

Topic 7

Email Marketing

MKT 485

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Chapter Objectives

Create an effective **strategy** for building a commercial email list.

Create effective **content** for a commercial email campaign.

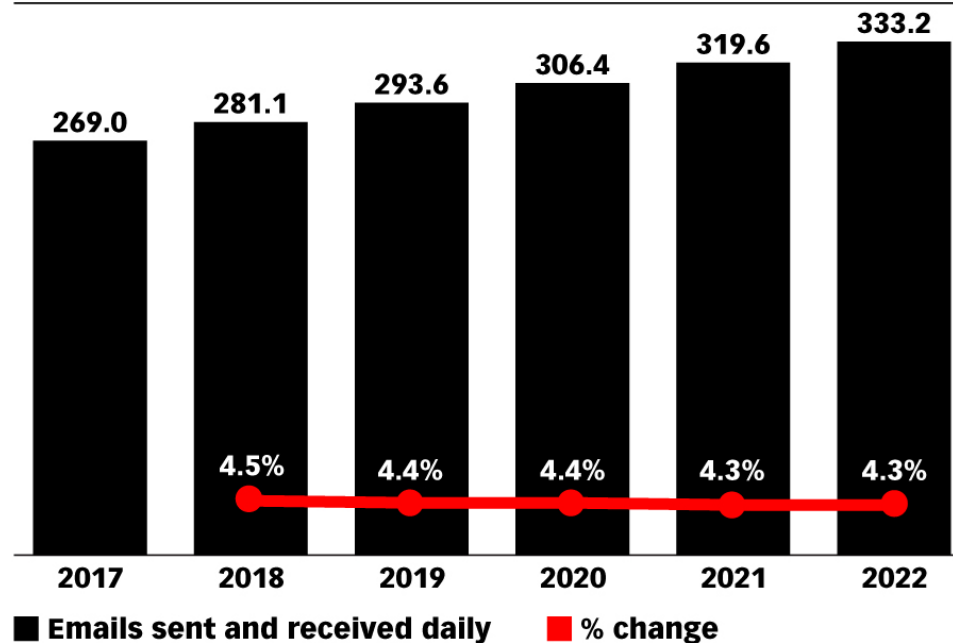
Analyze the results of an email campaign to determine its effectiveness.

Describe **best practices** to prevent emails from being stopped by spam filters.

Email Marketing Activity

Total Emails Sent and Received Daily Worldwide, 2017-2022

billions and % change



Note: includes business and consumer emails

Source: Radicati Group, "Email Statistics Report, 2018-2022," March 5, 2018

236851

www.eMarketer.com

Commercial Communication

US Digital Buyers' Preferred Channel for Receiving Brand Communications, by Generation, July 2016

% of respondents

	Gen Z	Millennials	Baby boomers	Gen X	Total
Email	65.0%	62.0%	73.0%	71.0%	68.0%
In-store	8.0%	8.0%	6.0%	6.0%	6.9%
Text	8.0%	7.0%	3.0%	5.0%	5.6%
Facebook	7.0%	7.0%	2.0%	3.0%	4.5%
Digital ads	3.0%	4.0%	4.0%	4.0%	3.6%
Instagram	3.0%	1.0%	0.0%	0.0%	0.8%
YouTube	0.0%	2.0%	1.0%	0.0%	0.7%
Pinterest	0.0%	1.0%	1.0%	1.0%	0.6%
Snapchat	2.0%	1.0%	0.0%	0.0%	0.6%
Twitter	1.0%	0.0%	0.0%	0.0%	0.4%
Other	3.0%	7.0%	10.0%	10.0%	8.3%

Note: Gen Z born 1995-1998; millennials born 1980-1995; Gen X born 1965-1980; baby boomers born 1945-1965

Source: Bluecore, "How Millennials Actually Want Brands to Engage With Them," Oct 24, 2016

High ROI Marketing Activities

Marketing Tactics that Provide Strong* ROI According to In-House Marketers Worldwide, 2008, 2016 & 2017

% of respondents

	2008	2016	2017
Email marketing	66%	73%	73%
SEO (organic search)	74%	67%	72%
Content marketing	-	62%	63%
Paid search (PPC)	57%	59%	60%
Mobile marketing	18%	38%	46%
Affiliate marketing	56%	47%	45%
Social media	-	39%	44%
Offline direct marketing	-	44%	41%
Online display advertising	25%	35%	35%

*Note: 2008 n=263; 2016 n=614; 2017 n=689; *top 2 box choices of "excellent" and "good"*

Source: Econsultancy, "Email Marketing Industry Census 2017" in association with Adestra, April 19, 2017

Email Spam versus Email Marketing

Black Hat

- Obtain email list
 - Scrape the web
 - Purchase list
- Send emails
 - Spaming
 - Inappropriate topics

White Hat

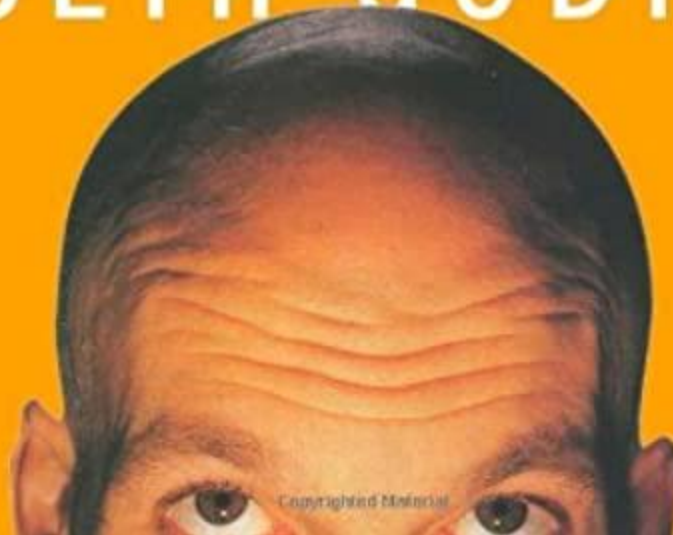
- Obtain email list
 - Obtain address from customer
- Send emails
 - Product specials
 - Information
 - Media content

Internet Marketing Pioneer Seth Godin says he wants to change the way almost everything is marketed today. Will you give him permission to show you the future?




