



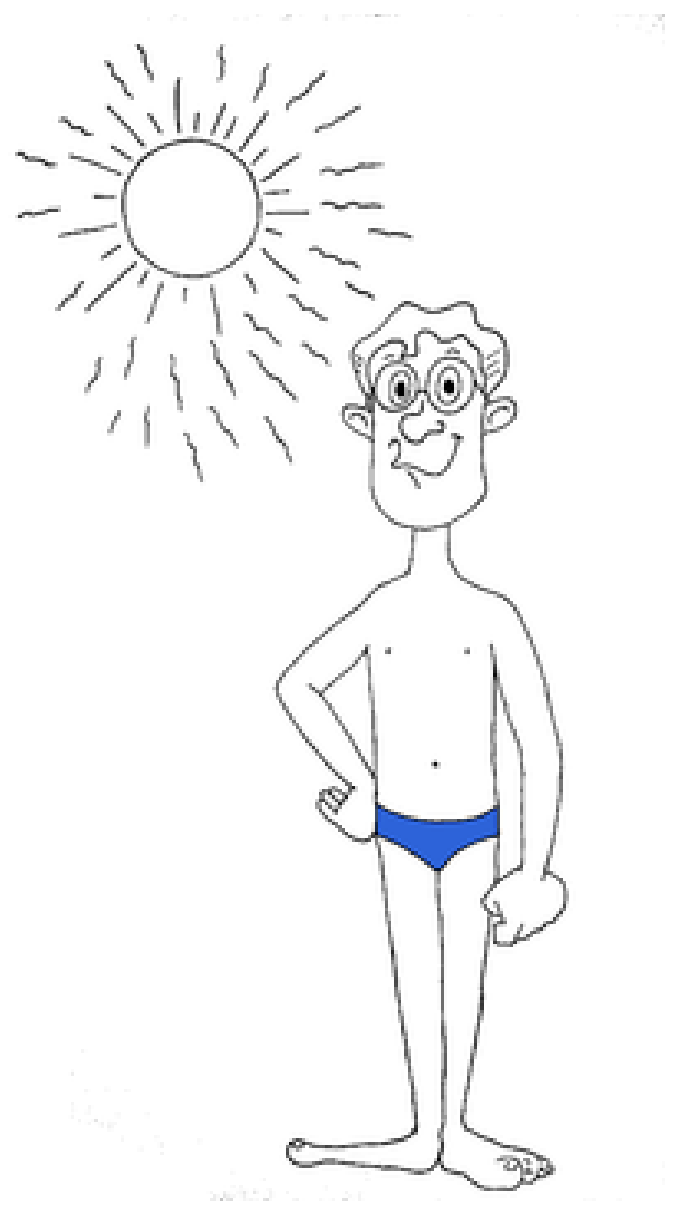
AGILE EMAIL TESTING

Tim Watson

Email Marketing Consultant

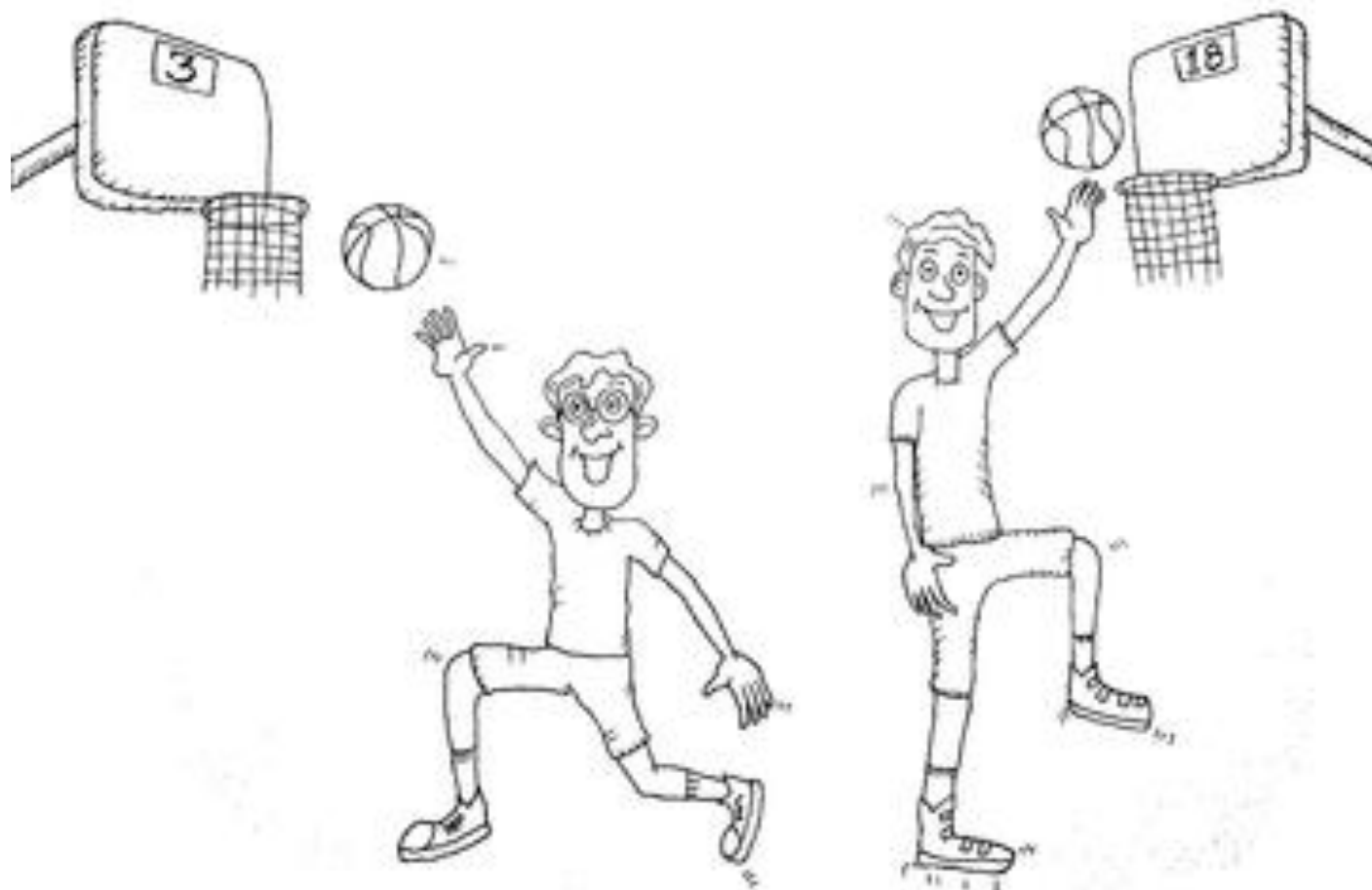
twatson@zettasphere.com





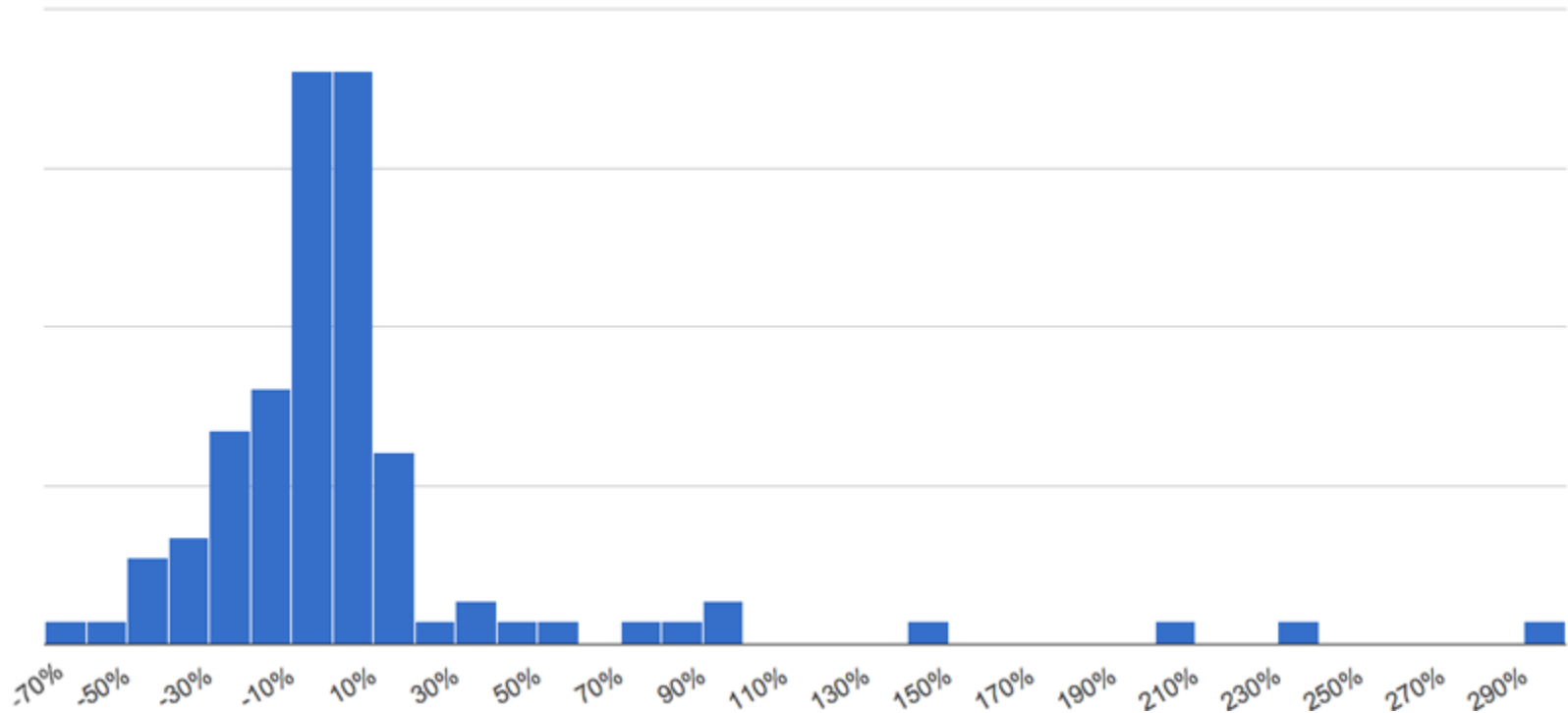
Testing is not about a quick win tactic







A/B test uplift distribution

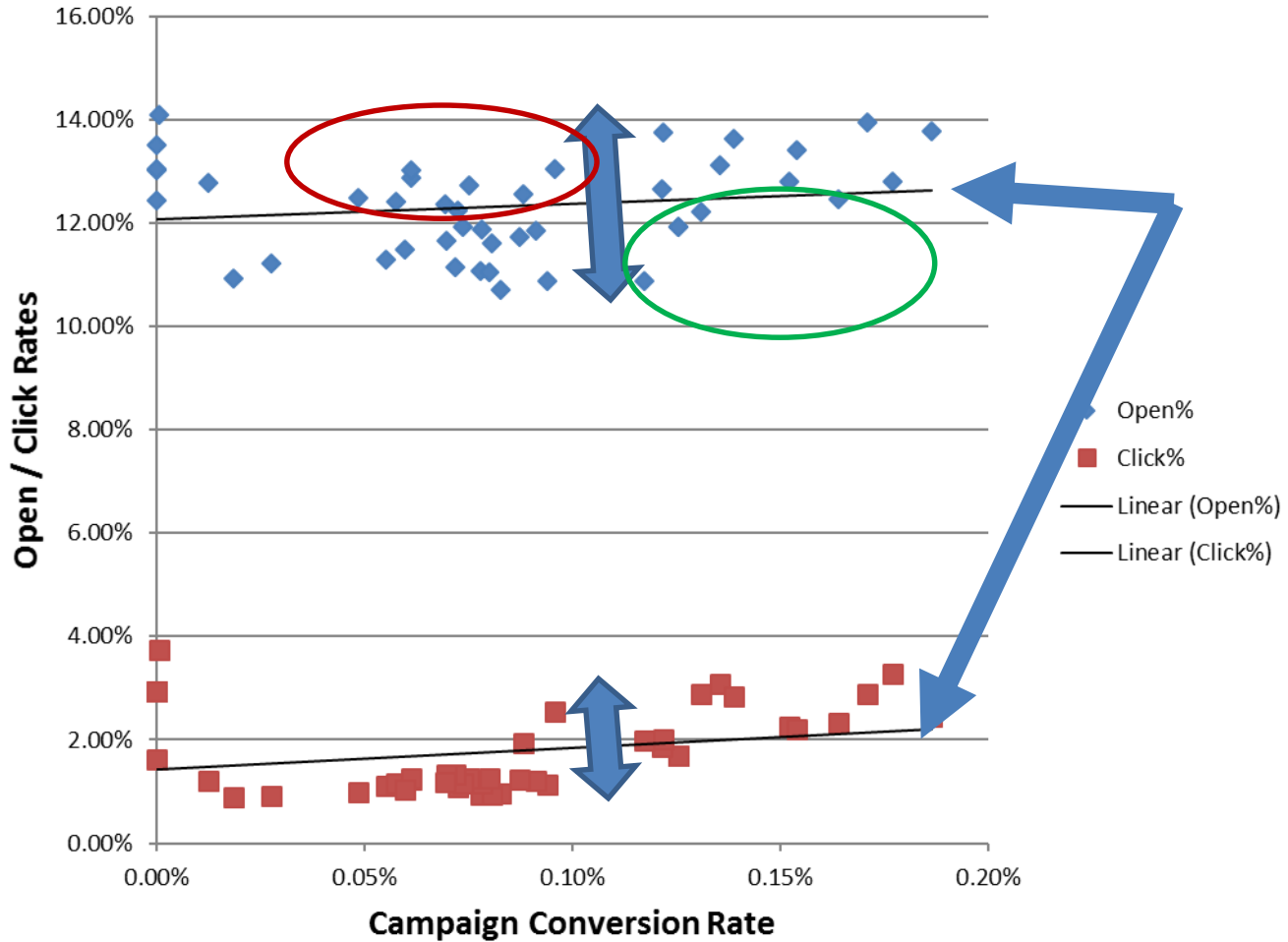


Preheader test

Treatment	Series of tests	Scenario A	Scenario B	Winner	Open Rate % Scenario A	Open Rate % Scenario B	Open Rate Increase %
1	4	Google makes big claims for D-Wave quantum computer	Read also: Google makes big claims for D-Wave quantum computer	Read also: Google makes big claims for D-Wave quantum computer	18.63%	19.54%	(+) 0.91%
