

NAOMI WEST

SCALABLE A/B TESTING



Learn

about

your

audience

Variant A

Variant B



NAOMI

HELLO!

I'm an award-winning email marketer based in Vancouver, BC.

I am passionate about all things email (as well as push notifications, in-app messages, and SMS).



**NAOMI WEST - EMAIL
MARKETING**

MY A/B TESTING WINS →

Impressive

- Increased ARR
- Driven brand awareness and consideration
- Driven higher email engagement metrics such as open (RIP) and CTR
- Decreased churn

Important

- Developed brand voice & tone
- Built 1:1 relationships with customers
- Improved documentation

- Translated learnings to other teams in the company

AGENDA →

What is A/B testing

Why do we do it

Learnings

The framework

Applications

Q&A



WHAT IS A/B TESTING →

A/B testing, also known as split testing or bucket testing, is a method used to compare two versions of a webpage, app feature, email, or other digital content to determine which one performs better

An example of an email A/B test could involve testing two different CTA's to determine which one results in a higher click-through rate.

WHY DO WE DO IT?



Why don't we just use the data we have?

Blogs

"This brand ran an A/B test and found that they received a 5% higher CTR when they did this certain strategy."

Pitfall

1. Audience size
2. Sending frequency
3. Relationship with the sender
4. Acquisition paths

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Historical data

“A survey we sent to our customers in 2008 told us this about our audience.”

Pitfalls

- 1. Audience behaviour changes
- 2. Audiences churn
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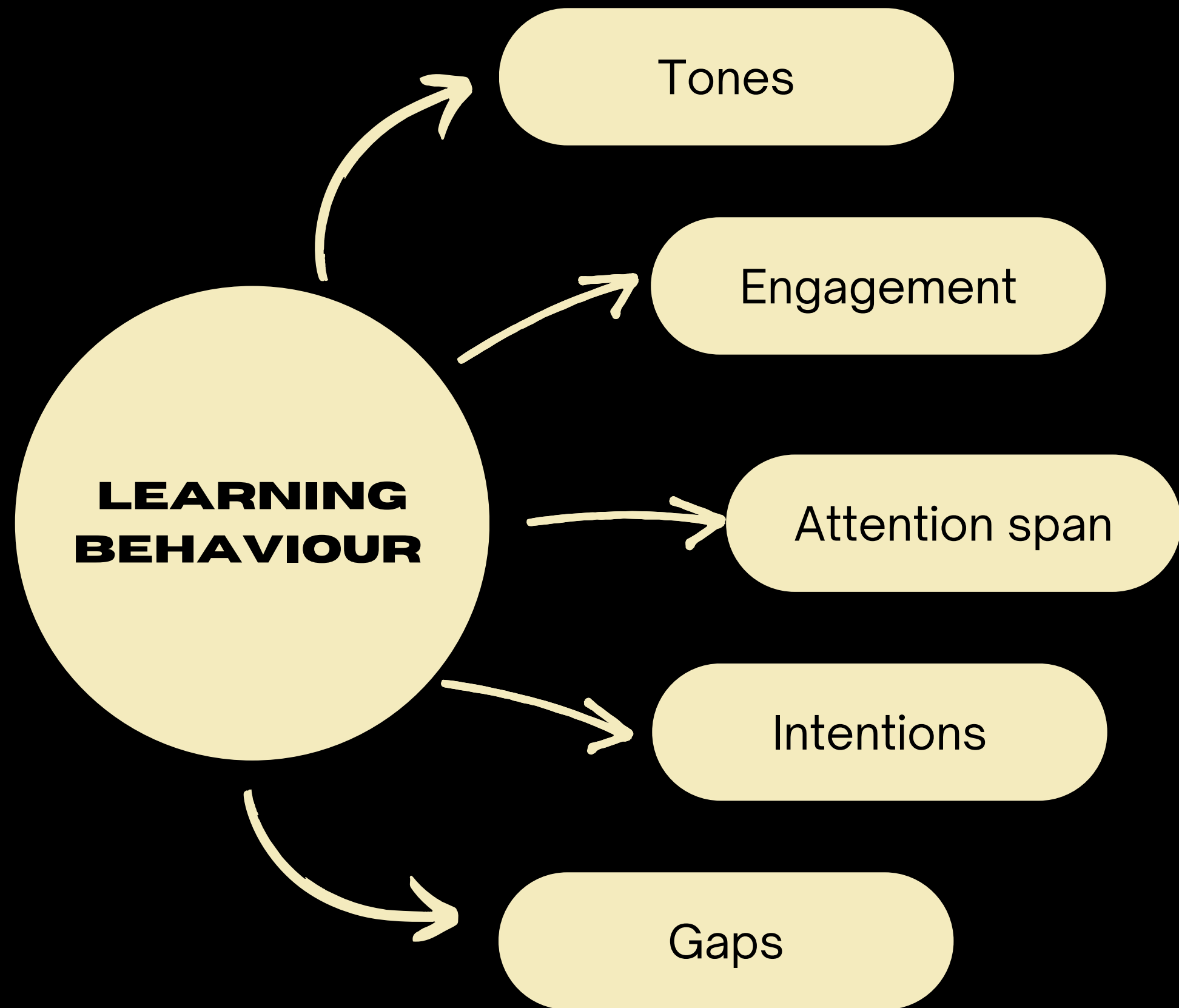
Pitfalls

- 1. Audience behaviour changes
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BENCHMARKS ARE NOT ONE SIZE FITS ALL

A/B TESTING

More than just
a one-off
50/50 split
campaign



GOALS

As a marketer, I need to reach my goals to help contribute towards company growth.

