

GATORCON 2018

#GatorCon2018

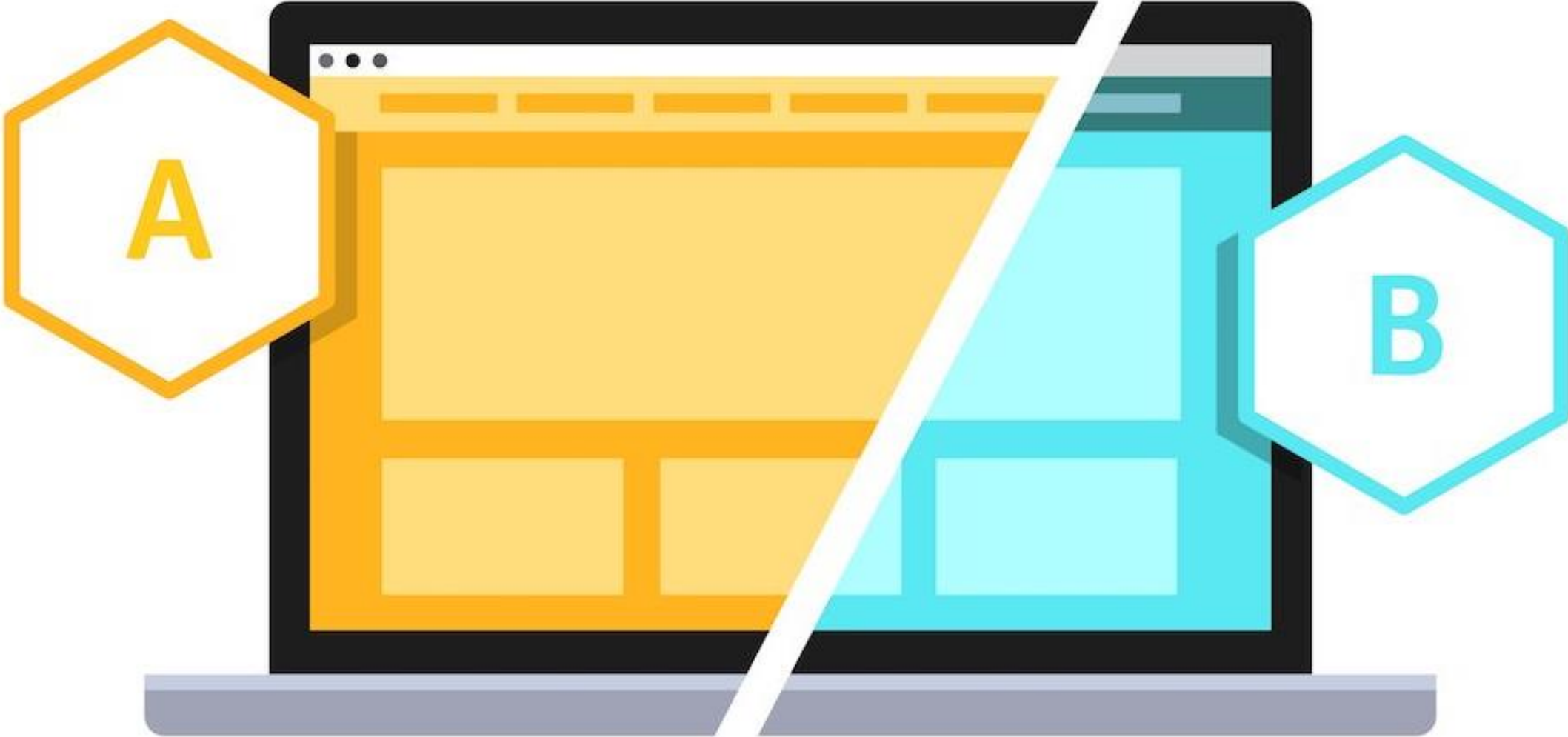
Live Q&A at sli.do event name [GatorCon2018](https://sli.do)



CommuniGator

GREAT BRITISH SPLITTEST

SPLIT TEST EXPERIMENT



SPLIT TEST EXPERIMENT

WHAT WE COVER

WHAT IS SPLIT TESTING AND WHY DO IT

BEST PRACTICE AND IDEAS ON WAYS TO TEST

HOW TO SPLIT TEST IN THE PRODUCT

FINDINGS FROM THE GREAT BRITISH SPLT TEST

WHAT ABOUT AI?

WHAT REALLY MATTERS

WHAT CAN A/B TESTING DETERMINE?

What day of the week gets the best open rates?

Which subject line type works?

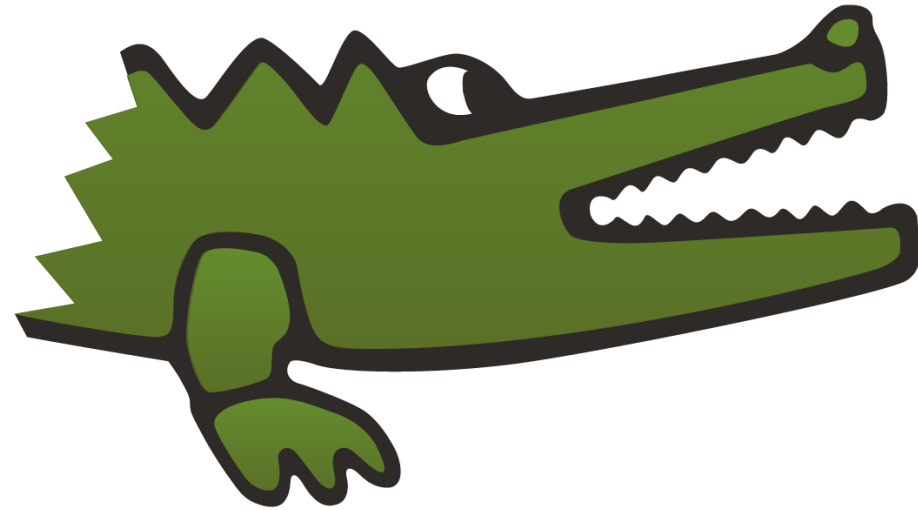
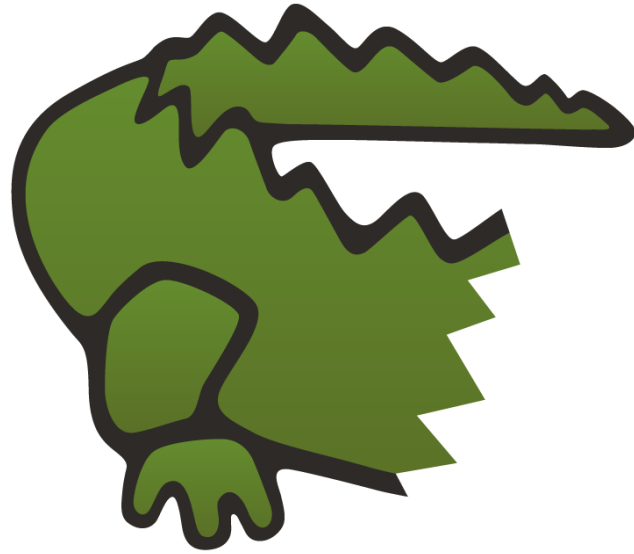
Does personalisation work?

Does the design have an impact on the results?