2	4	Read also: Google makes big claims for D-Wave quantum computer	Just in: Google makes big claims for D-Wave quantum computer	Just in: Google makes big claims for D-Wave quantum computer	21.69%	22.43%	(+) 0.74%
3	4	Just in: Google makes big claims for D-Wave quantum computer	Breaking news from the electronics industry	Just in: Google makes big claims for D-Wave quantum computer	20.65%	20.32%	(+) 0.33%
4	4	Just in: Google makes big claims for D-Wave quantum computer	↔ Just in: Google makes big claims for D-Wave quantum computer	↔ Just in: Google makes big claims for D-Wave quantum computer	20.58%	20.70%	(+) 0.12%
5	8	↔ Just in: Google makes big claims for D-Wave quantum computer	No snippet	↔ Just in: Google makes big claims for D-Wave quantum computer	21.15%	16.25%	(+) 4.90%



Correlation of Open & Click to Conversion



Subject line impact on clicks

Subject A: Are we still welcome in your inbox?

Subject B: Was it something we said?

Dear Tim

RE: Your Brand X and Coinks Points statement

It's been a while since you joined Brand X Coinks points on the 04/01/2012. You've a 42 balance currently and when you registered you gave us your post code as BN12 9WQ. [Login](#) to view your account, [update](#) or find out how to [collect more points](#).

However, we're sensing you may not be that into Brand X Coinks points anymore, so we are introducing for you Coinks Deal emails, a new way to save.

You can save more than 50% on restaurants, family days out and UK travel breaks. Please take a moment to browse the [Coinks Deals website](#)

[Don't send me Coinks Deals email >>](#)

[Find out about Coinks Deals >>](#)

