

Top 7 *Inspirational* Email Tests



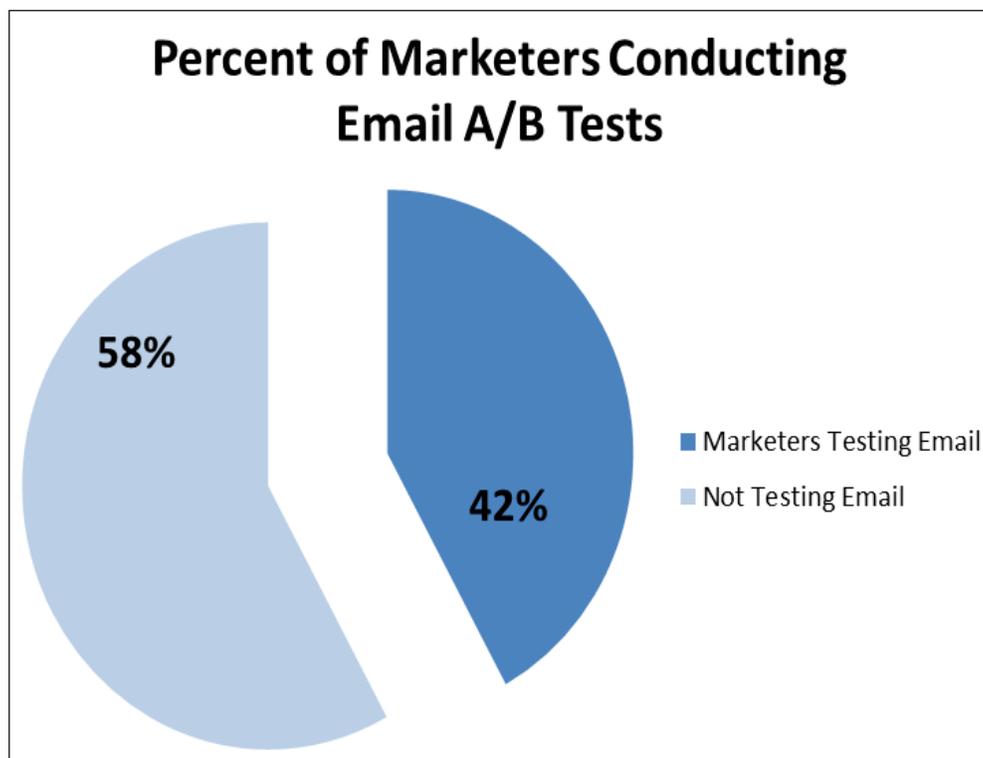
Before We Start ...

Five Basic Rules of Email Testing

Rule #1:

Improve Email Response Rates by Routinely Testing

Although it may seem too obvious to bear mentioning, the first rule of email testing is to do it! 58% of surveyed US marketers are not optimizing their email conversion rates by testing. They just guess at which email opt-in forms, subject lines, creative and landing pages work best.



Source: WhichTestWon.com in partnership with Online Marketing Connect, August 2010, 505 respondents

The problem is, even when you have an excellent “marketer’s gut”, you are not your target audience. The email campaigns you think are extremely compelling may leave your target market high and dry. For the best results, you must test.

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On average email tests can help improve lead generation campaigns by ~20%. Ecommerce marketers can see a typical 10% lift. That's 10-20% more responding leads or sales from the exact same list.

Luckily email testing costs next to nothing. In fact, most email service providers make it very easy to run tests. You may not always have to involve your IT team. And, some of the most powerful tests are from wording changes alone. So you may not always need help from a designer either.

Even after all these years, email marketing is still one of the top two ways to drive traffic to your site and landing pages. (Search is the other.) Before you put time into less critical campaigns, why not test and optimize your email campaigns first?

Rule #2: Split Your List Randomly

For conclusive results, each of your test cells must have as similar a group of names as possible. List sources, list type and the length of time a particular name has been on a list are all factors that will cause large differences in response rates. So your test results won't be conclusive; in fact, you may draw the wrong conclusions entirely.

Yes, you should run tests that compare one list to another list, or newer names to older names, but in that case keep all other aspects of the creative and timing identical so you get clean results based on list and nothing else.

