



Email Marketing Cheat Sheet



Split Test Campaign

Test multiple designs, delivery times or sender details to determine which performs best.



Split Testing Basics

Small differences in email marketing strategy and creative can make a big difference to response rates. To optimise response rates, split testing gives you an objective way of trying different ideas and measuring their effect.

By sending a split test, you minimise the risk of other variables skewing the result. It is also important that split testing is done with sufficient volume to make the results statistically valid.

For basic split testing (involving just a single variable), your tests should go to a minimum of 1,000 contacts each.

For advanced split testing (involving multiple variables) otherwise known as multivariate testing, your tests should go to a minimum of 5,000 contacts each.

The bigger your sample, the more confident you can be in the results. If you deal in small audiences, consider running your tests over multiple campaigns.

The traditional metric for split testing is Open Rates, but begin with the end in mind. Some split testing tactics will cause more people to open your email, but may not lead to an actual increase in response rate. Measure your split tests on what matters to your campaign in terms of conversion.



Best Practice Examples

Here are some examples of split-tests that can help you to optimise your campaign performance and response rates.

Subject Lines

Subject lines have the most profound effect on email campaign performance and split testing two different subject lines is a high impact, low complexity way of optimising your response rate.

Examples of popular subject line split tests:

Emoji in your subject 😊

vs

No Emoji in your subject

Make a statement

vs

Pose a question?

The best examples of X (qualify)

vs

5 examples of X (quantify)

Send times

There is plenty of research about the best time and day to send an email campaign, but the reality is, these are very general. Measure how well your audience responds by trying different days of the week and times of day to optimise response, but bear in mind email campaigns do get opened hours and even days after they have been sent, so allow sufficient time (usually 24 hours) to review your results.

Email design

Emails can be rich in design and images and they can be simple text. Both will work for different purposes for different audiences. Split test a plain text design vs a full HTML email. When you measure response rates to this split test, focus on clicks and conversions as this test will make no difference to Open rates.

The other aspect of email design that is useful to test is button text - your call to action.