SPLIT TEST EXPERIMENT

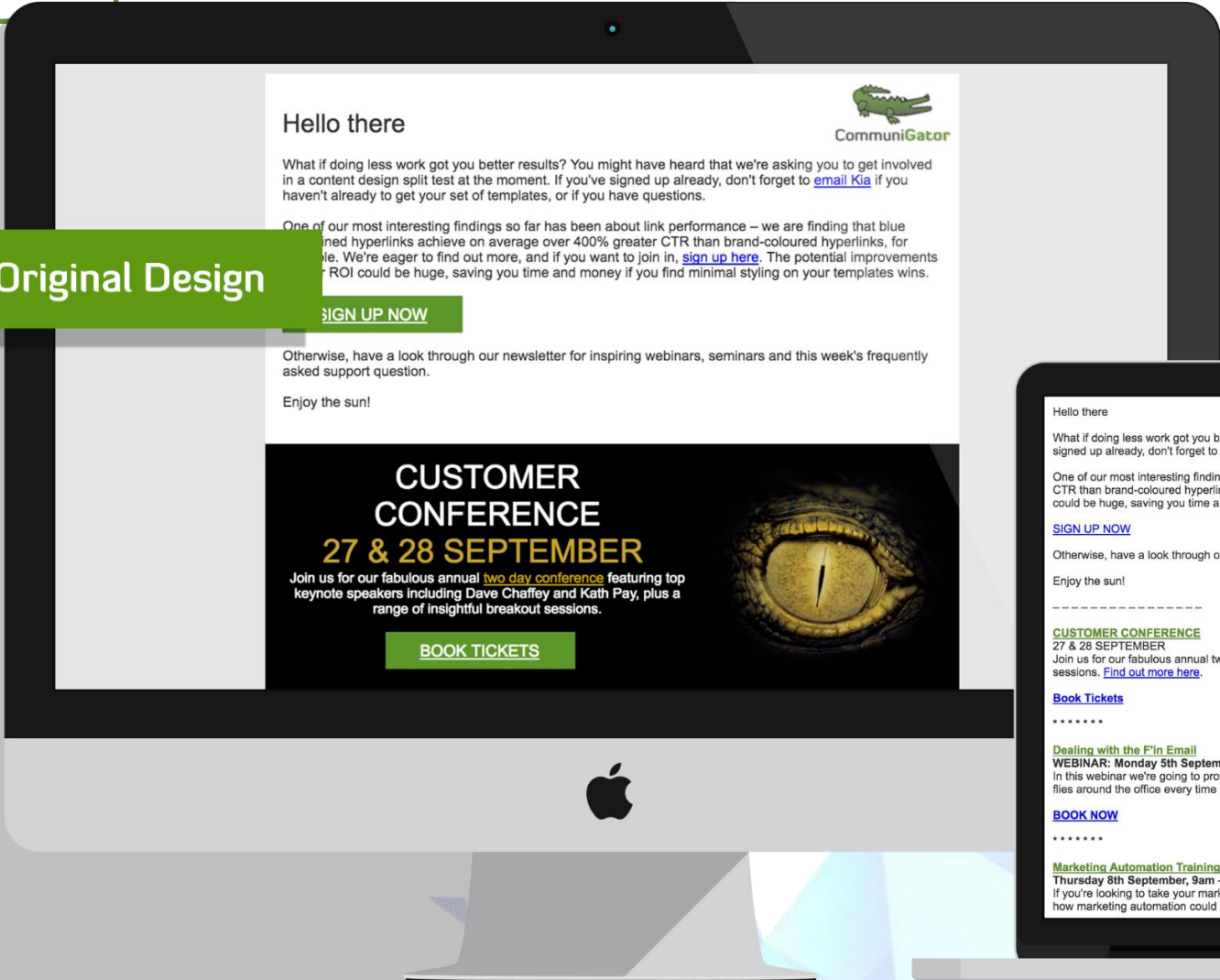
WHAT CAN YOU SPLIT TEST IN COMMUNIGATOR?



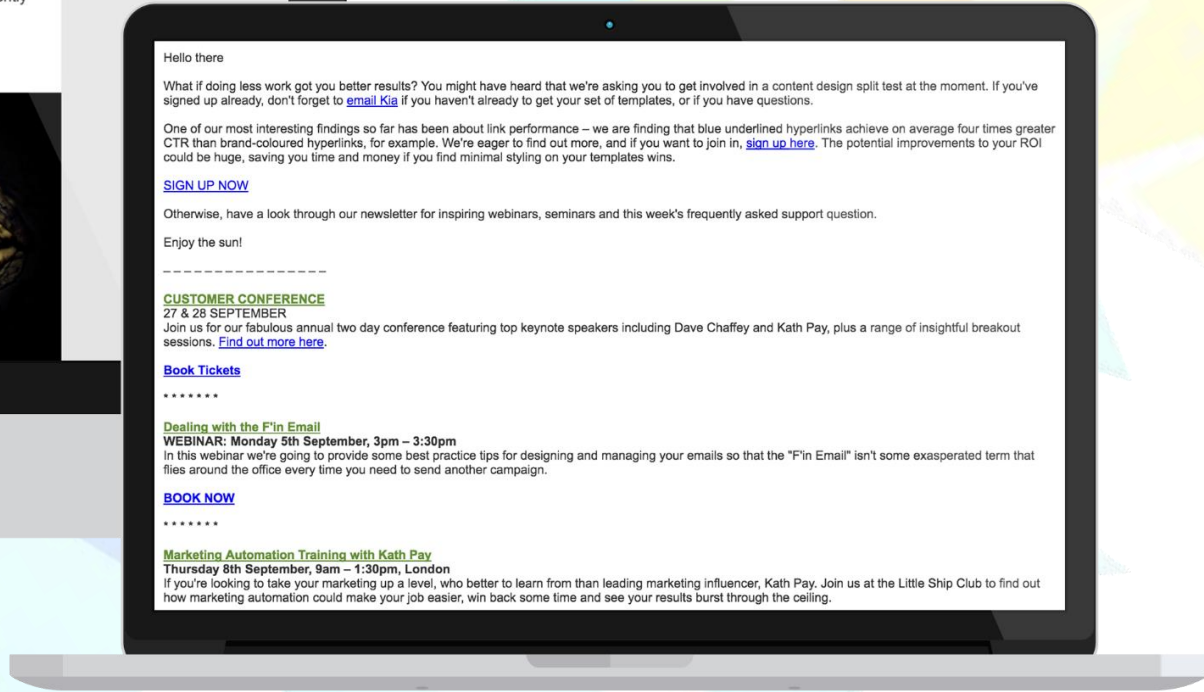
SPLIT TEST EXPERIMENT

DESIGN

Version 1: Original Design



Version 2: Outlook Style



SPLIT TEST EXPERIMENT

SUBJECT LINE

Design One

Design 1: Split test A

Alias 1: CommuniGator

Sender Alias 1: James Wiltshire

Subject Line	James Wiltshire How's the hangover We hope you are enjoying your time so far.	17:20	<input type="text"/>	Custom Fields
	James Wiltshire How are you enjoying the customer conference We hope you are enjoying your time so far.	17:20	<input type="text"/>	

Design Two

Design 2: Split test A

Alias 2: CommuniGator

Sender Alias 2: James Wiltshire

Subject Line: How's your hangover?
What is a good subject line? | Custom fields?

SENDER ALIAS

Design One

Design 1: Split test A

Alias 1: Customer Conference

Sender Alias 1: James Wiltshire

Subject Line: **CommuniGator**
How's the hangover
We hope you are enjoying your time so far.

17:27

Custom Fields

Design Two

Design 2: Split test A

Alias 2: Customer Conference

Sender Alias 2: CommuniGator

Subject Line: How's your hangover?
What is a good subject line? | Custom fields?

17:23

Custom Fields

CAN I SET IT TO RUN AUTOMATICALLY?

Split Test Settings

 Setup Articles  Setup Events  Setup Dynamic Content

Sample Size: Actual Percentage

Percentage: %

Send Method: Manual AutoSend

Hours:  

Days:  

AutoSend Criteria: Open Rate Click Through

Golden Rules

3

for Success

What one thing am I testing?

Do I have enough data to know the result is meaningful?

What metric is the best measure of success?

SPLIT TEST EXPERIMENT

WHAT'S COVERED

SENDER ALIAS

SUBJECT LINE

DESIGN / LAYOUT

DAY AND TIME SENDING

BEST TEMPLATE EVER!



