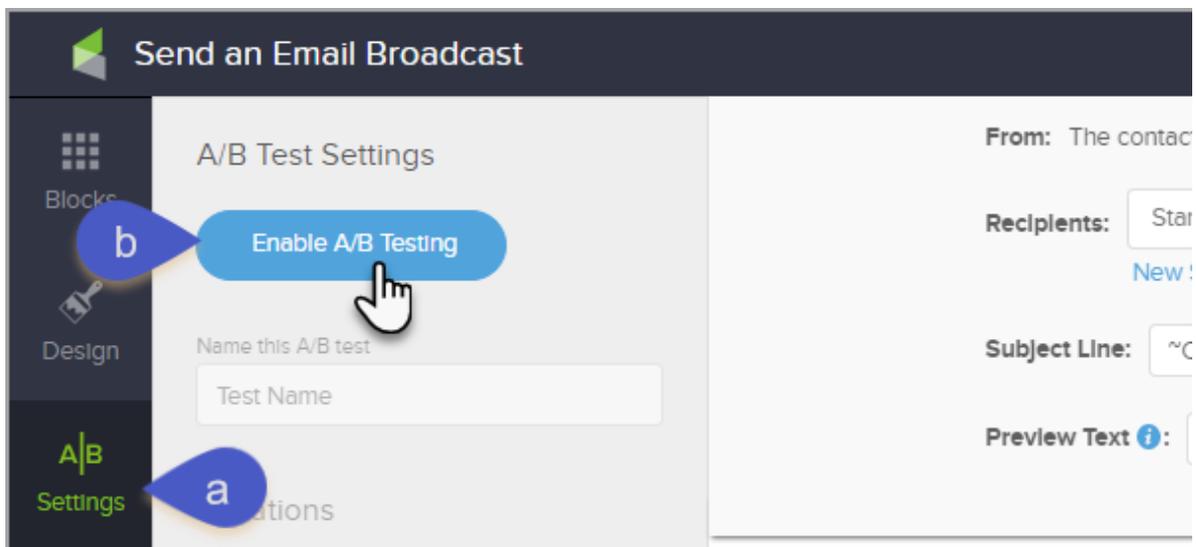


# A/B Test Broadcast Emails 📧

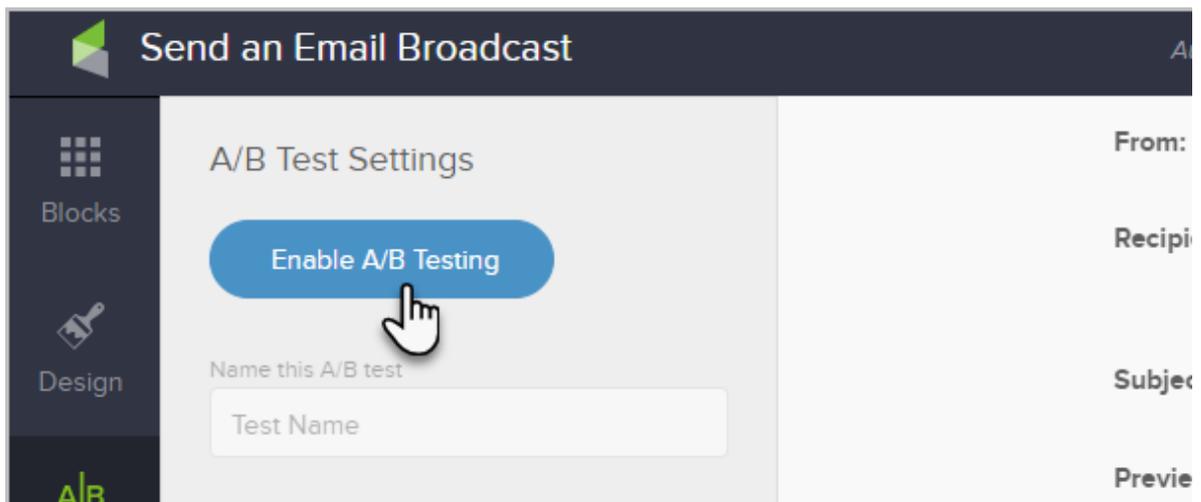
You can convert a broadcast email to a split-test that can test up to 5 email variants.