You'll automatically receive Coinks Deals and you may unsubscribe from Coinks Deals at any time using the unsubscribe link at the bottom of every email.

Finally, how would you like us to send you a brand new iPad?

Well there is every chance of just that, [enter our prize draw for an iPad!](#)

Best wishes,

The Coinks Deals™ team

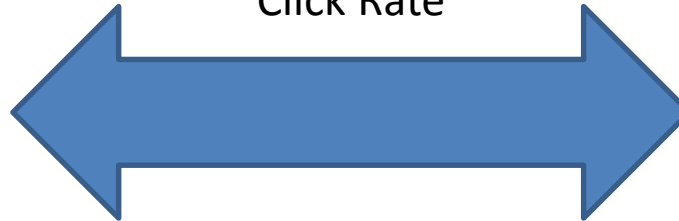
230% more likely to select this choice with Subject A rather than Subject B

Relative variations in rates

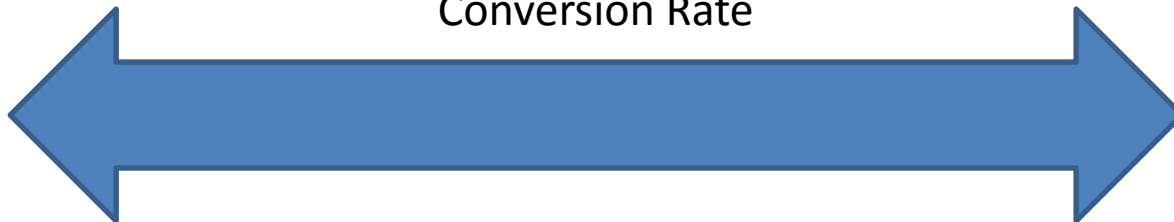
Open Rate



Click Rate



Conversion Rate



So simply use
conversion to
evaluate test
success?

How many rolls are needed?



**Which is more likely
to show the odds of
rolling a six as $1/6$ th ?**

12 rolls?

600 rolls?

Now how many rolls are needed?