SPLIT TEST EXPERIMENT

SPLIT TEST FINDINGS TRENDS

SENDER ALIAS

6% AVERAGE CTR

NATIONAL vs INTERNATIONAL

7.4% AVERAGE CTR

2% AVERAGE CTR

FULLNAME vs FULLNAME & COMPANY

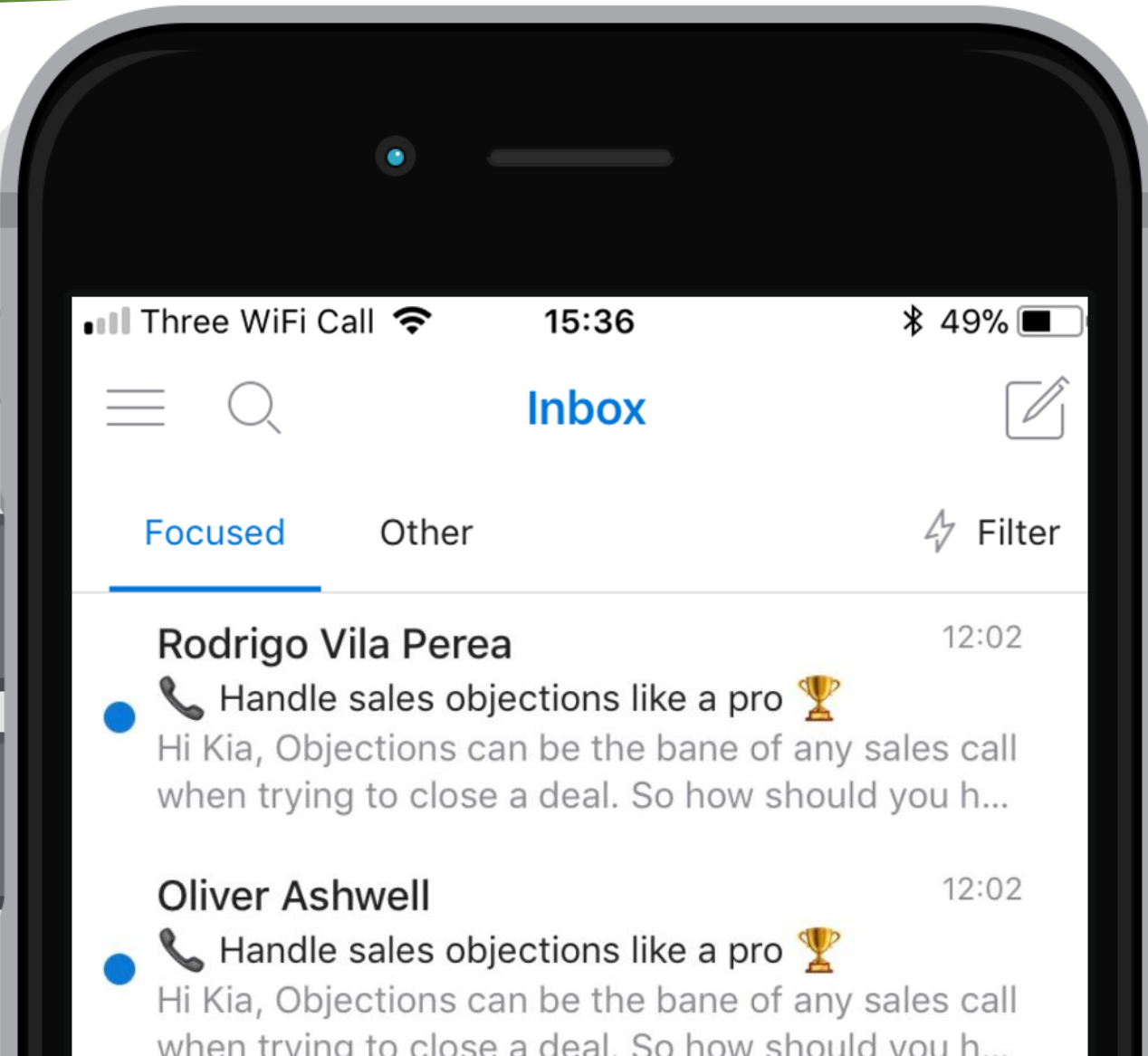
4% AVERAGE CTR

4% AVERAGE CTR

MALE vs FEMALE

6.2% AVERAGE CTR

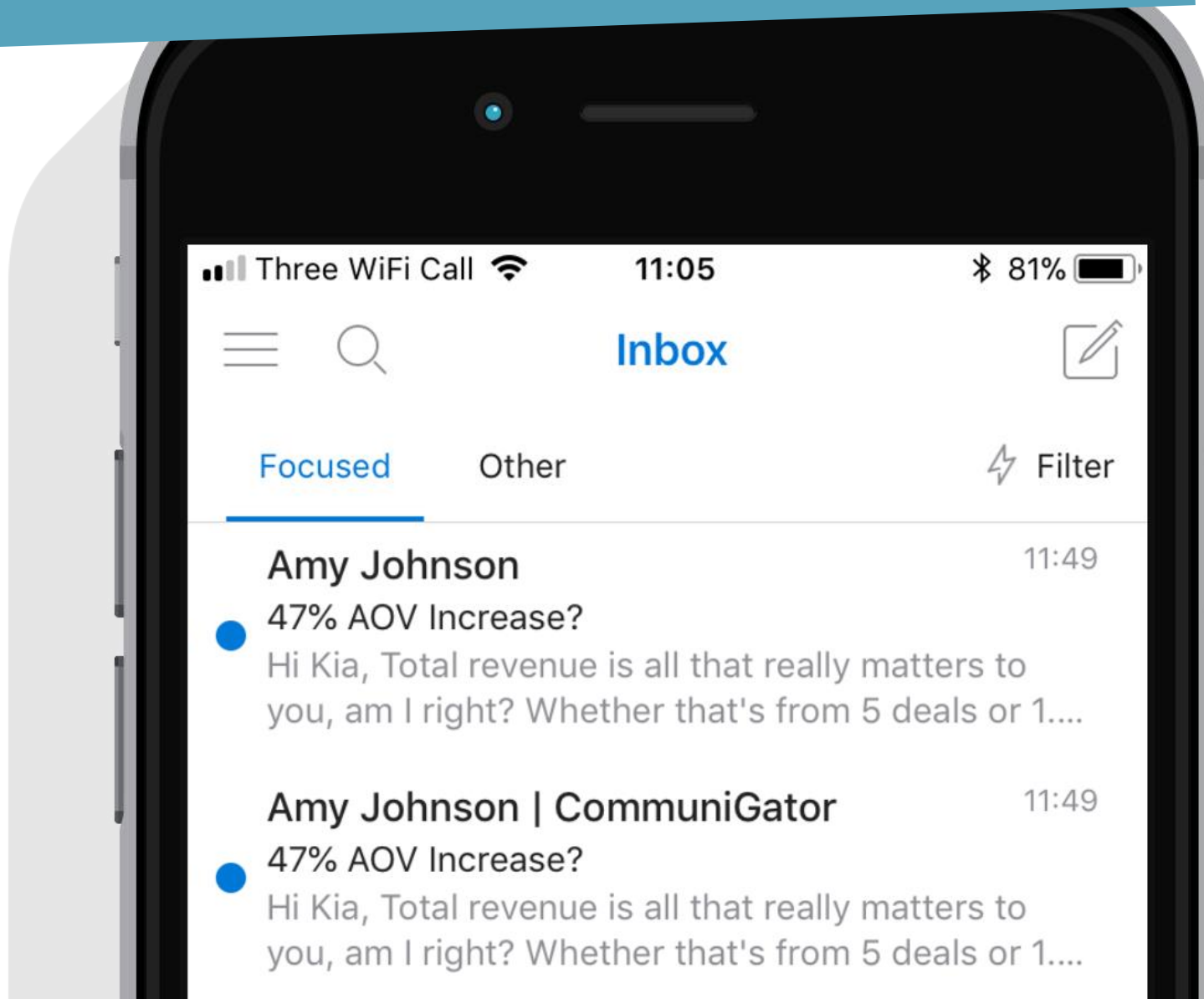
NATIONAL vs INTERNATIONAL



7.57%

2.66%

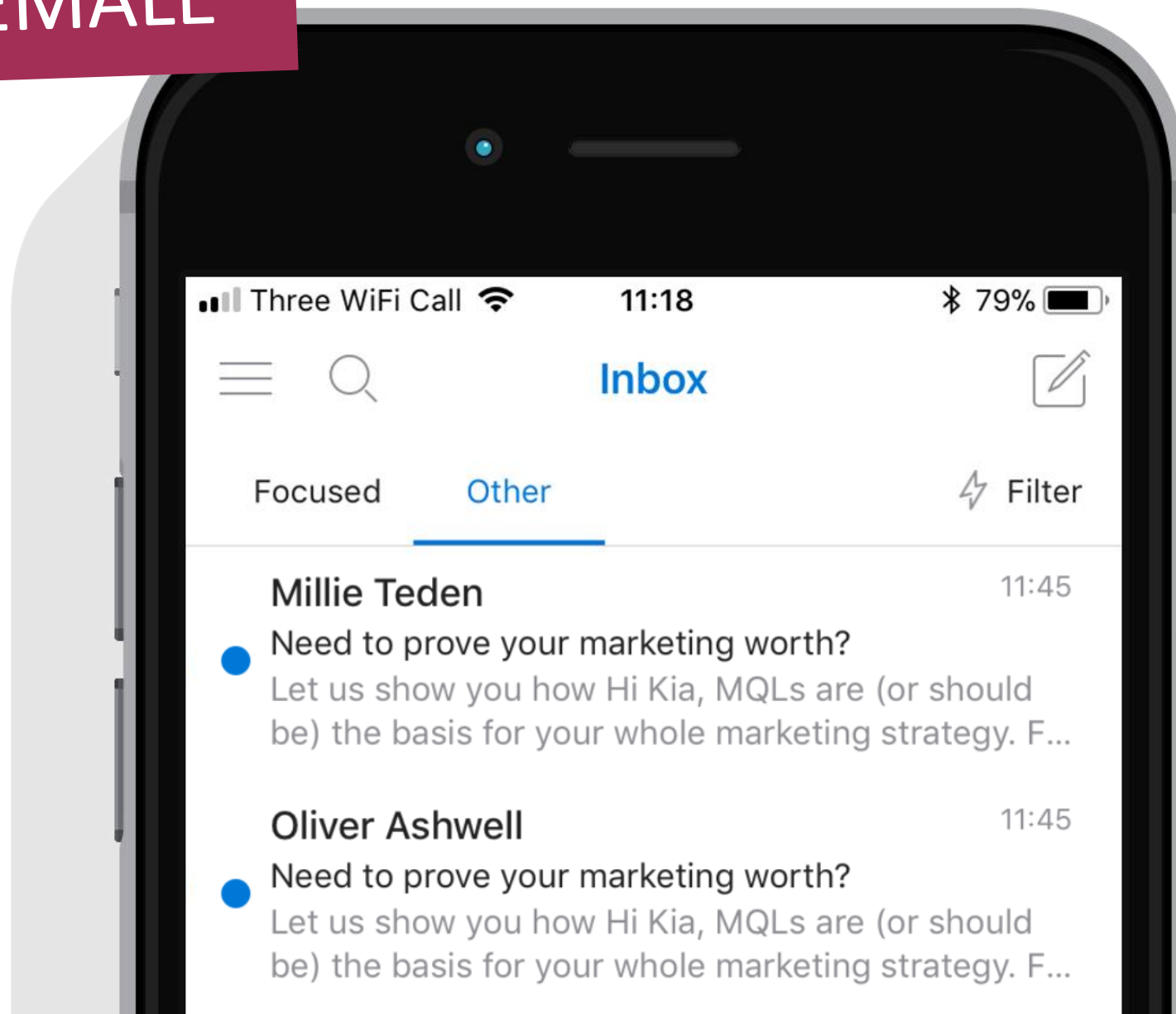
FULLNAME vs FULLNAME & COMPANY



1.12%

5.02%

MALE vs FEMALE



4.21%

1.34%

SPLIT TEST EXPERIMENT

SPLIT TEST FINDINGS TRENDS

SUBJECT LINE

6% AVERAGE CTR

EMOJIS vs NON EMOJIS

3.5% AVERAGE CTR

4% AVERAGE CTR

LONG vs SHORT

7% AVERAGE CTR

3% AVERAGE CTR

PREHEADER vs NO
PREHEADER

2% AVERAGE CTR

5% AVERAGE CTR

TYPO vs NON-TYPO

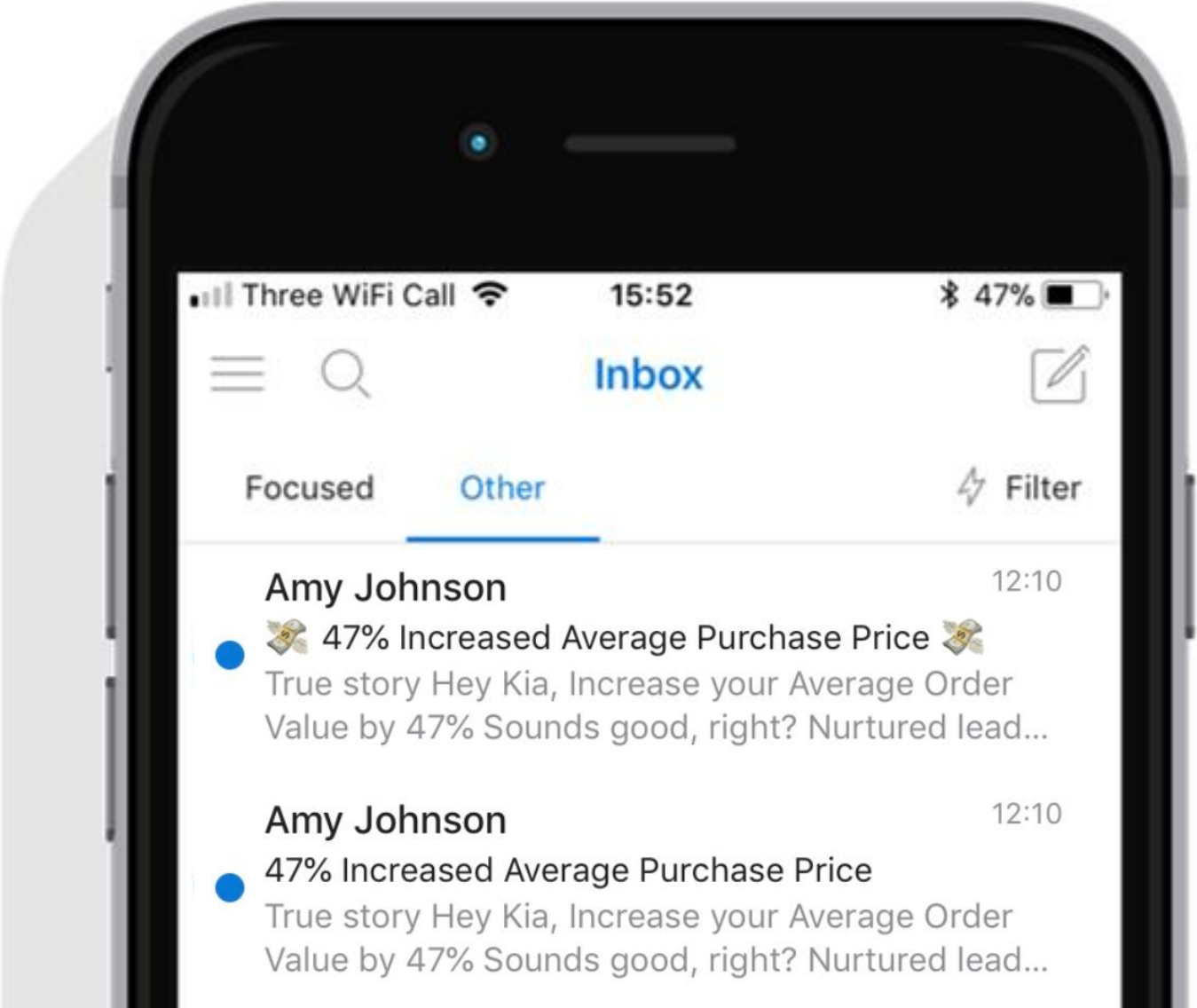
3.5% AVERAGE CTR

2% AVERAGE CTR

