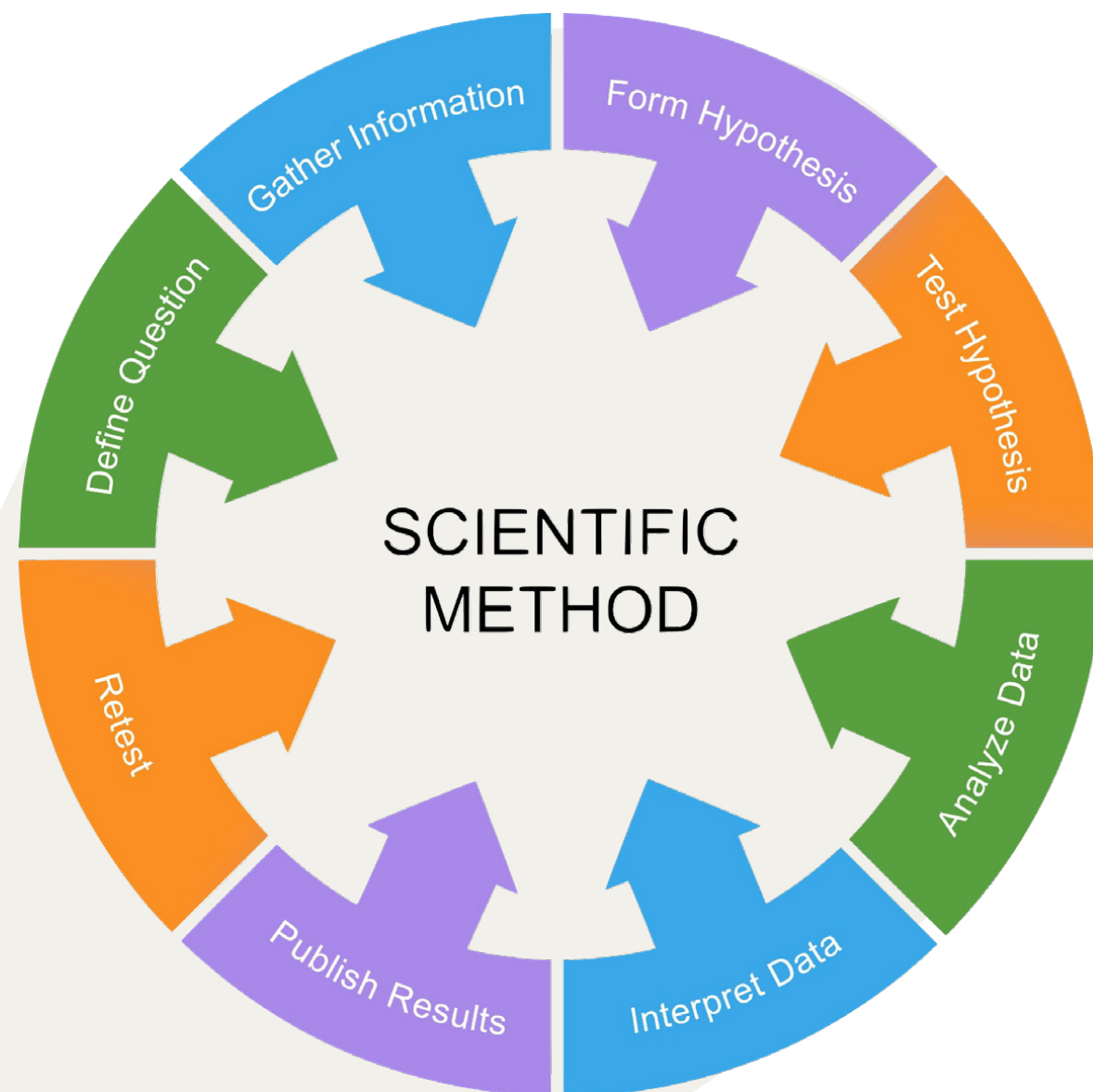But you have to do it properly for it to be effective and fun.

Compared to the day-to-day of sending email, testing is:

- Creative
- Competitive
- Performance boosting
- Career changing

How to Test *& What* to Test

The scientific method is the key to success with performance testing.

And the key to success with the scientific method is hypotheses...

SCIENTIFIC METHOD

Gather Information · Form Hypothesis · Test Hypothesis · Analyze Data · Interpret Data · Publish Results · Retest · Define Question

A True Story About Developing a Hypothesis

A few years ago on the weekend I walked over to my local Barnes & Noble. I grabbed a coffee and was browsing the clearance rack for a book to curl up with in a cushy chair.

A book on the psychology of color caught my eye so I grabbed it.

I started reading. And then my mind went to work.

For one of my products, a financial advisory publication (we made stock recommendations), the brand colors were dark purple and red, and we had historically used red for our call-to-action (CTA) buttons.

Red... the color of stop signs and stop lights. And in the financial world, being 'in the red' is bad – it means you're not profitable.

I wondered if, subconsciously, the red buttons were suppressing response.

Then my mind turned to what to test against the red buttons. The dark purple? But it was so dark it was nearly black.

Hmmm... on a stop light green means go. And green is the color of money, and our stock recommendations were geared toward making our readers money. So we tested making the CTA buttons green. It didn't look as nice, as it was an 'off brand' color – but it did improve our RPE.

There are so many things you can test in an email – it's important to test a variety of different elements. Here are a few of my favorites:

List Segments

Sending every email to your entire list – a practice known as 'batch and blast' or 'spray and pray' – works sometimes.

But if you segment your list and target each group with highly relevant products, services, copy, etc. – you can generate higher overall performance.

Create a hypothesis around which segments of your list are most likely to respond to an offer – then test it to see if you are right. If so, roll out your findings for future sends.

Landing Page Elements

This is a two-fer.

Part 1: there are so many things you can test on landing pages – add a testimonial, add a prominent CTA at the top, add a video, see what you can do to keep people who have clicked through from your email moving toward the goal.

Part 2: If there's something that seems to be working on your landing page, pull it into the email. This can often increase traffic to your landing page – and final conversions (see my note about just such a test on this page).

B2B Case Study: List Segments

Years ago I did an A/B split test with a client and we got abysmal results – neither the control nor the test had a positive Return-on-Ad-Spend (ROAS).

Afterward, I did a deep dive into the two list segments (based on job title) we had sent to, to see if I could find a bright spot.

It worked! One of the segments delivered a positive ROAS with the test, but not the control, creative – in fact it was very profitable.

Going forward we only marketed this product to the segment with a positive ROAS. This freed up the other segment to receive promotions for other products which they were more likely to purchase.

B2C Case Study: Landing Page Video

I had an email marketing campaign that delivered significant traffic to the landing page – but from there people weren't converting.

I did a propensity analysis to see if there were certain actions that made these people more likely to convert.

And I found one! There was a video on the landing page which did a great job of explaining the product and its benefits. People who watched it were much more likely to purchase. But it wasn't very prominent, and you had to scroll to find it.

We moved a screenshot of that video to the email; readers were taken to the landing page to view it. This not only increased traffic to the site, but we also saw a big boost in conversion rate.

Personalization/Customization

You could test 'Dear <First Name>, but where we see real lifts is when we go further than that.

For instance, if you're a retailer with brick-and-mortar locations, customizing the email with the address of the nearest store can boost performance (bonus points if you also include a small map image!).

The key here is relevance – the personalization or customization should make the message more relevant, more appealing, to the recipient.

Subject Line

Subject lines seem to be easy to test – but done properly they take as much thought as any other test you'll do.

You'll still need a hypothesis – and this can take as much thought as any other test. It's difficult to come up with a solid, valuable subject line test minutes before you hit send.

I like to test subject line formulas – things that you can use in the future with different content but still see a boost in results. Even then, usually there are other things you can test that have the potential to deliver a bigger lift in RPE and/or conversions.

B2B Case Study: Personalized Product Images

My client sold products personalized with corporate logos in bulk – think trade show giveaways.

Personalizing the product images with the recipient's company's name or logo seemed like a no-brainer. Rather than a 'your logo here' message, they would be able to see their actual logo on the product right there in the email.

But here's the rub: we couldn't make it work. The first time we tested this tactic it did boost RPE. But we continued to test to be sure – and we could never recreate these results. After the first send the control always beat the test.

So as much as we liked the idea, and it seemed to make sense, we stopped doing it since it was depressing revenue. This is why we test.

B2C Case Study: '25 Days of Christmas' Subject Lines

There are times when applying best practices to subject lines can have a dramatic impact on bottom-line performance.

I had a client who was running a '12 Days of Christmas' sale – and each subject line for the campaign started with that phrase, followed by the product and offer of the day.

