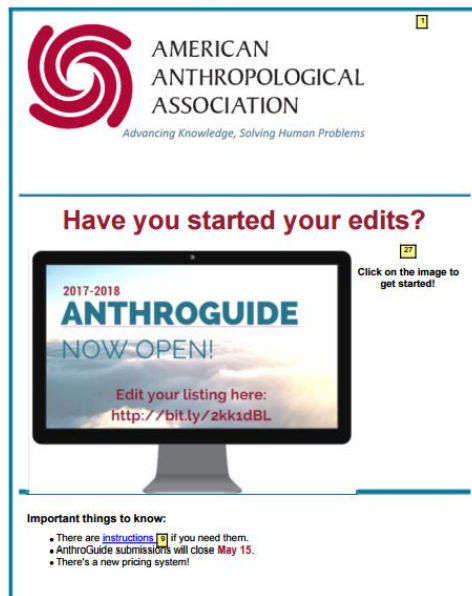# Beta testing email campaigns

Goal: Determine the most effective marketing strategies for AnthroGuide mailings.

Test 1a

Hypothesis: Graphic heavy emails with linked images produce higher click thru rates.

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Have you started your edits?

Click on the image to get started!

2017-2018
ANTHROGUIDE
NOW OPEN!

Edit your listing here:
http://bit.ly/2kk1dBL

Important things to know:
- There are instructions if you need them.
- AnthroGuide submissions will close **May 15.**
- There's a new pricing system!

ag 2017 february contacts beta1a			02/22/2017		4:04 PM
Message Sent Results					
Sent	734			100.0%	
Delivered	715			97.4%	
Opened	258			36.1%	
Links	45			6.3%	
Unsubscribed	2			0.3%	
Bounced	19			2.6%	

Links	Unique Recipients	Details
https://www.magnetmail.net/actions/email_web_version.cfm?recipient_id=999999999&message_id=INCLUDEMESSAGEID&user_id=INCLUDEUSERID&VERSION=TE...	2	
Click Here https://www.magnetmail.net/actions/email_web_version.cfm?recipient_id=999999999&message_id=INCLUDEMESSAGEID&user_id=INCLUDEUSERID&group_id=I...	19	
http://www.americananthro.org/	1	
https://secure.americananthro.org/eWeb/DynamicPage.aspx?Site=AAAWeb&WebKey=da468459-f6c6-47a8-8198-cc19a88c618b	27	
instructions http://s3.amazonaws.com/rdcms-aaa/files/production/public/FileDownloads/_cs_upload/publications/AnthroGuide_Instructions.pdf	9	
Unsubscribe or manage your member subscription options http://www.magnetmail.net/actions/aaa/subscription_manage_aaa.cfm?custom_id=INSERT_CUSTOM02&user_id=AAA_&subId=1726&email=INSERT_EMAIL&messa...	3	
https://secure.americananthro.org/eWeb/DynamicPage.aspx?Site=AAAWeb&WebKey=da468459-f6c6-47a8-8198-cc19a88c618b	6	
https://secure.americananthro.org/eWeb/DynamicPage.aspx?Site=AAAWeb&WebKey=da468459-f6c6-47a8-8198-cc19a88c618b	1	

Test 1b

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Have you started your edits?

Click here 0 to get started!

Important things to know:
- There are instructions 0 if you need them.
- AnthroGuide submissions will close May 15.
- There's a new pricing system!

Message Sent Results

Sent	757		100.0%	
Delivered	742		98.0%	
Opened	248		33.4%	
Links	38		5.1%	
Unsubscribed	1		0.1%	
Bounced	15		2.0%	

Links	Unique Recipients	Details
https://www.magnetmail.net/actions/email_web_version.cfm?recipient_id=999999999&message_id=INCLUDEMESSAGEID&user_id=INCLUDEUSERID&VERSION=TE...	1	
Click Here https://www.magnetmail.net/actions/email_web_version.cfm?recipient_id=999999999&message_id=INCLUDEMESSAGEID&user_id=INCLUDEUSERID&group_id=I...	7	
here https://secure.americananthro.org/eWeb/DynamicPage.aspx?Site=AAAWeb&WebKey=da468459-f6c6-47a8-8198-cc19a88c618b	29	
instructions http://s3.amazonaws.com/rdcms-aaa/files/production/public/FileDownloads/_cs_upload/publications/AnthroGuide_Instructions.pdf	11	
Unsubscribe or manage your member subscription options http://www.magnetmail.net/actions/aaa/subscription_manage_aaa.cfm?custom_id=INSERT_CUSTOM02&user_id=AAA_&subId=1726&email=INSERT_EMAIL&messa...	2	

Results

Graphic heavy emails (test 1a) resulted in a 6.3% click through rate, vs 5.1% for emails without the call to action image (test 1b). This is not a significant difference (1.1% or 7 individuals). However, it is interesting that the click through on instructions was much higher for test 1b (11 out of 38 clicks, or 29%) than for test 1a (9 out of 45 clicks, or 20%). This suggests that while total link clicks are roughly similar, users who encounter an email without a call to action image are 45% more likely to click on the instructions guide. It's possible that without a clear call to action, users feel they need additional information, and seek out the instruction guide for cues to the next step. Test 1a also demonstrated higher quality of link clicks (27 out of 45 clicks, or 60%) of users clicked on the link that would bring them directly to the editing page. Only 7 out of 38 clicks, or 18% of users clicked on the analogous link in Test 1b. This means users are 42% more likely to click on higher quality call to actions (links that bring a user directly to the editing page) on a graphic-heavy email than on an email without a call to action image.