A/B testing helps me effectively reach some of these goals quicker.

OKRS		
KR 1	ACTION ITEM 2	LEARNING 3
Drive new purchases	Update welcome email to test new incentive	Incentive offering
	Send a sale campaign	Timing
	Implement an abandoned cart campaign	Touchpoint
Decrease churn		
Increase upgrades		

You can't grow, unless you know where you should begin to iterate from

THE FRAMEWORK

Each A/B should be recorded in the below format

Hypothesis



Experiment
Outline



Learnings



Repeat

What are we expecting to occur?

Outline your data & key initiatives of your experiment.

Do our results match up to our expectations?

Share your learnings, and move onto the next.

HYPOTHESIS

If..... the fixed variable that is being tested

Then..... This will occur because of the change you made

Because.... How you will know something changed



EXPERIMENT OUTLINE

USER SEGMENT

What user segment are you targeting?

VARIABLE

What variable are you testing?

METRICS TO WATCH

What metrics will signal that your test is successful?

SECONDARY METRICS

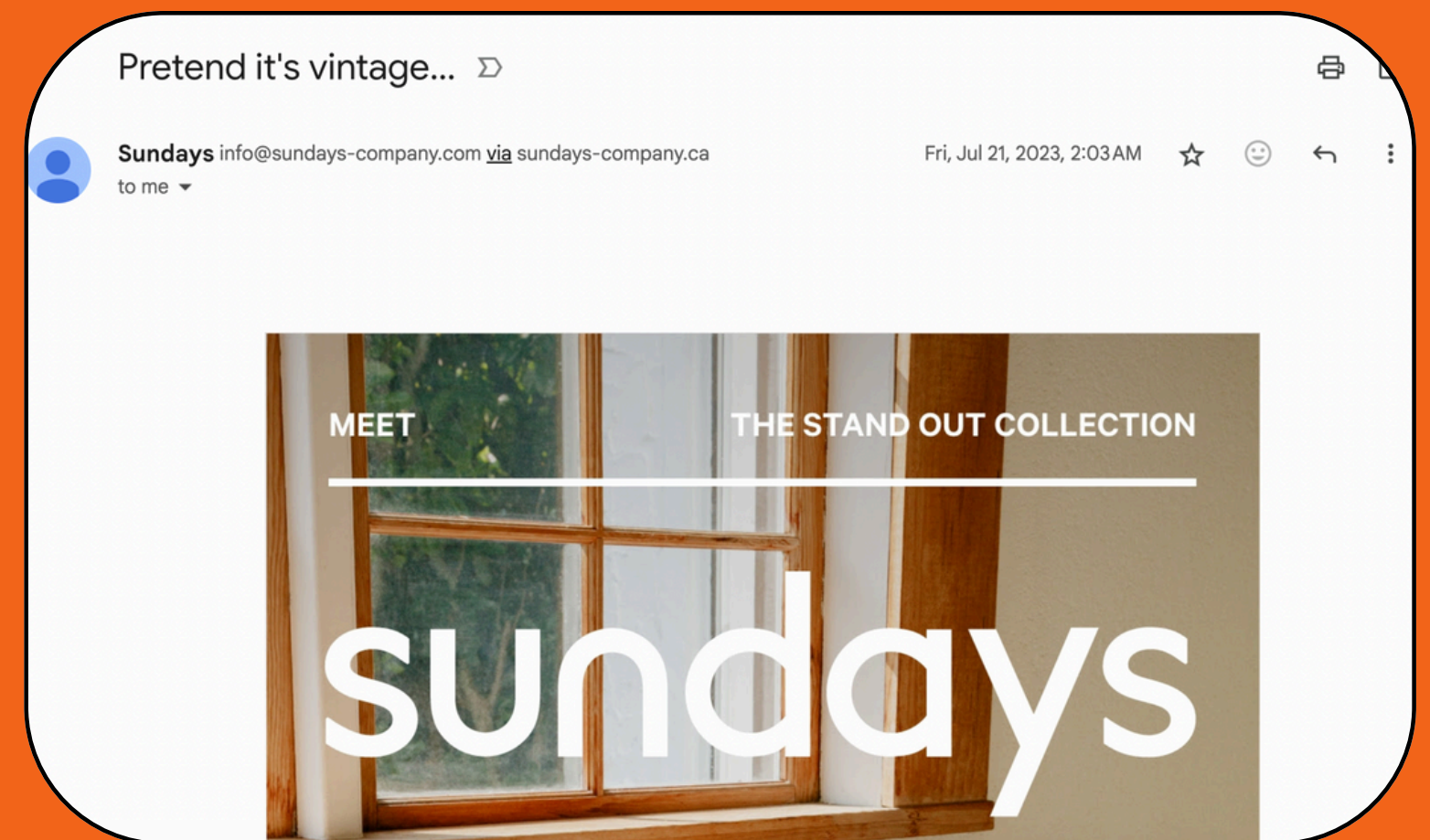
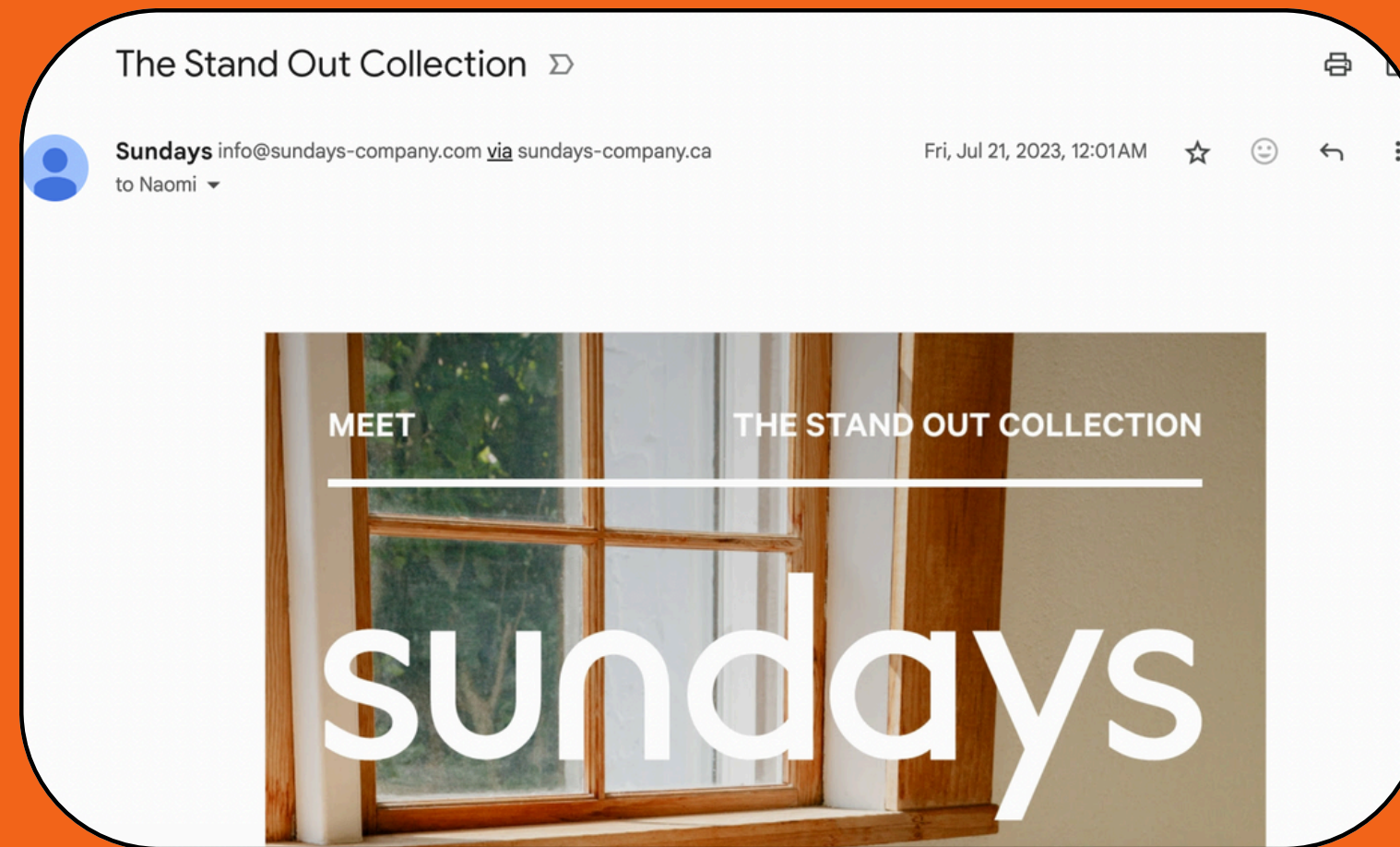
What other metrics should you use to measure success?