Note: that currently, split-testing is only available in the [Send a Broadcast](#) section.

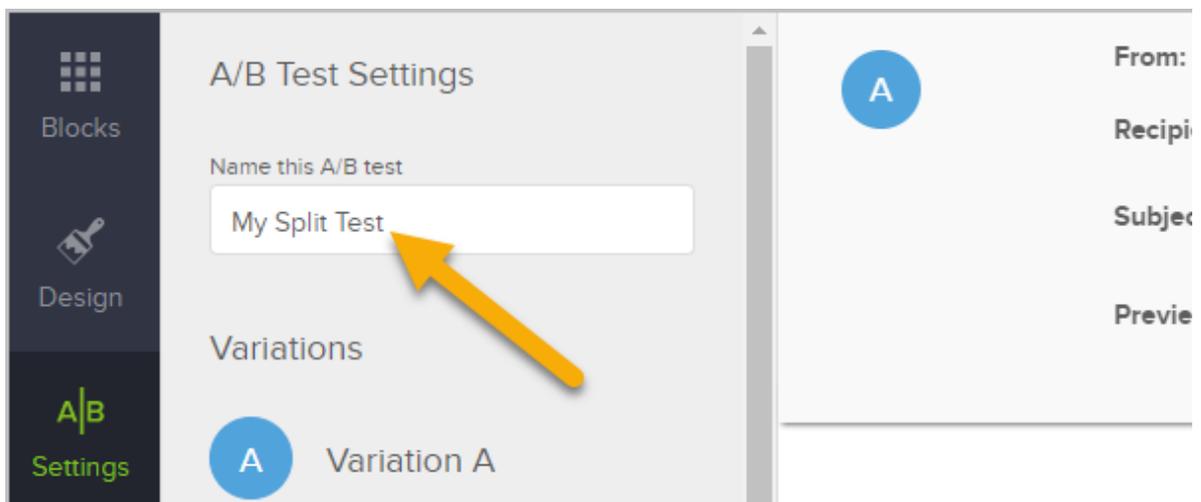
1. Click the **A/B Settings** button when you are designing your broadcast email