A 1000 sided die

**How many times must
you roll to find out the
chance of a six is
 $1/1000^{\text{th}}$?**

Would 600 be enough?

Bigger uplifts valid with smaller cells



Two dice. Does one throw more six's than the other?

Experiment. Roll both 100 times and count six's



White die	Red die
17 six's	15 six's

Example - varying test cell size

Cell	Cell size	Clicks	Click Rate	Uplift of B over A
A	2500	75	3.0%	-
B	2500	82	3.3%	10%

Statistical Significance



No winner

Cell	Cell size	Clicks	Click Rate	Uplift of B over A
A	30000	900	3.0%	-
B	30000	990	3.3%	10%

Statistical Significance (95%)



B wins

Example - varying uplift

Cell	Cell size	Clicks	Click Rate	Uplift of B over A
A	2500	75	3.0%	-
B	2500	82	3.3%	10%

Statistical Significance



No winner

Cell	Cell size	Clicks	Click Rate	Uplift of B over A
A	2500	75	3.0%	-
B	2500	95	3.8%	26.7%

Statistical Significance



No winner

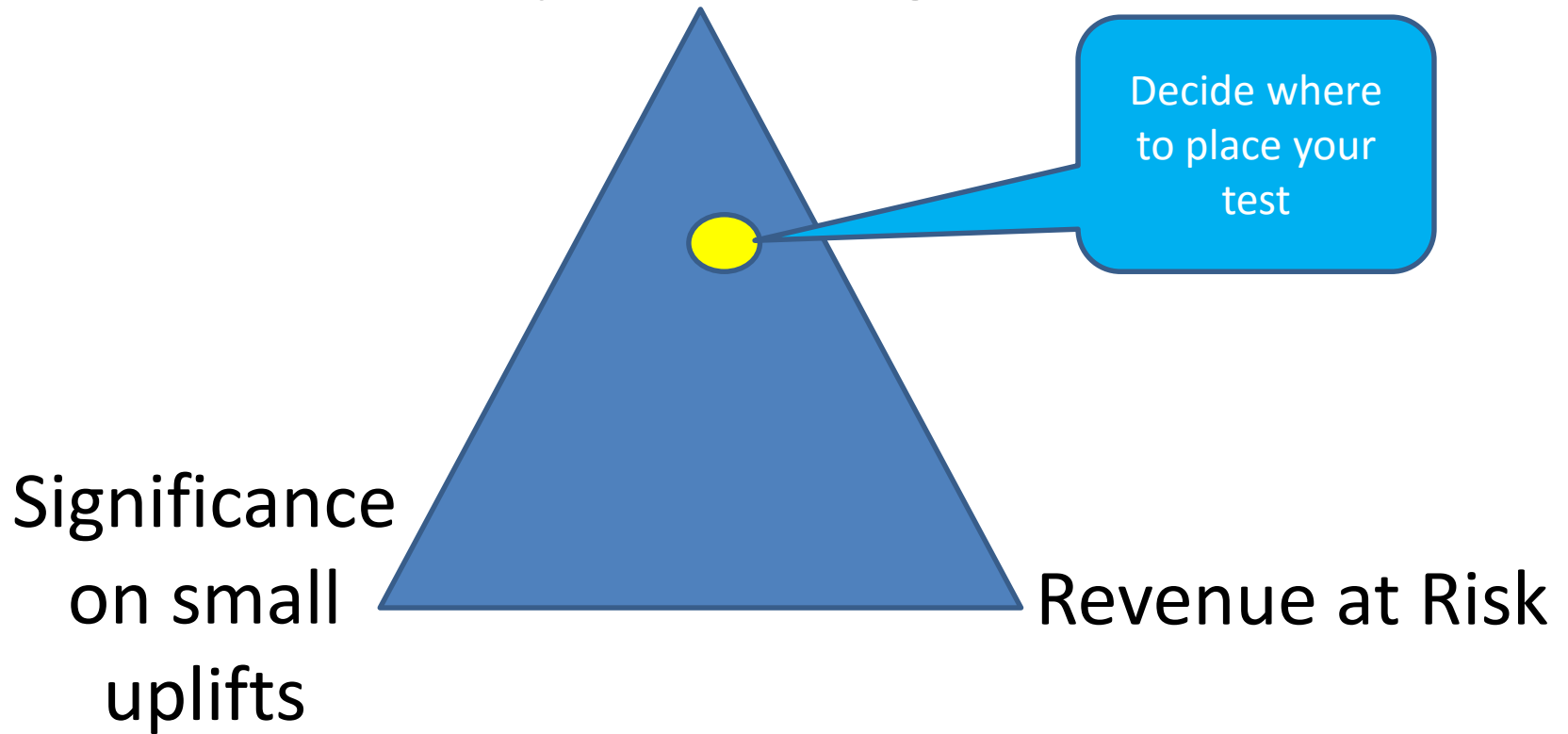
Cell	Cell size	Clicks	Click Rate	Uplift of B over A
A	2500	75	3.0%	-
B	2500	105	4.2%	40%

