

## Course Summary

**Course Duration**

30 min

**Audience**

Communications Team or IQ users who manage an office's outreach activities.

**Method of Training**

WebEx/remote

**Market**

House, Senate

**Customer Service**

US Senate email:  
[helpdesk\\_iq@scc.senate.gov](mailto:helpdesk_iq@scc.senate.gov)

General Support Email:  
[support@IQservicedesk.com](mailto:support@IQservicedesk.com)  
Live Chat support available within IQ  
703-206-0188  
Monday –Friday  
7 AM to 7 PM (EST)

*\*Extended Hours vary by contract.*

**Website**

[www.intranetquorum.com](http://www.intranetquorum.com)

**Document Revision Date:**

December 2021

## Workshop Agenda: Conducting AB Tests for eNewsletters

### DESCRIPTION

*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.

This workshop teaches the user how to create an AB Test in IQ4 to accomplish this goal.

### OPTIONAL

To enhance the learning experience of this virtual training, participants may follow the instructions provided in the presentation by logging into their IQ account using an additional workstation.

Since the training session is a LIVE demonstration, please keep in mind that technical issues unrelated to the course may need to be addressed outside the session by an Office IQ Consultant.

### 1 Agenda

1. Setting the criteria for an AB Test
2. Selecting the target audience for an AB Test
3. Building and sending an AB Test
4. Viewing the results of an AB Test