You can only guarantee that the first 25 characters, including spaces, of your subject line will be seen. So we swapped the order of the subject line copy – we started with the product and offer of the day, and ended with the name of the sale.

We got an immediate and significant boost in revenue and conversions.

Which Test Won: Preheader Text

Preheader text is sometimes an afterthought, but it shouldn't be; it can have an impact on your bottom-line performance.

The organization is a B2C ecommerce company.

Which Test Won?

Give it some thought, then flip to page 27 to get the correct answer, along with a link to the full case study online.

Subject Line		Time is Running Out on our Best Selling Custom Items!
Preheader Text	Control	Time is Running Out on Our Custom Items
	Test	Great Personalized Gifts for Veterans!

Get inspired

In order to develop a hypothesis, you need some inspiration. Inspiration can be internal (from your own email program) or external (from a third-party source) – and some of the best hypotheses are a combination of both. Here are some ideas to help you get inspired.

INTERNAL SOURCES

A Failed Test

This is a great way to grab some benefit from the jaws of defeat (aka a test that did not beat the control)!

I wish I could tell you specifically what to look for – but it's not that clear cut. It's an exploratory exercise - you won't know what you're looking for until you see it. Like the list segmentation example I shared earlier in this document. Or sometimes it's a click-through rate that beat the control, even though it didn't drive more conversions or revenue.

I always like to debrief after a test to see what learnings we can glean.

Campaign Metrics

You can get inspiration from your spreadsheets, even if you aren't looking at the creative.

In the example below we see that the final effort, #5, still generated significant revenue – maybe add a sixth effort?

Also, we see that the RPE of effort #4 is higher than that of effort #3, which is unusual; usually earlier efforts perform better. So perhaps we swap the order of these two, which may increase that RPE.

Winner; Higher Conversion Rate (CR)

Loser; Lower CR but Higher CTR
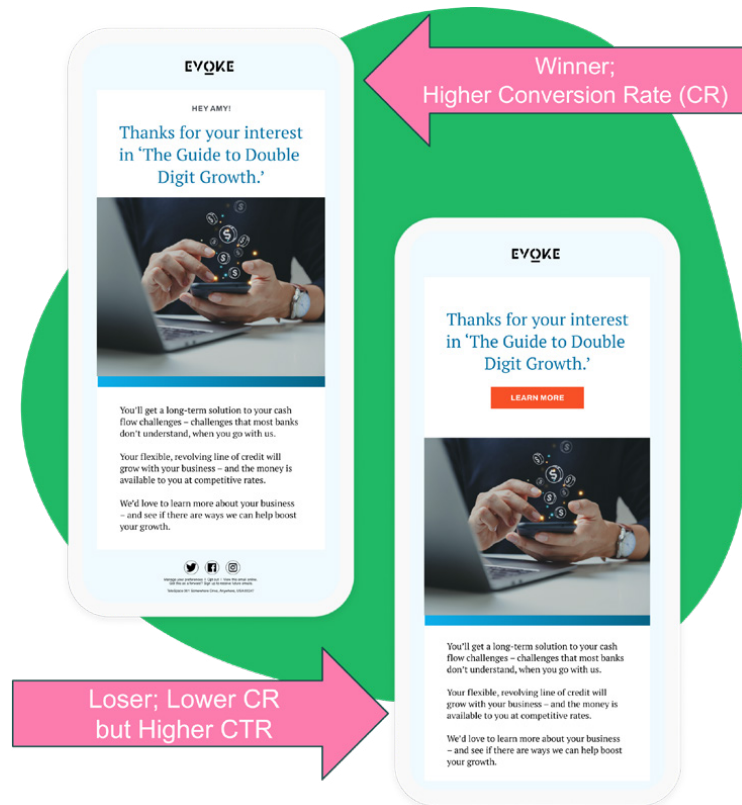
Hmmm… Effort 5 generated $8,175 – I wonder if it's worth adding an Effort 6…

The RPE dropped to $0.32 on Effort 3 – but rebounded to $0.45 with Effort 4. Why? Would swapping the order of these efforts boost overall revenue?

Effort Number	Q Sent	Conversion Rate	Revenue	Revenue per Email Address
1	44,591	0.89%	$101,843	$ 2.28
2	43,763	0.71%	$ 59,420	$ 1.36
3	43,291	0.24%	$ 14,060	$ 0.32
4	43,165	0.30%	$ 19,315	$ 0.45
5	43,000	0.10%	$ 8,175	$ 0.19
TOTALS / Averages	44,591	0.51%	$202,813	$ 4.55

Source: Client Case Study, Email Optimization Shop by Jeanne Jennings

EXTERNAL SOURCES

An Industry Article or Presentation

We're all busy – but taking the time to read industry articles is a great way to drive inspiration.

Case studies are a natural – hopefully some of the case studies presented here will be a source of inspiration to you. But you can even get ideas from non-case study articles and presentations.

Industry newsletters are a great way to keep up with this type of content! Be sure to create a 'swipe file' to save links to items of interest.

Public Swipe Files

Speaking of swipe files... There are some great email marketing swipe files out there.

One of my favorites is **Really Good Emails**.

It's a free site and you can search on types of email messages as well as by industry.

ChatGPT

Yes that's right! One more use for ChatGPT – and there are two ways to do it.

If you have the free version of ChatGPT, you can ask it for ideas. A simple prompt for this would be 'Can you give me some ideas for a/b split tests for email marketing campaigns?' – or you can provide more detail on your goals and your audience.

If you have a paid version, you can get more tailored recommendations. Here you're going to want to provide the GPT some background in the form of past creative with results, both winners and losers from any tests you've done, as well as sends where you did not do a test. If you have it, you could provide the control and ask for specific ideas for what to test against it. This process will likely yield better, more targeted results.

Which Test Won: Wireframe Layout

How much attention do you take with your email wireframes? This is another element that can impact your bottom-line performance.
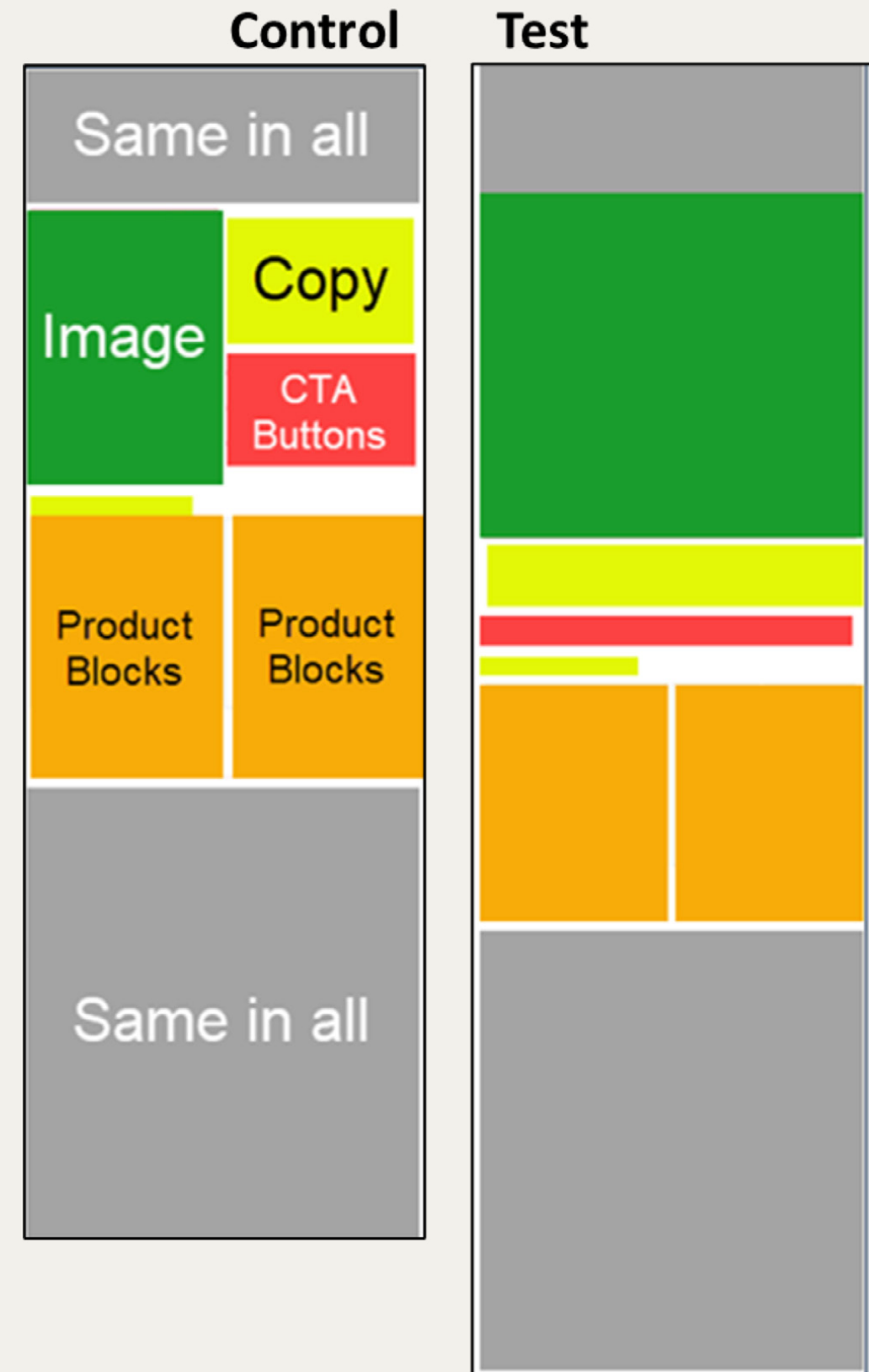
The company is a B2B ecommerce organization.

