

A/B test

*Effect of Call-to-Action appearance
on Click Rate*

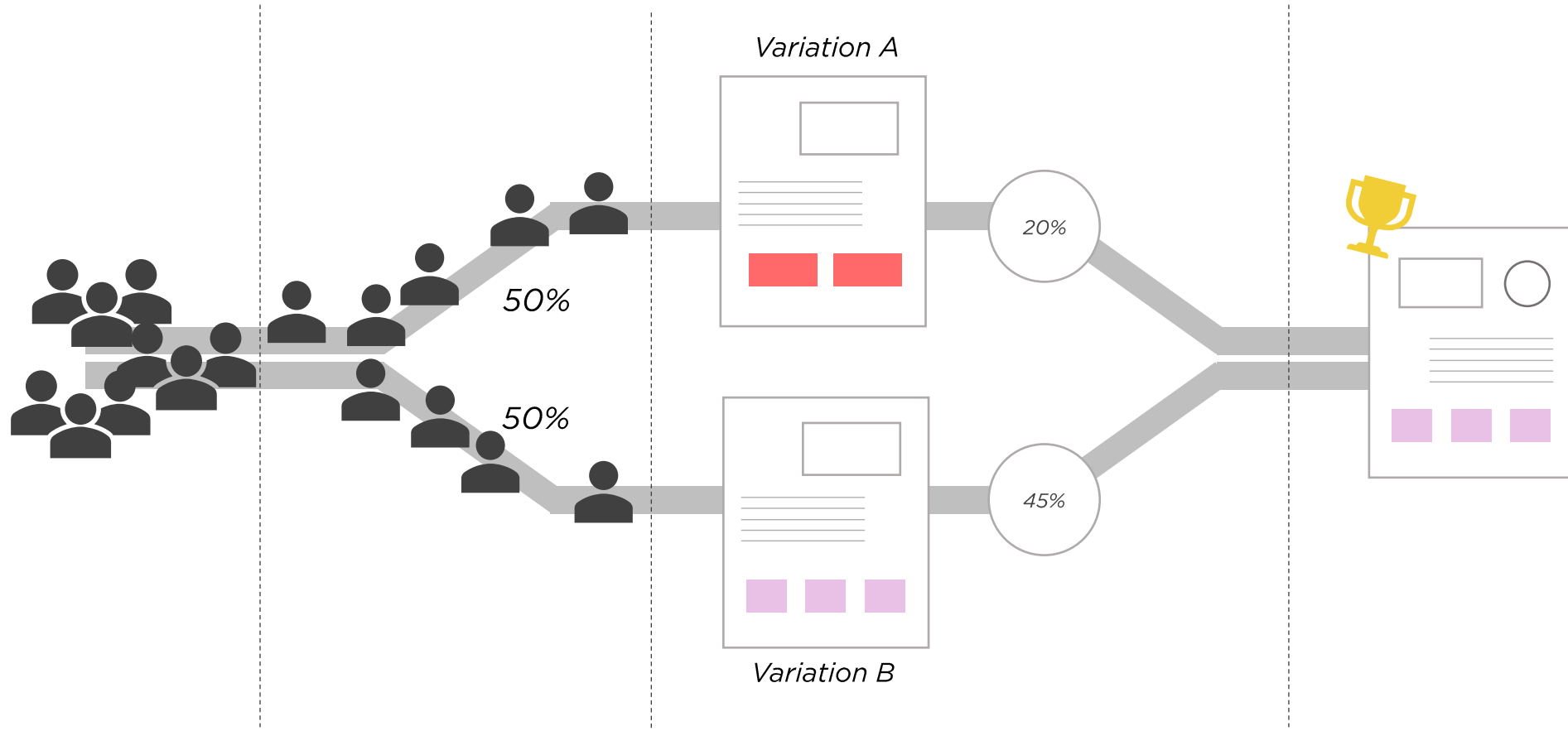
What is A/B testing?