Before you run a test, ask your email service provider how your list will be split. You are looking for a random or nth name split.

Rule #3: No 'Before & After' Tests

Timing plays a significant role in your marketing campaign's results – be it time of day, day of the week, or month of the year. So, when you run a 'before & after' test, for example mailing one version of a newsletter template one month and a different version a month later, you

can't know whether the changed response rate is due to the different template or the different month!

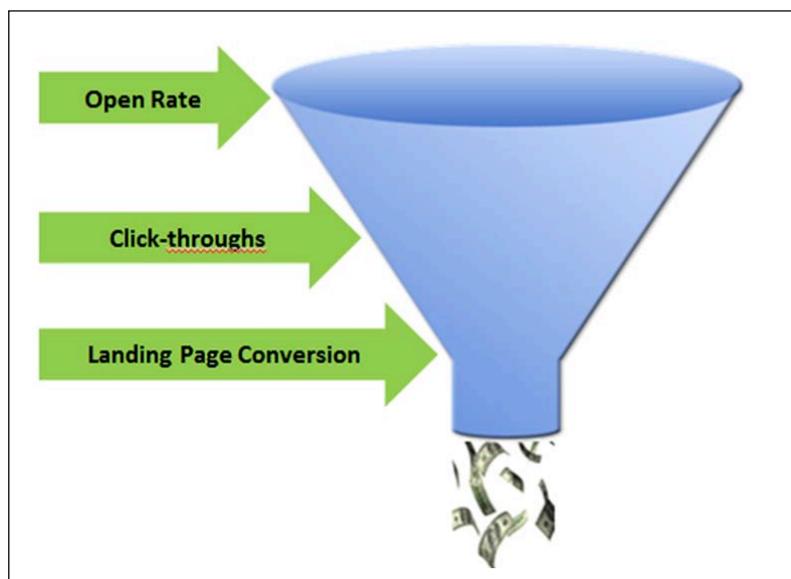
It's critical to run all versions of your test at the same time. This means splitting your list and sending out all versions of the creative simultaneously. Again, this is something most email service providers are set up for – it may be easier to accomplish than you think.

Rule #4: Conduct Landing Page Tests Separately

Often when a marketing team starts testing, they get so excited by results that they want to start testing everything! The problem is that you could cloud your test results unless you're very careful. If you're testing your site or landing pages, and you also run an email test at the same time, it's tough to know whether the changed response rates are due to your email or your landing page. Highly experienced teams can set up separate cells for all tests, but if you're not experienced, we suggest you silo your testing efforts.

Rule #5: Measure Results as Far Down the Funnel as Possible

Measured email open rates are the easiest data to get from your marketing systems, but that doesn't mean it's the best data. In fact, open



rates – and even clickthrough rates – can be extremely misleading.

To determine a test winner, you must measure against your conversion goal for the campaign. Do you want form fills, on-site engagement, phone calls, sales...?

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Then, check with your IT team to be sure you can measure that goal versus the email test version each respondent received. Good marketing automation systems can tie all this together for you without much effort.

The shocking truth – we've seen email tests where the version that got the highest open rate was the LOSING version due to final results. We've also seen plenty of email tests in which the version that got the highest click-through rate was the losing version!

You don't want to go to the effort of running a test to pick a winner that actually hurt you where it really counts.

Top Test #1: Email Opt-in Offer Creative

Sample real-life test: The marketers at DIYThemes wanted to get more email sign-ups from blog visitors. So they tested two different versions of their sign-up form using Visual Website Optimizer technology. One was plain vanilla, while the other included a 'social proof' sub-line that promoted how many readers had already signed up for the email.

Version A Opt-in Form:



Get Email Updates (it's Free)

Join **14,752** others and get free updates!

Version B Opt-in Form:



Get Email Updates (it's Free)

Results: Version B – the simpler form with no 'social proof' won dramatically with 122% more opt-ins. That's 122% more email sign-ups from the same traffic.

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More test ideas: High-impact email form tests include...