SUBJECT LINE vs
NO SUBJECT LINE

5% AVERAGE CTR

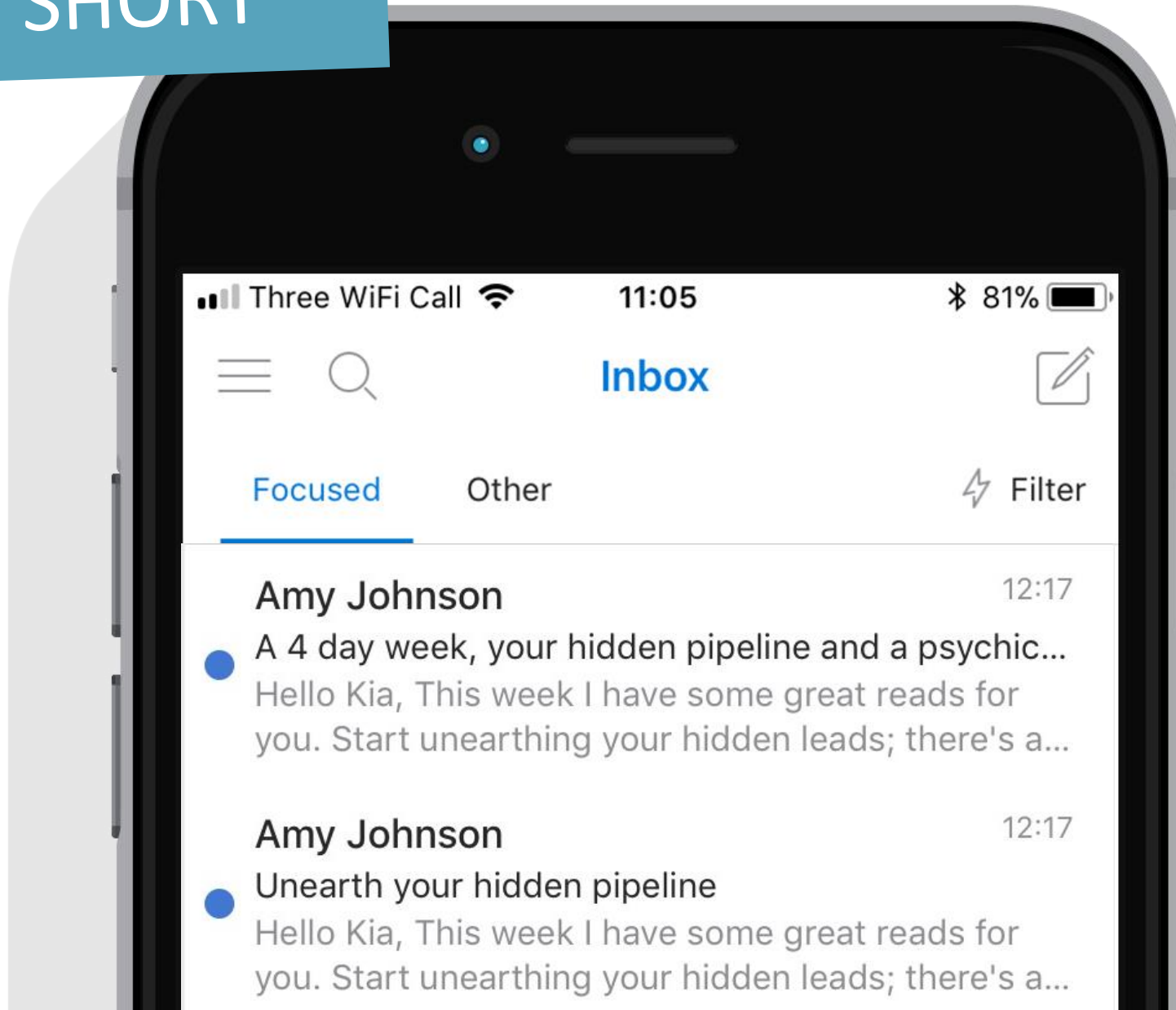
EMOJIS vs NON EMOJIS



5.06%

2.53%

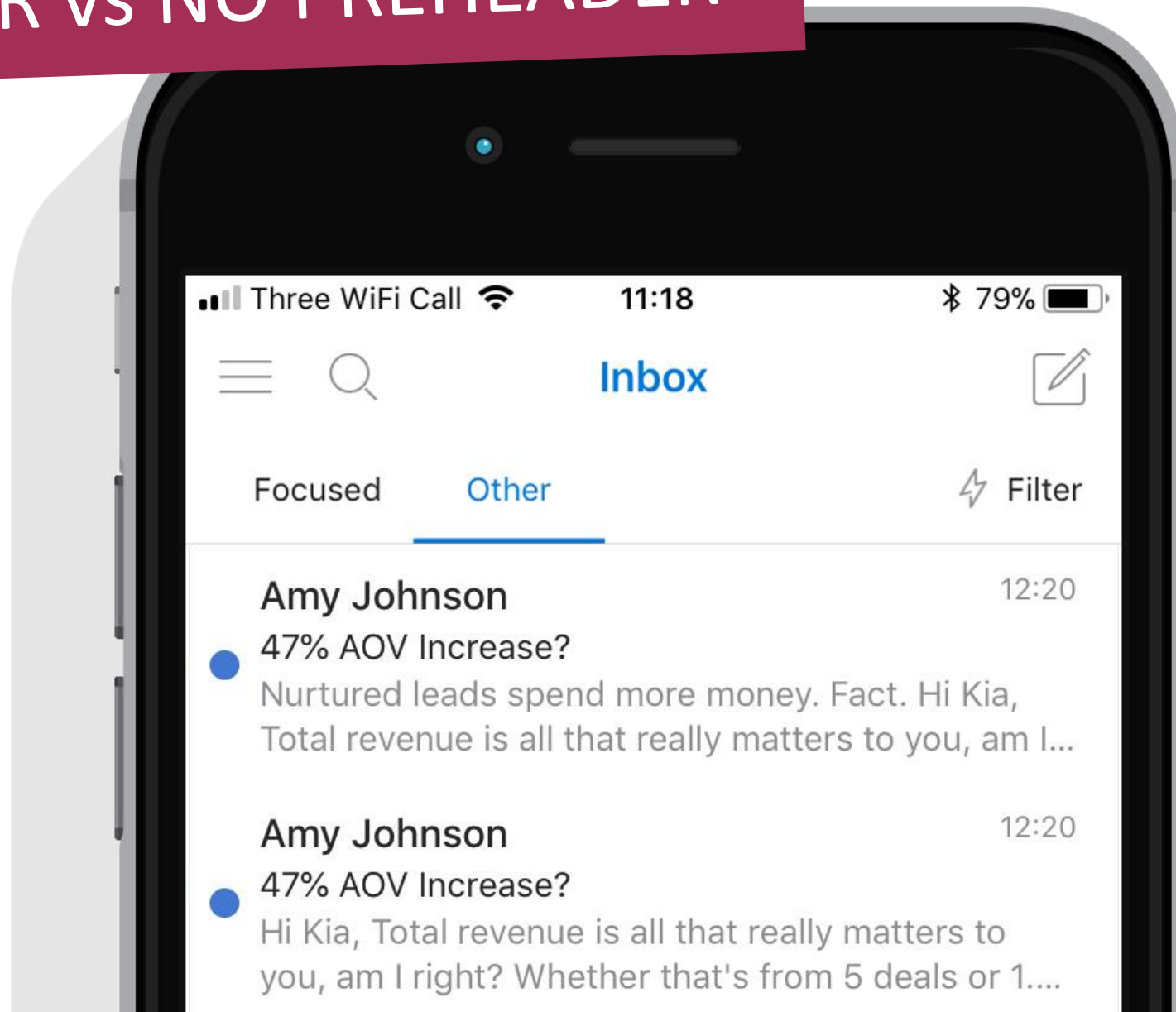
LONG vs SHORT



3.55%

6.51%

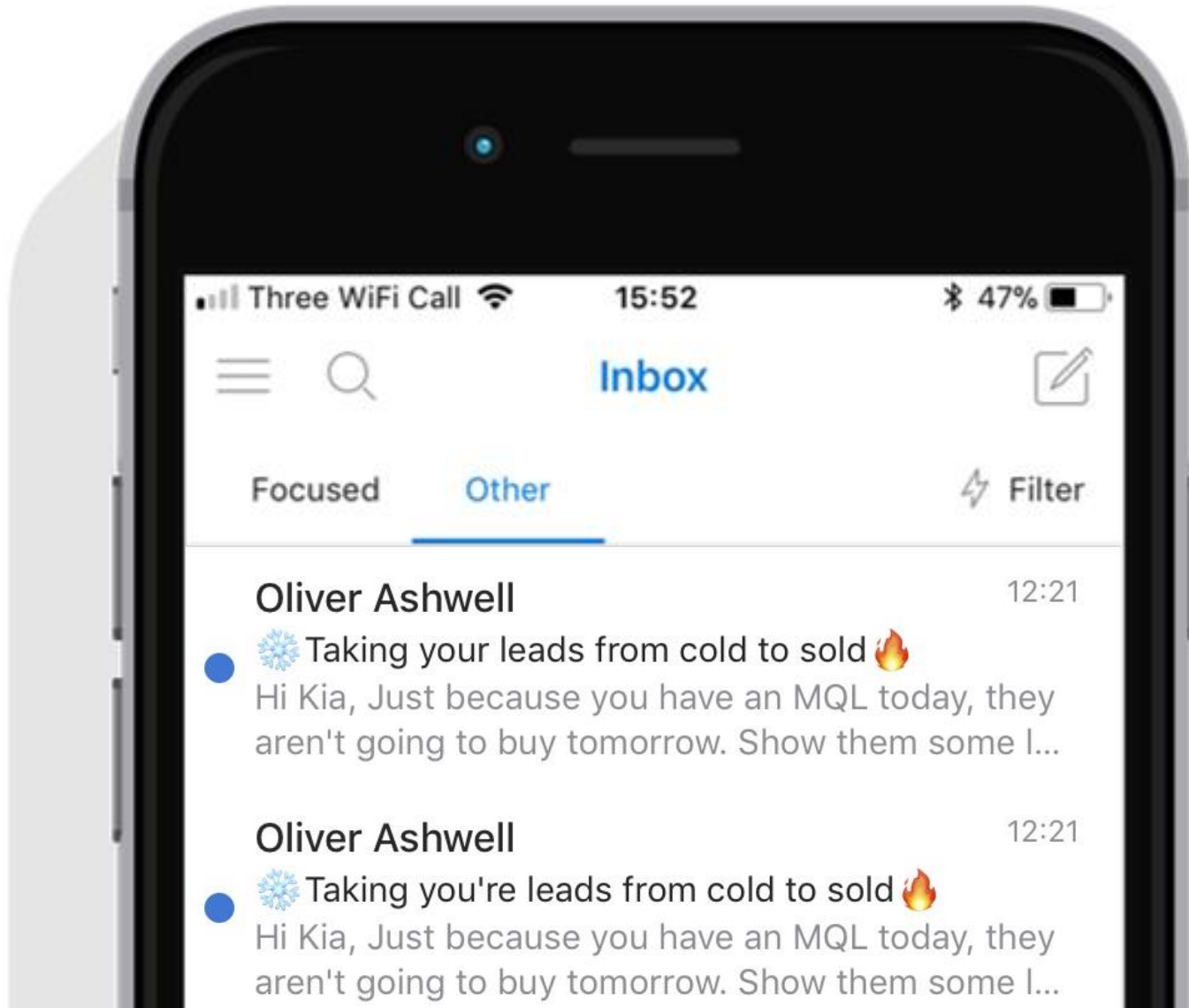
PREHEADER vs NO PREHEADER



4.13%

1.35%

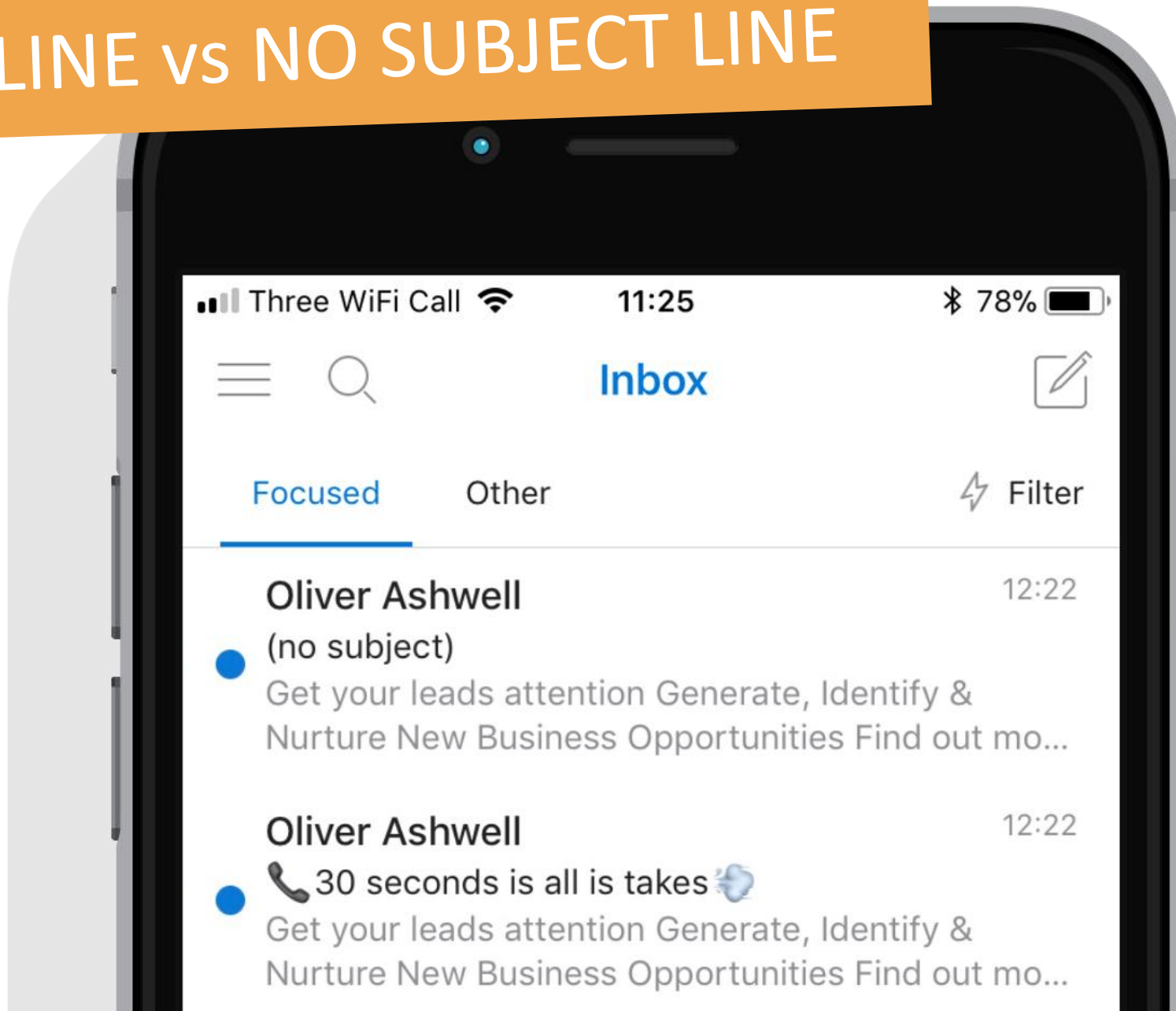
TYPO vs NON-TYPO



2.53%

5.06%

SUBJECT LINE vs NO SUBJECT LINE



7.2%

2.89%

SPLIT TEST EXPERIMENT

SPLIT TEST FINDINGS TRENDS

DESIGN

3% AVERAGE CTR

PERSONALISED IMAGE vs
NON PERSONALISED IMAGE

2% AVERAGE CTR

2% AVERAGE CTR

ARIAL vs TIMES NEW ROMAN

2% AVERAGE CTR

2% AVERAGE
CTR

1 LINK vs 3 LINK

3% AVERAGE
CTR

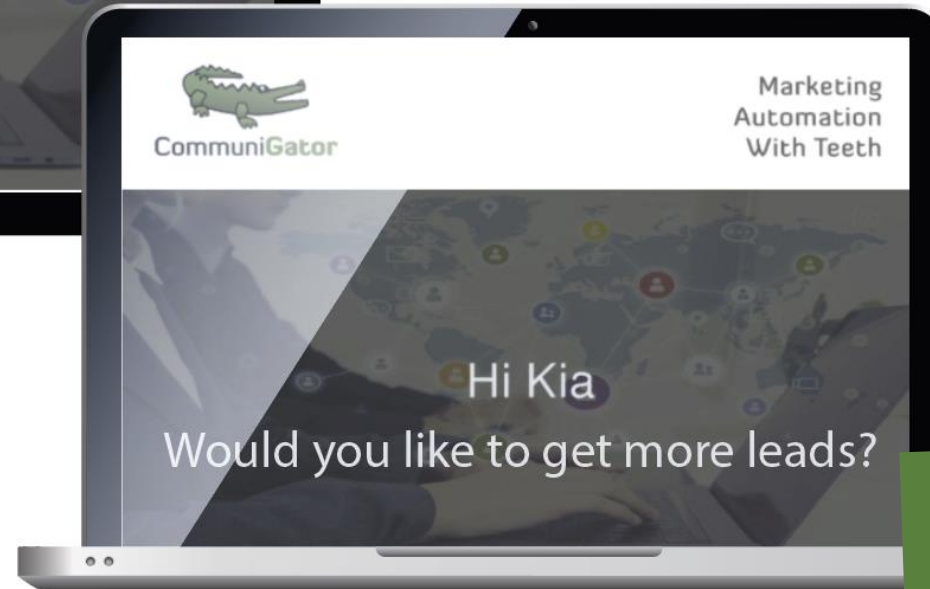
6.5% AVERAGE CTR

OUTLOOK vs DESIGN

3% AVERAGE CTR

PERSONALISED IMAGE vs NON PERSONALISED IMAGE

2.68%



6.31%

TIMES NEW ROMAN vs ARIAL