Control: 2-column header, half width image with rich text copy and CTAs next to it

Test: 1-column header, full width image, with copy below

Which Test Won?

Give it some thought, then flip to page 28 to get the correct answer, along with a link to the full case study online.

How to Structure a Test

How you structure your test is even more important than what you test. You need to structure your test to make sure you're going to get valid results.

Sample Size

There are three ways to estimate the sample size you need to get statistically significant results.
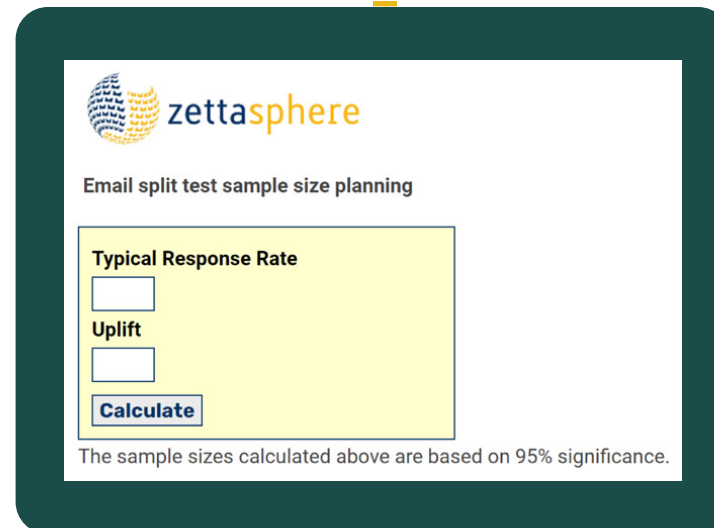
College Statistics Class

If you took statistics in college, you learned a formula for determining sample size. It's below... but before you try it, read on (this is not my recommended method).

$$\frac{31.38 * CR * (1\text{-}CR)}{(Lift * CR) * (Lift * CR)}$$

Online Calculator

You don't need to know the formula for sample size, because they do!

There are many calculators out there, this is my favorite as it's geared toward email marketing, not web page testing.

Source: Free Email Split Test Sample Size Planning Calculator, Zettasphere

zettasphere

Email split test sample size planning

Typical Response Rate

Uplift

Calculate

The sample sizes calculated above are based on 95% significance.

My Rule of Thumb

This is the easiest method of all – I always use test cells of at least 20,000 email addresses or more.

If your list is large enough, I strongly recommend this method. It's quick and easy, and it's rare that our results aren't statistically significant.

20,000

Small Lists

We touched on this at the beginning of the book. If your list is very small, you may need to test elements over multiple sends and aggregate the results.

In this example, we have a control and a test version – the element we're testing is a wireframe layout for the template. For each send, the control wireframe and the test wireframe are the same. But the content changes from send to send. Send #1 used content A, while send #2 uses different content, content B.

You can see below that we've gathered the raw data from each send and aggregated it to come up with totals for the control and test cells. Which one won?

Control

	Send Q	Bounces	Non-Bounce	Opens	Clicks	Conversions
Send #1	5,001	21	4,980	2,588	185	40
Send #2	5,010	16	4,994	2,475	102	45
Send #3	5,012	24	4,988	2,058	206	38
Send #4	5,024	19	5,005	1,425	126	37
TOTAL	20,047	80	19,967	8,546	619	160

Test

	Send Q	Bounces	Non-Bounce	Opens	Clicks	Conversions
	5,001	29	4,972	2,485	192	165
	5,009	16	4,993	1,682	105	98
	5,013	24	4,989	1,995	201	52
	5,023	5	5,018	1,847	141	104
	20,046	74	19,972	8,009	639	419

Metrics

	Send Q	Bounce Rate	Open Rate	Click-through Rate	Conversion Rate
Control	20,047	0.4%	42.8%	3.1%	0.8%
Test	20,046	0.4%	40.1%	3.2%	2.1%
Lift/Loss Test over Control		-8%	-6%	3%	163%

The test won! It generated a conversion rate that was 163% higher than the control RPE.

How to Send

There are also three different ways to carry out a test send – here they are, with my recommendation.

Pre-send

Randomly create cells of 20,000 from your larger list; one for each test and one for your control.

Mail these in advance of your send to the larger list; each test cell gets a test, the control cell receives the control.

Determine the winner.

Send the winning creative to the balance of the list.

Test Cells

Randomly create cells of 20,000 from your larger list; one for each test and one for your control.

Mail these along with the balance of your list, which will get the control; each test cell gets a test, the control cell receives the control.

Split the List (My Recommendation)

Randomly split the entire list, making sure each cell has at least 20,000 records in it. You'll need a cell for the control and then a cell for each test.

Then just send all at once, making sure that each creative is sent to its corresponding cell.

Determine the winner.

Use the winner as your new control for this product/audience/whatever going forward.
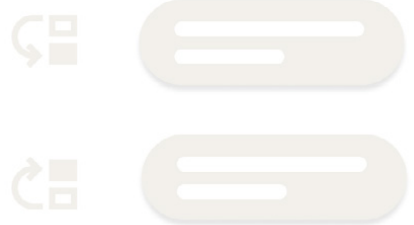
Keep it Clean

The only difference between your control and test versions should be what you are testing. All else needs to remain the same. This includes the send date/time – you can't send your control today and your test next week. Macro factors may impact your results.

Conversion Tracking

You will need a clean read on leads, sales, revenue, whatever your bottom-line metric is, by cell. This will likely require your website analytics program as well as your ESP or Marketing Automation Platform tracking.

Which Test Won: Number of Products

Not enough products in your email and you're leaving money on the table. Too many and your readers may have analysis paralysis and choose none. How do you determine the perfect amount?
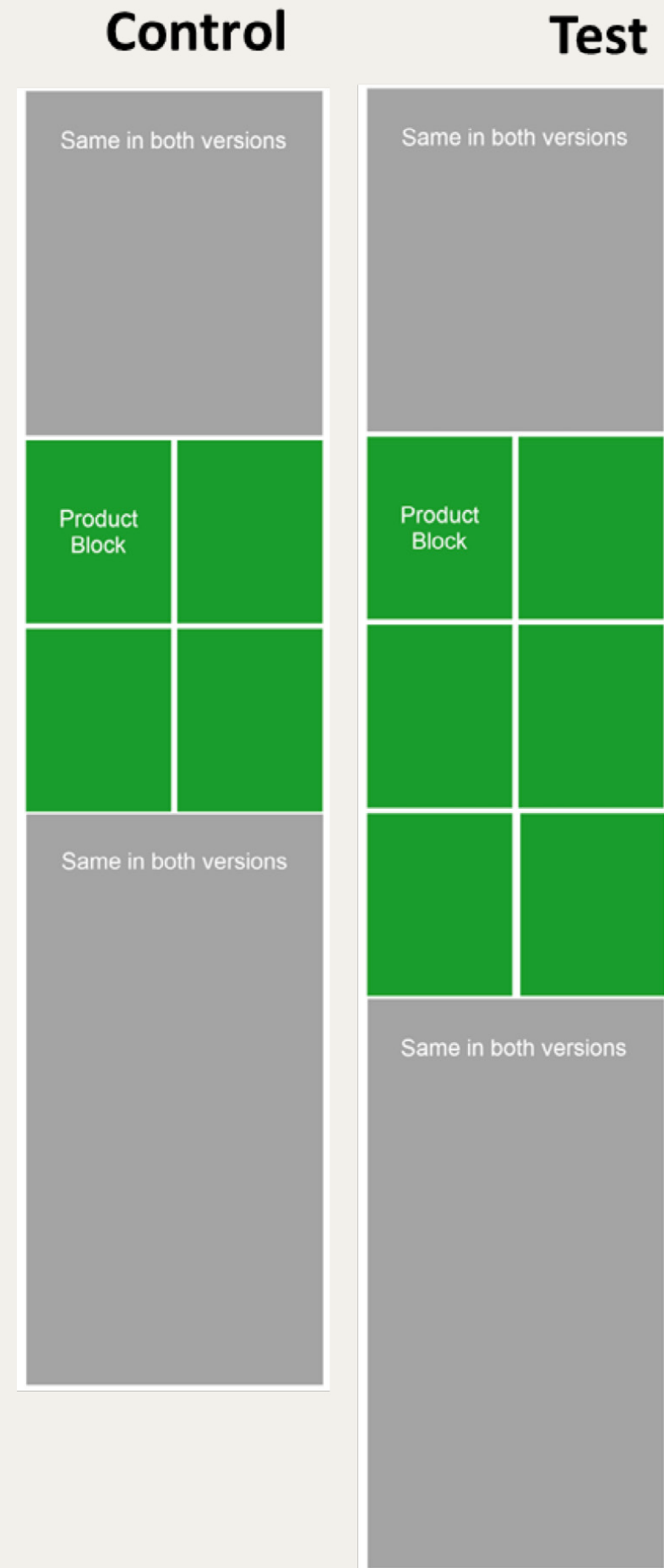
The organization is a B2B promotional products company.