- ✓ Changing the headline of the offer form
- ✓ Adding a clickable thumbnail of a 'sample issue' of your newsletter
- ✓ Using an overlay (aka "lightbox") as a type of pop-over that takes over the page the visitor is looking at.
- ✓ Changing the wording on the 'submit' button to include the word 'Free' or other text.
- ✓ Making the submit button larger and/or changing its color to be more eye-catching.

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Tips for Running a Successful, Profitable Website

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0

How to Mine Your Website For More Subscribers and Sales

by WERER HALPERN · 4 COMMENTS

If you've been running a website for a few months, you probably know which pages on your site do the best—both from a traffic and search engine ranking standpoint.

Well, each one of those pages is a golden ticket to a more successful website.

Think about it. Most people leave their archives alone. However, if one of your older article gets decent traffic, why would you ignore it?

You wouldn't. That article is your chance to capture leads and make more sales. So, break out your yellow helmets, and I'll show you how to find gold in your website archives.

[click to continue...]



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Search

28

5 Ways To Generate Leads For Webinars

by LEWIS HOWES · 42 COMMENTS

If you're not using Webinars for lead generation, after reading this article, you'll want to start.

When people want to attend a Webinar, they must part with their name and email, which means you gain a new lead for each webinar participant.

Do you know the best part?

People happily part with their information because webinars are high-value, hands-on training, that they can experience from the comfort of their own home. It's really win-win. You get leads, they get training.

So, the question is, how do you promote your webinars?

[click to continue...]



How the opt-in form appeared on DIYTheme's blog.

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Top Test #2: Privacy Line

Version A With Privacy:

Get Started Today!

Select Campus

Select Program

First Name*:

Last Name*:

Email*:

ZIP/Postal Code*:

Primary Telephone*:

Year of HS graduation or GED

Request Program Info

Westwood College respects your privacy and will not misuse or sell your personal information.

Version B Without Privacy:

Get Started Today!

Select Campus

Select Program

First Name*:

Last Name*:

Email*:

ZIP/Postal Code*:

Primary Telephone*:

Year of HS graduation or GED

Request Program Info

Sample real-life test: The marketers at Westwood College wanted to get more would-be students to fill in a lead generation form that included email address. Even though the 'Facebook Generation' is perhaps less concerned about privacy than their parents, the marketers wondered if adding a bit of fine print about privacy directly under the submit button would help response rates or not. Location3 Media helped Westwood College conduct this test.

Note: Both versions of the page also had a privacy policy link in their page footers.

Results: Version A – the form with the fine print about privacy generated 19.1% more leads.

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877.386.4835

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Online. On Campus.

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Westwood Schools

- [School of Technology](#)
- [School of Design](#)
- [School of Business](#)
- [School of Justice](#)
- [School of Healthcare](#)
- [School of Industrial Services](#)

Get Started Today!

Select Campus:

Select Program:

First Name*:

Last Name*:

Email*:

ZIP/Postal Code*:

Primary Telephone*:

Year of HS graduation or GED:

Request Program Info

Westwood College respects your privacy and will not misuse or sell your personal information.

Thank you for your interest in Westwood College!

Westwood College has many campuses located in major cities across the country. Westwood also has business relationships with many top companies in and around these cities.

It's possible to earn an associate degree in as little as 20 months, and a bachelor's degree in as little as three years. By offering year-round classes focused on the most critical skills needed to advance careers, Westwood College allows students to complete their coursework in less time than at traditional schools. Career-focused curriculum, numerous programs, fast-track education, experienced instructors, exciting locations and real-world connections - you can't go wrong with a degree from Westwood College.

What are you waiting for?

Take the first step to a rewarding new career! Fill out the form, or give us a call today to learn more.

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How the privacy line appeared on Westwood College's lead generation landing page.

Top Test #3: Subject Lines

Version A Subject Line:

Your Opinion Counts – Win a Fiji Hand Tote

Version B Subject Line:

Take the 5 Minute Fiji Survey – Win \$50

Sample real-life test: The marketers at Tourism Fiji wanted to get more survey respondents. With help from their email marketing agency eMarketingWerks, they split their list randomly and tried to different subject lines. Everything else about the campaign was identical.

Results: Version A offering a tote had 12.3% more opens (perhaps be-

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cause Version B contained the word “free” which might be filtered) ... but Version B wound up with 25.3% more clickthroughs. So, despite a lower open rate, Version B was the overall test winner.