3.55%

Hi Kia,

Want to increase your average order value by 47%? Yeah, don't we all. Nurtured leads spend more money. Fact. Which means more commission in your pocket. [Here's how.](#)

Need more hot leads? We've got a recipe for the 3 key ingredients to [increase your pipeline.](#)

Sales and marketing are famous for butting heads. Not on our watch. You need to join forces [with your marketing team to boost sales.](#)

Amy Johnson
CommuniGator

(T) 01483 411 911
(E) amy.johnson@communigator.co.uk

CommuniGator, The Old Byre, Pepper Harrow, Godalming, Surrey, GU8 6BQ
Company Reg No: 5419529 www.communigator.co.uk

If you do not wish to receive further communications from me please [follow this link](#)

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Sales and marketing are famous for butting heads. Not on our watch. You need to join forces [with your marketing team to boost sales.](#)

Warm regards,
Amy

Amy Johnson
CommuniGator

(T) 01483 411 911
(E) amy.johnson@communigator.co.uk

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0.62%

3 LINK vs 1 LINK

3.87%

Hi Kia,

Keeping track of multiple platforms can become tiresome and unnecessary. With CommuniGator, we've combined [every marketing channel into a single platform](#). Saving both time and money.

If you're serious about improving your marketing strategy, you need to stop flitting between providers, and [unify your channels into a single location](#). Here's what we propose we can offer you.

What are your thoughts on the [potential four day week](#)? If it does come to pass, don't worry our product still works every day of the week.