Control: 4 product blocks

Test: 6 product blocks

Which Test Won?

Give it some thought, then flip to page 29 to get the correct answer, along with a link to the full case study online.

Reporting

How you report on your A/B split tests is also very important. If you aren't using the right formula to calculate your metrics[2], or if you're not using the right metric as a KPI, you won't get reliable results.

Diagnostic vs. Business Metrics

Let's start by defining diagnostic vs. business metrics.

Diagnostic Metrics

Diagnostic metrics provide insight into how your recipients are – or are not – engaging with your email message. You should never use a diagnostic metric as a KPI.

Examples of diagnostic metrics:

- Bounce rate

- Non-bounce rate

- Open rate

- Click-through rate (CTR)

- Click-to-open rate (CTOR)

- Unsubscribe rate

- Spam complaint rate

- Any other metrics that measures engagement with your email campaign

Business Metrics

Business metrics measure how well your bottom-line goals for the email marketing campaign were met. Your KPI should always be a business metric.

Examples of business metrics:

- Conversion rate

- Return-on-investment (ROI)

- Return-on-ad-spend (ROAS)

- Revenue-per-email (RPE)

- Any other metrics that measures how well your email campaign recipients accomplished the business goal

[2] Need a primer on how to calculate common metrics? I cover most of them in '**How to Calculate Email Marketing Metrics**' on my blog.

Formatting Your Spreadsheet

Here's the spreadsheet format I like to use to analyze results:

	Send Q	Bounce Rate	Unique Open Rate	Unique Click-through Rate (CTR)	Unique Click-to-Open Rate (CTOR)	Unsub Rate	Spam Complaint Rate	Conversion Rate (from sent)	Revenue-per-Email-Sent (RPE)
Control	20,000	1.0%	27.4%	2.5%	9.2%	0.37%	0.01%	0.8%	$ 0.71
Test A	20,000	1.0%	30.4%	3.1%	10.0%	0.16%	0.01%	2.1%	$ 2.93
Test B	20,000	1.1%	28.4%	3.0%	10.7%	0.21%	0.00%	1.9%	$ 1.94
Total	**60,000**	**1.0%**	**28.7%**	**2.9%**	**10.0%**	**0.25%**	**0.01%**	**1.6%**	**$ 1.86**
Lift/Loss Test A over Control		-1.5%	10.8%	21.3%	9.4%	-56.8%	-50.0%	179.6%	310.5%
List/Loss Test B over Control		10.0%	3.3%	20.4%	16.5%	-43.2%	-100.0%	146.1%	172.2%

You can see that Test A was the winner, with an RPE 310% greater than the control.

Calculating Statistical Significance

We touched briefly on statistical significance earlier in this ebook. The point of statistical significance is to make sure that the variance we are seeing is outside of the margin of error. In other words, to gain confidence that the lift is true and is likely to be repeated; if it's in the margin of error it could be a fluke, you can't trust that the results will come out this way next time.

There are two ways to determine statistical significance:

College Statistics Class

Yep, we're referring back to college again.

If you took statistics in college, you learned a formula for determining statistical significance and you can use that here.

Online Calculator

Once again, you don't need to know the formula for statistical significance, because they do!

There are many calculators out there, this is my favorite as it's geared toward email marketing, not web page testing.

Source: Free Online A/B Split Test Calculator, Zettasphere
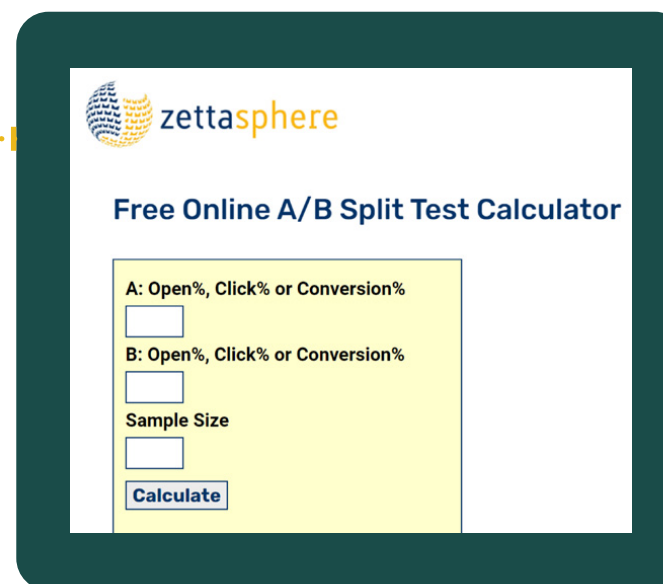
It's long and complicated – you'll need to look it up yourself if you go this route (but I hope you don't – this is not my recommended method).

zettasphere

Free Online A/B Split Test Calculator

A: Open%, Click% or Conversion%

B: Open%, Click% or Conversion%

Sample Size

Calculate

One more note:

Ignore statistical significance at your own risk. If you assume your variance is statistically significant and move forward implementing the findings widely, you could be taking your email program in the wrong direction if it's not actually statistically significant.

Which Test Won: Personalization 1

It's conventional wisdom that personalization boosts performance. But does it always?
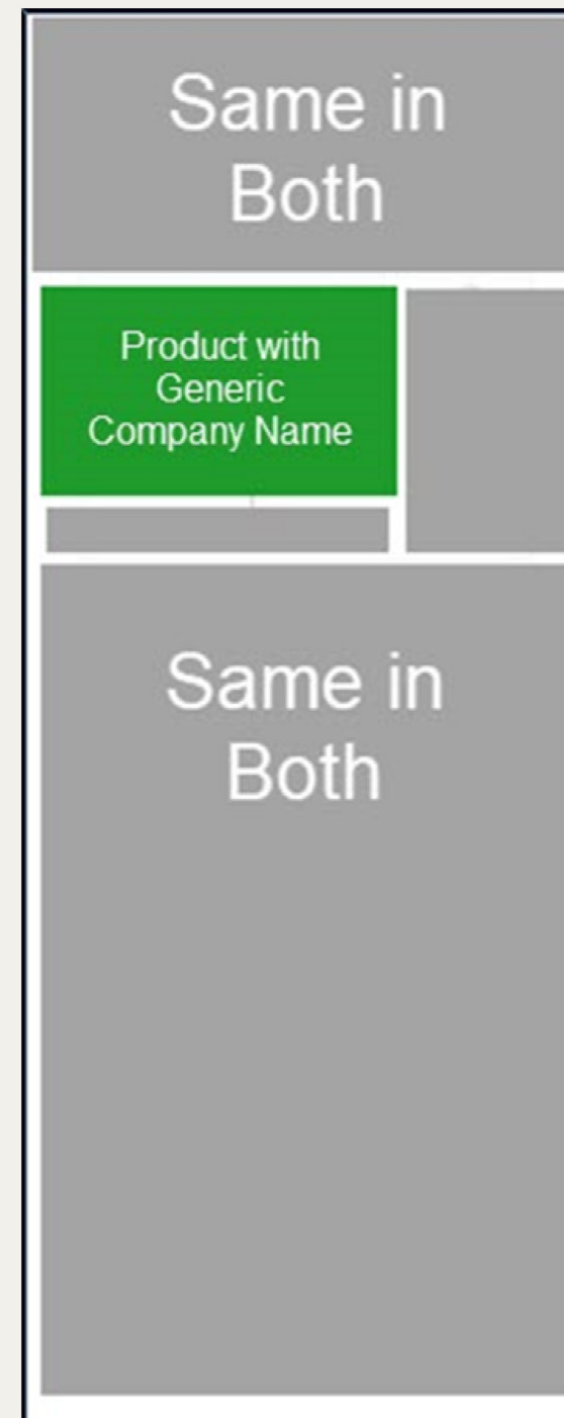
The organization sells B2B customized products