PERMISSION MARKETING

TURNING STRANGERS INTO FRIENDS,
AND FRIENDS INTO CUSTOMERS


SETH GODIN



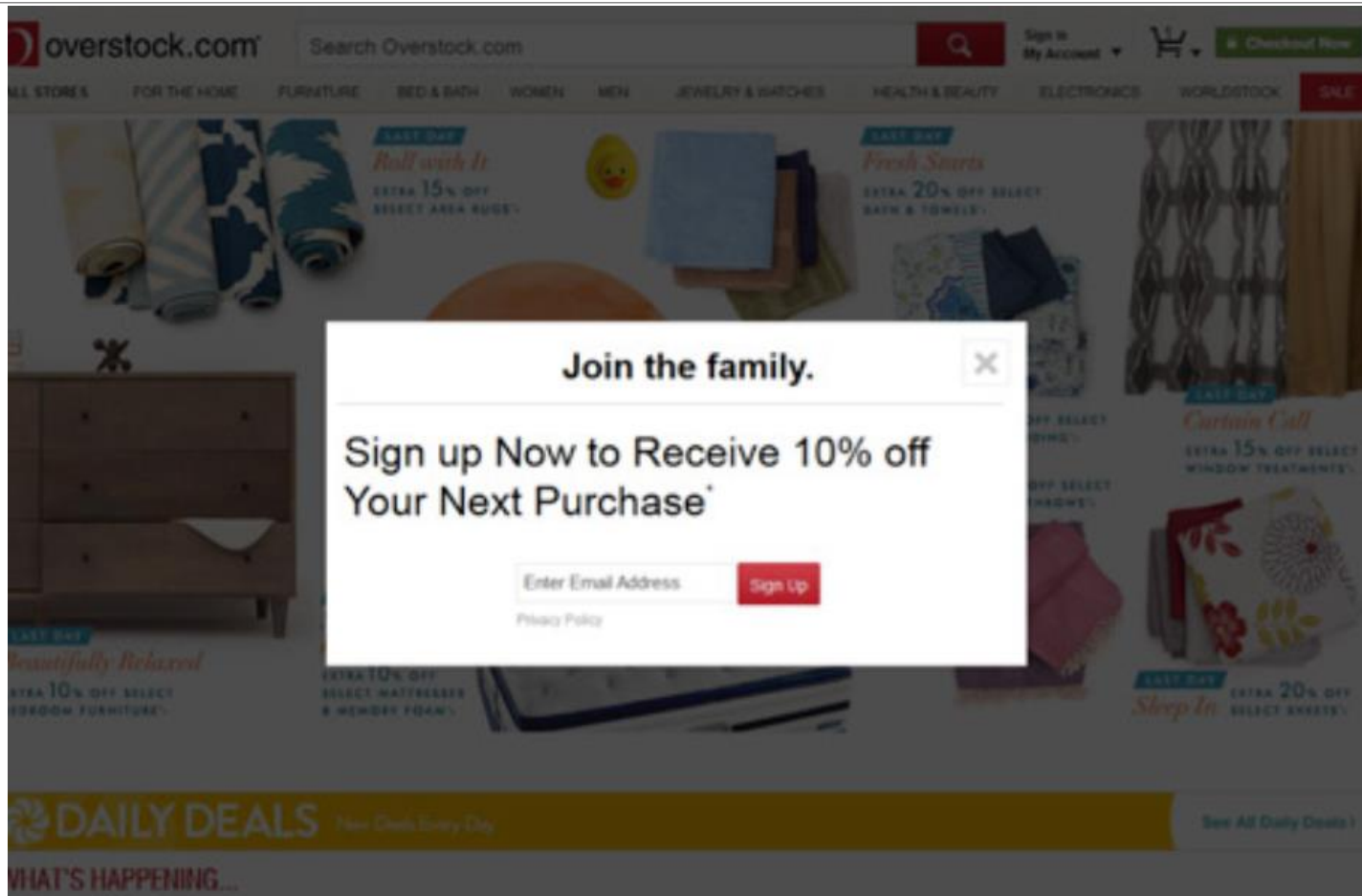
Building Email List — E-Retailers

 overstock.com[®]  SECURE CHECKOUT [Sign In](#) You are using our secure server 

If you are an international customer, or are shopping internationally, please use our [International Checkout](#) [Chat Now](#)

Billing Address	Shipping Address	Order Summary
<p>* Required Field</p> <p>Email Address *</p> <input type="text"/>	<p><input type="checkbox"/> My shipping address is the same as my billing address.</p> <p>First Name * Last Name *</p> <div><input type="text"/></div> <div><input type="text"/></div>	<p>Subtotal: \$129.99</p> <p>Shipping: FREE</p> <hr/> <p>Total: \$129.99</p>
<p><input checked="" type="checkbox"/> Receive exclusive discounts by email. Privacy Policy</p> <p>First Name * Last Name *</p> <div><input type="text"/></div> <div><input type="text"/></div>	<p>Address Line 1 *</p> <input type="text"/>	<div> Submit Order Now</div> <p>You are on our Verisign trusted server.</p>
<p>Address Line 1 *</p> <input type="text"/>	<p>Address Line 2</p> <input type="text"/>	