Kind regards,

Amy

Sales & Marketing Director

amy.johnson@communigator.co.uk

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Amy Johnson | Sales & Marketing Director
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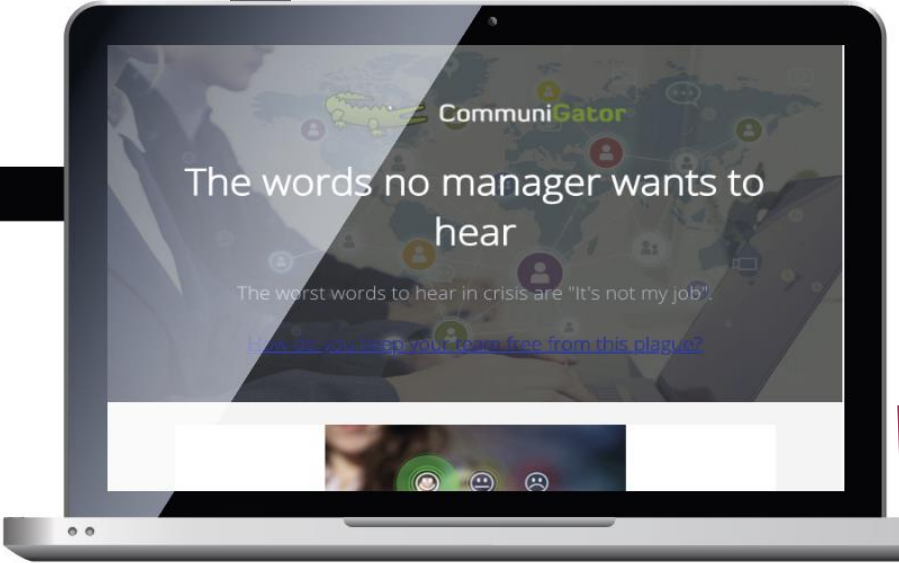
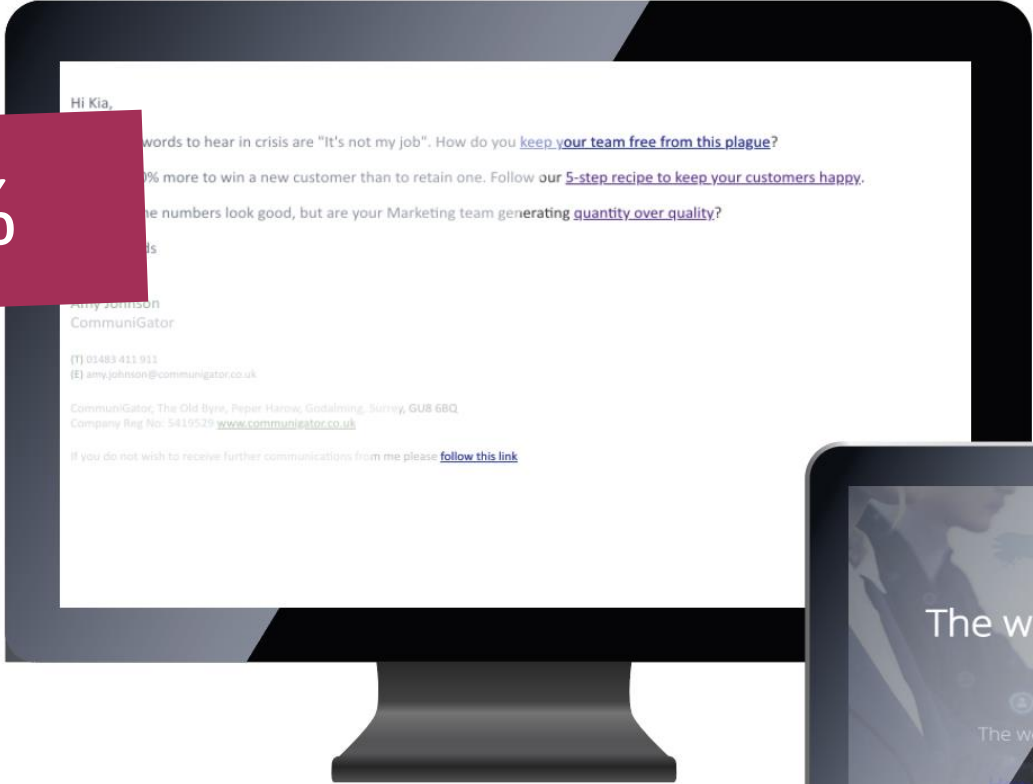
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Company Reg No: 5419529 www.communigator.co.uk

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1.91%

OUTLOOK vs DESIGN

8.27%



0.2%

SPLIT TEST EXPERIMENT

SPLIT TEST FINDINGS TRENDS

SENDING TIME

3% AVERAGE CTR

WEEKEND vs NON WEEKEND

2% AVERAGE CTR

1% AVERAGE CTR

BEFORE 6PM vs AFTER 6PM

3% AVERAGE CTR

3.5% AVERAGE CTR

BEFORE 9AM vs AFTER 9AM

2% AVERAGE CTR

SPLIT TEST EXPERIMENT

SPLIT TEST FINDINGS TRENDS

BEST COMBINATION - MOST TYPE WINS OF SUBCATEGORY

SENDER ALIAS

SUBJECT LINE

DESIGN

DAY/TIME

INTERNATIONAL

FULLNAME & COMPANY

FEMALE

EMOJI

SHORT

PREHEADER

NO SUBJECT

TYPO

FONT = WHO CARES!

3 LINKS

OUTLOOK

(NO IMAGES)

PERSONALISED
IMAGE IF YOU MUST

BEFORE 9AM

OR

AFTER 6PM

WEEKEND

GATOT ARTIFICIAL INTELLIGENCE




PREDICTION

PREDICTED CLICK
THROUGH RATE AND
SUGGESTED CHANGES

GATOT ARTIFICIAL INTELLIGENCE

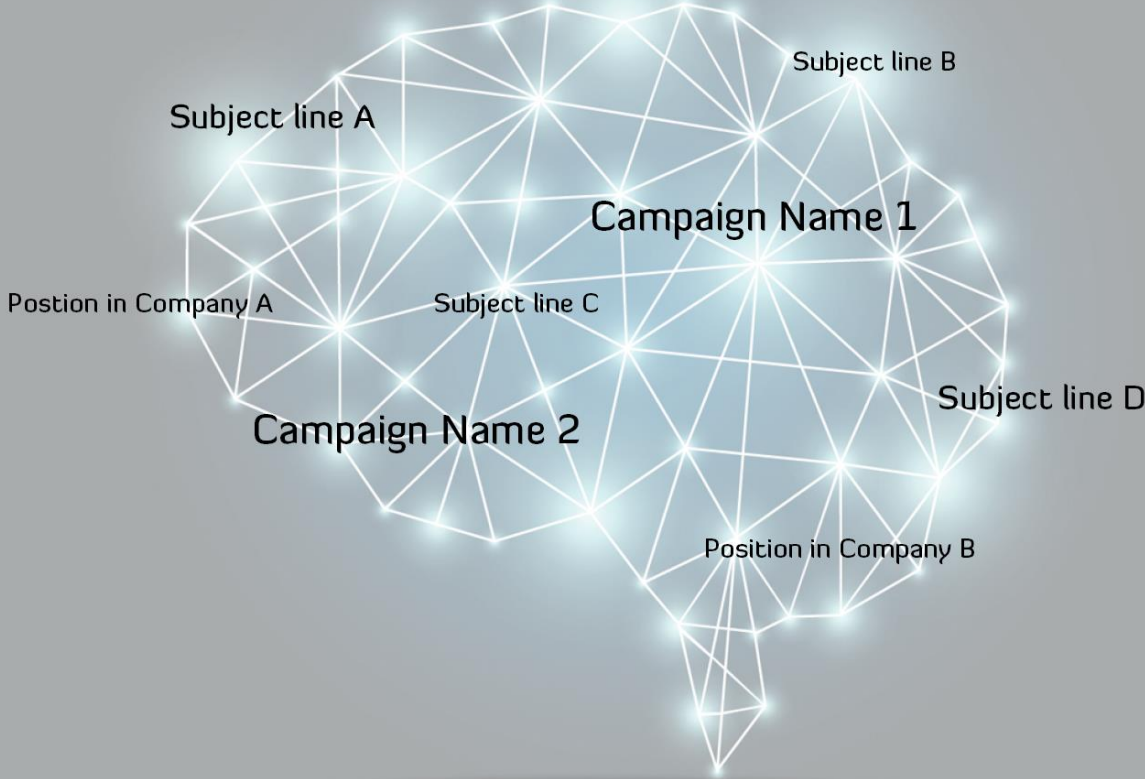
uniGator GatorLeads GatorMail GatorSurvey GatorWorkflow GatorExpress GatorSocial GatorApps Help Catherine Dads...

Name of Campaign
Subject line: This is the subject line
Contacts: 860

Analyse 

Model: 2 years Date
512 Campaigns / Subjectlines
326k sends

Running Data...



Subject line A

Subject line B

Campaign Name 1

Subject line C

Position in Company A

Campaign Name 2

Subject line D

Position in Company B

ANALYSE:
Previous 24
months campaigns

PREDICT:
CTR BAND

RECOMMEND:
Change &
re-analyse

Campaign Details

Campaign: LME Ferrous Newsletter - November 2018
Subject Line: Your ferrous newsletter from the LME - November 2018
Final Audience: 7618

Analysis Complete ✓

Your GatorAi test has successfully returned results. View the data below to see how you can improve your campaign.

[Back to GatorAi list](#) [View tested HTML](#)

Data Modelled ⓘ

Data Time frame: 22 Months
Total Campaigns: 215
Total Emails Sent: 3400942

Click Through Rate

The below details how many contacts of your final audience we predict could click vs your select industry, live campaigns and your average Campaign Click thought rates

Predicted

1% - 2%

Live

1.75%

Industry

0.77%

Average

0.09%

[Campaign Prediction Report](#)

Predicted Response Group

The graph below details two groups of contact and their potential to click.
Click a bar line, to bring up options to create or edit a group with the contacts graphed



Why not create a group of only those expected to click and send, why send to those not expected to click from their past history

The AI has looked at your past campaign performance and suggests:

Decrease word count of your subject line. +11.5%

Add more images. +9.6%

Decrease vocabulary to a lower reading age. +6.3%

Remove some paragraphs and/or text areas. +2.4%

Campaign Details

Campaign: Tuesday Send 20.11.18 - Marketing

Subject Line: Content which converts

Final Audience: 24870

Analysis Complete ✓

Your GatorAi test has successfully returned results. View the data below to see how you can improve your campaign.

[Back to GatorAi list](#)

[View tested HTML](#)

Data Modelled ⓘ

Data Time frame: 23 Months

Total Campaigns: 1812

Total Emails Sent: 12749824

Click Through Rate

The below details how many contacts of your final audience we predict could click vs your select industry, live campaigns and your average Campaign Click thought rates

Predicted

0.5% - 1.5%

Live

0.75%

Industry

0.65%

Average

0.16%

[Campaign Prediction Report](#)

Predicted Response Group

The graph below details two groups of contact and their potential to click.
Click a bar line, to bring up options to create or edit a group with the contacts graphed



Why not create a group of only those expected to click and send, why send to those not expected to click from their past history

The AI has looked at your past campaign performance and suggests:

Add more images.