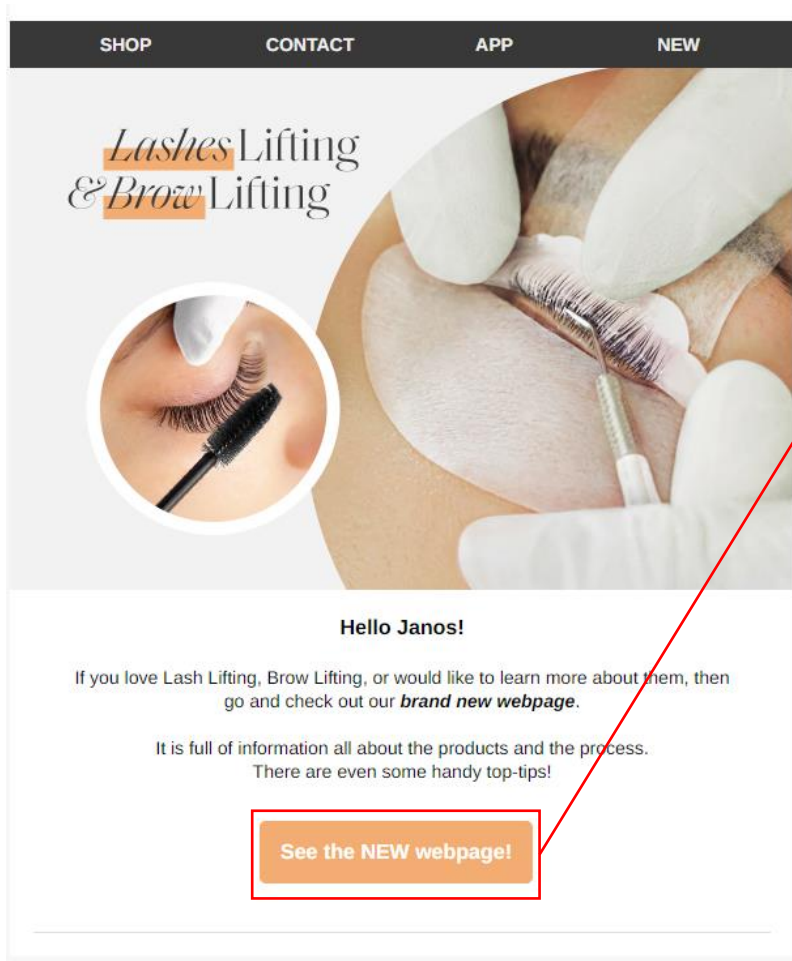
*Newsletter
Audience*

*Random
Sample Split*

*Performance Testing Based on
Winning Metric*

*Results and
Conclusion*





Variation A

See the NEW webpage!

*Black CTA
(Usually used)*

Variation B

See the NEW webpage!

Orange CTA

- *Winning Metric: Click Rate*
- *Testing one factor at a time (CTA colour), other factors remain the same*
- *Testing in 5 languages*
- *Statistically significant over 90% of Winning Confidence*




Test Results

Language	Variation A	Variation B	Win Confidence	
EN	0,5%	0,5%	67,7%	Not Significant
DE	2,8%	3,9%	85,7%	Not Significant
ES	0,8%	0,9%	53,1%	Not Significant
FR	1,3%	1,6%	83,4%	Not Significant
IT	2,0%	3,1%	98,4%	Statistically Significant ★
TOTAL	0,9%	1,0%	67,2%	Statistically Significant ★

- While Variation B demonstrates a higher click rate across most languages (excluding English and Spanish), only the Italian language exhibits statistical significance.
- The total data suggests that employing different colored buttons, particularly orange CTAs instead of black, may be worthwhile.
- However, it's important to note that further testing is required to establish more robust conclusions.

Tests to improve...

Click Rate

- *Images versus GIFs* 
- *CTA appearance* 
- *CTA Text* 
- *Template organization*

Open Rate

- *Subject line tests*
- *Preview text*
- *From name*
- *Send time* 