

eBook

How to Be an Email Testing Rock Star

With Chart Topping Results



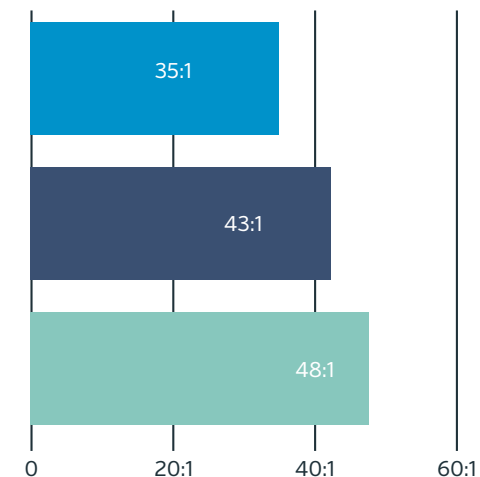
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Introduction

Making testing a core part of your email program can make you a rock star marketer. In fact, according to Litmus' 2019 State of Email Survey, brands that never A/B test their emails report an email marketing ROI of 35:1, while brands that always test generate an ROI of 48:1. Testing doesn't need to make your program more complex or significantly more time-consuming. By knowing what to test and ensuring the results are usable, you'll spend your time efficiently and likely see great results.

Brands that frequently A/B test their emails report higher email marketing ROI.



Email Marketing Return on Investment

- Brands that rarely or never test their email
- Brands that test 25-75% of their email
- Brands that include test in all emails

Source: 2019 Litmus State of Email Survey

Define Success

Selecting Your Benchmarks

In order to know if your tests are producing the desired results, you need a baseline—and your own email metrics are a great place to start. You can also speak with your email service provider or other consultants about industry-wide benchmarks. These can be useful to see how you are performing compared to everyone else. But remember, all email programs are unique: like with most forms of competition, beating the benchmarks doesn't mean much if you can still do better. Aim for beating your current baselines and seeing consistent improvements over time.

Determining Which Metrics to Use

Let's start with the basics: as an email marketer, you're already monitoring bounce rate, open rate, click rate, click-to-open rate, and the most important: transaction/engagement rate and revenue per email sent... right? Each business has specific goals, and you can look beyond the basics to see what makes sense for you and your team to track:

- + Unsubscribe rate is a good indicator of the relevance of your content, the quality of list acquisition practices, and the expectations that are set for new subscribers.
- + Active/inactive subscriber ratio - how long has it been since your subscribers engaged with an email or made a purchase?
- + By decreasing the number of email touchpoints until a purchase is made, you will increase the overall effectiveness of your email program.

Measuring Your Tests

Testing subject lines will show you an increase in open rates, and testing calls-to-action will show you an increase in clicks. But what you really want is an increase in transactions or engagements—or perhaps an increase in active subscribers or a decrease in the number of days until a purchase is made. How do these all work together?

It's the funnel principle: more opens lead to more clicks, which lead to more landing page views, which lead to more purchases. As you test each metric, monitor it throughout the funnel. Does testing subject lines lead to more purchases as well? If not, where is the drop-off? Follow all tests through to the end of the purchase or engagement process. Higher top-of-the-funnel metrics don't mean much if they don't end up leading to a better ROI.

Measuring Your Tests

Commonly Tested Metrics



Subject Lines



Calls to Action



Day of the Week



Time of Day



Frequency



Text vs. Image Ratio



Personalization



Animated Gifs



Videos

Best Practices



Consistency in Testing

Put a testing process in place for every email sent. This may sound like a lot, but every email can at least have a quick and easy subject line test. By making testing part of the email setup process, you create a culture based on constant improvement.



Decoding A/B Tests

You've probably heard of 10/10/80 and 50/50 tests. The former is good for a large population when you have time to send test A to 10%, test B to 10%, wait for a winner, and then send the winner to the remaining 80%. But realistically there may be situations where the population isn't large enough to be statistically significant or time is a factor. In those cases, 50/50 is okay to implement.



Keep Track of Everything

Create a spreadsheet of all tests, and share it regularly with your team. You'll start to see patterns, and those 50/50 tests can start to show predictable results that you can then implement.



Statistical Significance

Check all your results on a statistical significance calculator (which can easily be found online) or with your business intelligence team. Some tests may not show significant results, and that's okay. Remember: you're getting in the habit of testing. While an individual test may not have a winner, the overall program will see positive results—and that's when you start the encore.

About Upland Software.

Upland Software [Nasdaq: UPLD] is a leader in cloud-based enterprise work management software. Upland provides seven enterprise cloud solution suites that enable more than one million users at over 9,000 accounts to win and engage customers, automate business operations, manage projects and IT costs, and share knowledge throughout the enterprise. All of Upland's solutions are backed by a 100 percent customer success commitment and the UplandOne platform, which puts customers at the center of everything we do. To learn more, visit www.uplandsoftware.com.

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