Control: not personalized; generic company name on product in image

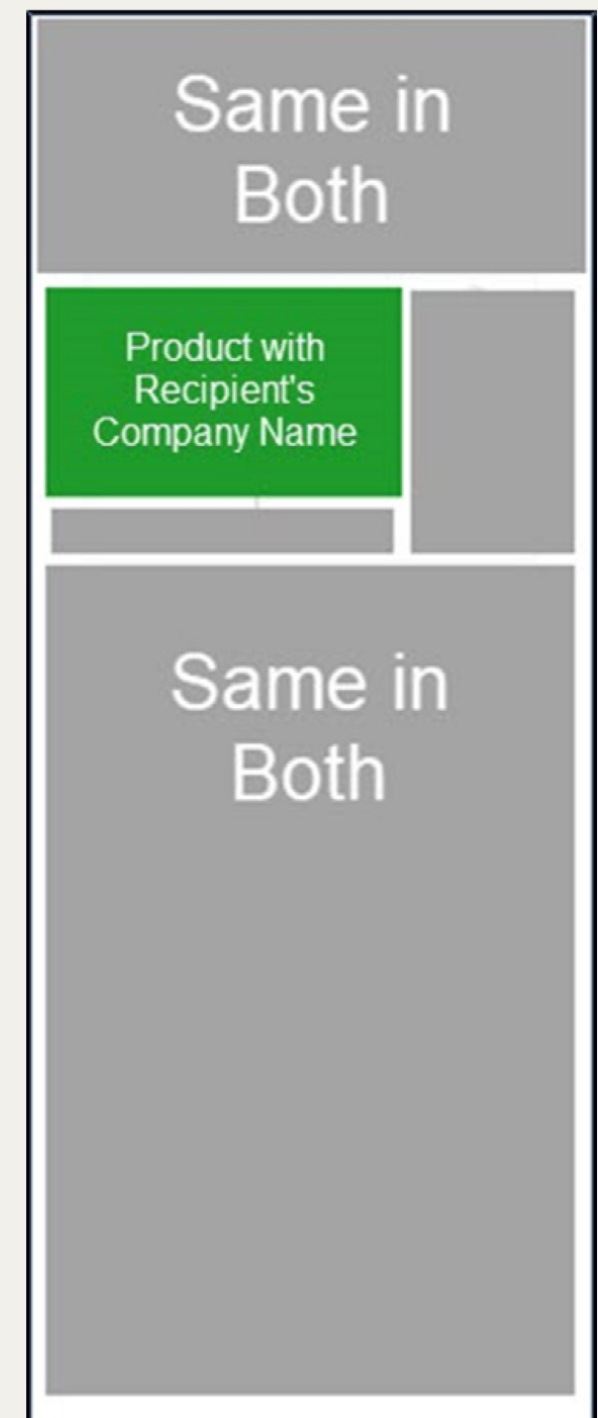**Test:** personalized with recipient company's name on product in image

Which Test Won?

Give it some thought, then flip to page 30 to get the correct answer, along with a link to the full case study online.

Control

Same in Both

Product with Generic Company Name

Same in Both

Test

Same in Both

Product with Recipient's Company Name

Same in Both

Create a Test Plan

Now that you know a bit more about the scientific method, inspiration, hypotheses, test structure, and more, you probably understand that this isn't something you can decide to implement a few minutes before your send. It takes planning.

I recommend you have a plan for testing that looks at least 3 months into the future. Your plan should include your hypotheses, as well as the test format and what resources you need to implement each test.

If something changes you can always tweak your test plan. But without a plan, it's hard to have an effective test plan.

Here's a sample:

Send #	Send Day	Send Date	List Segment	Send Quantity	Control (50% of send)	Test (50% of send)	Estimated Lift/Loss from Test
1	Monday	28-Sep	Active	250,000	Based on HolidayLead (#2), 2 product blocks	4 product blocks	20%
2	Wednesday	30-Sep	Active	250,000	Based on Holiday$10 (#3), 9 product blocks	6 product blocks	20%
3	Monday	5-Oct	Active	250,000	Based on HolidayGiftSets (#4), headline in image	Rich text headline above image	20%
4	Wednesday	7-Oct	Active	250,000	Based on TopPicks (#6), 4 product blocks	6 product blocks	20%
5	Monday	12-Oct	Active	250,000	Based on BuffaloPlaid (#9), with bullet points	no bullet points	20%
6	Wednesday	14-Oct	Active	250,000	Based on HolidayGifts (#11), tall headline image	shorter headline image	20%

You'll see that we've identified the control for each send - as well as what we'll be testing. I also like to provide an estimated lift for each test.

Even if I don't have small lists, I like to test concepts and formulas – the learnings here are more valuable than learnings about specific words or phrases, as they can be more widely applied going forward. As you can see in the table above, we're doing a lot of testing around how many product blocks (a product block has a product image, the product name, the price, and a link to the landing page) are optimal.

Don't get discouraged!

• As I shared earlier, about 67% of my test hypotheses end up beating the control – which means that about 33% do not.

• On average, 1 out of 8 A/B split tests drive significant changes in performance (source: Invesp)

• At Microsoft, one-third of tests boost performance, one-third don't move the needle, and one-third depress response.

Which Test Won: Personalization 2

It's conventional wisdom that personalization boosts performance. But does it always?

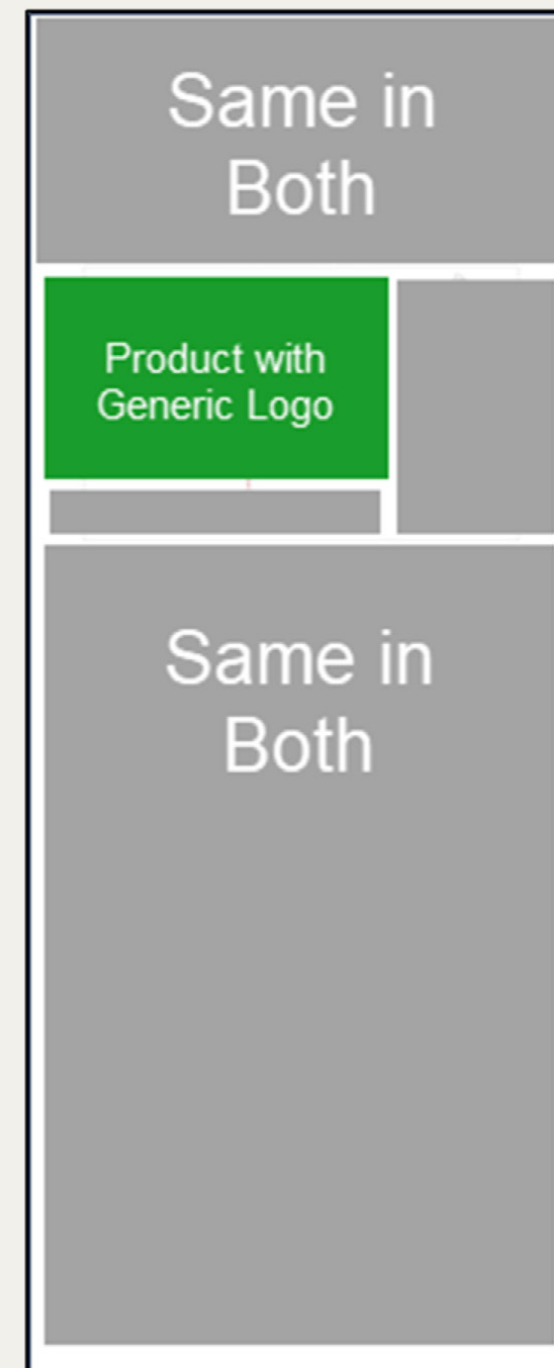The organization sells B2B customized products

