Auto-Optimization

Greater response through automated A-/B-tests

Have you often wondered which of your mailings' subjects or senders goes down best with your recipients? Simply test it!

Benefits:

► Test multiple versions of your newsletter against each other

► Automatic sending of the version of your newsletter that performs best with the test recipients

► Recipients decide which version is the best, thus generating a greater response

Applications of Auto-Optimization

► <u>Subject test:</u> **Which subject provides higher opening rates?**

First and foremost, the subject is the decisive factor in whether the content of an e-mail is read or not. If the subject conveys the wrong impression or if it isn't exciting enough, its reach can suffer enormously.

► <u>Sender test:</u> **Which sender is best accepted?**

Beside the subject, the sender's name is the first thing in an e-mail that the recipient sees. The sender's name can also be decisive in whether the e-mail is regarded as trustworthy and read, or whether it is classified as spam. Even if the sender of an e-mail shouldn't vary that frequently, it can still be useful to carry out a test to determine the ideal sender's name.

► <u>Layout test:</u> **Large or small product image, round or square buttons?**

Design is certainly a matter of taste, but the layout also has great influence on the customer's decision. If a product is presented in a boring manner or the reader isn't engaged enough, it has a direct impact on the click-through behaviour of your recipients.

► <u>Content test:</u> **Product A or B – which campaign is more successful?**

Even more essential is deciding which product attracts the most attention and sales. Suppose you have two products of equal value. In a pre-distribution, you can determine which product appeals more to your target group and provides more sales.

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<u>Tip:</u>
There are various criteria that can be optimized. We recommend only ever changing one variable to exclude interactions between several components.