2. Click the **Enable A/B Testing** button

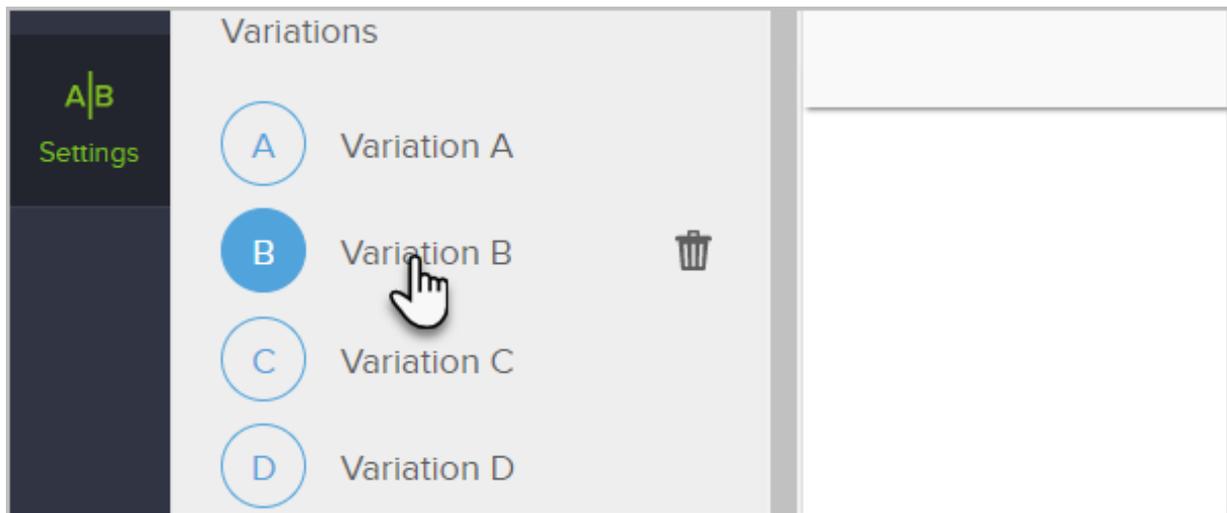


3. Name your split test



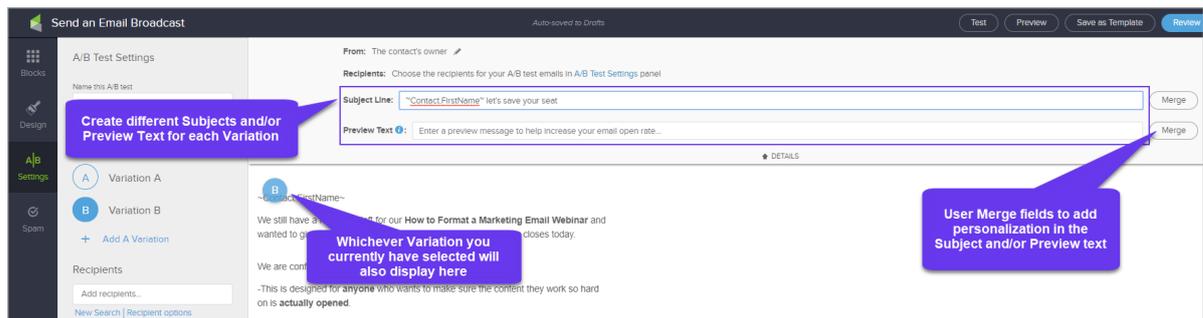
4. Add variants

You can add up to 5 email variants to split-test. Then, you can move between variants by clicking on the variation buttons. When you add additional Variation it copies the previous Variation Subject, preview text, and design.



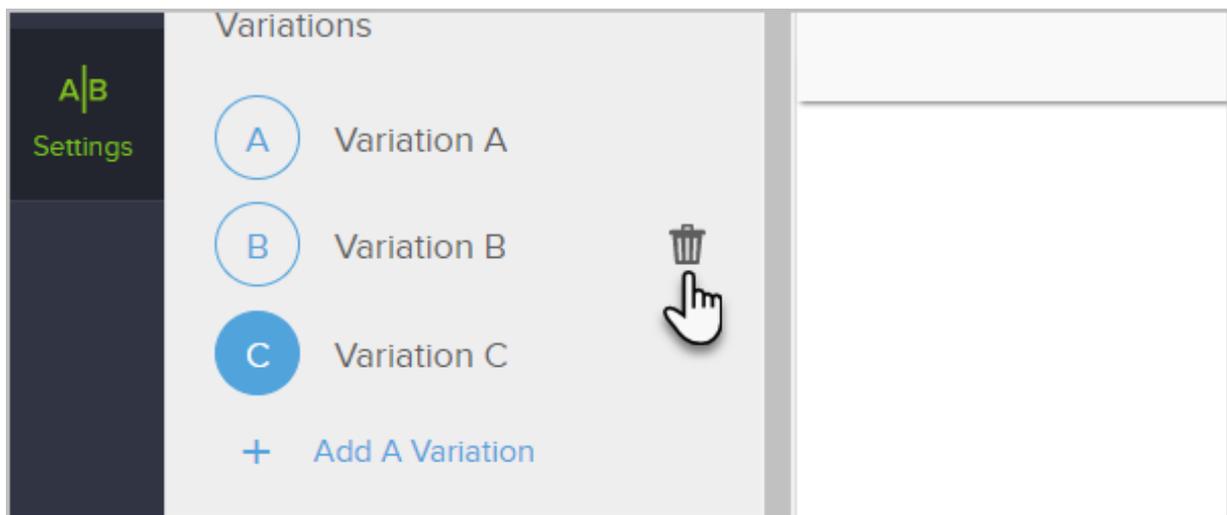
Here are the most common elements that are split-tested:

- Call to action
- Subject line
- Preview text
- Overall design
- The overall message: Headline, Body and Closing text

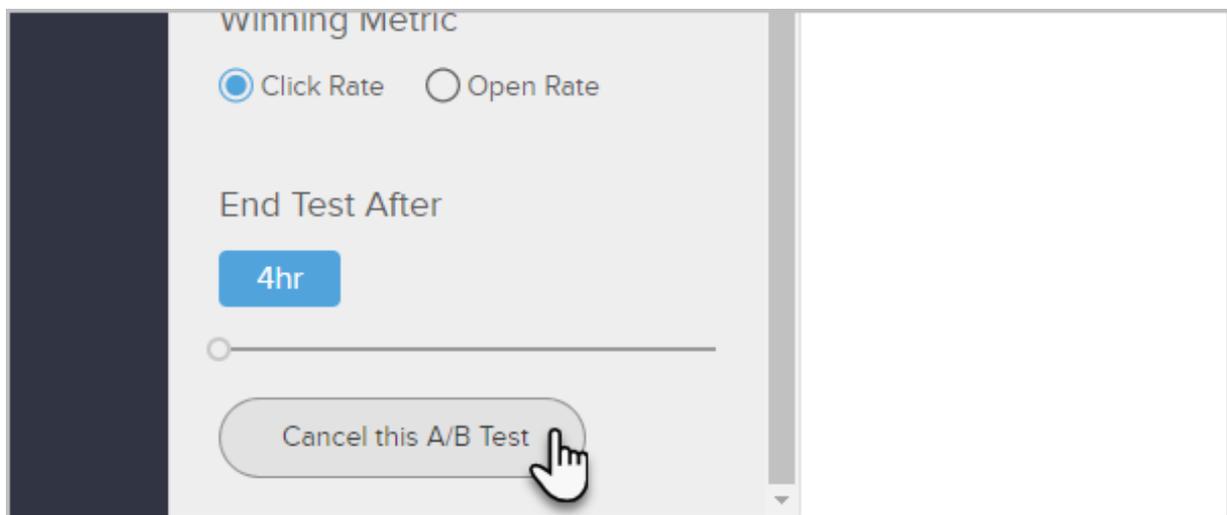


Pro-Tip: Click on above image to view larger

Note that you can quickly delete a variant by clicking the trash can icon.