Control: not personalized; generic logo on product in image

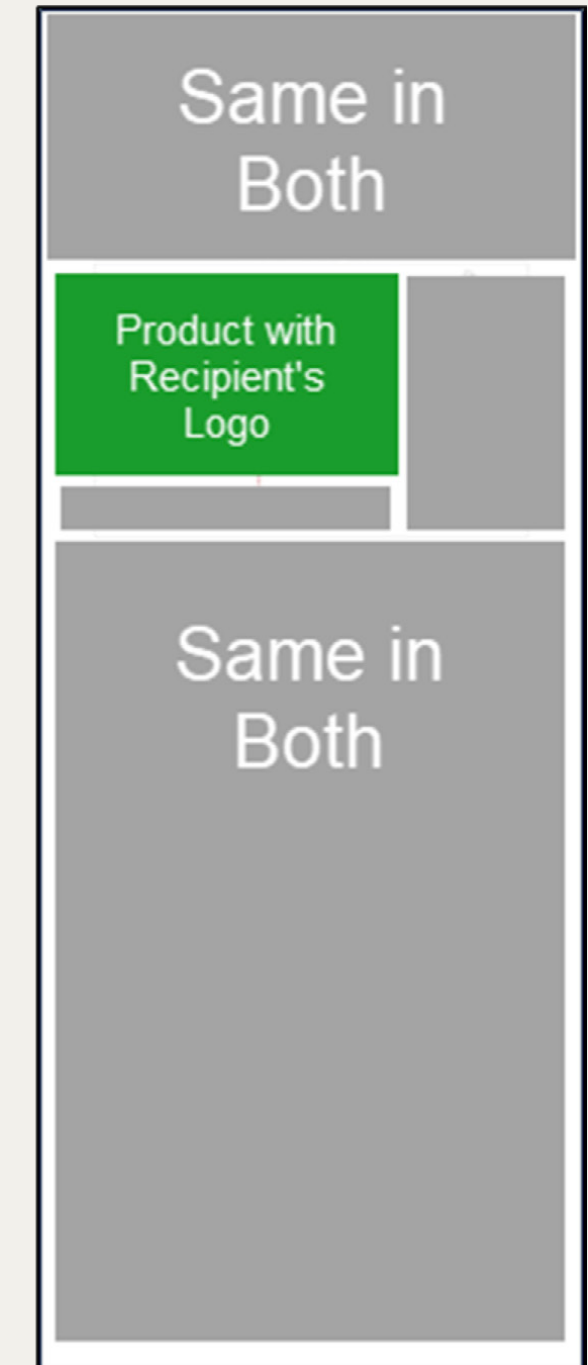**Test:** personalized with recipient company's logo on product in image

Which Test Won?

Give it some thought, then flip to page 31 to get the correct answer, along with a link to the full case study online.

Be an Email Marketing Rock Star

Ready to start testing? **Here are a few tips.**

Test for Impact

Make sure you are doing at least one test with the potential for a large performance boost every quarter (even better: every month). Fill in your testing plan around those big tests with simple tests that will provide valuable learnings, but take fewer resources than the big test.

Compile Your Results

Remember – it's not just about hitting send on your test. You have to go back, analyze the data, and declare a winner! Doing this will not only complete your test – it may give you ideas for future testing!

Share Your Learnings

Think of your test results as a way to showcase your marketing skills – it's your portfolio as a marketing professional.

Write up your results for publication! Offer to speak at conferences or even do 'lunch and learn' sessions for your colleagues to share your expertise and encourage them to join you in your quest to test.

Another reason to compile and share your results – this is the data you'll want to present to justify your next raise or promotion at your annual review.

Which Test
Won Results

A | B

Which Test Won: List Growth

I guess you would call this more of an email-adjacent test – it's about growing your email list with opt-in names.

The company is a B2C/B/G non-government organization.

Control: email opt-in in the footer of the website

Test: email opt-in in the header of the website

Which Test Won?
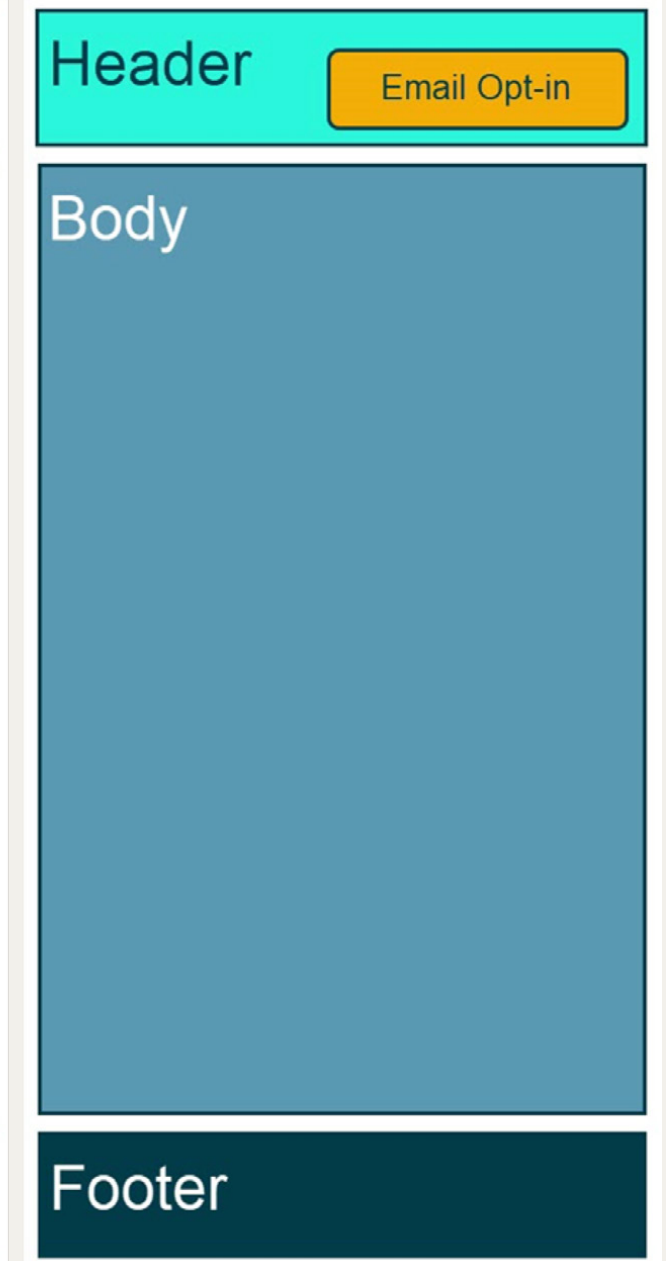
The Test Won!

46% lift in opt-in email list growth

Source:
Case Study: 46% Increase in Email List Growth
By Jeanne Jennings, Email Optimization Shop Blog

Control

Header	
Body	
Footer	Email Opt-in

Test

Header	Email Opt-in
Body	
Footer	

Which Test Won: Preheader Text

Preheader text is sometimes an afterthought, but it shouldn't be; it can have an impact on your bottom-line performance.

The organization is a B2C ecommerce company.

Which Test Won?

The Test Won!

96% lift in revenue-per-email (RPE)

Source:
Preheader Text: 6 Models and a Case Study with a 96% Lift in Revenue-per-email
Jeanne Jennings, Email Optimization Shop Blog

Subject Line		Time is Running Out on our Best Selling Custom Items!
Preheader Text	Control	Time is Running Out on Our Custom Items
	Test	Great Personalized Gifts for Veterans!

Which Test Won: Wireframe Layout

How much attention do you take with your email wireframes? This is another element that can impact your bottom-line performance.

The company is a B2B ecommerce organization.