TEAM

Who will you inform of your results?

VISUALS

Always include a visual of your two emails to ensure that when looking back you have a clear representation of what you were testing.



Subject line test by Sundays Furniture

EXPECTED RESULTS & NEXT STEPS →

How long will the test need to run for?

What is your expected result? (input to prevent bias in results)

If the test is successful, what is the next step?

If the test is inconclusive, what is the next step?

THE FRAMEWORK

	Experiment
Hypothesis	
Experiment outline	
Visuals	
Expected results	
Next steps & results	

THE FRAMEWORK

Scan to download.

| Name of Experiment/Kickoff

Date: Document completion date

Owner: Your name

****Please duplicate then fill out all 5 parts of this document.****

Once complete, it is your responsibility to assemble all key stakeholders for a kickoff.

[IF EXPERIMENT]

PART 1: Hypothesis

If..... *the fixed variable that is being tested*

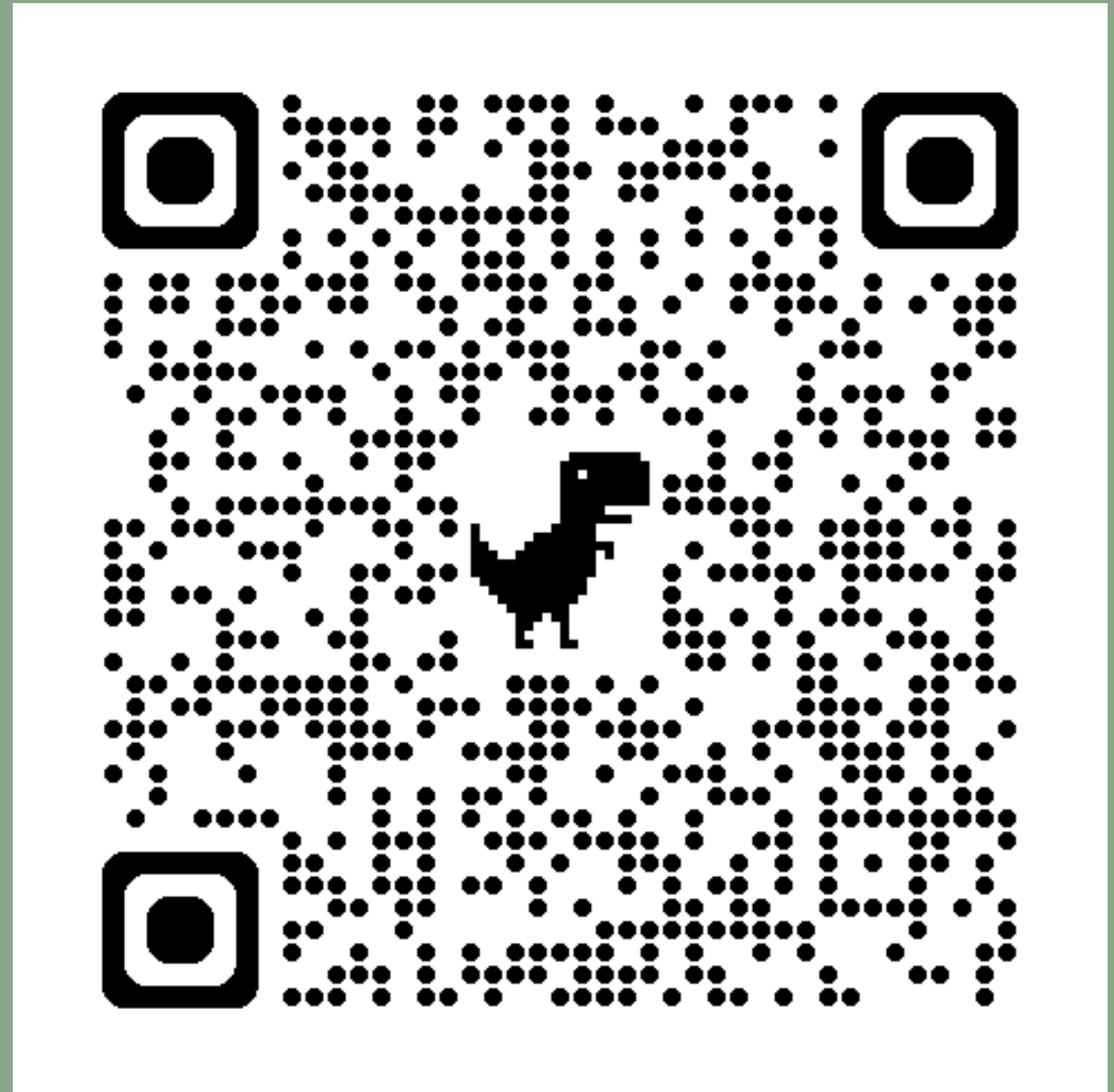
Then..... *This will occur because of the change you made*

Because.... *How you will know something changed*

**(how to write a good hypothesis > Document)*

Part 2: Experiment/Kickoff Detail

1. *Where is the change occurring? (website, paid channel, email, etc.)*
2. *What user segment are you targeting? (ex: prospects, free users)*



ACCOUNTABILITY



abi 1:11 PM

Hey team! Here with a fun poll to kick off your Friday:

 **The showdown: email CTA length**

In corner **A**, we have generic CTAs.

In corner **B**, descriptive CTAs.

Vote for the winning option **A** or **B** and then check the thread for the winner! ... 





Naomi 🇬🇧 10 months ago

We've been running an A/B test with our onboarding for 5-months now, and each variant has been sent to just over 1,000 subscribers – enough for me to feel comfortable pulling insights from.

In this test we compared a text-based email against a nicely designed one with this hypothesis:

An onboarding that serves to impress immediately through product visuals and a clear call to action will drive higher feature activation and conversion because it inspires more people to act

I've [written up our findings!](#) TLDR: text-based was more beneficial for Parcel.

I'll be taking these learnings and applying them to the next iteration which I'll launch next week.

cc: [@Avi](#) [@kate](#) [@matt.pahnke](#)