Building Email List — E-Retailers



Building Email List

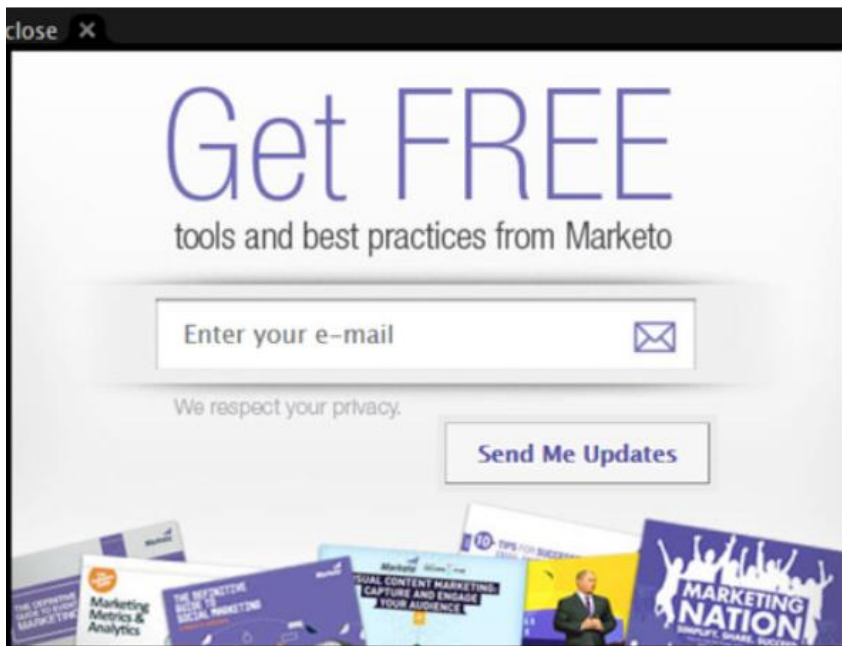
Most email marketers recommend that email collection be “opt-in” and require an action like clicking on a check box to be subscribed to emails rather than “opt-out” like Overstock does. If the box is checked by default, many customers may end up on the email list who do not recall signing up for regular emails. They may mark the company’s emails as junk, which makes that company more likely to be blocked by spam filters. Overstock is a heavyweight in digital marketing, so its reputation makes it less likely to be blocked by spam filters. But smaller entities should probably stick to the industry standard and only sign customers up for emails if they click on the opt-in box. Another safeguard for email marketers is to use *double opt-in* rather than *single opt-in* when collecting email addresses. Rather than immediately adding an email address to the list upon sign-up (as is the case with *single opt-in*), double opt-in takes the extra step of sending a confirmation email, and only adds that email address to the list when the user clicks on the link within that email to confirm her desire to be added to the list.

Building Email List

Notice that in all of these sign-up opportunities, Overstock gives the customer an incentive to sign up for regular emails. Instead of saying, “Sign up for emails from Overstock,” it promises “email savings.” Describing the benefits of receiving emails is of vital importance to email capture. Customers need to know they will receive something of value when they sign up for regular emails. Email marketers can create a variety of incentives for signing up for an email list. Examples include the following:

- Free ebook or whitepaper (email required for download)
- Online webinar (to email registrants)
- Online contest or giveaway
- Collect email addresses at trade shows or other events
- Include social sharing buttons and “Email to a friend” button on emails

Building Email List — Knowledge vs. Conversion Tradeoff





A screenshot of the Oracle Account Creation form. The form has a red header bar with the 'ORACLE' logo. Below the header, the title 'Create Your Oracle Account' is displayed, followed by a link 'Already have an account? Login here'. The form contains several sections: 'Please complete all required fields and select your email communication preferences to create your Oracle Account.', 'This account can be used to access a variety of Oracle Services and Applications including My Oracle Support, OTN Forums, Oracle Store, Oracle Cloud, Oracle University, and Oracle PartnerNetwork as well as to register for Oracle Events.', 'Indicates required field', 'Account Information', 'Personal Information', and a checkbox for 'Yes, I'd like to become a member of the Oracle Technology Network (OTN)'. The 'Account Information' section includes fields for 'Email', 'Password', and 'Confirm Password'. The 'Personal Information' section includes fields for 'First Name (Given Name)', 'Middle Name', 'Last Name', 'Job Title', 'Country', 'State/Province', 'City', 'Company', 'Address1', 'Address2', 'Postal Code', and 'Business Phone'. The form also includes a 'close' button in the top left corner.

NEVER Buy an Email List

Email List Segmentation

- **Past Purchases** - Past purchases are the most reliable source of information about the product categories that interest an email subscriber.
- **Past Email Response** - Some customers respond to discounts, whereas others respond more readily to free shipping or other incentives, for example.
- **Customer Preferences** - In some cases, customers may explicitly request some forms of content, and a company can solicit these requests at email sign-up or on the unsubscribe landing page.
- **Demographics** - In B2B settings, the current work role of the email holder could provide important clues regarding the likelihood of gaining business with that potential customer, for example.
- **Location** - A clothing retailer like Nordstrom may want to promote different winter clothing to its Florida subscribers versus its Massachusetts subscribers.
- **Device** - For subscribers who check email on their smartphones, the layout of the email may need to differ, and the image files may need to be smaller to accommodate slower mobile download speeds. (All email should be optimized for display on mobile devices, as about half of email opens occur on mobile devices.)

