Automated Split Testing

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Automated Split Testing Guide

Create New Split Test

- On the toolbar, go to Authoring > Automated Split Testing > New Split Test.

- On the Create A Split Test tab, enter a descriptive name.
- The default is to use the test name as the campaign name.
- To enter a different campaign name, deselect the checkbox and enter a name in the campaign field.
- Click Next.

- Using the drop down, determine what you would like to test.
This example is testing subject line:
- Determine the number of messages
- Enter a group name, if desired
- Enter the subject lines for each group
- Opt to create a new message or commit a saved message
- Click Next.

Opt to include a filter, i.e. only include non-purchasers in the test.
- Click Next.
- Using the drop down, determine how the winner is defined.
  - Open Rate, Read Rate, Click Rate, **an option for revenue is coming in March 2015**
- Select Winner Takes All or Standard Test.
- Use the slider to set the percentage for the test sample.
- Click Next.

- Determine the start time and date.
- Set the duration of the test.
- Click Next.
- Review the Test Settings
- Click Start Test.

View Your Tests
- On the toolbar, go to Authoring > Automated Split Testing > View Split Tests.
Different types of tests

Delivery Date

- Winner Takes All function is disabled.

Delivery Date

- All times are Eastern Time Zone.
- Winner Takes All function is disabled.
From Name/Email Address

How many messages would you like to test? - 2 +

<table>
<thead>
<tr>
<th>GROUP NAME</th>
<th>FROM NAME</th>
<th>FROM ADDRESS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Group 1</td>
<td>ex. John Smith (required)</td>
<td><a href="mailto:example@example.com">example@example.com</a> (required)</td>
</tr>
<tr>
<td>Group 2</td>
<td>ex. John Smith (required)</td>
<td><a href="mailto:example@example.com">example@example.com</a> (required)</td>
</tr>
</tbody>
</table>

Note: Test Criteria will be locked when you commit a message.

Message Content
- Set the number of messages
- Add the content for the appropriate number of messages.

TEST CRITERIA

How many messages would you like to test? - 3 +

GROUP NAME
- 1X Purchasers

Note: Test Criteria will be locked when you commit a message.

Listrak Guide: insert title
Viewing Completed Tests

Within the Automated SplitTesting tool

- On the Your Tests tab, completed tests are listed at the bottom.
- Click the dashboard icon 📊 to see the analytics of the test.

From the Analytics Menu

On the toolbar, go to Analytics > Split Test Activity.

- indicates test message
- indicates winning message
- indicates remainder message