3 replies



colin 10 months ago

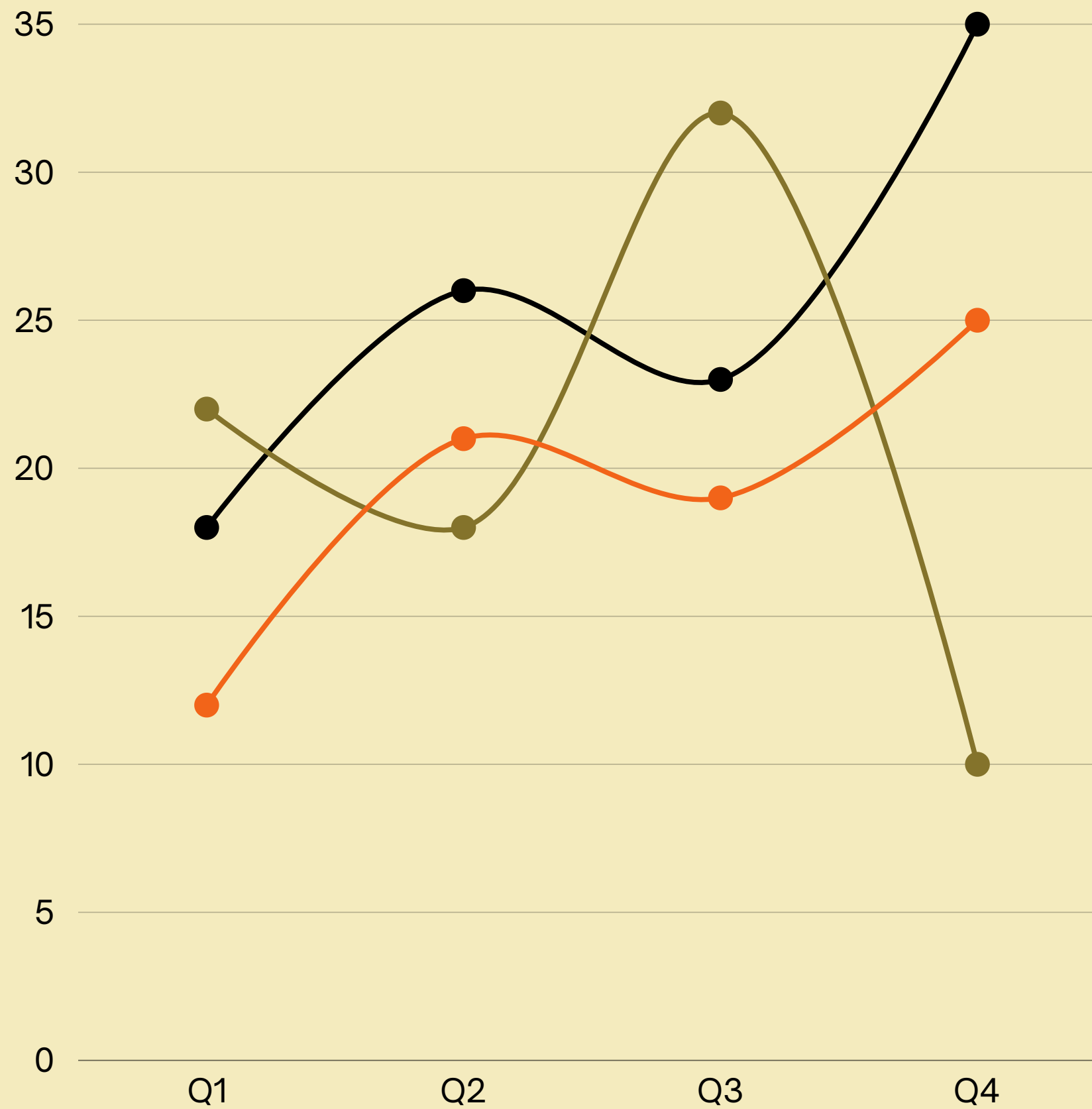
Nice one! Are you going to share it as a blog post anywhere?



Naomi 🇬🇧 10 months ago

I am! I've got the draft ready to go with some info redacted and it'll be live this afternoon to be shared out next week

