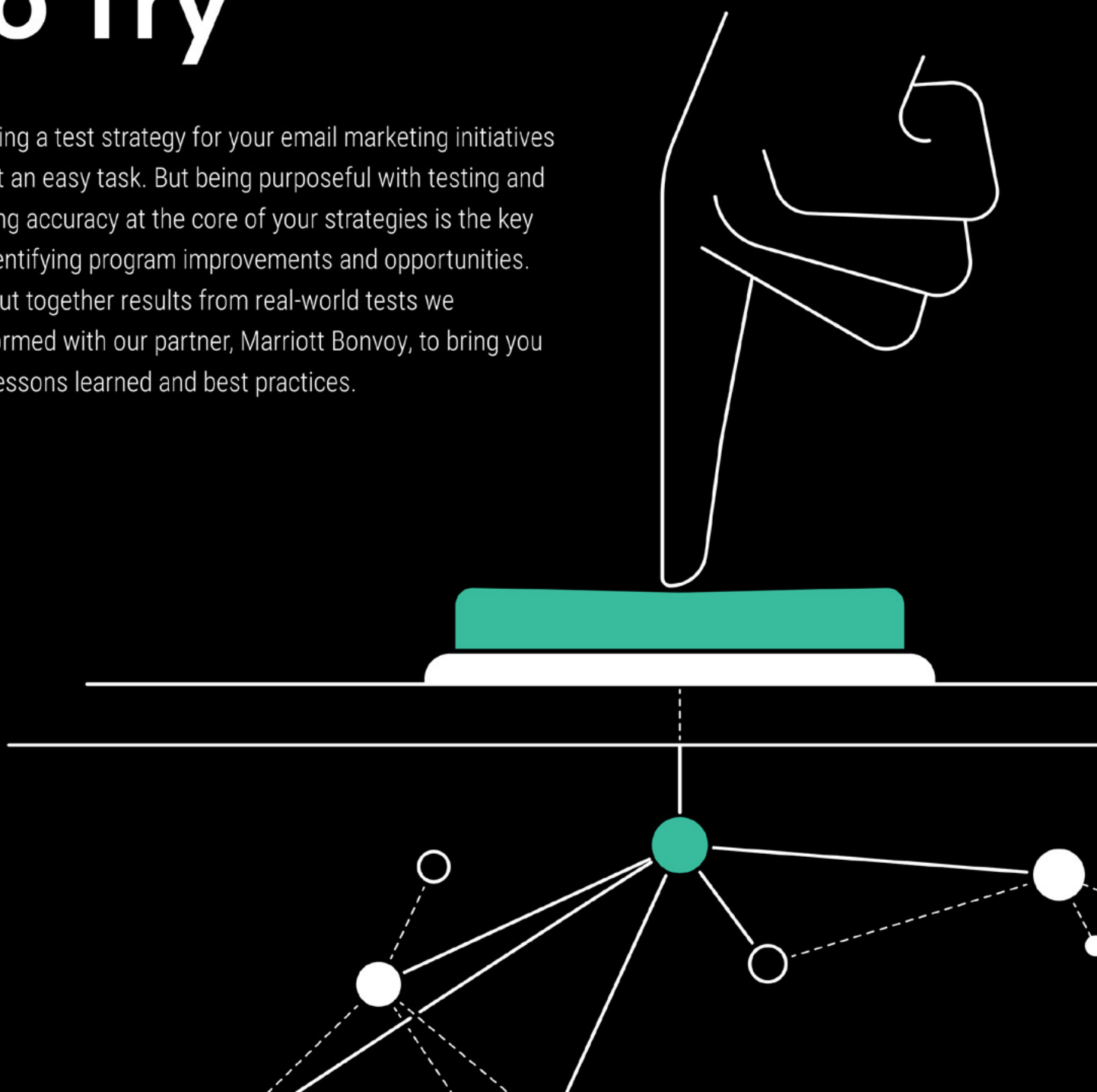


data axle

10 Tests to Try

Building a test strategy for your email marketing initiatives is not an easy task. But being purposeful with testing and putting accuracy at the core of your strategies is the key to identifying program improvements and opportunities. We put together results from real-world tests we performed with our partner, Marriott Bonvoy, to bring you our lessons learned and best practices.