Control: 2-column header, half width image with rich text copy and CTAs next to it

Test: 1-column header, full width image, with copy below
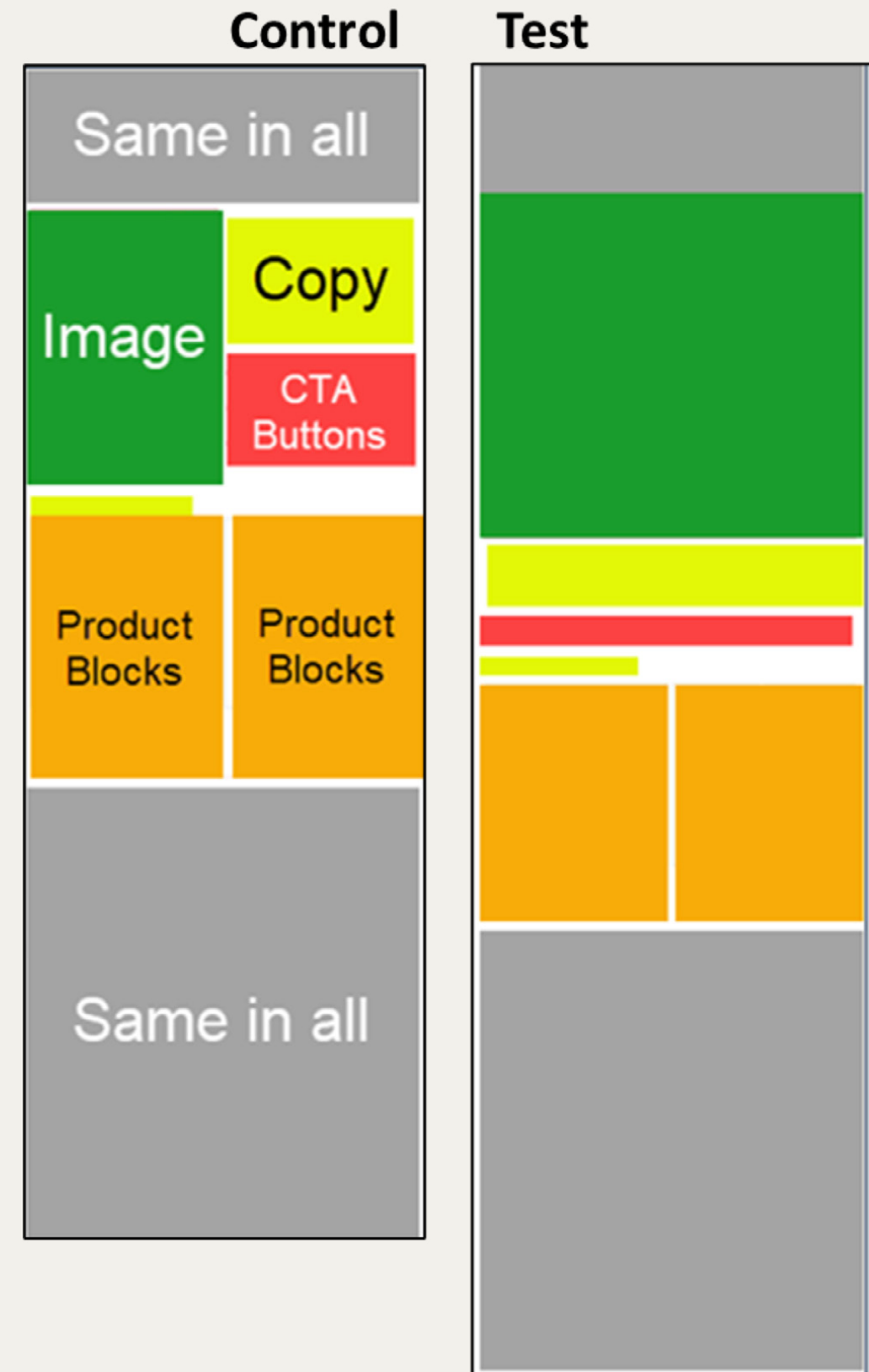
Which Test Won?

The Control Won!

The test showed a **28%** decrease in revenue-per-email (RPE)

Source:
Case Study: 61% Decrease in Revenue-per-email (RPE), but we still learned a few things
Jeanne Jennings, Email Optimization Shop Blog

Which Test Won: Number of Products

Not enough products in your email and you're leaving money on the table. Too many and your readers may have analysis paralysis and choose none. How do you determine the perfect amount?

The organization is a B2B promotional products company.
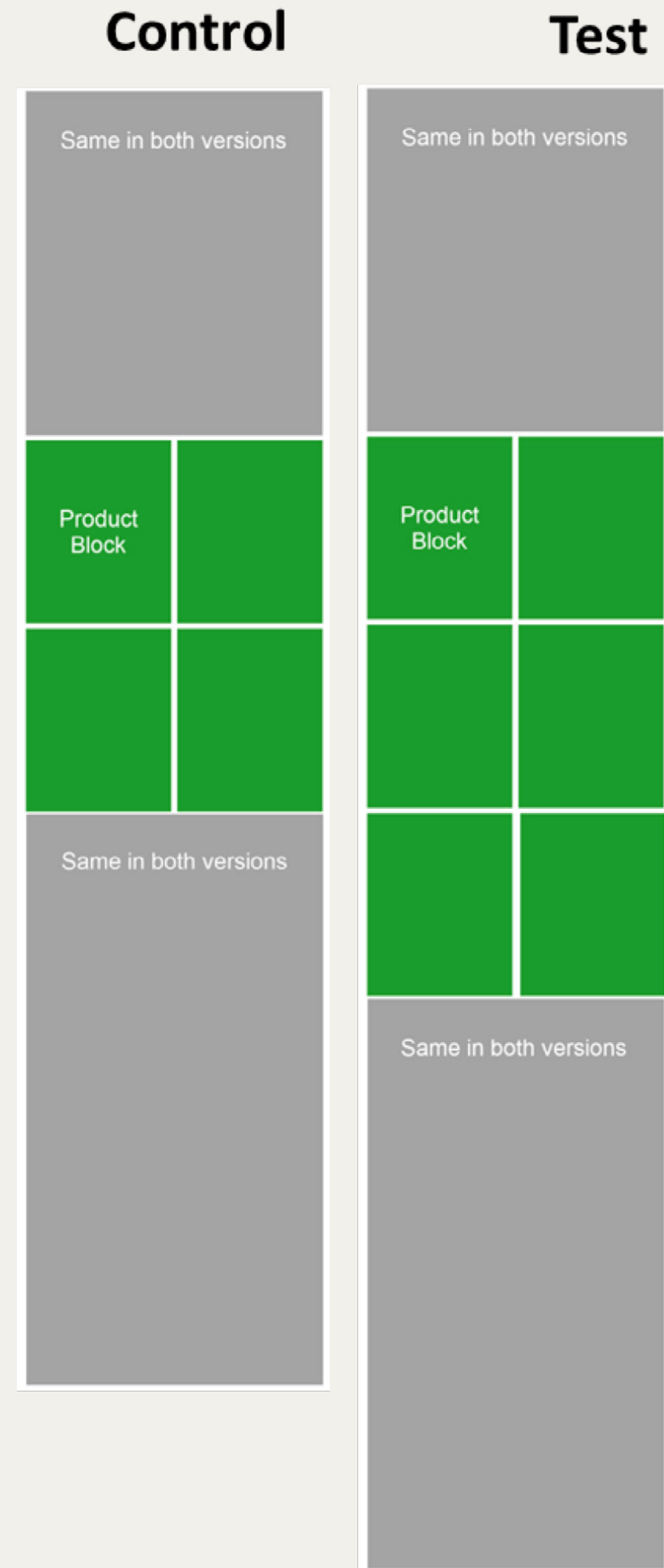
Control: 4 product blocks

Test: 6 product blocks

Which Test Won?

The Test Won!

79% lift in revenue-per-email-sent (RPE)

Source:
Case Study: Optimizing to Avoid Analysis Paralysis
Jeanne Jennings, Email Optimization Shop Blog

Which Test Won: Personalization 1

It's conventional wisdom that personalization boosts performance. But does it always?

The organization sells B2B customized products

Control: not personalized; generic company name on product in image

Test: personalized with recipient company's name on product in image

Which Test Won?

The Test Won!

96% Increase in revenue-per-email (RPE)

