

How to Set Up the AB Test for an eNewsletter

Market: Federal/State/Local, House, Senate

Module: Outreach

Purpose: This guide provides instruction on how to set up and define versions of an A|B test in IQ.

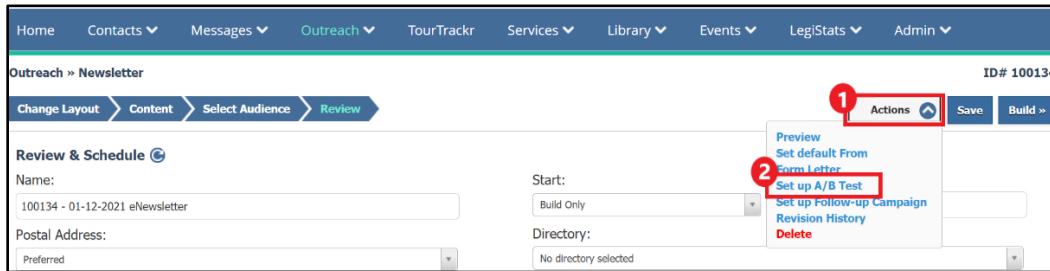
Key Benefits

An *AB Test*, also known as a *Split Test*, involves splitting a small, randomly selected subset of your mailing list subscribers into two groups. In IQ, this applies to eNewsletters. One variation of your eNewsletter is sent to one group and another to the other group. The goal of this test is to determine which variation of the eNewsletter garners the best results.

The starting point of this instruction is after a user has created a new eNewsletter and is currently in the **Review** step of the **IQ eNewsletter Wizard**.



1. Click **Actions > Set up A|B test**.



2. The **Set up A|B Test** box will appear. Define the characteristics of the A|B Test.

Setup A/B Test for 100174

Allow the following to be different between the A and B tests...

Content
 Subject Line
 From Address
 Salutation

Sample Size for the A/B tests...
Build the winning email after...

Determine the winner based on...
Final action for the winner...