Statistical Significance (95%)



B wins

Rapid Learning



Splits of 100K list	Risk	Small uplifts valid	Rapid Learning
50/50	High	High	Low
90/10	Low	Low	Low
60/20/20	Low	Medium	Medium
10/10/10/10/10/10/10/10/10/10	Medium	Low	High

Two pass testing

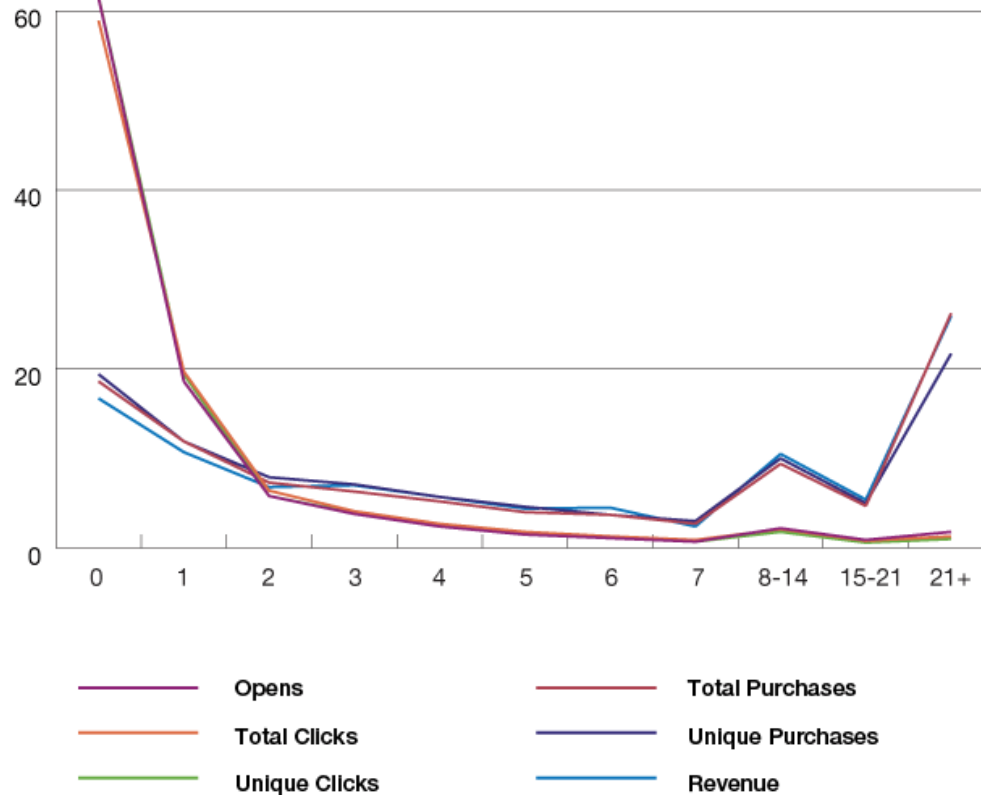


10 cells of 10K
Pick winner based on
clicks

2 cells of 50K
Pick winner based on
conversion

How long do you wait?