Catching Spam

		Truth	
		Valid Email	Spam
Spam Filter Says	Valid Email		
	Spam		

Spam Policing

- Email Providers (ISP, Mailbox providers: GMAIL)
 - Analyze your usage (open rate, hovering, reporting)
 - Stop delivering spam mail
- Spam Reporting Agencies
 - Spam traps
 - Pristine (made up email)
 - Non-pristine
- Filters
 - All caps
 - Spammy content
 - High image/content ratio
 - Poor HTML coding
 - Exclamation marks

Avoiding being Recognized as a Spammer

Use Double Opt-In

The first line of defense against spam filters is a clean list of email addresses pertaining to (1) real people who (2) do not mark a company's emails as spam or junk and (3) regularly open those emails. Single opt-in lists can sometimes lead to fake email addresses being added to a company's email list. For example, if an offline retailer like Nordstrom or Express asks its shoppers for their email addresses, consumers may respond with a fake email address, or worse yet, store managers may add fake email addresses to fill their store quota. Sending an email to a fake email address results in a hard bounce. Spam filters pay attention to the bounce rate of bulk emails from companies, so having a high bounce rate due to fake email addresses will very quickly get that company's emails blocked by spam filters.

Spam filters also block emails if many receivers mark a sender's email as spam. This is much less likely to happen under a double opt-in email policy, so double opt-in also protects against this cause of being blocked.

Avoiding being Recognized as a Spammer

Clean the Email List

A good email marketer should be paying attention to actions from members of the email list. Responses to emails should form the basis for segmentation of the email list and content creation of future emails. Email marketers should also pay attention to bounces, which are emails that are sent out by the company but do not reach the destination in-box.

Hard Bounces. A hard bounce indicates the email address is fake. This email address should be removed immediately from the list.

Soft Bounces. Soft bounces typically indicate the email in-box is full. This email address should be removed from the list after several soft bounces in a row (typically four or more).

Non-Opening. If a recipient has not opened a company's email in several months, that email should be removed from the list. One trick spam filters use to discover spam emailers is to take over defunct email addresses (addresses that used to be owned by a real user but are no longer in use) and find which companies continue to send emails to inactive email addresses. Sending emails to inactive email addresses will also result in the company's emails being blocked, so email addresses that do not open the company's emails should be removed.

Avoiding being Recognized as a Spammer

Provide an Unsubscribe in Every Email

If a member of an email list decides she no longer wishes to receive emails from a company, that company should make sure she can easily unsubscribe. Otherwise, she is likely to mark that company's email as junk instead, which is a much worse outcome. The unsubscribe button or link should be very easy to find. Many email professionals recommend putting the unsubscribe link at the top of the email as further protection against being marked as spam, though an unsubscribe link at the bottom of the email is probably sufficient. A company may collect some limited additional information on the unsubscribe landing page or help customers stay on the list for a more limited set of emails. For example, it may ask them why they are unsubscribing, and it may provide additional subscription options, such as signing up for emails only on specific topics or for a lower frequency.

Comply Immediately with Unsubscribe Requests

Unsubscribe

Unsubscribe Successful

You have been removed from RSS Feed KB Articles.

You will receive one final email to confirm that we unsubscribed you.

If you have a moment, please let us know why you unsubscribed:

- ☐ I no longer want to receive these emails
- ☐ I never signed up for this mailing list
- ☐ The emails are inappropriate
- ☐ The emails are spam and should be reported
- ☐ Other (fill in reason below)

Submit

« return to our website

Unsubscribe



THANK YOU



Whistler Blackcomb Unsubscribe for patrick@outsourcemarketing.com:

Option 1

☐ Please do not send me summer-related emails. I'm only interested in receiving e-mails about Winter at Whistler Blackcomb.

Option 2

I WISH TO UNSUBSCRIBE patrick@outsourcemarketing.com FROM:

- ☐ Whistler Blackcomb Newsletter (The White Room)
- ☐ Whistler Blackcomb SnowFlash
- ☐ Specials Offers (Peak Deals)
- ☐ Season Pass and EDGE Card Deals (Peak Deals)
- ☐ Bike Park E-Line
- ☐ Surveys and Research from Whistler Blackcomb
- ☐ Other Travel Resorts: travel deals from other resorts
- ☐ All Intrawest Groups: this includes Club Intrawest

Save My Change(s) now

Email Metrics: Bounces, Opens, Click-throughs

Open Rate = Emails Opened / Emails Delivered. Good open rates are crucial both for avoiding spam filters and for overall profitability. A company's emails can't increase sales if recipients do not view them. Open rates are a good indicator of the quality of the subject line. Open rates vary by industry, but an open rate of 20% is about average.

Click-through Rate = Emails Clicked / Emails Delivered. A good measure of the quality of the email content is the percentage of readers who click on a part of the email. If a company's goal is to sell product, it must induce a click to investigate the featured product before a sale can occur. If the goal is to generate visits to its media website, the company must induce a click on the email to take visitors there. As with subject lines, content can be tested by sending different bits of content to different random subsets of the email list. The subset with the highest click-through rate (CTR) received the best email content. CTR can be improved by using strong calls to action and good images that entice readers to visit the website. An average CTR is about 3.5%. (Note that the denominator is the number of delivered emails, not the number of emails opened.)