Note: This test illustrates how the power of a subject line test can extend far beyond mere open rate. Change your subject line wording and your clickthroughs and even landing page conversions may be altered as well. We’ve seen this happen with other tests as well.





Bula!

Please take 5 short minutes to help us better serve you and learn about the type of communications you would like to receive from Tourism Fiji.

[Go here to the survey](#)

In appreciation for your time, the first 25 people to complete this survey will receive a beautiful Tourism Fiji Bag. Additionally, on Friday, February 25th at the end of the day, we will randomly select 2 lucky people to receive a \$50.00 Visa Gift Certificate. Winners will be posted on our Facebook Page:

<http://www.facebook.com/home.php#!/FijiTourism>

It is our way of saying thanks for helping us learn how to better serve you.

Vinaka,

Tourism Fiji

[Yes - let me take the survey](#)

This email was sent to: chris@marchesecomunications.com

This email was sent by: Tourism Fiji
5777 West Century Blvd. Suite 220 Los Angeles, CA 90045 USA

We respect your right to privacy - [view our policy](#)

[Manage Subscriptions](#) | [Update Profile](#) | [One-Click Unsubscribe](#)

Both versions of this test featured the exact same email message creative, pictured above, as well as the same landing page.

Top Test #5: Newsletter Template

Version A Newsletter Template

FOURSQUARE
leader update


The Foursquare Church

IN THIS ISSUE:

- Meet a Foursquare Filmmaker**
- Full District Conference Information**
- Message from Interim President Glenn Burris**

FOURSQUARE LEADER
October 2, 2009 | [Forward](#) | [Unsubscribe](#) | [View in Browser](#)

Foursquare Filmmaker Makes Theatrical Debut



Dan Merchant, a member of Beaverton Foursquare Church, explores faith and culture in *Lord, Save Us From Your Followers*, which released to theaters last week.
[Read a Q&A with Dan Merchant >>](#)
[Read a review of *Lord, Save Us From Your Followers* >>](#)

Meeting Practical Needs for the "Hidden Homeless"



John Wiley, founding pastor of The River Christian Fellowship, a Foursquare church in Raytown, Mo., purchased a vacant hospital to assist his city's working poor, which has garnered the attention of local media.
[Read more >>](#)

From Horror to Hope: A Look at Domestic Violence



In this three-part series, Foursquare.org takes a look at domestic violence. Find out how one Foursquare church member started a ministry that has rescued thousands from lives of terror.
[Read more >>](#)

Latest Foursquare Headlines

[Becoming Instruments of Rescue](#)
 We are inundated with news of earthquakes, tsunamis, political unrest, spiritual tensions, national chaos and lawlessness. Cities are overwhelmed by fatherless generations. People all over the world are experiencing unparalleled challenges—and many of those experiencing these challenges are also walking in spiritual darkness.

With that in mind, Interim President Glenn Burris encourages The Foursquare Church family to begin the month of October with prayer and fasting. [Read more >>](#)

[Local District Conferences Taking Place Across the U.S.](#)
 Foursquare district fall conferences for credentialed ministers are in full swing.

Pastors will have the opportunity to connect with fellow area pastors and leaders, and hear from their district supervisors as well as other speakers from the Foursquare family. Find out where each district conference is going to be held, including one near you. [Read more >>](#)

[Foursquare Offers Relief to Asia](#)
 Four earthquakes and a typhoon have rocked Asia in the past month causing massive destruction, death and damage to numerous Foursquare churches, church members' homes, and a Foursquare Bible college.

Click for our latest updates from the field, as well as ways you can help our missionaries and pastors on the front lines. [Read more >>](#)

[Life Pacific Preview Days](#)
[Presidential Nomination Process](#)
[More Foursquare News](#)

Recommended Resources



How to Multiply Your Church
The New Missionary Way to Grow
RALPH MOORE

Multiply Your Church
 Ralph Moore

Foursquare pastor Ralph Moore takes an in-depth look at what will be required for the church to fulfill the Great Commission.



MATT REDMAN with guest

We Shall Not Be Shaken
 Matt Redman

Mat Redman's seventh studio project offers enough variety of songs and melodies to help the church community draw people into God's presence.



