



A/B Testing in Orbit campaigns

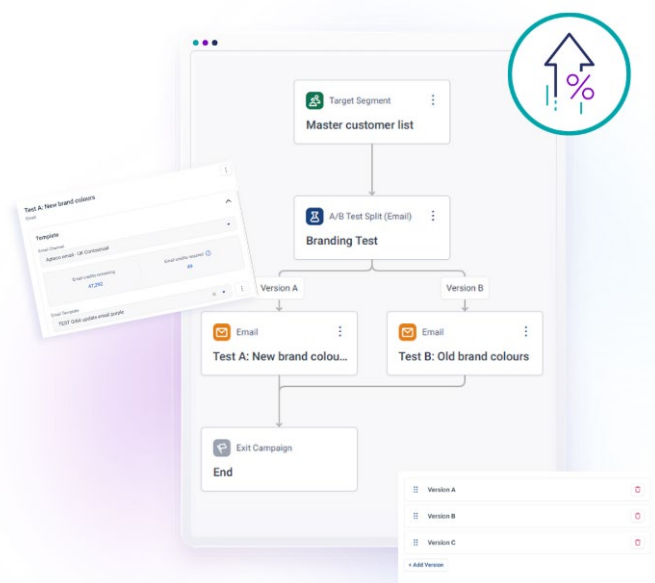


Benefits

- Know what works best, without relying on assumptions or gut feel
- Reduce the risk of sending an underperforming email
- Test up to five versions side by side to find what resonates
- Set the appropriate test duration to ensure meaningful test results
- Monitor opens, clicks and unsubscribes to identify issues causing disengagement
- Select the winning version without manually having to recreate or manage the campaign
- Test and optimise without interrupting the customer journey

Test, compare and optimise your email communications

A/B testing in Apteco Orbit™ gives you a straightforward way to test email variations within your campaign journey and use response data to inform your choice. By comparing versions and monitoring responses such as opens, clicks and unsubscribes, marketers can identify which communication performs better and use that insight to inform the wider campaign.



Don't guess which email will perform best. Test it.

A/B testing helps marketers move beyond assumptions by testing different variations of your subject line, imagery, copy or call-to-actions, measuring the response and using the results to select a winning version for the remainder.

You can include A/B test controls at any point in a multi-stage campaign, including in redirect sections or copy it to reuse its configuration elsewhere in your journey. You can also cancel a running test if results are inconclusive or you need to change something, without affecting the rest of the journey.



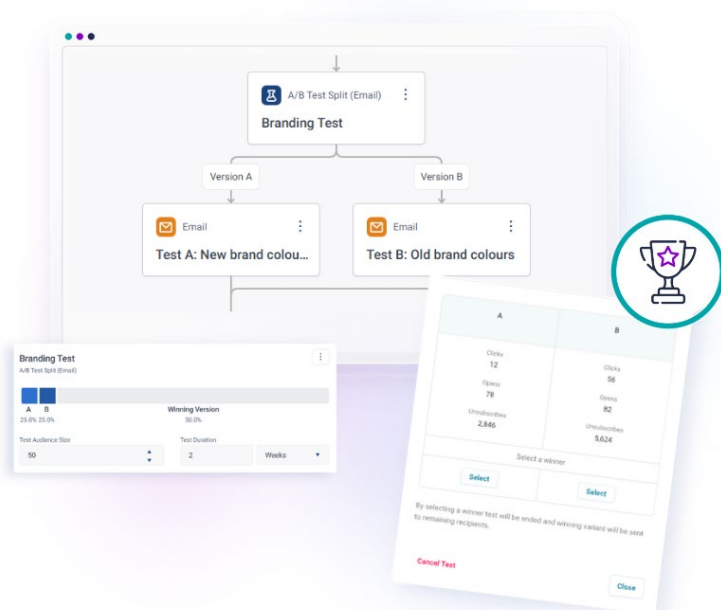
Apteco

- Set your test audience size as a percentage of your total audience
- Choose the duration of your A/B test
- Add up to five email versions
- Monitor clicks, opens and unsubscribes
- Select your winning version when the test duration is complete
- Include A/B test controls at any point in a multi-stage campaign
- Continue recipients into subsequent campaign stages after the A/B test
- Cancel a test if results are inconclusive without affecting the rest of the journey

Monitor your results

See how each email version performs while your A/B test is running. The A/B test summary shows your test audience percentage, the time remaining and response statistics for each version. Whilst your test is running, the A/B test split step displays a blue In Progress tag

- Monitor clicks, opens and unsubscribes
- See the test configuration and time remaining
- Compare response statistics across your email versions
- Review results before selecting your winning version



Select your winner

When your test duration is complete, review the response statistics for each version and select your preferred winner.

Apteco Orbit then sends the winning version to the remaining audience – the percentage of your audience that was not included in the test.

Once the winning version has been sent, recipients gather at the end of the A/B test step and continue to subsequent stages of the campaign.

Test one variable at a time

For the most meaningful results, test one variable at a time. If you test the subject line, email content and call-to-action simultaneously, you won't know which change drove the improvement.

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