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**.

Outreach » Results » Newsletter								
Change Layout	Content	Select Audience	Review					

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

Home	Contacts 🗸	Messages 🗸	Outreach 💙	TourTrackr	Services 🗸	Library 🗸	Events 🗸	LegiStats 🗸	Admin 🗸	
Outreach »	Newsletter							•		ID# 10013
Change La	ayout > Content	Select Audienc	e 🔪 Review					•	Actions 🚫 Se	ive Build »
Review 8	& Schedule 🕞							Preview Set default From		
Name:					Start:		e	Form Letter Set up A/B Test	1	
100134 - 0)1-12-2021 eNewslett	ter			Build Only		¥	Set up Follow-up Revision History	ampaign	
Postal Add	dress:				Directory:			Delete		
Preferred				*	No director	/ selected				-

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 betv	veen the A and B tests			
Content Subject Line Frc	m Address 🗹 Salutation			
Sample Size for the A/B tests	Build the winning email after			
10 Percent ~	Build Date Build Time			
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 Cancel			

- 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.

Outreach » <u>Results</u> » Newsletter		ID# 100174
Change Layout Content Select Audience Review	A Test	B Test Actions 👽 Save Build >
Review & Schedule 🖲		
Name:		Start: Winner selected 2/26/2021 at 1:00 PM
100174 - 02-24-2021 eNewsletter		Build Only
Postal Address:		Directory:
Preferred	v	Newsletter
AB From:		Issues:
"Congressman John Quorum" <iq.training@training.lmhostediq.com></iq.training@training.lmhostediq.com>	Ŧ	•
AB Subject:		Bill Information:
test		
AB Attachments:		0
0		Bill Position:
		None
		Show Click-throughs

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.

Home	Contacts 🗸	Messages 🗸	Outreach 🗸	TourTrackr	Services 🗸	Library 🗸	Events 🗸	LegiStats 🗸	Admin 🗸		
Outreach »	Results » Newsl	etter			0					ß	[D# 100134
Change Lay	out Content	Select Audieno	e Review		A Test	B Test				Actions Save	Build »
Review &	Schedule 🚱										
Name:						Start:	Winner selected 1/15	/2021 at 5:00 PM			
100134 - 01	I-12-2021 eNewslet	ter				Build Only		Ŧ	Date	Time	
Postal Add	ress:					Directory:					
Preferred	ß				w	No directory se	lected				w.
AB From:						Issues:					
"Congressma	an John Quorum" <iq.1< td=""><td>raining@training.lmhoste</td><td>ediq.com></td><td></td><td>w</td><td></td><td></td><td></td><td></td><td></td><td>0 +</td></iq.1<>	raining@training.lmhoste	ediq.com>		w						0 +
AB Subject	d:					Bill Informati	ion:				
AB Attach	nments:										0
Q						Bill Position:					
						None					w
						Show Clic	ck-throughs				

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

Home	Contacts 🗸	Messages 🗸	Outreach 🗸	TourTrackr	Services 🗸	Library 🗸	Events 🗸	LegiStats 🗸	Admin 🗸	
Outread	h » <u>Results</u> » Newsl	etter								ID# 100134
Chang	e Layout > Content	Select Audience	e Review		A Test	B Test				Actions Save Build »
Revie	w & Schedule 🕞									

8. Select Save.

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