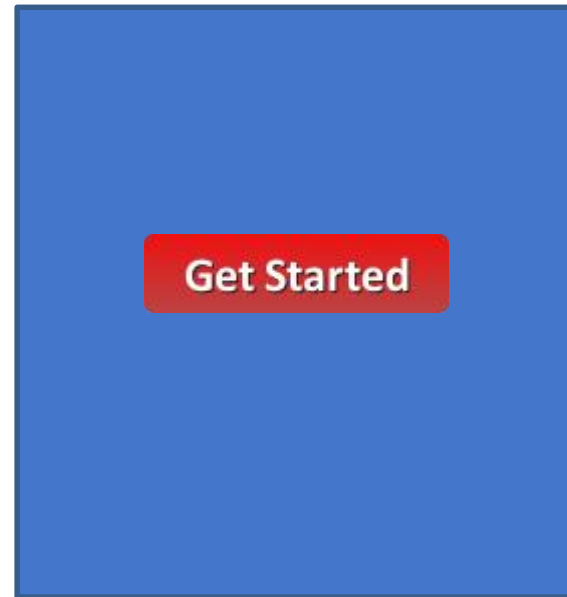
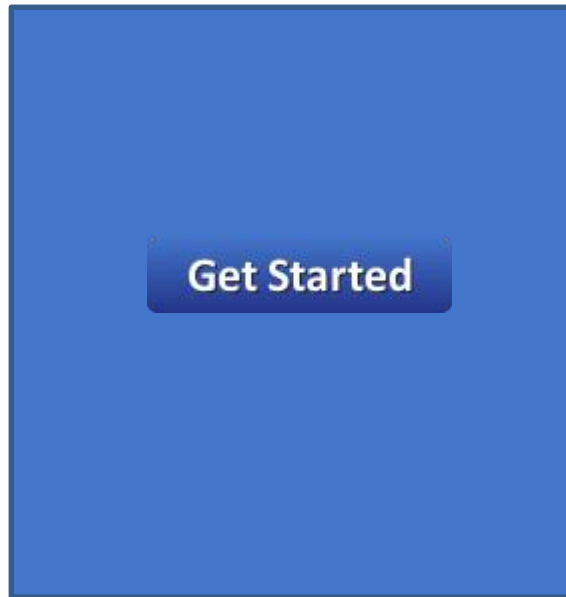
Clicks are quick, \$'s take longer



Test plan (not)

Time	Activity
Week 1	Short subject lines
Week 2	Use of emojis
Week 3	Preheader text
Week 4	Other subject line tests
Week 5	Number of links in the email
Week 6	Call to action button color
Week 7	Alternative layout
Week 8	Long copy vs short copy
Week 9

Red buttons are better than Blue



It's not like painting by numbers



- Subject line < 50 characters
- Make buttons red
- 500 pixel width
- Add image of a person
- Use a big headline
- Include a table of contents
- Make header 150px max

Two part hypothesis formula



1.

Statement of perceived reason
why the desired action is not
happening

2.

Test to make that solves the
problem

Hypothesis examples

Lacks statement of issue

- **Short subject lines work better**
- Our subject lines are lost in a busy inbox, a short subject line stands out visually and gets extra attention
- Customers don't bother to read more than a few words. A short subject line will get fully read and encourage open
- Customers decide from the subject line to ignore our emails, a short subject line will mean they have to open to understand the email

The hypothesis pot



Agile Test plan

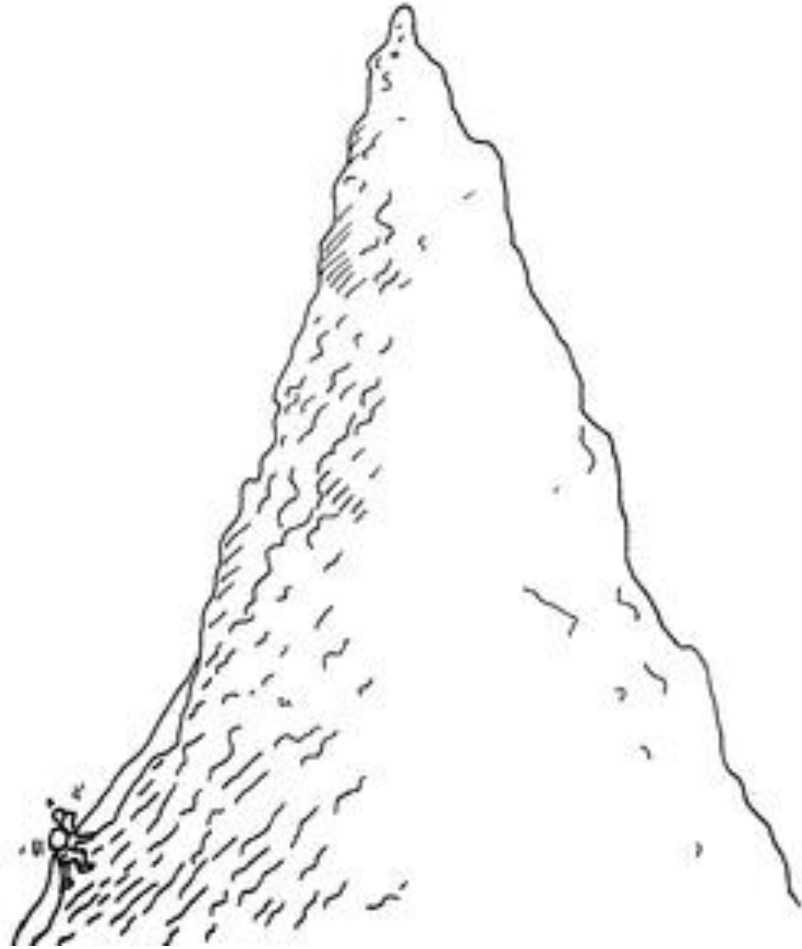
Time	Activity
Week 1	Review campaign plan, previous results and pick test hypothesis. May include repeating previous tests
Week 2	Design tests and check data counts
Week 3	Run MANY tests
Week 4	Gather results and review based on clicks
Week 5	Re-test the best two or three
Week 6	Allow results to mature
Week 7	Gather results and review based on conversions and clicks
Week 8	Update test result knowledge bank, factor learning into future plans. Create new hypotheses based on learning, add to the pot.