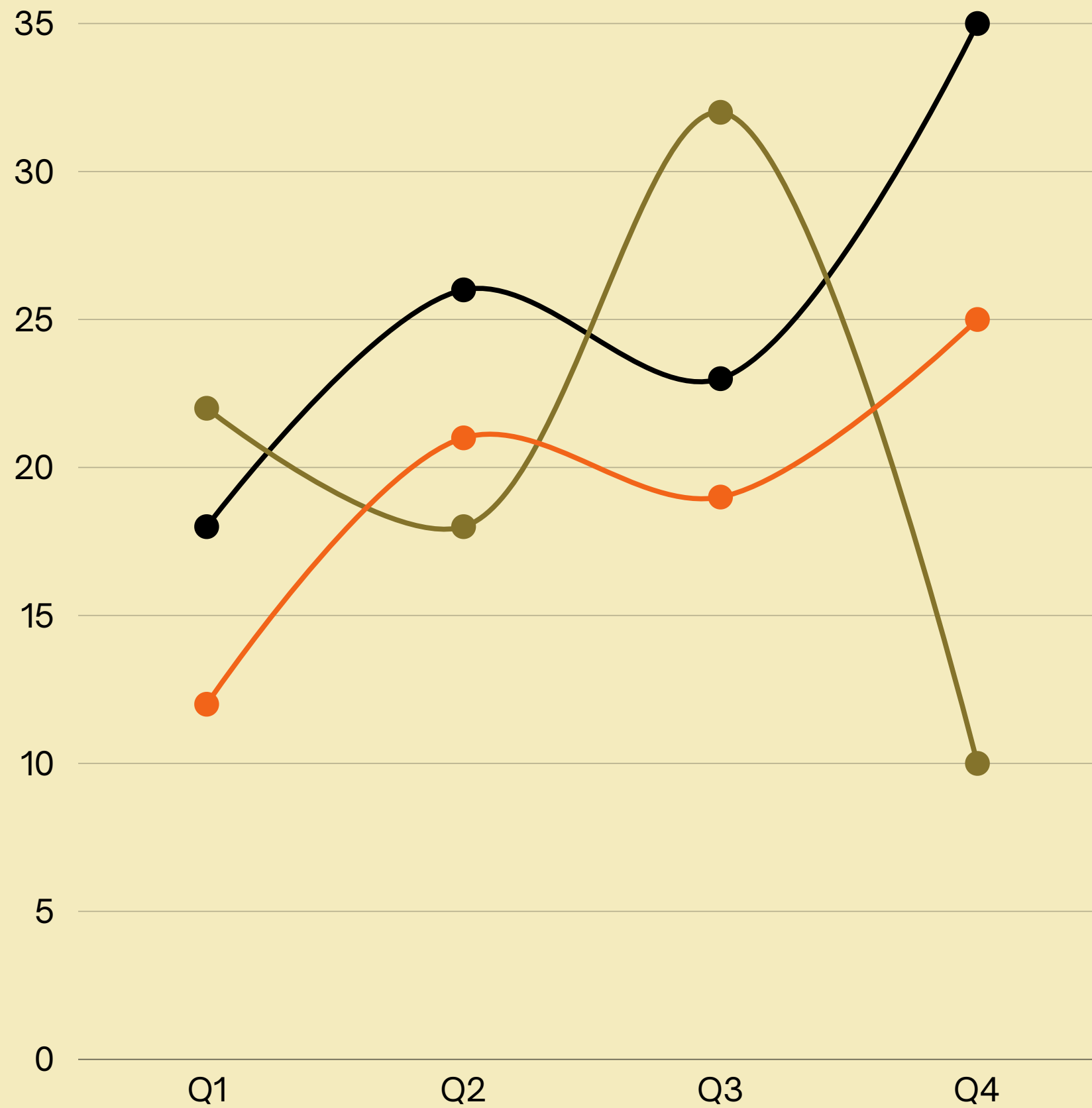




HYPOTHESIS

EXAMPLE 1

If we send an email each day for the first 30 days after a subscriber signs up to our product, **then** MAU will increase **because** subscribers will be prompted more to engage with us more frequently and we will remain top of mind.



HYPOTHESIS

EXAMPLE 2

*If we include graphics in our emails **then** our click-through rate will increase **because** more people will understand the value of our product.*

TEXT-BASED VS. DESIGNED

Onboarding email test

Hey, %FIRSTNAME%!

Just kidding friend! Welcome to Parcel; it's great to have you here.

You mentioned during signup that you might be focused on email development in your current role, so here are some features we think you'll like when it comes to creating emails with Parcel.

- [Inspect and Focus mode](#)—your two new best friends for editing email content. Easily highlight elements in your email preview to jump directly into their corresponding code. Perfect for changing any CTA button copy or swapping a new image in.
- [Link and image validation](#). As simple as it sounds. Validate that your included links are valid, and that images are loading and secure.
- [Forced dark mode](#) for when you need to review what dark mode will potentially do to your email design, but it's 10 am and bright-as-day both outside, and on your test device.

Your first email is created for you in Parcel with some additional tips and tricks for you to check out.

[👉 Explore demo email 👈](#)

What code editor do you use today? Hit reply to let us know. Learning more about your setup helps us make Parcel work better for you!

Naomi & Avi

[Unsubscribe](#)

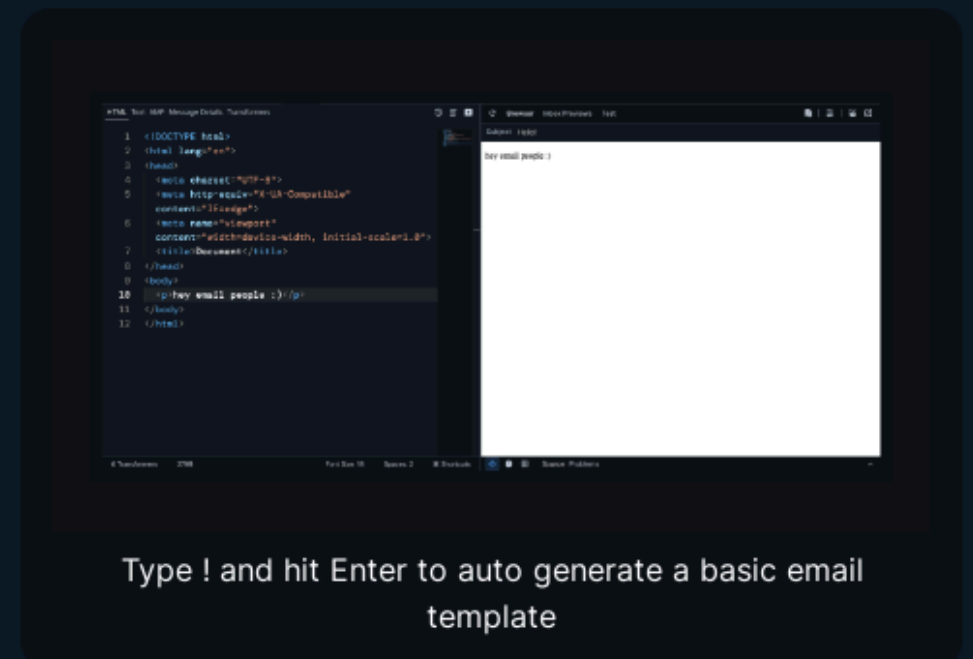
Peaberry Software, Inc., 9450 SW Gemini Dr., Suite 43920, Beaverton, Oregon 97008

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Hey email friend!

Welcome to Parcel, the email coding platform built for, well, email. We've baked in everything there is to know about email development under one roof so you can create, build, QA, and send emails you can be excited about.