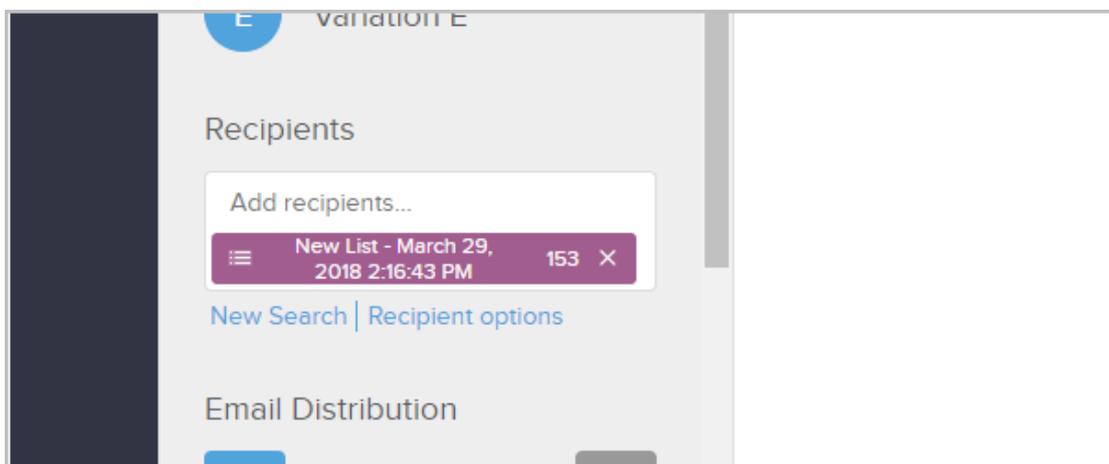


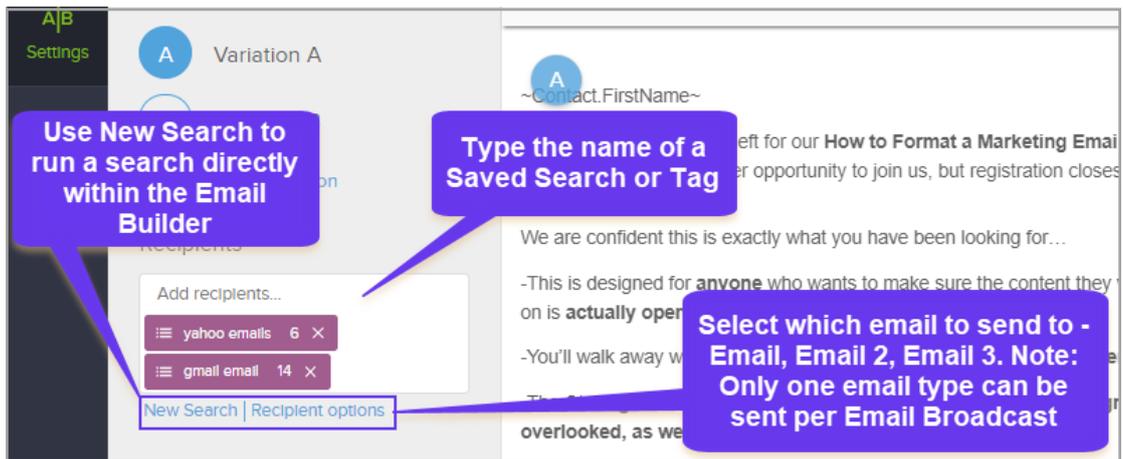
Also, note that you can cancel this split-test altogether by clicking the **Cancel this A/B Test** button at the bottom.



5. Choose the recipients for the email.

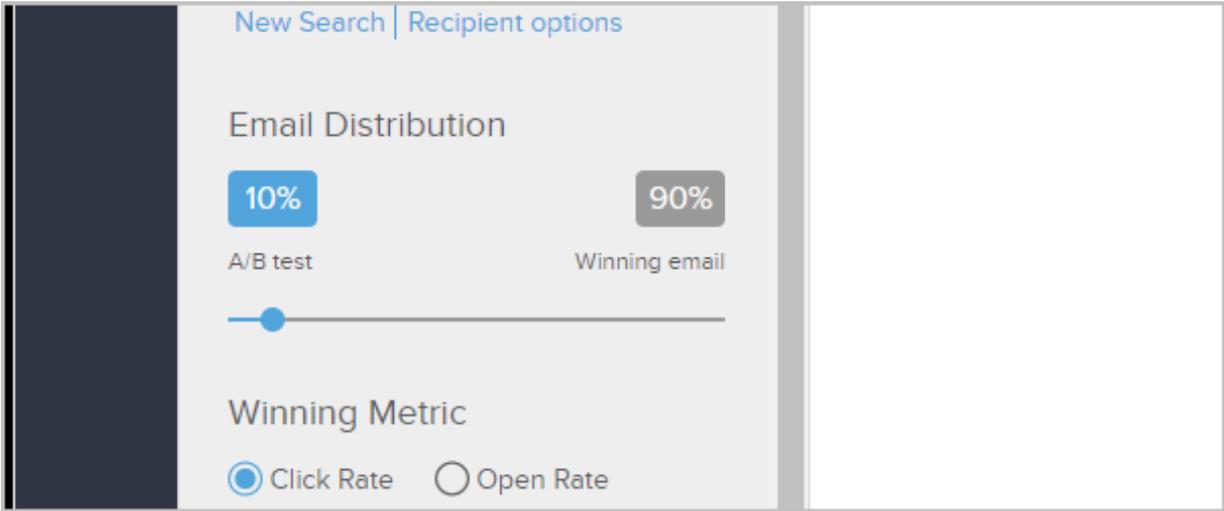
- Use a saved search you've created before (e.g., "Newsletter List")
- Add recipients based on a tag applied
- Or click "New Search" to search directly within the Email Builder.



