

Data-Driven Advocacy: Email Campaigns

A/B Testing

A vs. **B** *Showdown
in Key West*

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SPARKINFLUENCE
by Whistle Stop Digital

The Fancy Quote



Data! Data! Data!.. I can't make bricks without clay.

— Sherlock Holmes, *The Adventure of the Copper Beeches*

MINOR CIRCUIT

FROM BRONX
N.Y.
AGE: 17

WEIGHT: 107
0 - 0 0KO



RANKED: #3
LITTLE MAC

VS.

PUSH
START

RANKED: #2
GLASS JOE



1 - 99 1KO

“PROFILE”

FROM
PARIS,
FRANCE

AGE: 38
WEIGHT: 110

What is A/B Testing?

A
vs.
B

Data Driving Decisionmaking

Engaging the Audience With What Works

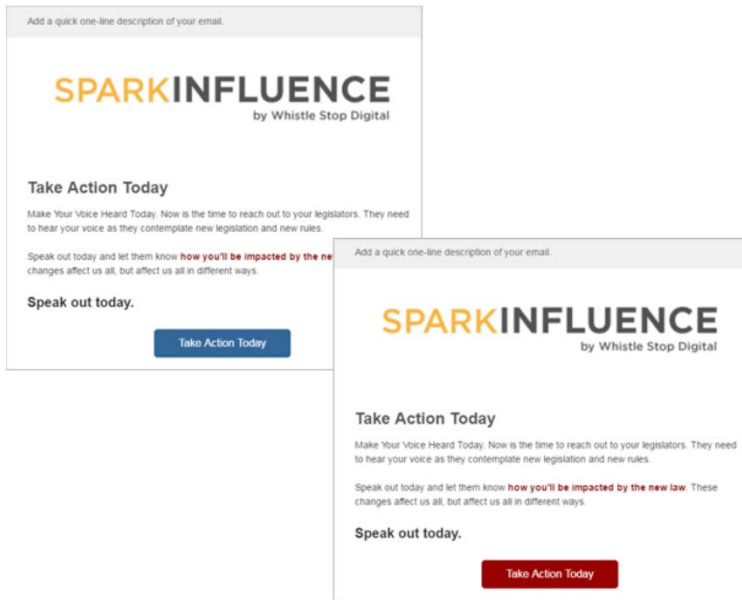
What Needs Improvement

Open Rate? Click-Thrus? Conversions?

What Does Success Look Like?

What are you trying to prove?

Where To Get Started



Start With What You Know

What is your database already telling you?

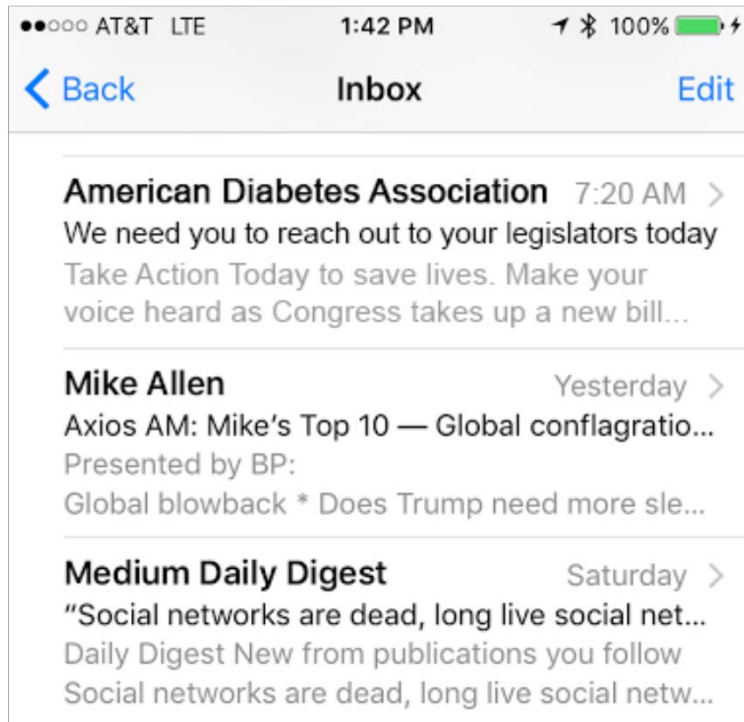
Hypothesize

I believe that changing X will result in Y

Keep It Simple

Change **One** thing - and only one

What Can We Test



Subject Line

Body Text

Calls To Action

Sender

Layout of Message

Closing

Personalization

Immediacy

Imagery

Time of Day

A

Bryan Fratkin 7:20 AM >
Data Driven Advocacy - A/B Testing
It's a new world with Data Driven Advocacy.
Having trouble viewing this email? [Click here...](#)

Bryan Fratkin 7:20 AM >
Data Driven Advocacy - A/B Testing
Did You Know - Over 50% of all retailers use
A/B testing to drive sales?

Bryan Fratkin 7:20 AM >
The Showdown in Key West - A/B Testing
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Bryan Fratkin 10:20 AM >
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B

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Nick DeSarno 10:20 AM >
The Showdown in Key West - A/B Testing
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Advocacy Circuit



18%

Open Rate

20%

8%

Click-Thru Rate

12%

7%

Conversion Rate

10%

Takeaways



No Test is a Failure

Every email has data we can use

Data-Driven Pushback

No longer at the whim of bosses

Audience-Centric

Delivering the Message Your Audience

Contact Us Anytime

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A/B Testing | Improving Your Email Campaigns

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