GetResponse

A quick guide to…

A/B Tests

In this guide...

In this guide you'll learn how to use A/B Testing on key elements of your newsletter to maximize conversion rates.

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Creating A/B Tests

With GetResponse A/B Tests, you can optimize your newsletters by analyzing and comparing elements of your messages to find the best approach to communicating with your subscribers.

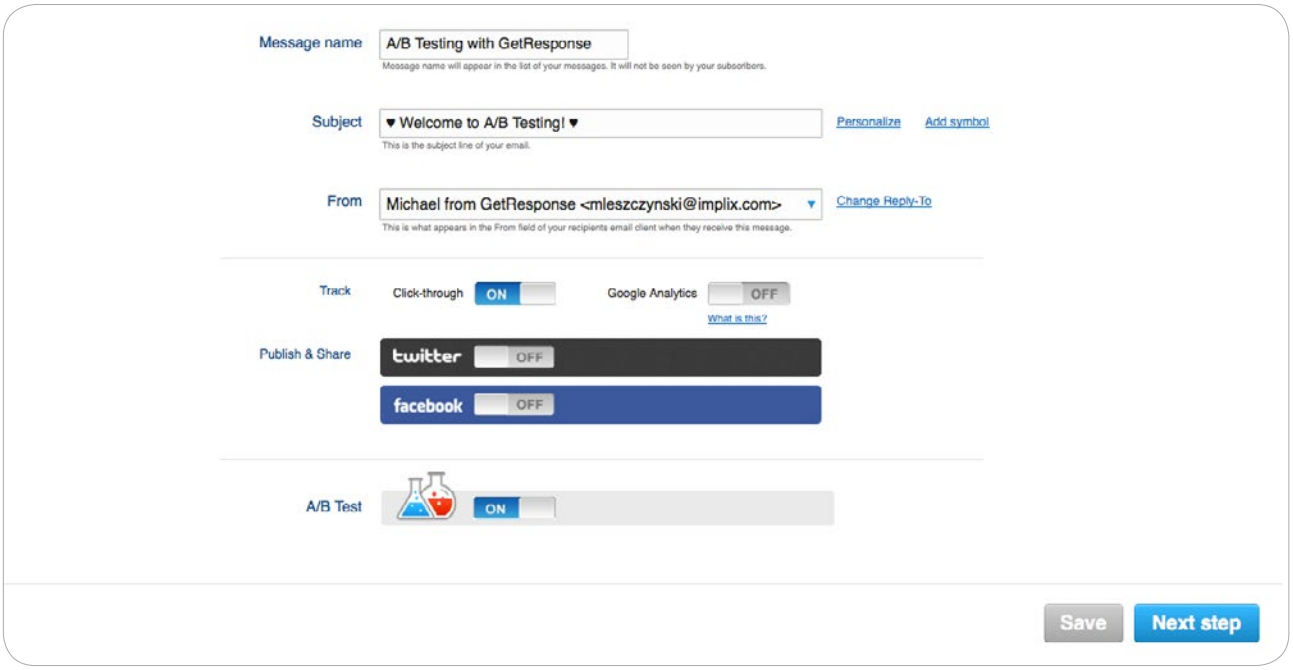
Step 1

Go to **Messages** in the main menu and select **Create Newsletter**.

Choose whether to create the newsletter with New Email Creator or HTML Source Editor.

Step 2

In **Message Settings**, fill in the Message Name, Subject, From Name, and other tracking and publishing options. Click the **"ON"** button next to the **A/B Test icon** at the bottom of the screen. Then click the **Next step** button at the bottom right corner of the screen.