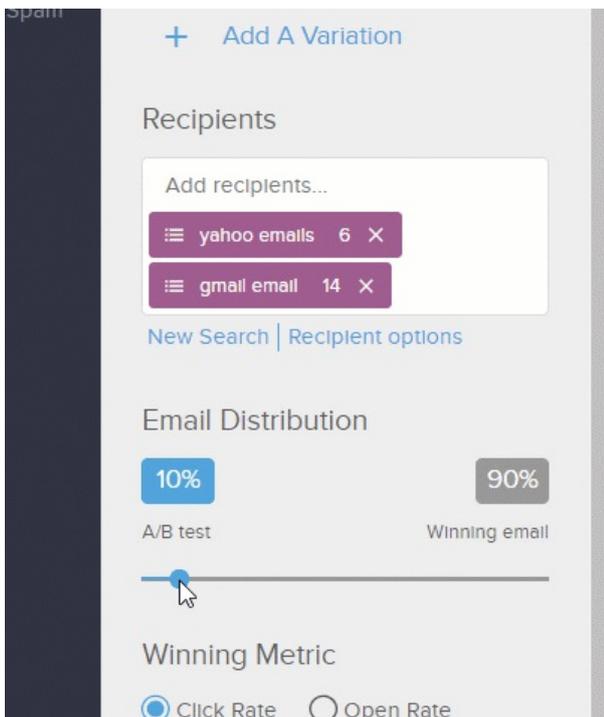


Pro-Tip: Use New Search if you want to send to contacts that contain a tag but also excludes a tag.

6. The slider allows you to control how emails are distributed



For example, in the image below, 10% percent of the emails will be split evenly between the email variants that you create. Then, based on the winning metric (which is explained in the next step) the system will distribute the rest of emails (90%). If you prefer, you can split test your entire distribution list by moving the slider all the way to the right.



wanted to give you another opportunity to join us, but regis

We are confident this is exactly what you have been lookin

-This is designed for **anyone** who wants to make sure the c  
on is **actually opened**.

-You'll walk away with **Tools and Knowledge to increase**

-The **Strategies** has been tested and proven to help you st  
**overlooked, as well as delivered to the Spam Folder**