Email Metrics: Bounces, Opens, Click-throughs

Conversion Rate = Transactions / Sessions Generated via Email. Just generating a visit to the site is not helpful if none of those visits converts to a purchase (for an online retailer). In the end, what matters to an online retailer are sales, not visits. Some email content might have a high CTR but a low conversion rate or vice versa. A good email marketer will track both metrics to determine which content is more successful. A good retail site often has a conversion rate of 3% to 5%, but the conversion rate of email traffic, because the email recipients are already subscribed customers, should be higher.

Average Order Value. An email featuring a special on furniture is almost sure to have a lower CTR and conversion rate than an email featuring some inexpensive fashion accessories, but selling one couch for \$1000 is more profitable than selling 50 pairs of earrings for \$5 each. By combining all four metrics—open rate, CTR, conversion rate, and average order value—an email marketer can easily track the success of the email campaign or of an individual email blast.

List Churn. A company needs to be aware of how frequently its emails are causing people to unsubscribe. If it's losing subscribers faster than it's gaining them, due to irrelevant content, email frequency, and so on, then its email marketing strategy isn't sustainable and should be changed. A company can expect every email it sends to cause a certain percentage of its email list to unsubscribe, even if its content is good, which is why a good process for generating new email subscribers is needed.

Email Metrics: Bounces, Opens, Click-throughs

Email Marketing Deliverability Metrics, US

Timeframe ▼	Q3 2016	Q4 2016	Q1 2017	Q2 2017	Q3 2017
Inbox placement rate	69.0%	73.0%	79.0%	79.0%	77.0%
Spam rate	7.0%	8.0%	8.0%	8.0%	7.0%
Missing rate	24.0%	19.0%	13.0%	14.0%	17.0%

Email Marketing Performance Metrics, US

Timeframe ▼	Q1 2017	Q2 2017	Q3 2017	Q4 2017	Q1 2018
Unique click rate	1.4%	1.3%	1.2%	1.2%	1.3%
Unique open rate	16.1%	14.7%	14.9%	14.1%	14.9%

Email Benchmarks

Email Marketing Benchmarks in North America, Q1 2016 & Q1 2017

among campaigns analyzed by Cheetah Digital

	Q1 2016	Q1 2017	% change
Total open rate	26.1%	26.7%	2.3%
—Unique open rate	17.0%	17.4%	2.7%
—Click-to-open rate	11.4%	9.8%	-13.5%
Total click rate	2.9%	2.5%	-13.3%
—Unique click rate	2.0%	1.8%	-11.9%
Transaction-to-click rate	3.0%	3.8%	26.2%
Transaction rate	0.046%	0.050%	10.4%
Revenues per email	\$0.06	\$0.06	5.5%
Average order value	\$168.70	\$154.44	-8.5%
Hard bounce rate	2.1%	2.0%	-7.9%
Unsubscribe rate	0.11%	0.10%	-8.5%
Volume	-	-	14.9%

Note: represents activity on the Cheetah Digital platform, broader industry metrics may vary

Source: Cheetah Digital (formerly Experian Marketing Services), "Q1 2017 Email Benchmark Report," July 17, 2017

Email Parts (Email Content)

- Subject line
 - Straightforward, descriptive
 - Avoid selling
- Ad Copy
 - Appropriate format (images vs. text)
 - Test and link
 - Different landing pages for different links (linkable content)
- Unsubscribe
 - Easy to find
 - Collect additional information

Good Subject Lines

Subject Lines With Top Open Rates		
Subject Line	Open Rate	Comment
Your April Website Stats	92.6%	Timely and useful information
Idlewild Camp - Important Travel Information	90.1%	Information I need now.
Invitation for Murdoch, Brown, Rove & Johnson's Snow Ball	89.7	Party invitation. Personal and timely
MotorCycling Magazine Reader Survey	88.1%	High affinity to activity/experience
Announcing Paige Elizabeth Sullivan	82.6%	Birth Announcement: Personal and useful information.
Ship's Log #5: Parus Arrives in Phuket	82.1%	Personal and timely
Nautica in Rutland Opens Soon!	79.9%	New condos - valuable information to be first in line.
Updated Time Zones & Log On Information	79.1%	Required information
MICHAEL DRUCKMAN 1949-2007	77.4%	Obituary: Personal
Inside Football: Summer Training Camp Preview Issue	74.3%	Timely and useful information

Poor Subject Lines

Subject Lines With Low Open Rates		
Subject Line	Open Rate	Comment
Final reminder for complimentary entry to attend the West Freelands BCI Cluster Conference 2006	0.5%	Reminder and subject is too long
Tempting August NUSA Specials!	0.9%	Special. Exclamation mark
SALE ends soon - up to 50% off all bras at Kara!	1.9%	Percent Off
Help Baylor create the ideal college experience	2.5%	Help - means ignore
Printers World Offers 100% Commission Up Front	7.5%	Too good to be true
3% Commission For You, \$10,000 in Upgrades For Your Client	7.8%	Bait & Switch
Help Spread The News !	10.8%	Help
Don't Let 2006 Slip Away Without a Tax Deductible Donation To the Children & Families of Omire	11.6%	Donation and too long

Online Retail Email

.co
Celebrating 12 Years
also known as Overstock.com™

Manage Email Preferences View Cart

Home & Garden Furniture Bedding Clothing & Shoes Jewelry Watches Electronics Sports Books & Media

Cozy up with Style + \$1 Shipping** Shop Outerwear Now >

Omail Exclusive Coupon
10% Off Outerwear*
Click to Activate >

Extra 10% Off All Sweaters**
Shop Now >

Extra 25% Off Select Clothing**

Shop Men's Outerwear > Shop Now > Shop Women's Outerwear >

Women's Outerwear
by Brand:

Men's Outerwear
by Brand:

Larry Levine >	Nuage >	Adi >	Kenneth Cole >
Kenneth Cole >	Nautica >	Ed Hardy >	Knoles & Carter >

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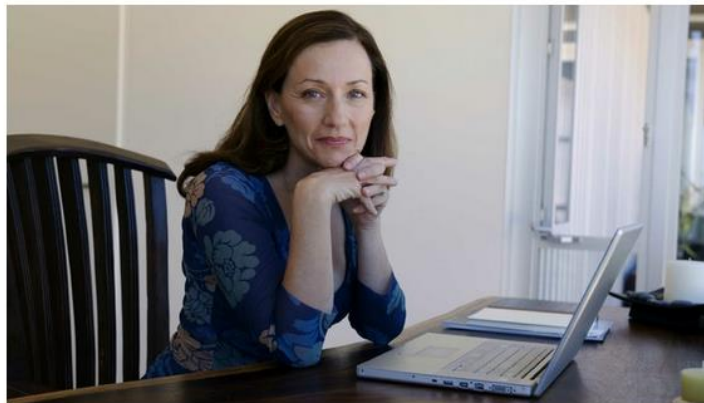
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July 17, 2014



Mom Starting To Fear Son's Web Series Closest Thing She Will Have To Grandchild

SPORTS NEWS IN BRIEF

Brazilian Government Posts Listings For 12 Soccer Stadiums On Craigslist



NEWS

**Best timing of B2B Sales
Email Vs. B2C emails?
Any tips?**

Triggered Emails

- Abandoned Cart
 - Remind customer of product
 - Offer coupon?
- In-store purchase
 - Receipt
 - Complementary products
- Past purchase
 - Provide a review
 - Provide feedback on shopping experience

Triggered Emails

Open Rate of Newsletter vs. Triggered Email Messages Worldwide, Jan-Sep 2013

	Newsletter messages	Triggered email messages
Jan 2013	11.61%	53.29%
Feb 2013	12.49%	49.97%
March 2013	12.86%	55.10%
April 2013	13.17%	51.30%
May 2013	11.61%	46.85%
June 2013	11.00%	49.57%
July 2013	10.14%	44.37%
Aug 2013	10.72%	48.53%
Sep 2013	10.77%	53.15%

Source: ExpertSender as cited by Econsultancy, Oct 23, 2013

Onboarding Emails

New sign-up

- Less knowledgeable
- More curious
- More responsive

When? What? How many times?

Onboarding Emails

Welcome

Informational/Explanatory

Welcome Promo offer

Social invite

Friend invite

Welcome

Hey there, I'm Minh!

Minh from Upscope

Nov 17, 2017

Hey <-> First name ,

Nice to meet you! I'm Minh and I'll be your account manager. I'm here to answer any questions and help you make the most out of Upscope.

I'll check in on you in a few days to see how you're getting on. It'll be a 2 minute call focusing only on any problems you may have or feedback you can give. If you prefer that I email you instead, please let me know.

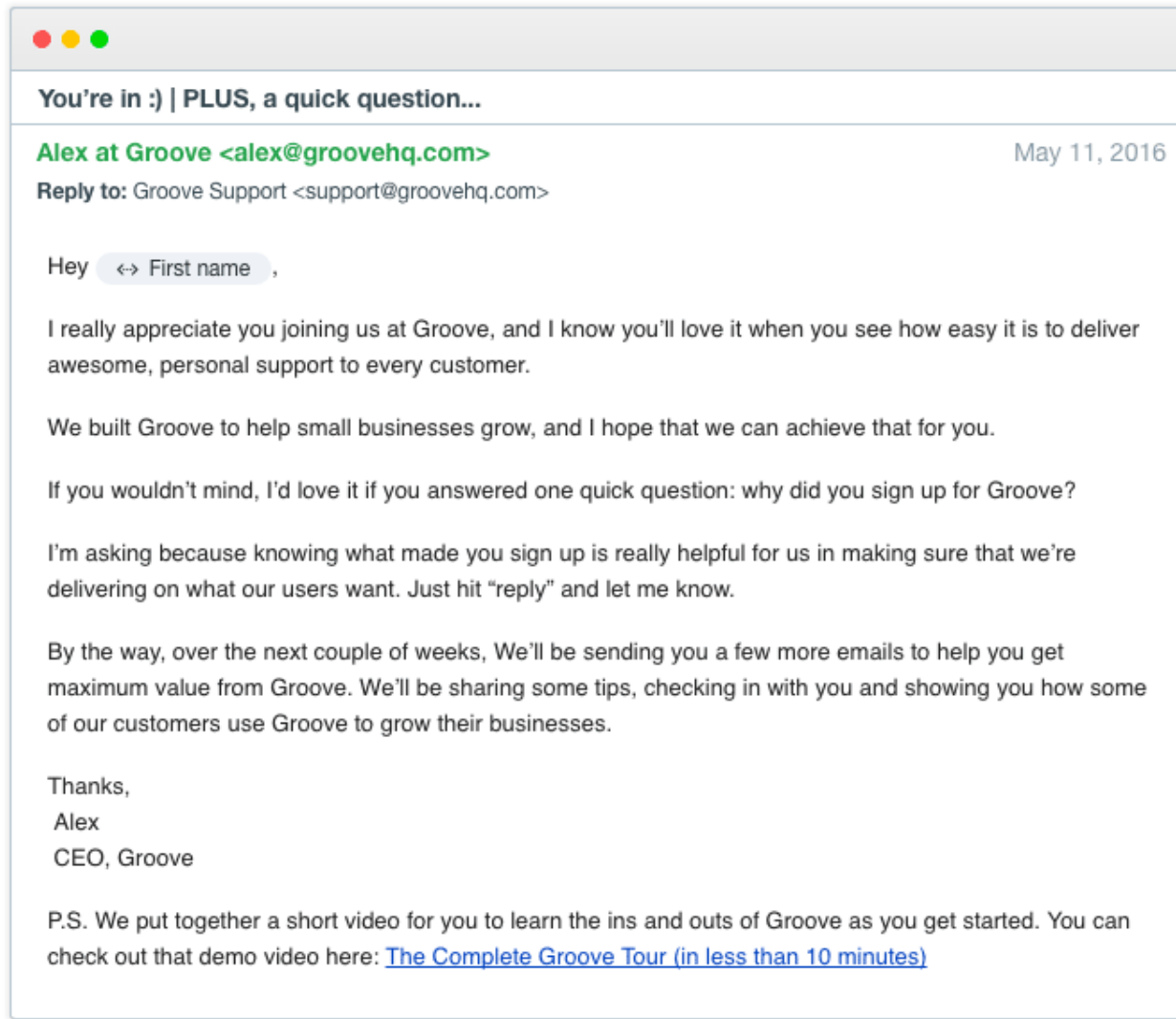
If you need anything before then, feel free to reach out by email or live chat! I'd be more than happy to help :)