+9.6%

Add more links.

+7.8%

Campaign Details

Campaign: GatorCon2018 - Invite 13.11.18

Subject Line: Last chance to book on to GatorCon2018!

Final Audience: 5702

Analysis Complete ✓

Your GatorAi test has successfully returned results. View the data below to see how you can improve your campaign.

[Back to GatorAi list](#)

[View tested HTML](#)

Data Modelled ⓘ

Data Time frame: 23 Months

Total Campaigns: 1812

Total Emails Sent: 12749824

Click Through Rate

The below details how many contacts of your final audience we predict could click vs your select industry, live campaigns and your average Campaign Click thought rates

Predicted

1% - 2%

Live

N/A

Industry

0.65%

Average

0.16%

[Campaign Prediction Report](#)

Predicted Response Group

The graph below details two groups of contact and their potential to click.
Click a bar line, to bring up options to create or edit a group with the contacts graphed



Why not create a group of only those expected to click and send, why send to those not expected to click from their past history

The AI has looked at your past campaign performance and suggests:

Decrease vocabulary to a lower reading age.

+23.4%

Decrease word count of your subject line.

+15.8%

Add more images.

+4.3%

We suggest changing the number of images from 1 to 4

Image Tags:

The total number of image tags in your HTML. Img tags define an image in your email.

Image tags are used to include static images within your email. They act as placeholders which link to the location where the image is held. This advises either an increase or decrease in the number of images used within your email.

Campaign Details

Campaign: GatorCon2018 - Invite 13.11.18

Subject Line: Last chance - GatorCon

Final Audience: 5702

Analysis Complete ✓

Your GatorAi test has successfully returned results. View the data below to see how you can improve your campaign.

[Back to GatorAi list](#)

[View tested HTML](#)

Data Modelled ⓘ

Data Time frame: 23 Months

Total Campaigns: 1812

Total Emails Sent: 12749824

Click Through Rate

The below details how many contacts of your final audience we predict could click vs your select industry, live campaigns and your average Campaign Click thought rates

Predicted

2% - 4%

Live

2.94%

Industry

0.65%

Average

0.16%

[Campaign Prediction Report](#)

Predicted Response Group

The graph below details two groups of contact and their potential to click.
Click a bar line, to bring up options to create or edit a group with the contacts graphed



Why not create a group of only those expected to click and send, why send to those not expected to click from their past history

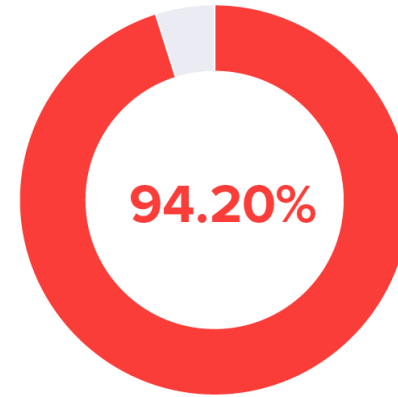
The AI has looked at your past campaign performance and no suggestions have been found

REPORTING

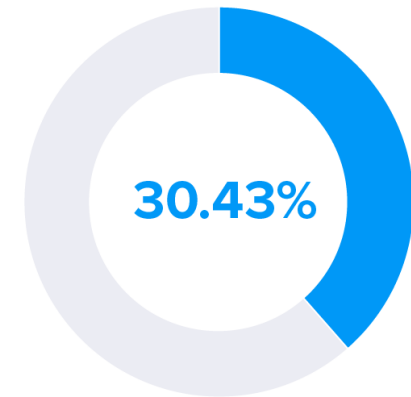
WHAT ACTUALLY MATTERS



DO WE STILL ACTAULLY REPORT ON THESE?



Open rate

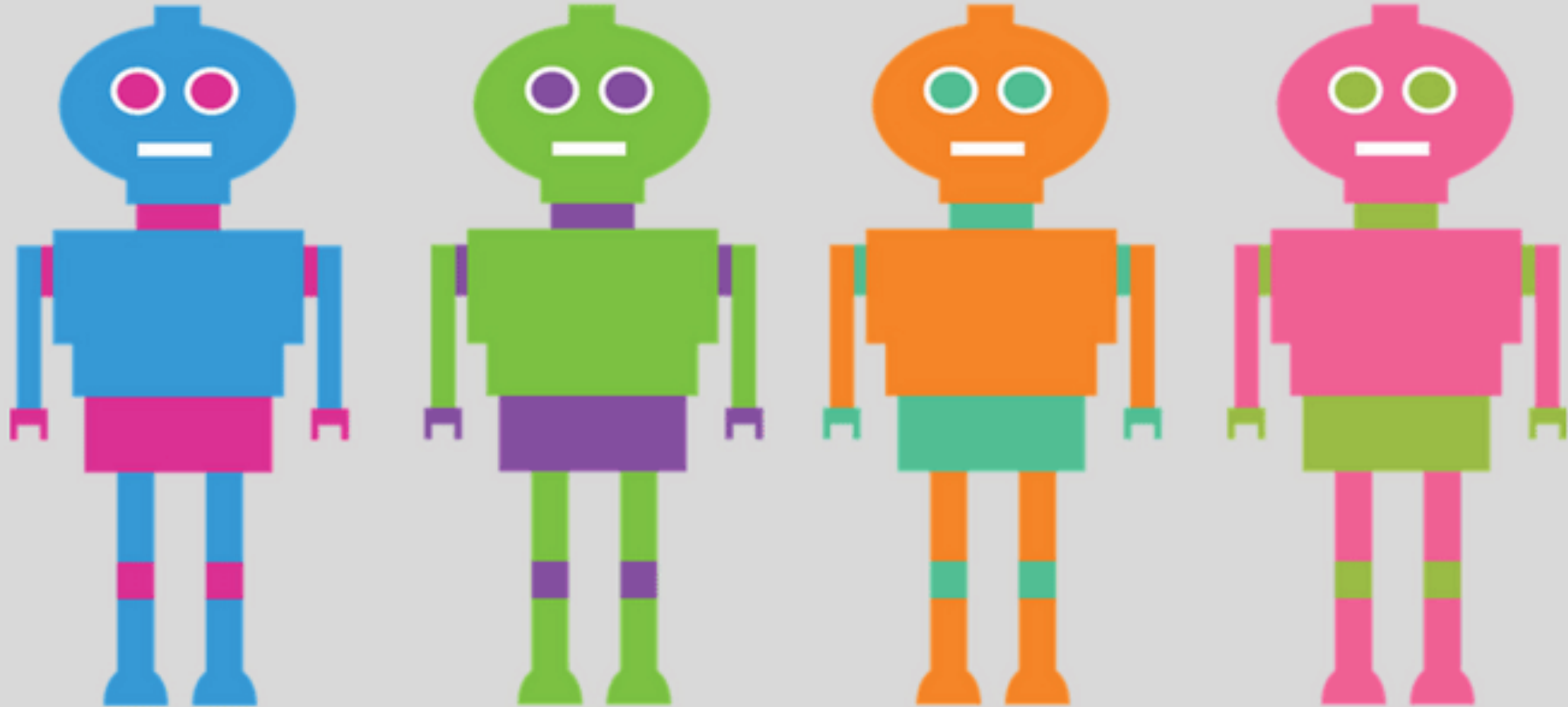


Click rate

ARGHHHHHHHHH

THE BOTS ARE HERE!

We Click Links in Email For You



WHAT REALLY MATTERS

MARKETING

27,647
Sent

1,346 Unique O

4.97% Open

27,057
Delivered

7.88% CtoOR

1,848
Opens

280 (106)
Clicks

0.39%
Engagement

SALES

7,626
Sent

323

4.3%

7,504
Delivered

1.24%

450
Opens

12 (4)
Clicks

0.05%
Engagement

C-LEVEL

29,095
Sent

2,172

7.65%

28,378
Delivered

2.26%

2,845
Opens

198 (49)
Clicks

0.17%
Engagement

WHAT ACTUALLY MATTERS

MARKETING

75 named contacts visited the web

12 were first time visits

3 of the 12 new visits, left the page they landed on

5 scored 20 points and is thus an MQL

63 were repeat visits

63 visited another page. No bounces!

56 scored 20 points or above and are MQLs

3 exceeded 50

C-LEVEL

18 named contacts visited the web

5 were first time visits

1 never left the page they landed on

2 scored more than 20pts and thus are MQL

13 repeat visits

3 never left the page they landed on (bounced)

4 scored more than 20 points and are MQLs

1 scored 77 pts

SALES

1 click through, repeat visitor



**KEEP
CALM
AND**

**TEST, TEST AGAIN,
THEN TEST SOME MORE
OR JUST LET THE MACHINE DO
IT FOR YOU!**