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**EDUCATION SERIES**

# **EMAIL TESTING 101**

July 13, 2011

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# Agenda



- Effective testing
- Utilizing the A/B Split tool
- Analyzing test results



# Effective Testing

# Effective Testing



- Why test?
  - Prevent embarrassing mistakes
  - Link/image functionality
  - Rendering
  - Spam check
  - Better results with A/B split testing and metering

# Effective Testing



- ▣ Content Preview
- ▣ Quick Test
- ▣ Spam Check/Subject Line Check
- ▣ Link Check
- ▣ Inbox Preview
- ▣ Live Test
  - Links (with tracking)
  - Subscriber functions
  - Images



# The A/B Split Tool

# The A/B Split Tool



- Used to send two or more samples, pick the winner, then send winning email
- Winners based on opens, clicks, forwards, social shares, etc.
- Send with or without the winning email
- Metered send to test days/times



# Analyzing Test Results





# Analyzing Test Results

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- ▣ Live Test
  - Campaign Checklist
- ▣ A/B Split
  - With selected winner
    - A/B Split Distribution Report
  - Without selected winner
    - Segmentation to target remaining subscribers



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**Thank You!**

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