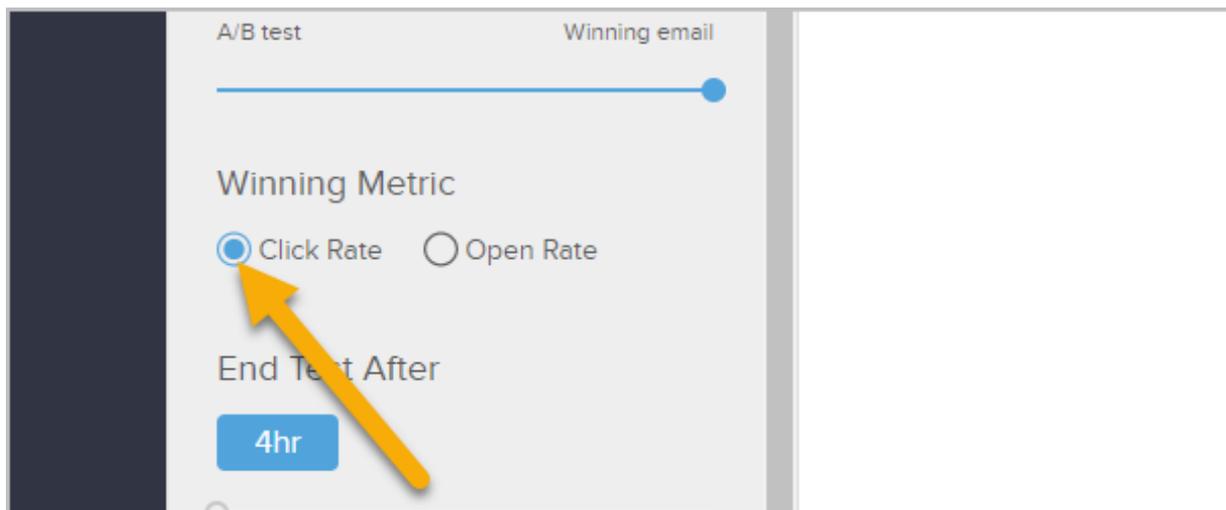
**Secure Your Seat Now**

**Attendees will walk away with:**

1. How to Format Email with well-written content
2. How you can Improve your subscribers Engagement

7. Choose the winning metric for this A/B test

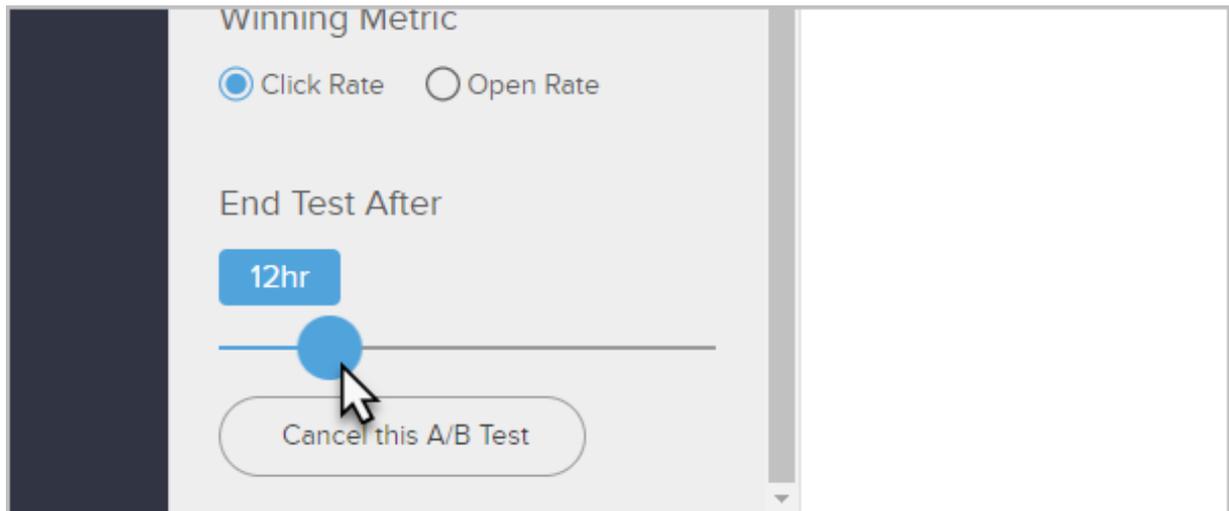
- o **Click Rate:** Also called, "click-through rate" this is the percentage of recipients that clicked a link in your email. This is a very common way to measure the effectiveness of your email's call to action.
- o **Open Rate:** Another way to measure the success of an email is the percentage of recipients that opened your email. This is also a common metric for measuring email effectiveness, but not as scientific as click rate due to the false positives and false negatives that is inherent with email clients.



8. Determine the time period that you would like to run the test

You can choose to run your split-test from 4 hours, all the way up to 7 days. The time period you choose will primarily depend on your list size and how active your list is. A split-test to a large, active list may only take 4-8 hours. A small or less active list may take