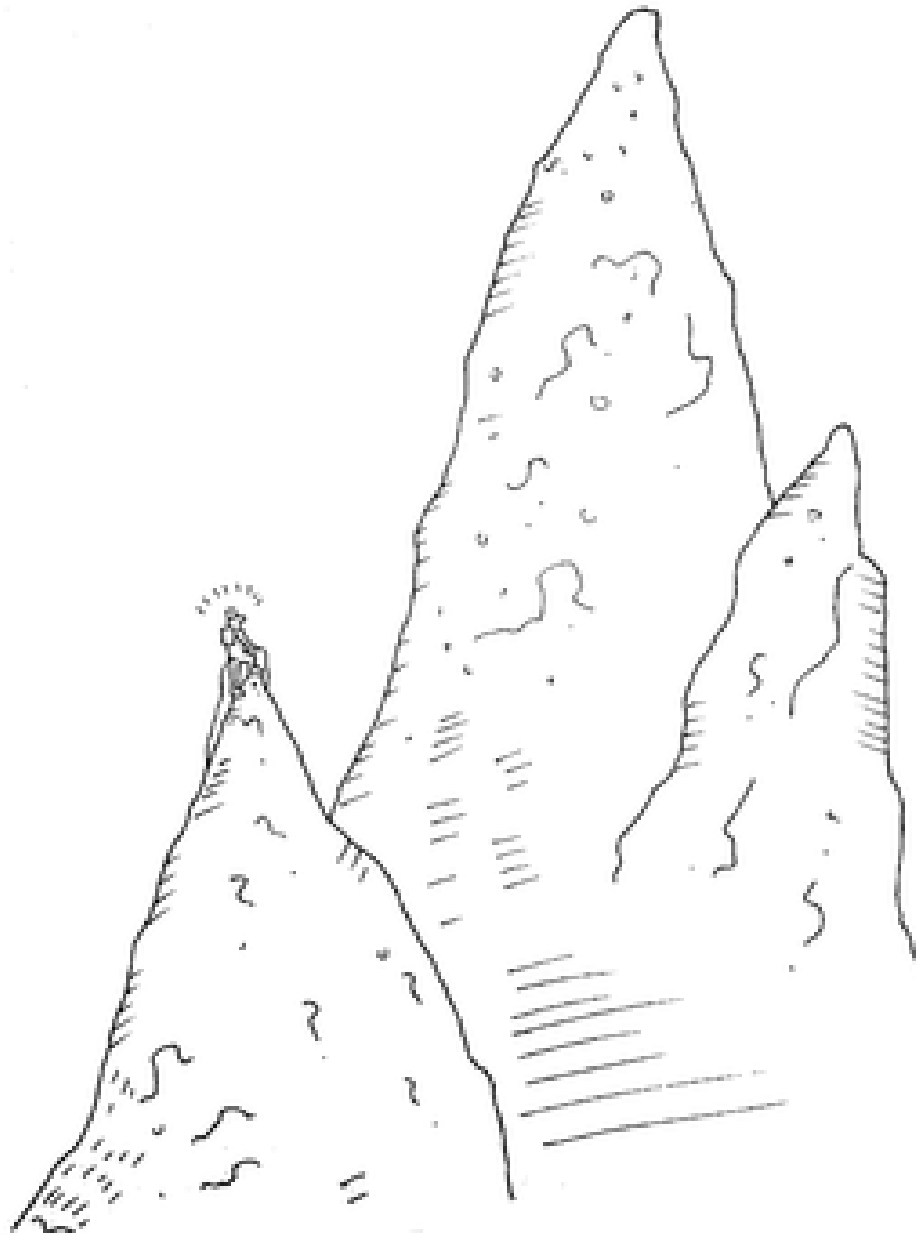


Dangers and external factors



- **Data skew – data randomisation**
- **History effect**
- **Tracking failures**
- **Analysis and reporting mistakes**
- Your activity in other channels
- External news





Questions?

Reach me below too...



Twitter: [@tawatson](#)

Email: twatson@zettasphere.com

Web: <http://www.zettasphere.com>

LinkedIn

<http://uk.linkedin.com/in/tawatson>