






Performing a split test with subject line

Smart Guide



This Smart Guide shows you how to create target groups that you can then use to personalise your mailings or the individual articles in your mailings.

Preparation: Open the list in which you want to create the split test mailing. If there is no mailing list yet, create one now (Cockpit > Quick start > New list).


CREATE SPLIT TEST MAILING


1. Select a mailing list.
 Mailings agent > Split test mailings tab.
2. Create a new mailing using  (Create new split test mailing) [1].
3. Fill the mailing with content in the  Editing workflow step.
4. Check and approve the quality of the mailing [2].
5. Then click  Create split test in the  Split-test workflow step.
6. Enter a name for the split test in the dialog box, select the *Subject line test* type from the drop-down list [3] and click *OK*.

CREATE SPLIT TEST

In the dialog box that now appears, set up the  Versions and then the  Dispatch.

1. Set up versions

1. Click ... and select the split test mailing that has just been approved.
2. Enter subjects A and B [4]. If you want to use symbols in the subject: Click inside the subject text box, click  Insert symbols in the toolbar and select the symbol you want.
3. Strategy: Select Execute version dispatch with dispatch to remainder [5].



[1] USE EXISTING MAILING

Here you can also use an already existing mailing by copying and pasting.

[2] APPROVAL

The mailing can only be used for a split test if it has been approved.

[3] SPLIT TEST TYPES

- > Subject line test
Which subject line generates the best opening rate?
- > Sender address test
Which sender address generates the best opening rate?
- > Multi-variable test
Which mailing content or designs deliver the best click rate?
- > Sending time test
Which sending time generates the best opening rate?

- Recipient distribution: Select *User-defined distribution of recipients to the versions* and enter 10% for A and 10% for B; the remainder will then automatically be set to 80%.

Strategy and recipient distribution

Strategy: Execute version dispatch with dispatch to remainder

Recipient distribution: User-defined distribution of recipients to the versions

A	B	Remainder
A 10 %	B 10 %	Remainder 80.00%

- Define the most successful version for dispatch to the remaining recipients: Click *Automatically determine and send the most successful version*: Specify the time and date of dispatch to the remaining recipients. Set the key performance indicator to *Open rate* [6].

Determine most successful version for dispatch to remainder

Determine most successful version manually and start dispatch to remainder

Automatically determine and send the most successful version

Determination and dispatch on: Tuesday, 18 April 2017 09 : 00

Key performance indicator: Open rate

Link:

- Click (Save).

2. Set up the dispatch

- Click *Dispatch* workflow step.
- There is an overview of the previously defined settings under *Dispatch status of subject line test*.
- Define the recipients of the subject line test and select the target group if necessary.
- Our recommendation: Activate all notifications about status changes and also enter your own email address [7].

Send notifications about status changes

Send notification when version dispatch is complete

Send notification when dispatch to remainder is complete

Send notification if manual dispatch to remainder is pending (reminder)

Send notification if there are dispatch errors

To the following email address(es): academy@inxmail.de ...

- Click (Save).
- Click *Start version dispatch* in the toolbar.
- The split test is then triggered.

[4] FURTHER TEST OBJECTS

You can add further subject lines by clicking the **+** button (max. 52 versions). We recommend that you test no more than three subject lines at the same time.

[5] STRATEGY AND RECIPIENTS

With *Execute version dispatch with dispatch to remainder*, the different versions are dispatched before being analysed either manually or automatically. The most successful mailing will then be sent to the rest of the recipients either manually or automatically. With *Execute version dispatch with no dispatch to remainder*, the mailing is not sent to the rest of the recipients.

Note: To achieve meaningful results, there should be at least 100 recipients for each test group.

[6] KEY PERFORMANCE INDICATOR

The open rate is the key performance indicator for the subject line test. You want to find out how many people are motivated to open (and read) the mailing when the subject is A or B.

[7] NOTIFICATIONS

You will be automatically informed via email about all steps of the A/B split test and do not need to log into Inxmail Professional in order to check these.