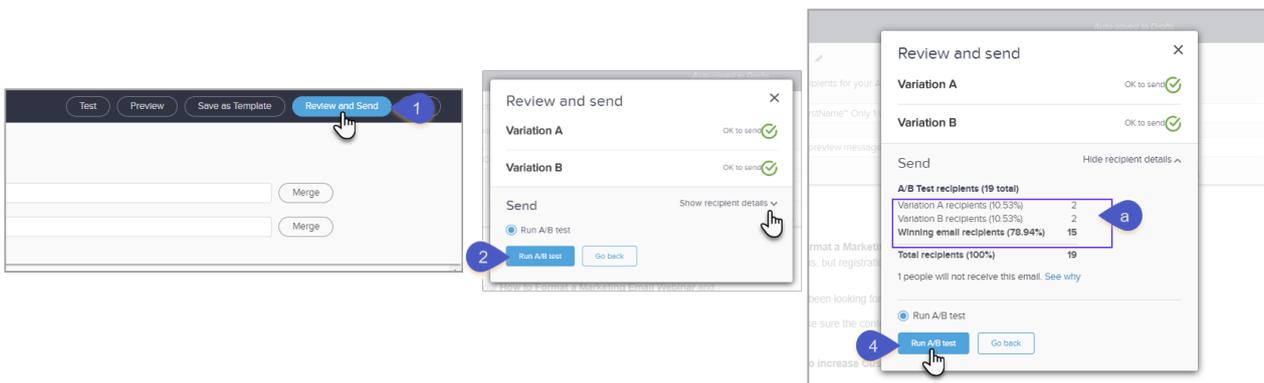
longer to get an accurate picture of which email variant was the most successful.



- 9. When you are ready to run your split test, click the **Review and Send** button at the top right
- 10.
  - a. You will be able to see details on the variant distributions prior to starting the test.

A/B Testing currently doesn't have the ability to schedule to send the email on a specific date/time

- 10. Click the **Run A/B Test** button to start the test



Pro Tip! The Broadcast Report pages will help you can better understand your results of your A/B Test.



### View A/B Test details [\(back to batch list\)](#)

#### A/B Results

Created  
Mon, Jul 30, 2018, 2:51 PM

Recipients  
gmail email

Email distribution

Variation A: (23.08%)	3
Variation B: (23.08%)	3
Winning email (53.85%)	7
Winning error count	0

Total recipients (100%) 13

Current status **Scheduled** [Stop Test](#)

Start time  
Mon, Jul 30, 2018, 2:51 PM

End time  
Mon, Jul 30, 2018, 6:51 PM

Winning metric  
CLICKS

Send winning email  
Automatically

#### A: ~Contact.FirstName~ Only 1 week left

From: The contact's owner



Opt-ins	Opt-outs	Bounces	Complaints	Errors
0	0	0	0	0

[View Email](#)

#### B: ~Contact.FirstName~ Let's save your seat!

From: The contact's owner



Opt-ins	Opt-outs	Bounces	Complaints	Errors
0	0	0	0	0

[View Email](#)

\* Email addresses that are duplicates or that have one of the following statuses will be automatically skipped: opt-out, non-marketable (never opted-in), invalid (improperly formatted), hard bounce (address does not exist). The search that displays when the skipped count is clicked displays all Contacts that match any of this criteria. [Learn More](#)

### View A/B Test details [\(back to batch list\)](#)

#### A/B Results

Created  
Mon, Jul 30, 2018, 2:51 PM

Recipients  
gmail email

Email distribution

Variation A: (23.08%)	3
Variation B: (23.08%)	3
Winning email (53.85%)	7
Winning error count	0

Total recipients (100%) 13

Current status **Sent**

Start time  
Mon, Jul 30, 2018, 2:51 PM

End time  
Mon, Jul 30, 2018, 6:51 PM

Winning metric  
CLICKS

Send winning email  
Automatically

#### A: ~Contact.FirstName~ Only 1 week left

From: The contact's owner



Opt-ins	Opt-outs	Bounces	Complaints	Errors
0	0	0	0	0

[View Email](#)

#### B: ~Contact.FirstName~ Let's save your seat!

From: The contact's owner



Opt-ins	Opt-outs	Bounces	Complaints	Errors
0	0	0	0	0

[View Email](#)

Sent to remaining recipients Mon, Jul 30, 2018, 6:51 PM

#### ~Contact.FirstName~ Let's save your seat!

From: The contact's owner



Opt-ins	Opt-outs	Bounces	Complaints	Errors
0	0	0	0	0

[View Email](#)

\* Email addresses that are duplicates or that have one of the following statuses will be automatically skipped: opt-out, non-marketable (never opted-in), invalid (improperly formatted), hard bounce (address does not exist). The search that displays when the skipped count is clicked displays all Contacts that match any of this criteria. [Learn More](#)