Step 3

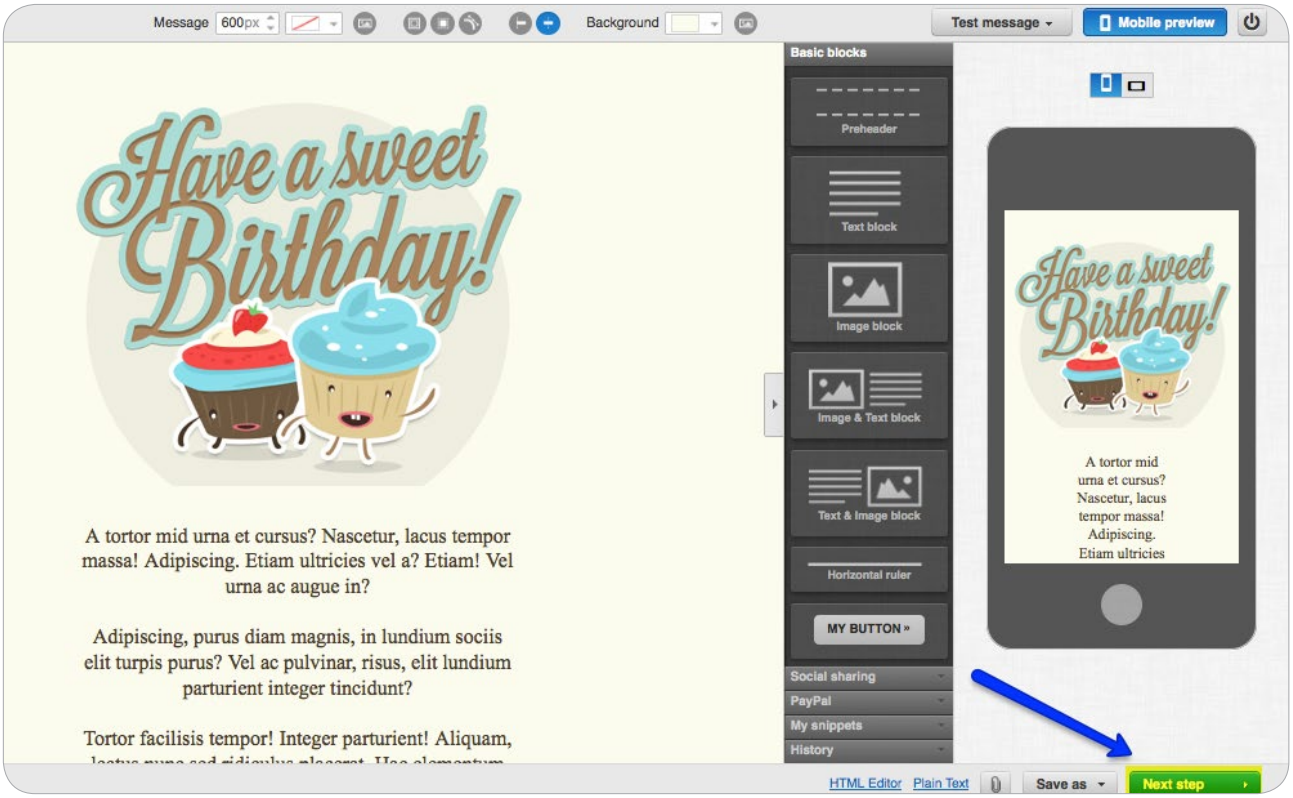
The next step gives you several methods for creating your newsletter:

- **Predesigned Templates**
- **Start from scratch**
- **My templates**
- **Import**
- **Plain text**

The GetResponse Creating Newsletters Manual has more information about how to create well-designed HTML and plain-text messages that engage your clients. To download this free resource, click here.

Step 4

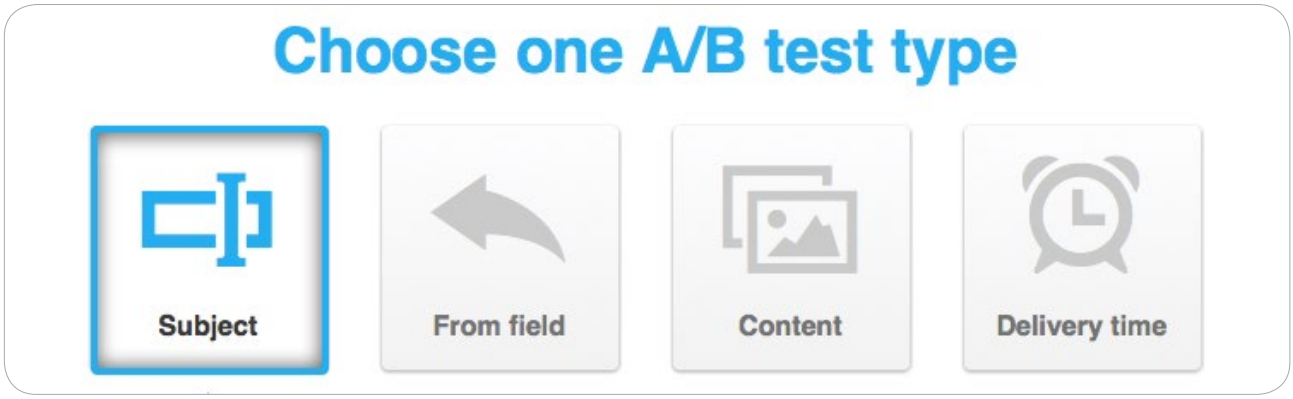
When you're finished creating your newsletter, click the Next Step button to go to the A/B Test options.