Take care,

Minh



Welcome / Informational



Welcome Promo Offer

Start your free trial of x.ai



Brian Coulombe brian.coulombe@human.x.ai via bounce.s7.exacttarget.com
to me ▾

Feb 24 ☆



Hi Laura,

Thanks again for signing up for [x.ai](#)—we think you'll make a great boss for Amy + Andrew, our AI-powered personal assistants.

You know, you can get started TODAY with a 7-day free trial of our paid **Professional** edition.

START YOUR 7-DAY FREE TRIAL

Why hire Amy + Andrew? Here's our math:

Say you make \$75,000 a year and schedule 8 meetings a week.
Our data shows that it takes on average 15 mins. to schedule a single meeting.

So you're spending $8 \times 15 \times 4.25$ or about **9 hrs/month** scheduling meetings.
And you make **\$58/hr** = \$75,000 (+ 40% tax & overhead)/1,800 (work hours in a year)
Which means you're investing **\$525** every month into meeting scheduling (yikes!)

At that rate, \$39/month (or **1,200% ROI**) seems like a bargain. And yeah, we know we're biased ;-)

Keep in mind that, just like any new hire, it may take time for you and your AI assistant to get in sync. We've learned that 13 is the magic number. Have Amy + Andrew schedule 13 meetings for you, and we're pretty sure you won't be able to live without them.

Cheers!
Brian and the [x.ai](#) Team

P.S. If you'd rather wait it out for the free Personal edition (capped at 5 meetings per month) you can always check your position on the waitlist [HERE](#).

Informational/Explanatory

[Account Login](#)



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Learn to whip up a report

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Email 4 of 5-part welcome series by Raven Tools

Informational/Explanatory



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all yourself,
but you don't
have to!

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planning, we've got you covered!

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My preferred store:

IKEA Brooklyn, NY

My communications:

Email ☒ SMS ☐ Catalog ☐

60% COMPLETE

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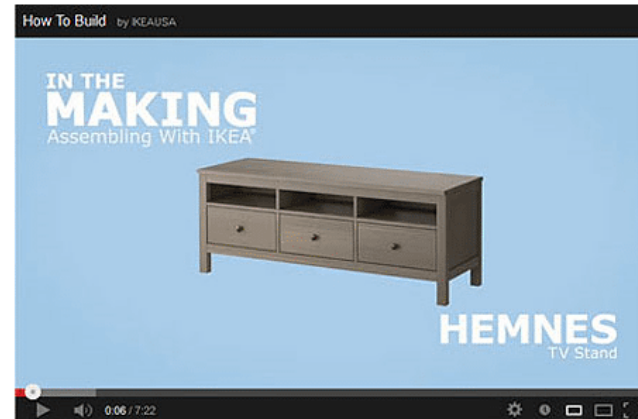
ASSEMBLY



FURNISHING ADVICE



ONLINE PLANNING



IN THE MAKING

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FAMILY**

MEMBERS GET MORE

MORE SMÅLAND TIME*



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More team members. Higher engagement. More sales!

Dear [REDACTED]

Add a team member or two or a dozen to your Nimble account increases the number of people who have insight into customer histories, conversations, and social engagement.

The team at SocialLink, a social media agency, saw a huge boost in their team productivity and sales once they all started using Nimble.

Check out the case study and then add a team member or two to your Nimble account to see how it boosts productivity and sales for your team!

[Download the SocialLink Case Study](#)

Adding a new user is easy, just log into your account and go to **Settings >> Users >> Invite Users**.