The Great Reverse Nomad
 DVD Series

This documentary shows the heart and reality of ministry overseas, telling the story of nine people as they work in West Africa to serve the body of Christ.

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Know how we can serve you better? We'd love to hear your feedback on what we can do for you. [Tell us how.](#)

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Version B Newsletter Template

FOUR SQUARE
leaderupdate



IN THIS ISSUE:

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[Presidential Nomination Process](#)
[More Foursquare News](#)

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Is there something we can do to serve you better? We'd love to hear your feedback on what we can do for you. [Tell us how.](#)

Join the Conversation! Connect with us online:






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Sample real-life test: The folks at Foursquare Church wanted more of their newsletter audience – ministers and worship leaders at 5,000 churches across the US – to pay more attention to articles in the newsletter. The Church email team decided to A/B test the template of the newsletter. The two versions used the same subject line and landing pages. However there were nine, fairly subtle, changes between the two layouts, mainly involving where links appeared.

Results: Version B got 11.7% more clickthroughs, proving that even small template changes can affect your readership. Our favorite change is moving the “In This Issue:” contents links at the top from a center position to flush left. We suspect that made the contents easier to view in an email preview pane.

Top Test #6: Automated Email Campaign Timing

Sample real-life test: Like all ecommerce sites, the marketers at Movies Unlimited were frustrated by visitors who put items in their carts, but then abandoned the site before they finished the check-out process.

Note: This is also a problem for lead generation marketers. You may have many visitors who start filling out your lead generation form... but don't get all the way through to submit before leaving your site.

Movies Unlimited decided to put an automated email campaign in place which would send a personalized promotion to cart abandons urging them to return. After testing and optimizing campaign creative and subject, the team decided to test timing. Should the consumer be sent the message one hour or six hours after they abandoned their cart?

Results: The one-hour effort won a 6.5% better conversion rate – consumers returning and purchasing – than the longer wait. However, the consumers who responded to the six-hour message wound up buying more, with a 18.27% higher average order value. The market-


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Dear William,

Thank you for visiting MoviesUnlimited.com. You left our site without completing your order. The items listed to the right are being kept in your shopping basket at MoviesUnlimited.com for fast, convenient checkout. Simply click the red button below to process this order now, and to save \$5.00, on your order.*

SAVE \$5.00 ON YOUR ORDER NOW!

Thank you for shopping with Movies Unlimited.

*Minimum order is \$25.00.

Save These

Click Here
If you would like us to keep these items in your Movies Unlimited shopping basket for purchase in the future.



Clear Basket

Click Here
If you would prefer that we clear the contents of your shopping basket now.



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MovieFanFare!

The Movie Collector's Blog sm

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Here's what's in your shopping basket right now:



The Storm Of The Century [DVD]

How may we help you?

Call us at **1.800.668.4344** if you have questions or would like our help placing your order.

Both test cells for this timing test received the same creative, subject line and landing page. The only difference was when the emails were sent.

ers had to do some spreadsheeting and strategic decision-making to pick which response rate was better for their company's goals.

Note: Many B2B marketers also use timing tests to optimize their lead

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nurturing programs. How long should you wait between touching base with prospects? Testing helps you figure it out scientifically.

Top Test #7: Email Campaign Landing Page

Sample real-life test:

Marketers for a well-known, national chain of health centers in the UK wanted to build their prospect file. In addition to widespread print and outdoor advertising, they decided to rent a third-party, opt-in email list of British consumers aged 30 and above. Everyone received the same email campaign and subject line. But, with help from agency

House of Kaizen, the team tested two different images.

Version A Email Landing Page



Images are one of the highest-impact tests you can run on a landing page. You should not only test particular images, but whether removing images will help or hurt conversion rates. In this case everything else on the page, including the lead generation

Version B Email Landing Page



form and submit button were the same.

Results: Version B convinced 28.3% more consumers to fill out and submit the lead generation form. That's 28.3% more leads generated from the same amount of email names sent.

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Conclusion

Many marketers tell us they know they should be conducting email tests, but they just don't have enough time to do so. The fact is, email tests are usually fairly quick, easy and inexpensive to conduct. And, if you're not testing, you're not getting the response rates you should be getting. You could say that up to 40% of your email budget is being wasted because your campaigns are not optimized for conversions.