Step 5

In this section, choose the type of A/B Test that you want to perform. You can test the following elements:

- **Subject line**
- **From field**
- **Content**
- **Delivery time (Day of the week)**
- **Delivery time (Time of the day)**



Each test has different options and settings, as explained in the next section.

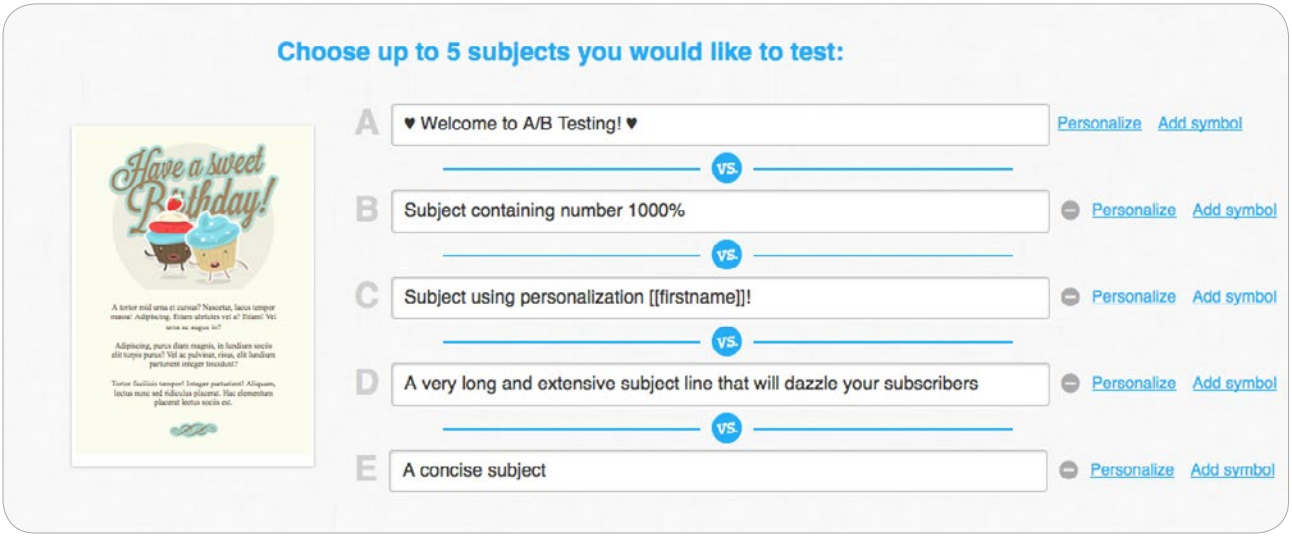
Types of A/B Tests

Subject line

You can create up to 5 subject lines for the same newsletter and deliver them to different groups of subscribers.