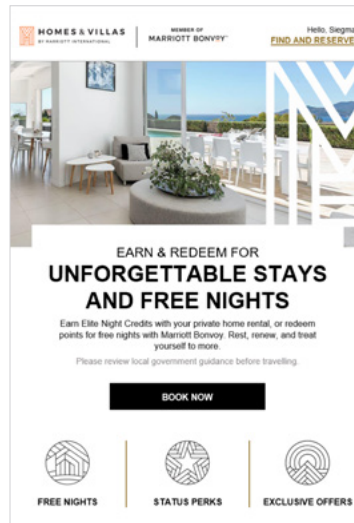
Here are 10 tests you need to try to fine-tune your marketing initiatives and exceed your KPIs.

1

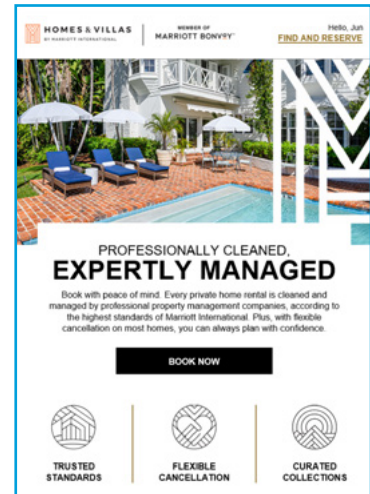
Copy Insights: Brand Assurance vs. Loyalty Benefits

In this test, we put brand assurance and positioning head-to-head with loyalty benefits language. In the end, brand assurance won out.

A - Loyalty Benefits



B - Brand Assurance



Winner

2

Subject Line Insights: Short vs. Long vs. Intrigue

Should your email subject lines tease the content inside? Or should you place branding front and center? In this test, we found that keeping subject lines short and vague intrigued the recipient and increased open rates.

		Winner
A	Diane's Account Update	Short
B	Diane's Account Update: Summer Inspiration, Resort Offer, and More	Long
C	Diane's Account Update: Summer Inspiration	Intrigue



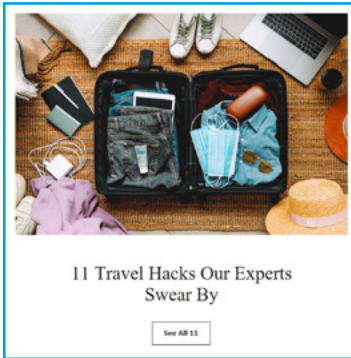
3

Copy Insights: Headline Testing

Your recipient has opened your email, but what's going to drive them to click on the content? We tested headlines using several different tactics to see what drove the most interest.

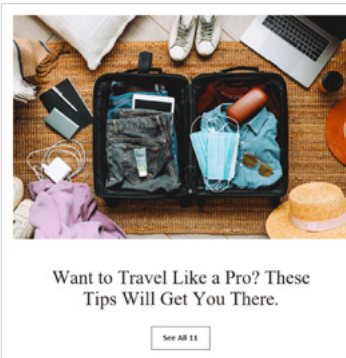
The listicle style headline generated more click-throughs than a question or action-oriented approach.