Generally we've found that if you make email tests a part of your department's routine schedule, they'll get done. When testing is perceived as an irregular "extra", that's when no one finds time to get it done. The takeaway: build a culture of testing.

One way to start building that culture is to conduct a few high-impact tests, of the types we've mentioned above, on a campaign. Then use the results to conduct an internal marketing campaign, perhaps conducting a webinar or live presentation for your department as well as upper management to demonstrate how testing can help your organization.

Good luck and be sure to let us know how your tests work out!

Next Steps

Step One: Email List Prep

Contact your email service provider to determine how testing works with their system. Can you do it yourself? Do you need them to set up the list splits for you? Who inserts the different campaign versions into the system?

Also, double-check that when the list is split into sections for testing, that it's an "nth name" or random selection, and not by the date each name joined the list.

Step Two: Test Goal

Before you decide what to test, first pick a particular goal you're trying to achieve. Do you want to generate higher-quality leads? More form-fills? More engagement with your content? More direct sales? You may have many goals, but you have to select a primary one or you won't know which version won. Also, your goal will help spark creative ideas for what to test as you put yourself in your prospects' minds and try to determine what would persuade them more effectively.

Step Three: Measurement Set-up

Now that you have a goal, you need to be sure you can actually measure test results against it. If you want a higher conversion rate on your lead generation form, for example, are you able to measure the conversion rate based on which email version your traffic came from? The good news is, today's marketing automation makes this easier than it may seem.

Step Four: Send Your First Tests

Send to a large enough population that you get at bare minimum 100 responses. The more responses, the more statistically conclusive your results will be.

Step Five: Build a Culture of Testing

When you have conclusive test results, start promoting them internally to educate your team and management about the impact of testing. Ask everyone to contribute ideas for tests, so they are involved and engaged. Finally add testing to the marketing department's routine schedules. Even a quarterly test is better than no tests at all.

About WhichTestWon.com

Founded in 2009 by a group of marketing journalists, WhichTestWon.com is the leading publication aimed at inspiring marketers to conduct tests on Web pages, email campaigns and even direct postal mail campaigns. Our online Case Study library features nearly 150 A/B and multivariate tests from a wide range of B2B and consumer marketers complete with creative images and results data.

We do not conduct tests or sell testing services ourselves. Our role is to evangelize testing and research best practices in tests that improve results.

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Test of the Week:

PPC Landing Page Test: Which Convinced More People to Request Moving Quotes via this Online Form?

VERSION A [Click to enlarge image](#) vs. VERSION B [Click to enlarge image](#)

uShip the online shipping marketplace

Get free moving quotes from reliable, feedback-rated movers!

uShip is the world's largest and most trusted transportation marketplace.

Why should I use uShip?

- **SAVE MONEY** - Move on your own terms, including business discounts.
- **SAVE TIME** - Move on your own schedule, with no need for packing.
- **NO UNWANTED PHONE CALLS** - No sales calls, no door-to-door sales.
- **NO UNWANTED COSTS** - No hidden fees, no hidden charges, no hidden costs.
- **IT'S EASY TO GET QUOTES** - No complex forms, no complex questions.

Get Quotes >>

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uShip is a marketplace where you can list anything you need shipped or moved, and receive bids from thousands of professional carriers. Move on your own terms, with no need to call carriers, simple as that.

- **SAVE MONEY** - Carriers bid on an auction, competing for your business.
- **SAVE TIME** - No need to call carriers, simple as that.
- **NO UNWANTED PHONE CALLS** - Your contact info is not shared until you select a bid.
- **NO UNWANTED COSTS** - No additional hourly, mileage, or fuel charges. uShip handles all the details.
- **IT'S EASY TO GET QUOTES** - No complex forms, no complex questions.

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2. Receive bids from carriers.
3. Choose the lowest bid.
4. Ship your household goods.

uShip is featured in:

THE WALL STREET JOURNAL
The Chicago Tribune
Chicago Tribune

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Vote for which version you think won... and then see real-life test results:

I choose: VERSION A VERSION B [Submit Your Vote](#)

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