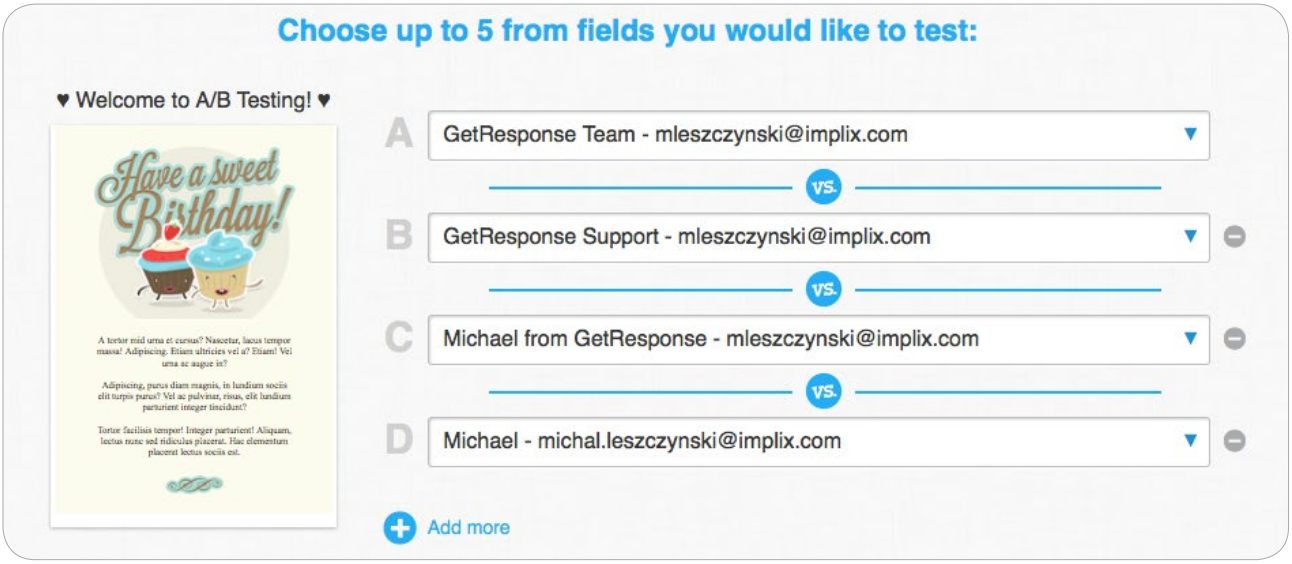
The first subject line is the one you entered in Message Settings in the previous step. It will be compared to other variants.

Test other subject line variations to identify the best approach for your audience.



After entering subject lines to test, click Next step, choose the recipients, and configure your A/B test. More on this in the A/B Test configuration section.

From field

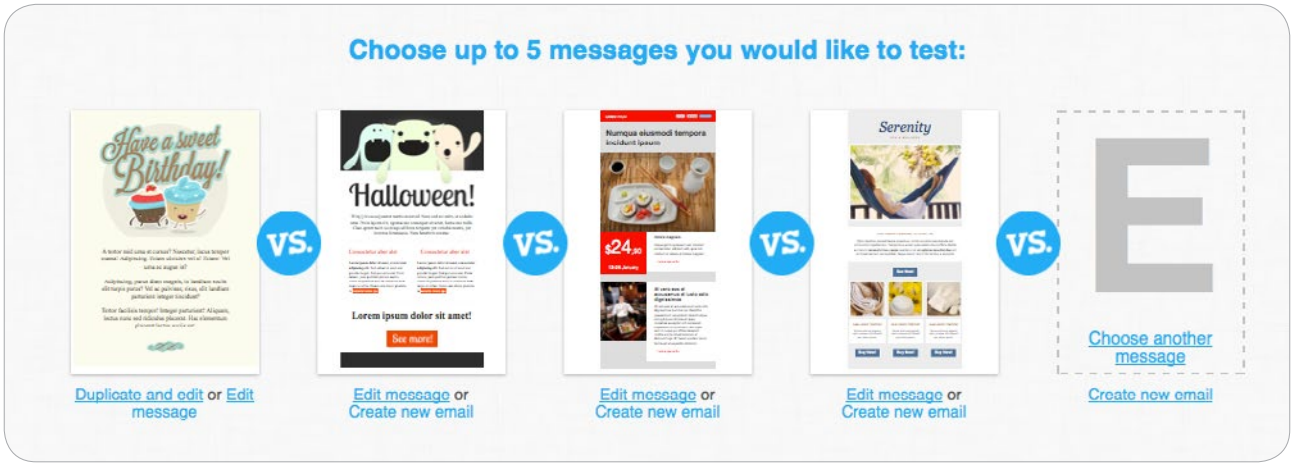


You can test up to 5 different From names and email addresses to use for communicating with subscribers.