Most viewers
 Most click throughs
 Most survey takers

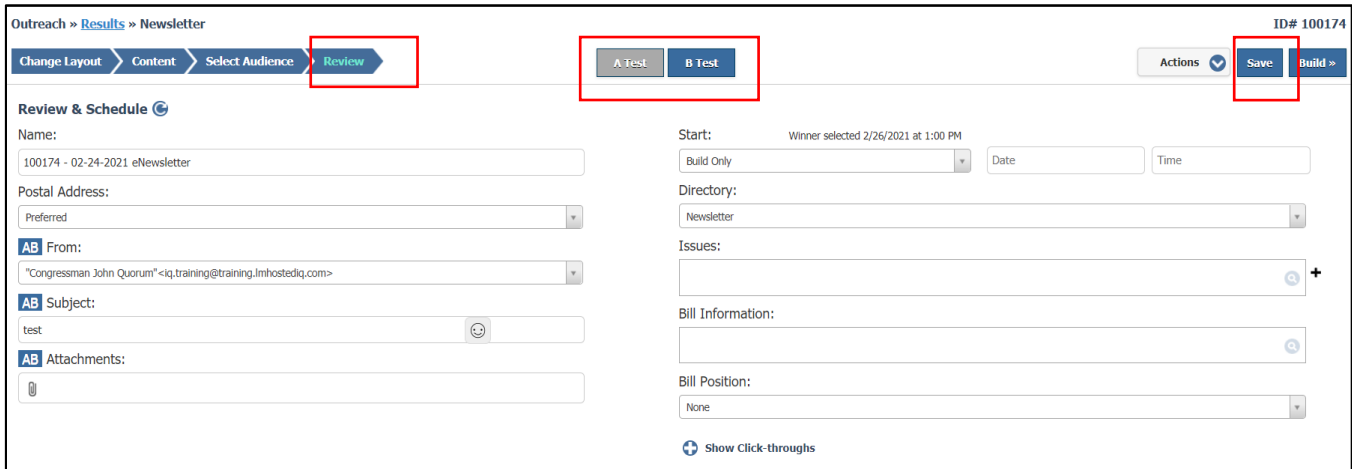
 Build only
 Build and Send

Convert to an A/B Test

- **Allow the following to be different between the A and B tests.** Check which of these items will differ between the tests.
- **Sample Size for the A/B tests.** Choose sample size based on percentage (%) or the numerical count of the selected audience.
- **Build the winning email after.** Enter the date and time (IQ uses the time zone associated with your profile) to send the winning version of the test.
- **Determine the winner based on.** Select from one of the items.
 - **Most Viewers:** The number based on how many times the eNewsletter was viewed.
 - **Most Click Throughs:** The number based on how many times links within the eNewsletter content were clicked after it has been opened.
 - **Most Survey Takers:** The most number of responses to a survey in an eNewsletter.
- **Final action for the winner.** Select from one of the items below.
 - **Build Only:** IQ will build the winning version of the test but this version will be sent manually.
 - **Build and Send:** IQ will build the winning version of the test and will automatically send it to the selected audience.

3. Click Convert to an A/B Test.

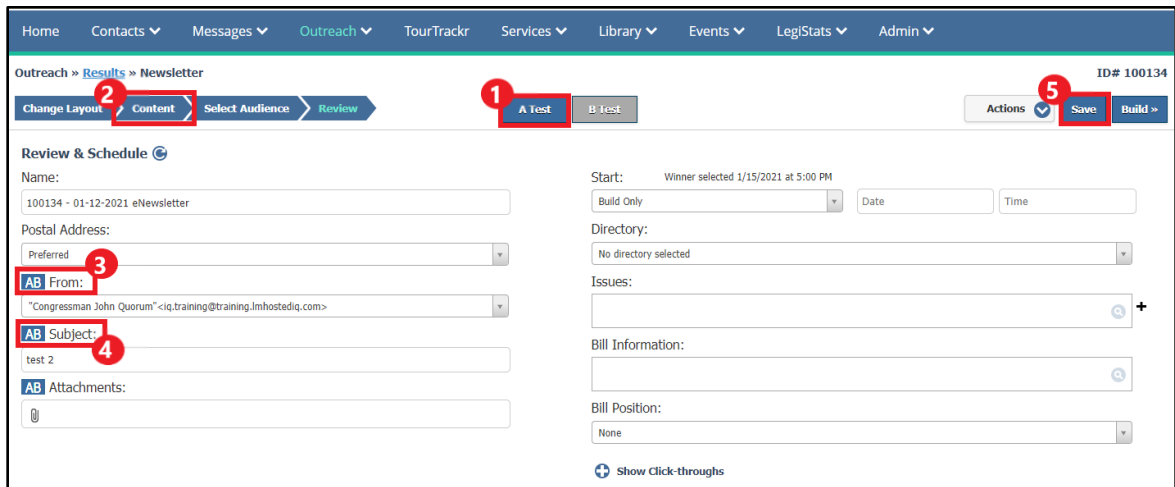
4. The Review page displays the tabs for both tests.



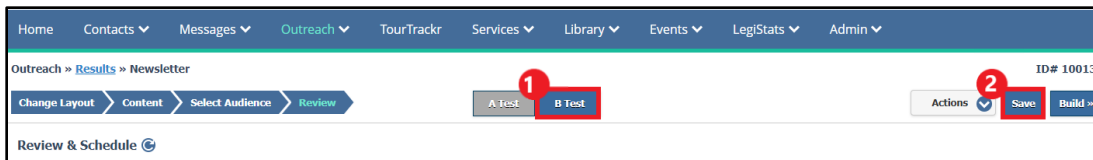
5. Click Save.

6. Select A Test button to modify the A Test.

- To update the Content of the eNewsletter, select **Content** tab from the banner at the top of the eNewsletter wizard.
- To update the Subject Line, click the Subject box and type in the desired subject line.
- To update the From Address, select the appropriate email address in the **From** drop down box.



7. Select B Test button to modify the B Test. Follow the same steps for Test A.



8. Select Save.