# A-/B-Test Campaign

## Simple implementation in the campaign manager

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<td><strong>Icons:</strong></td>
<td>Process</td>
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<td><strong>Templates:</strong></td>
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<td><strong>Start date:</strong></td>
<td>2015-07-01, 10 AM</td>
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### Sample Campaign A-/B-Test with content

With the campaign manager is an A-/B-Test inclusive Auto-Optimization a piece of cake. Just drag the icon „A-/B-Test“ into the editor field. The above seen process will unfold automatically. Now fill the icons gradually with your test content:

- **Start:** Choose a time when the test mailings should be sent.
- **Recipients:** Define your recipients via mailing list and if necessary target groups.
- **Archive:** Select a mailing archive.
- **Parameters:** Set a percentage to which both test mailings should be sent (random sample).
- **Mailings:** Now choose your test mailings. Up to five mailings can be tested against each other.
- **Decision:** Select your decision criterion. Possible are: Opening rate, click rate, revenue. In the example above the mailing with more openings would be sent to the remaining recipients. Moreover you define the final delivery for the more successful variant in this icon.
- **Parameter:** This value is set automatically (100 percent minus test percentages).
- **Mailing:** This mailing is set by the EMM itself. The more successful mailing will be sent to the remaining recipients automatically.
- **Stop:** After the final delivery the campaign ends automatically.

### Tip:
We recommend that you select a sufficient interval between test and final delivery so that significant data can be generated – ideally 24 hours later.

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