Enjoy your increased productivity,

Todd Martin

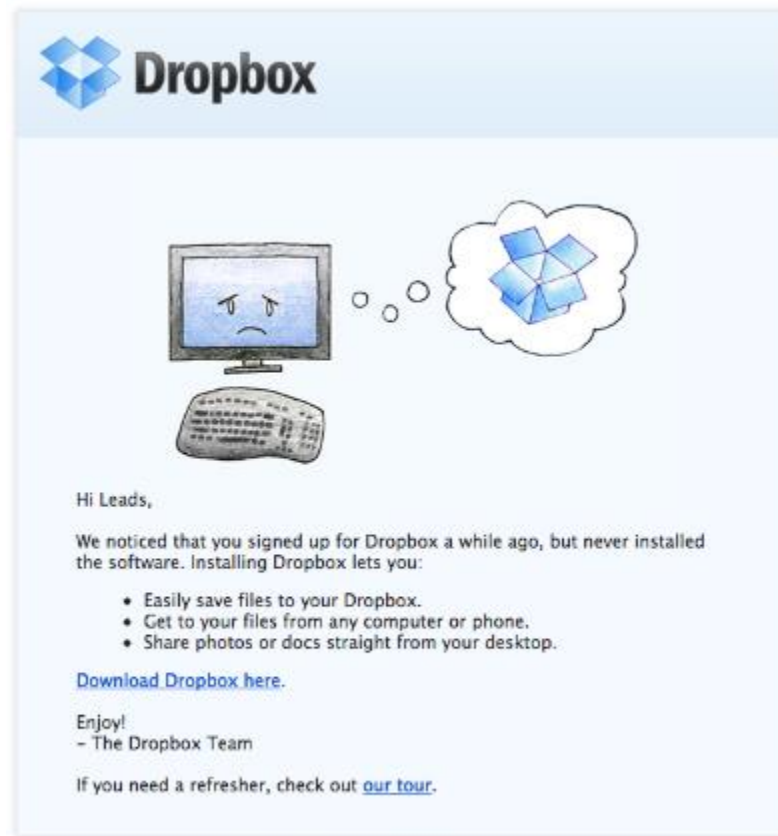
Director of Sales

[310.844.6775](tel:310.844.6775)



Other Types?

Re-engagement/Next step



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Promo Offer / Re- engagement

west elm



we miss you

20% OFF YOUR ORDER*

Use code **ZIMMERS** at checkout,
or show this email in store—we'd love to see you!

SHOP NOW

LIMITED
TIME ONLY

Upsell



As you've noticed, CloudApp is the fastest way to capture screen grabs and share files.

Share even *faster* and *more* with a Pro plan:

- Increase your upload speed
- Upload files **up to 6GB** per drop — your current limit is a measly 25mb

[Upgrade now to unlock the true power of CloudApp.](#)

— Team CloudApp

Exit Survey

Hey,

It looks like you installed Drift on your website a few days ago.

Couldn't help but notice you haven't had many conversations with it yet.

Is something wrong? Anything we can help with?




Thanks!

Cara

Email Service Providers

- Many free options
- Need to spend money for higher volume
 - Mail transfer agent (MTA)
 - Database



JASON DOES STUFF	 MailChimp	 ConvertKit	 drip
Free trial	✓	✓	✓
Free plan	✓	✗	✗
Friendly email designer	✓	✗	✗
Built-in email templates	✓	✗	✗
Email analytics	✓	✓	✓
Easy email signup forms	✓	✓	✓
Signup form analytics	✗	✓	✗
Simple automations	✓	✓	✓
Advanced automations	✗	✓	✓
Subscriber custom fields	✓	✗	✓
Email customer support	(paid only)	✓	✓
Live chat support	✗	✓	✓
Documentation area	✓	✓	✓
Affiliate program	✗	✓	✓
Best for?	Frugal/Beginner	Intermediate	Advanced

A/B Testing (Optimizing your Email Marketing efforts)

Write a subject line for versions A and B

One of these is what will appear in the Subject field in your recipient's email client.

A

3 great new features to boost your productivity!

Insert personalization ▼

B

New features! Share reports, project auto-updates, social tracking tools

Insert first name ▼

A/B Testing Sample Size

Select the size of your test group

We'll send version A and B to a random sample of recipients, and then send the winning version to everyone else.



Selecting a winner

- ☒ Open rate The version with the highest open rate wins
- ☐ Total unique clicks The version with the most unique clicks wins
- ☐ Total clicks on selected link Pick a link from each version and the one with the most unique clicks wins

How long should we run the test

How long would you like the test to run before we send the winning version to your remaining recipients?

Hypothetical Results

Write a subject line for versions A and B
One of these is what will appear in the Subject field in your recipient's email

A 3 great new features to boost your productivity!

B New features! Share reports, project auto-updates, social tracking tools

Open Rate

14.9%

12.3%

Incremental Opens

$$41,584 * 2.6\% = 1,081$$

Remaining 70% of
email address

Difference in
open rate

Traditional Sample Size Determination

Choose sample size for 80% power

$$n_1 = n_2 \approx \left(z_{\frac{1-\alpha}{2}} + z_\beta \right)^2 \left(\frac{s_1^2 + s_2^2}{\delta^2} \right)$$

$$n_1^* = n_2^* = \sqrt{\frac{N}{4} \left(\frac{s}{\sigma} \right)^2 + \left(\frac{3}{4} \left(\frac{s}{\sigma} \right)^2 \right)^2} - \frac{3}{4} \left(\frac{s}{\sigma} \right)^2$$



Solutions ▾

Clients

Pricing

Resources ▾

Blog ▾

Company ▾

How many users do you need?

Conversion Rate [\[?\]](#)

15 %

Minimum Detectable Effect [\[?\]](#)

6.67 %

Statistical Significance [\[?\]](#)

95 %

Statistical Power [\[?\]](#)

80 %

Required number of tested visitors
per variation

20,156

Email Database

Key	Time of Day	Offer	Category
1	Early Morning	BOGO	Women's athletic shoes
2	Late Morning	20% off	Women's dress flats
3	Afternoon	30% off	Women's high heels
4	Evening	50% off	Women's sandals
5		New products	Women's slippers
6		Free shipping	Women's boots
7			Men's athletic shoes
8			Men's sandals
9			Men's dress shoes
10			Men's boots

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