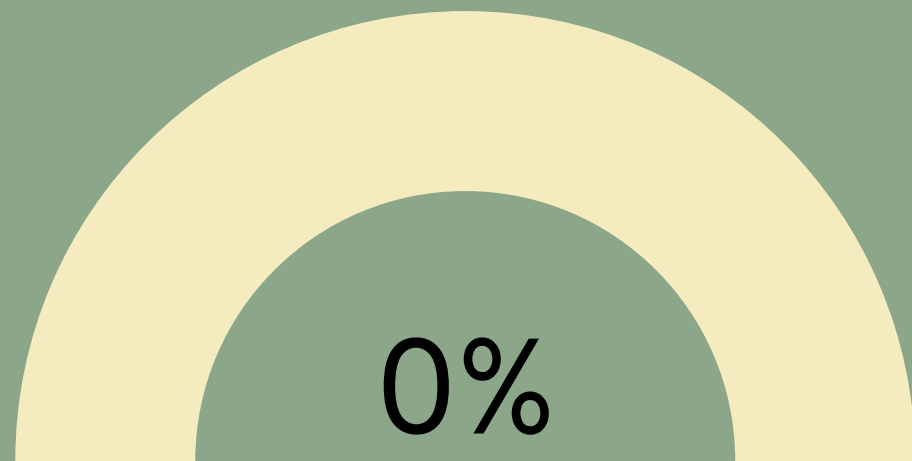


Create your first email

RESULTS

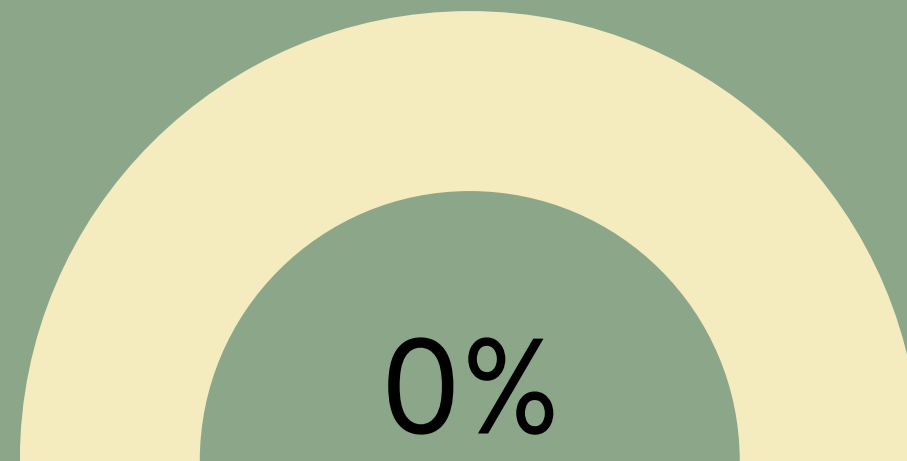
30 days of emails.

By determining that there was no increase in click-through rate or WAU (our conversion event), we initially determined this test as unsuccessful. But, when analyzing our secondary metrics, we realized that by continuing this strategy, we'd eliminate a significant portion of our audience.



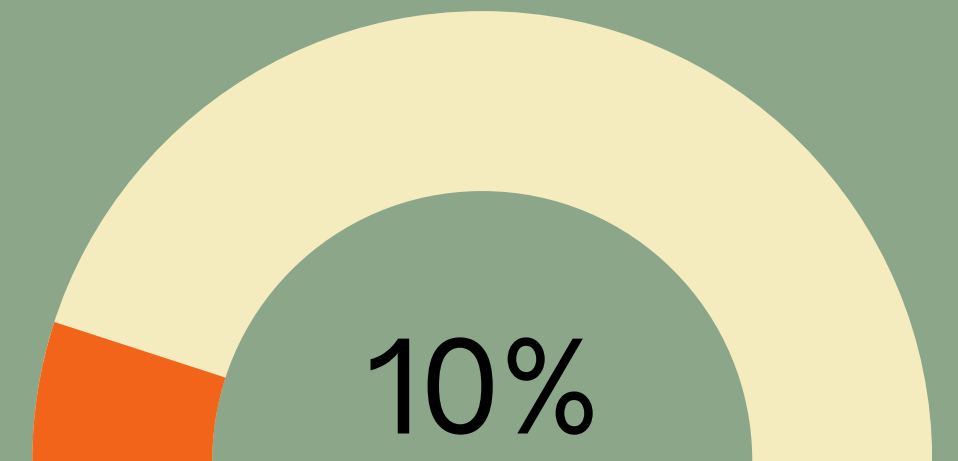
CLICK-THROUGH RATE

There was no statistically significant increase in open rate between the two variants.



CONVERSION EVENT

There was no statistically increase in click-through rate between the two variants.



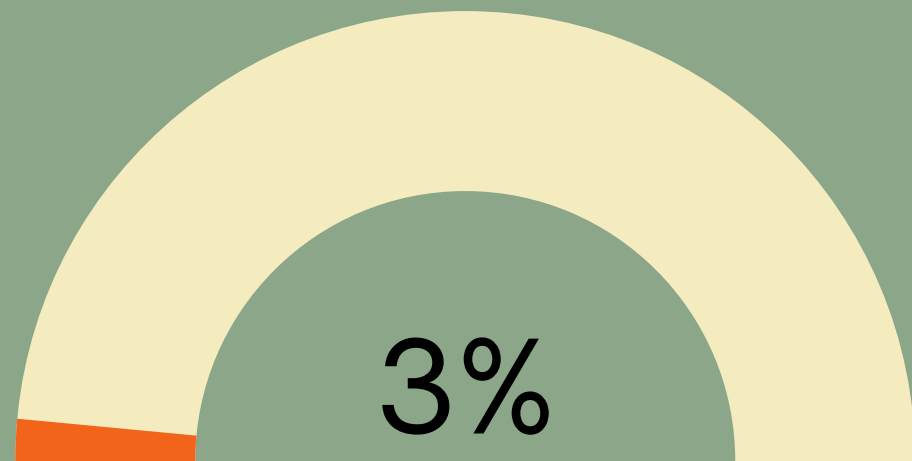
UNSUBSCRIBE RATE

Variant B had a 10% overall higher unsubscribe rate that was statistically significant.