Source:
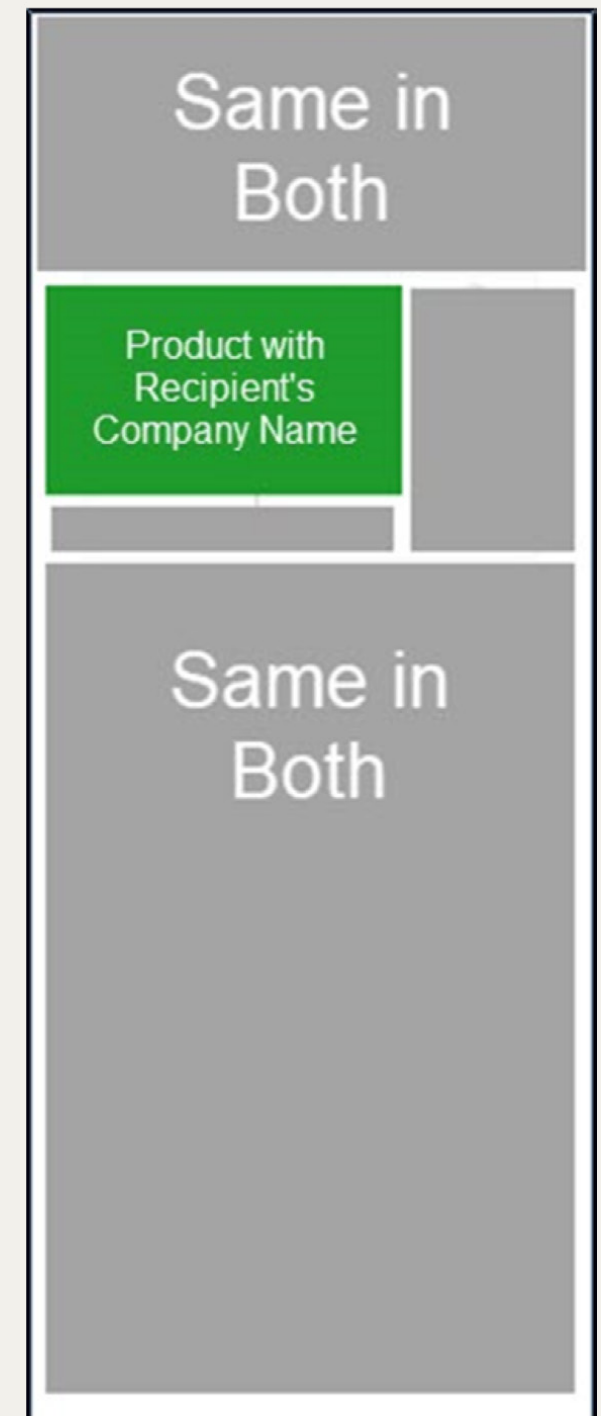Personalization and Email Performance (A Case Study)
Jeanne Jennings, Email Optimization Shop Blog

Which Test Won: Personalization 2

It's conventional wisdom that personalization boosts performance. But does it always?

The organization sells B2B customized products

Control: not personalized; generic logo on product in image

Test: personalized with recipient company's logo on product in image
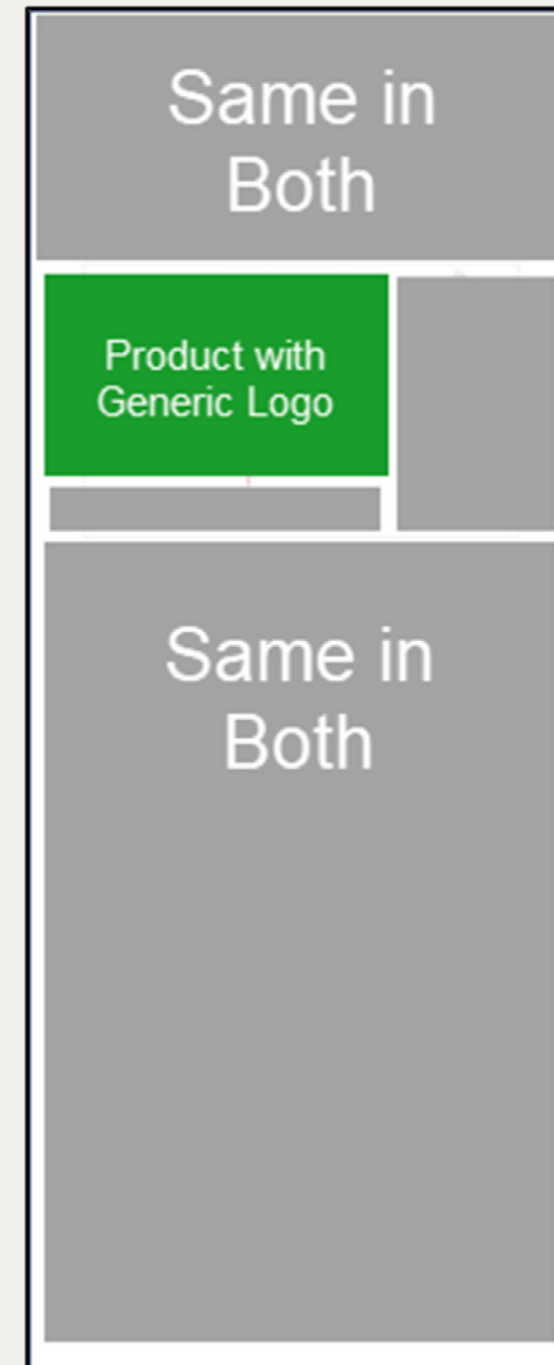
Which Test Won?

The Control Won!

The test showed a **68%** decrease in revenue-per-email (RPE) compared to the control
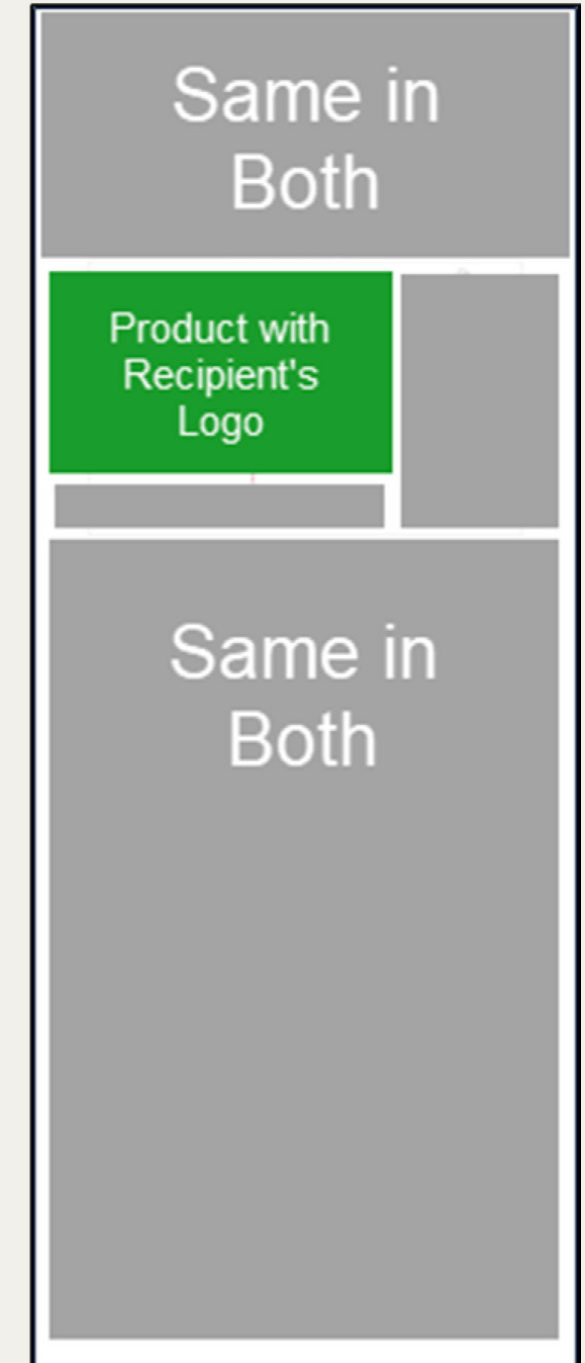
Source:
Case Study: Do Personalized Logos Increase Revenue?
Jeanne Jennings, Email Optimization Shop Blog

In Conclusion

If you aren't doing A/B split testing, I hope this ebook has given you the confidence to begin! And if you're already doing A/B split testing, this is your opportunity to up your game!

Give it a shot & let me know how it goes!

Additional Resources

As I mentioned, I've devoted much of my career to A/B split testing with clients. You can find numerous email marketing case studies, as well as tips and tricks, industry thought-pieces, and more on my **Email Optimization Shop** blog.
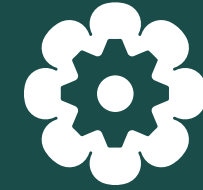
About Marigold

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About the Author

Jeanne Jennings is a recognized expert in email marketing and a sought-after consultant, speaker, trainer, and author specializing in email marketing strategy, tactics, creative direction, and optimization. She helps organizations make their email marketing programs more effective and more profitable.

Jeanne is the Founder and CEO of **Email Optimization Shop**, a consultancy focused on optimizing bottom-line email marketing performance with strategic testing. She is also General Manager of the **Only Influencers** community of email industry professionals, Chair of the **Email Innovations World** conference, and an Adjunct Professor in the Master of Integrated Marketing program at the **Georgetown University** School of Continuing Studies.

Her direct response approach has helped B2B, B2C, government, non-profit and other clients including AARP, Capital One, Hasbro, National Education Association, New York Times, Scholastic, UPS, U.S. General Services Administration, Verizon, and the World Bank.

Jeanne earned her MBA from Georgetown University (Hoya Saxa!), and she is an avid hockey fan (Let's Go Caps!).

Learn more, read Jeanne's blog and opt-in to the Email Optimization Shop email newsletter at **https://emailopshop.com/**

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