The first From field is the one you entered as your default in your **Account Settings**. You can choose other From fields listed in your account settings. To add more From fields go to **From Email Addresses** in the **My Account** tab in the dashboard.

> **Note**: "From" addresses develop a reputation over time. Based on this reputation, Internet Service Providers (ISP) and your subscribers choose whether to place the newsletter in the inbox or in the bulk folder. To maintain high deliverability, don't change the From addresses too frequently.

Content



You can test up to 5 different versions of newsletter content. Choose versions from:

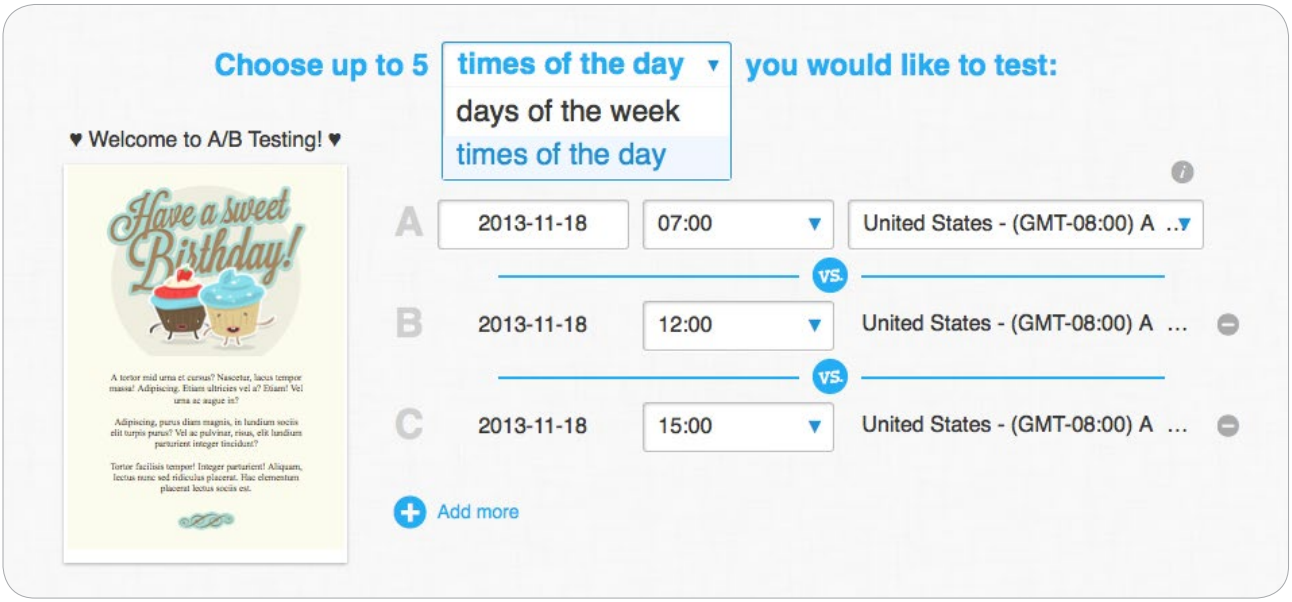
- **Previously sent newsletters**
- **Autoresponders**
- **Newsletter drafts**
- **or create a new newsletter**

After choosing messages to test, click to the next section to configure the test and choose recipients.

The **A/B Test configuration** is explained in detail in a later section of this tutorial.

Delivery Timing

You can test how day-of-week and time-of-day affect open and click-thru rates:

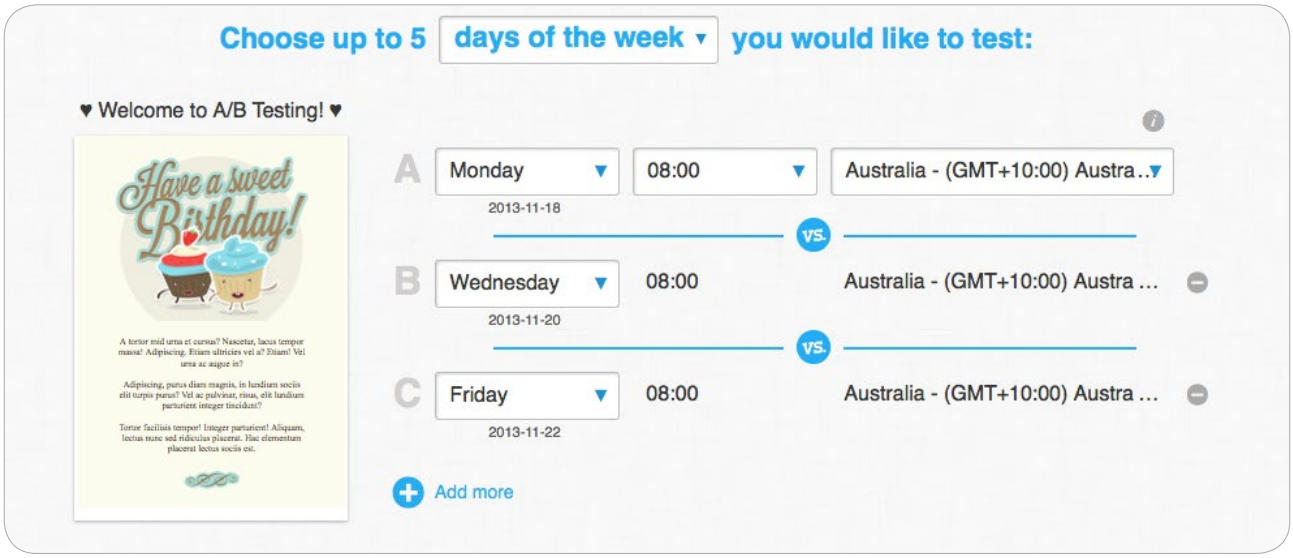


Day of Week: Choose up to five different delivery days to test and compare.

Note: the latest date you can choose is one week from the date you create the test. For example, if you create the test on Sunday 12-01-2013 the latest delivery date you can choose is Saturday 12-07-2013.

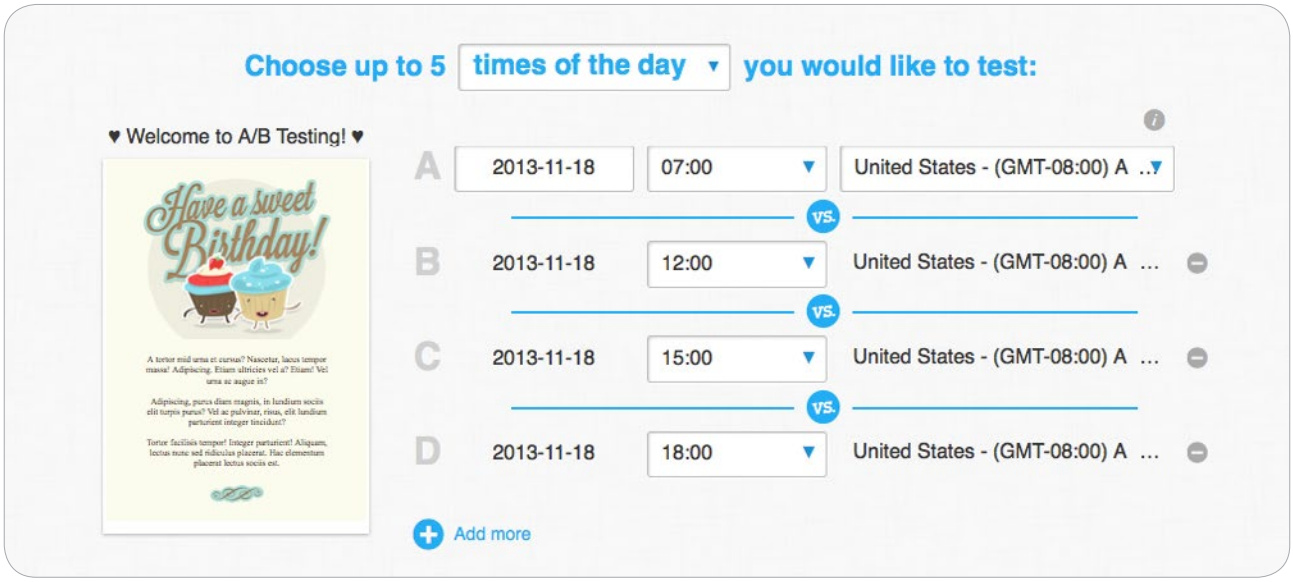
The time of day for delivery remains the same for all messages and is taken from the original **Message A**.

