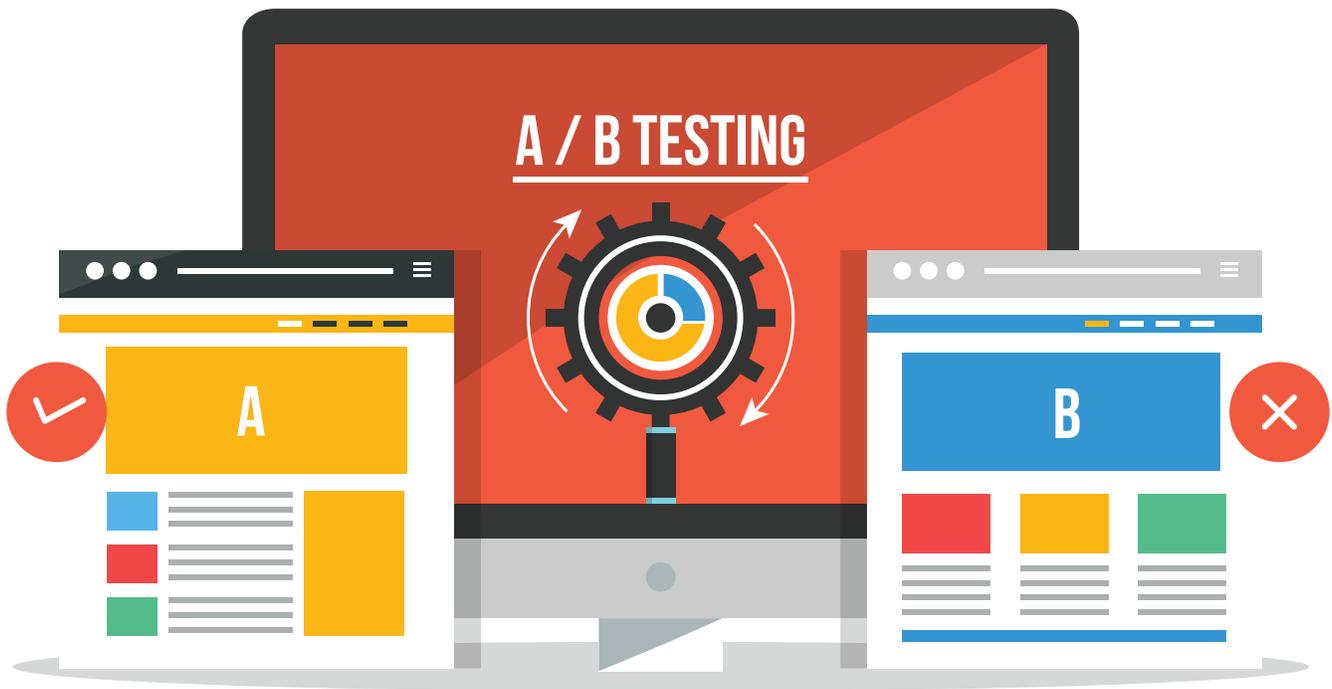
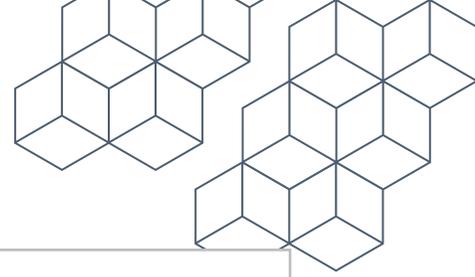


A/B Split Testing Strategy Workbook



Use this workbook to write down your email metrics over the last 3-6 months. Then walk through building out your hypothesis for an A/B split test. This process can be a rinse and repeat for each new test.



1. Track your metrics.

Open rate:

Bounce rate:

Click rate:

Conversion rate:

2. Observations

Write down observations of email performance over the last 3-6 months.

3. Speculate

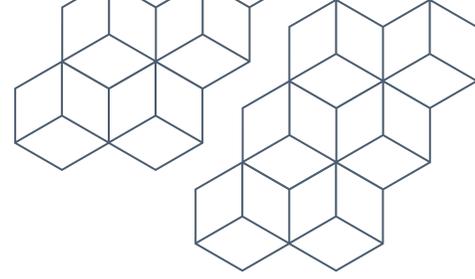
Write down possible reasons for this type of performance.

4. Suggestions

Write down ways you are going to improve your email performance.

5. Measuring

Write down how you will measure the results of your campaign.



6. Get to work!

Select what you are going to test:

- | | | |
|---|---|--|
| <input type="checkbox"/> Subject Line | <input type="checkbox"/> Placement/Layout | <input type="checkbox"/> Sender |
| <input type="checkbox"/> Preheader Text | <input type="checkbox"/> Image Size | <input type="checkbox"/> Target Audience |
| <input type="checkbox"/> Imagery | <input type="checkbox"/> Color Scheme | <input type="checkbox"/> CTA |
| <input type="checkbox"/> Copy/Messaging | <input type="checkbox"/> Timing/Cadence | <input type="checkbox"/> Landing Page |

Write out hypothesis for test:

Selected campaigns to A/B test this hypothesis

Test 1:

(Describe your image, headline, CTA testing, color scheme, layout etc. each variant.)

VARIANT A	VARIANT B
TEST RESULTS:	



Test 2:

(Describe your image, headline, CTA testing, color scheme, layout etc. each variant.)

VARIANT A	VARIANT B
TEST RESULTS:	

Test 3:

(Describe your image, headline, CTA testing, color scheme, layout etc. each variant.)

VARIANT A	VARIANT B
TEST RESULTS:	

Test 4:

(Describe your image, headline, CTA testing, color scheme, layout etc. each variant.)

VARIANT A	VARIANT B
TEST RESULTS:	