RESULTS

Text-based vs. designed

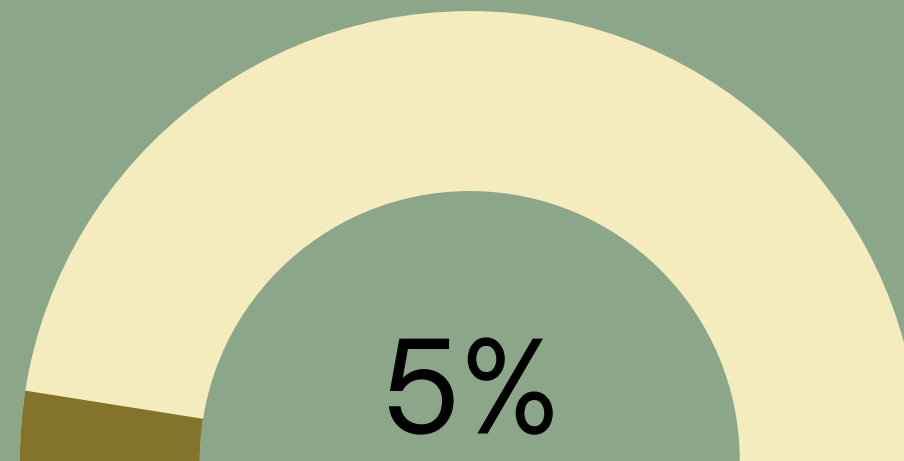
Our initial primary metrics showed conflicting results — however, our conversion event will always be our north star.



3%

CLICK-THROUGH RATE

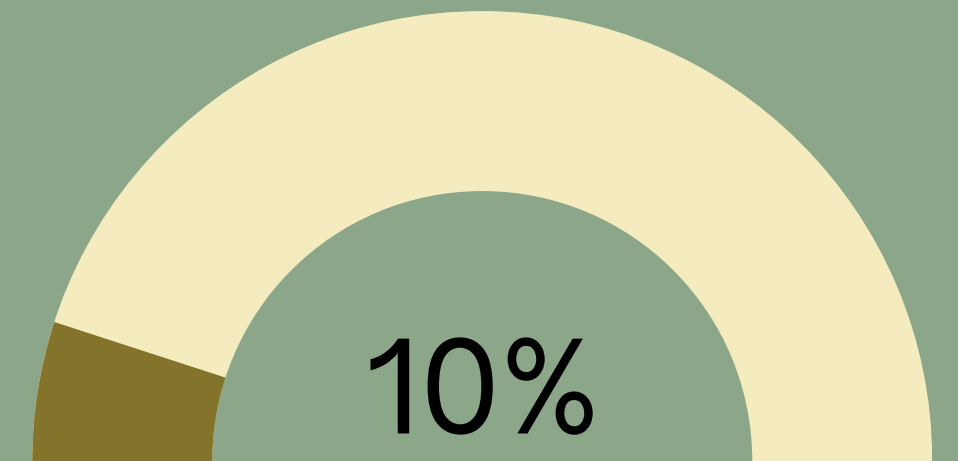
The click-through rate of Variant B was higher, but not statistically significant.



5%

CONVERSION EVENT

The conversion event for Variant A was higher, and statistically significant.



10%

REPLY-TO RATE

We had 10% more individuals reply with questions, feedback, and booking in calls with us in Variant A.

IMPACT

FASTER PRODUCTION

By continuing to lean into text-based emails, we can shorten production & QA timelines on our emails.

CLEAR & TRANSPARENT

Clear, straightforward communication resonates with our user base. We can structure our copy across both our emails and our product.

STRONGER RELATIONSHIPS

Text-based emails built more relationships with our audience.



IS THIS ACTUALLY A GOOD TEST? →

Subject line A: The sun is shining today, you should shop.

Subject line B: Shop while the sun shines.

TYPES OF TESTING →

One-off campaigns

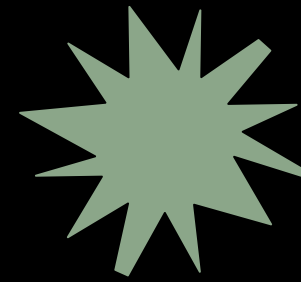
Automations

REQUIREMENTS →

Sample size

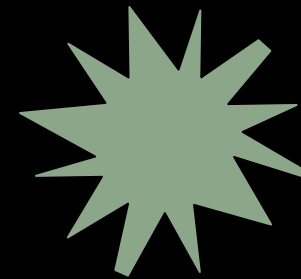
Statistically significant

3 STEPS TO SUCCESS



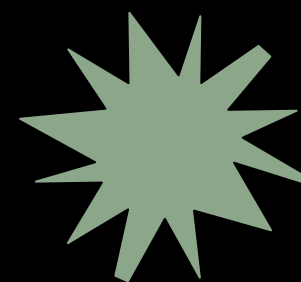
ALWAYS BE TESTING

Aim to always have one test on the go — whether it is actively running, or you are analyzing results.



ACCOUNTABILITY

Share internally what you're working on, be open to feedback, and set reminders to frequently check in on the performance of tests.



GOALS

Bake testing into your OKR's or annual goals — the more you test, the more learnings you have to share with the business.



NAOMI

THANK YOU!



THE FRAMEWORK

FIND ME

Twitter (X)
@emailfromnaomi

Instagram
@emailfromnaomi

Website
naomiwest.ca