The default time zone in the dropdown menu is taken from your **Account Settings**. If you wish, select a different time zone from the dropdown menu. To modify the default time zone settings for your account, go to **Account Details** in the **My Account** tab in the main menu.



Time of Day: Choose up to five send-out times (within the same day) for the message that you want to test.

Note: You can choose time slots separated by as little as 30 minutes. But for best results, compare different times of the day, for example: early morning, lunchtime, early afternoon, late afternoon or late night.



Configuring A/B Tests

After choosing the type of the A/B Test to perform, select campaigns or segments to include or exclude. Then scroll to the bottom of the screen to adjust **configuration**.

> **Note**: Tests on groups of less than 250 subscribers tend not to be authoritative. For accurate results, use a larger audience.

In the **A/B Test configuration** section, choose your preferences:

What percentage of your recipients will receive each version?
The maximum for all variations is 50% of your assigned subscribers. The outstanding 50% receive the winning message.

Will the winning message be sent automatically or manually?
Please note that the automatic option for Subject, From field and Content A/B Tests means that the best message will be deployed right after the test has finished.
For the Delivery Time A/B Test the winning message will be sent out automatically according to the winning time. E.g. if your test has proven that the winning message had been sent on Monday 08:00 and neither Tuesday nor Friday performed equally well, the outstanding part of your list will receive the winning message the following Monday at 08:00.

The manual option means that you are free to choose which message will be deployed after the test has finished. All other message settings (including the delivery time) however will remain the same as you chose.

On what basis is the winning message chosen?
Highest Open Rate vs. Highest Click Rate.

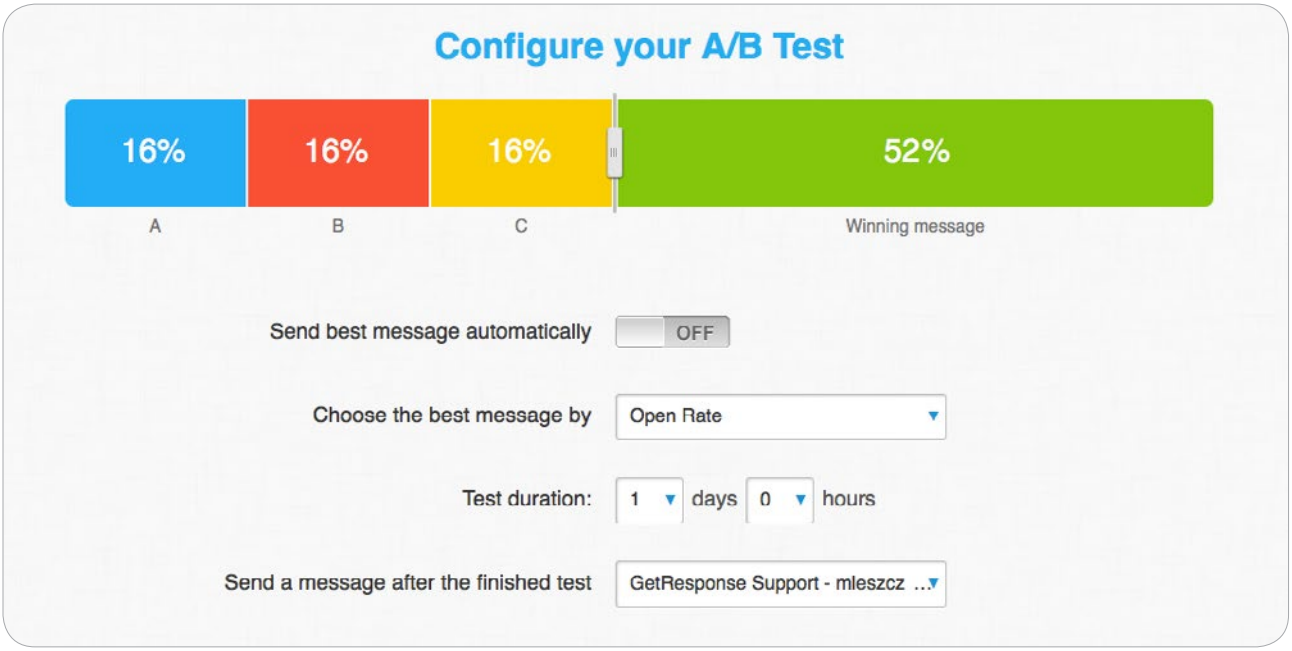
How long should the test wait before identifying and deploying* the winning message?

