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

► **Subject test:** 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.

► **Sender test:** 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.

► **Layout test:** 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.

► **Content test:** 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.

Tip:

There are various criteria that can be optimized. We recommend only ever changing one variable to exclude interactions between several components.

Contact us for more information:
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