Minimum 1 day, maximum 14 days.

* Refers to "Send best message automatically" option only

Who should be notified when the test is finished?

(To add other email addresses go to From Email Addresses in the My Account tab in the dashboard)



When your test is configured, click **Next Step** to view the **Message Summary** and **Schedule** their **send out time** to be deployed immediately or at a later date.

Note: The schedule function is available for all types of A/B Tests except Delivery Time A/B Tests. For Delivery Time A/B Tests the messages will be deployed according to the time chosen in the previous step.

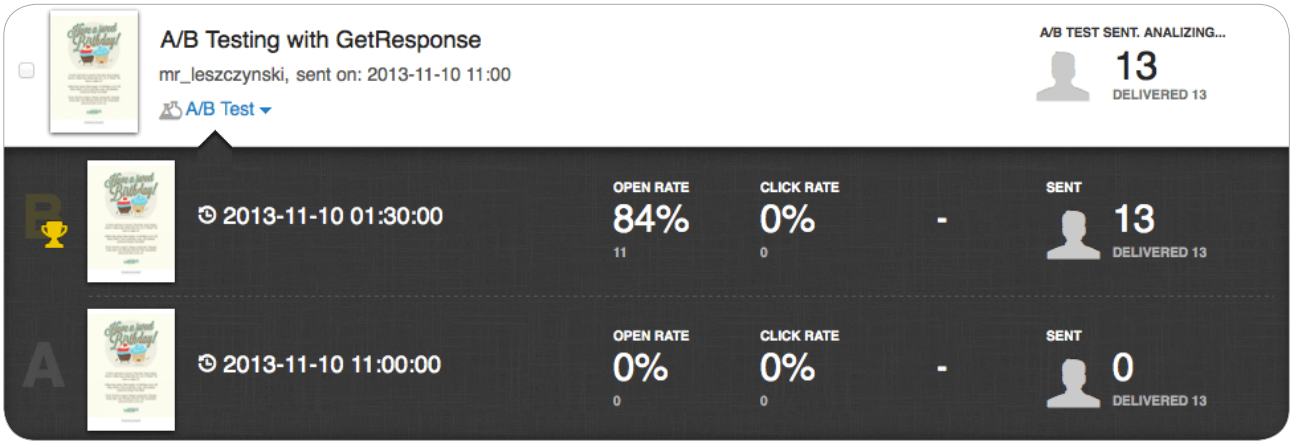
Managing A/B Tests

To view and manage active and completed A/B Tests, go to **Messages** in the main menu and select **My Newsletters**.

The original message now includes an **A/B Test icon**. Hover over the icon to find out what kind of test has been performed and what **settings** were used.

You'll see the **type** of A/B Test, the **deciding factor** for the winning message (Open Rate or Click Rate) and information on whether the winner will be sent **manually** or **automatically**.

If your A/B Test is still in sending process, you'll see a status bar on the right side of the screen. But if it's analizing or finished with an automatic deployment, you'll see the number of messages that have been sent. If you chose to manually send the best message, you'll simply see the option to deploy the winning message.



To **cancel** the A/B Test, click the minus sign next to the status bar, or hover over the **Message Name**, select **Actions** and click on **Cancel**.

Click the A/B Test icon to view:

- **Open and Click Rates for your messages**
- **The winning newsletter (indicated by a trophy icon), which will be sent (manually or automatically) to the outstanding recipients**
- **The number of messages that have been delivered**

Analyzing A/B Tests

To view detailed results of your A/B Tests, go to **Statistics** in the main menu and select **Email Analytics**.

Identify the Campaign you tested then choose individual newsletters to evaluate. You'll see complete data about each newsletter tested, including Open Rates, Click Rates, Bounce Rates, Complaint Rates and Social Sharing.

Use this information to optimize future newsletters for maximum conversion rates and better audience targeting.

To learn more about GetResponse Statistics, review our free Email Analytics Guide.