A - Listicle

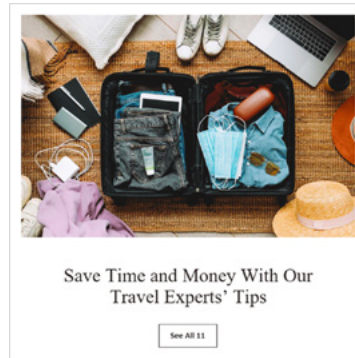


Winner

B - Question



C - Action Oriented

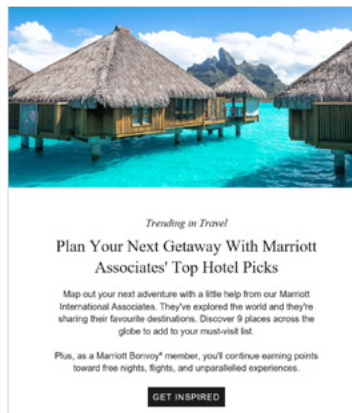


4

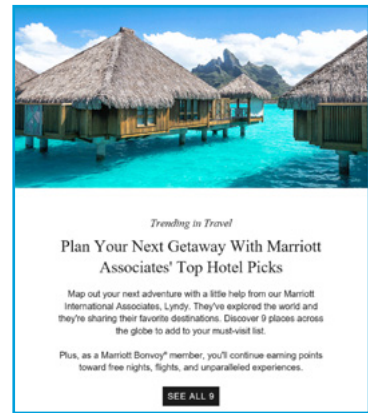
Creative Insights: Inspirational Copy vs. Intriguing Copy

In this test, we honed the copy and CTA's to be either "inspirational" or "intriguing." The audience responded more heavily to the intriguing copy.

A



B



Winner



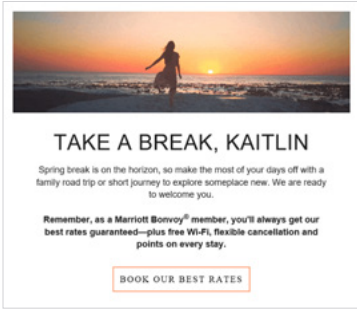
5

Creative Insights: CTA Design

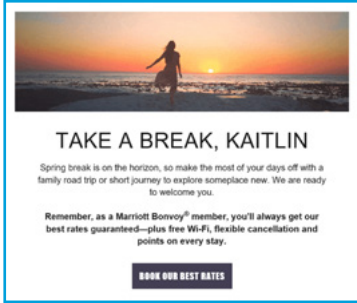
Button design is always a hot-button topic. Learn what buttons your audience responds to best by testing design. In this case, we tested hero CTA font and solid vs. outline to see which button spoke to Marriott Bonvoy's audience.

The winner – a solid button.

A



B



Winner

6

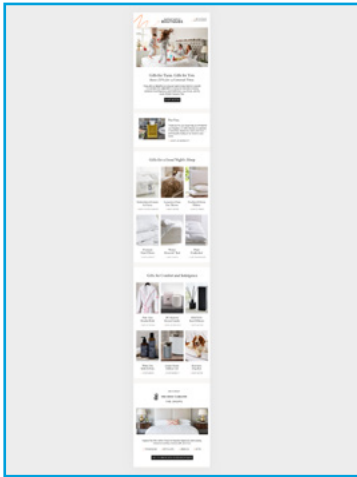
Creative Insights: Long Emails vs. Short Emails

How important is email length to your audience? In the case of Marriott Bonvoy, whether the email was long or short, the results were flat. However, your target audience demographic might respond differently. This test is definitely a crucial one to get inside the minds of your prospects.

A



B



Results were flat

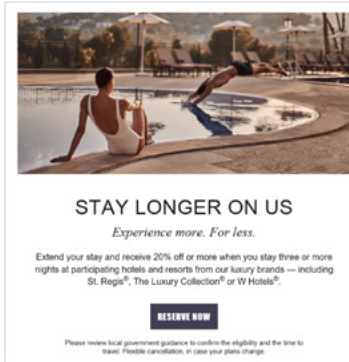


7

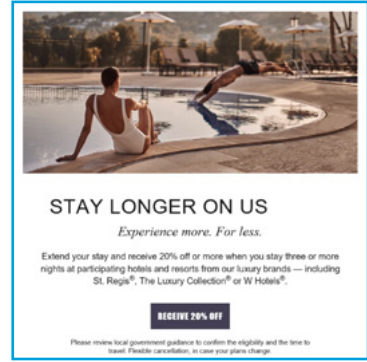
CTA Insights: Action-Oriented vs. Offer Focused

CTA copy is just as important as CTA design. Knowing what will drive your audience to click is crucial. We tested an action-oriented button and an offer focused button. In this case, the audience responded best to the offers.

A



B



Winner

8

Creative Insights: Impactful Images

What types of images move your prospects? In this test, we put pictures of hotel property vs. aspirational lifestyle images head-to-head. While the results were flat, that doesn't mean testing different types of images isn't important. It will give you crucial insights into how to personalize your emails.

A



B



Results were flat



9

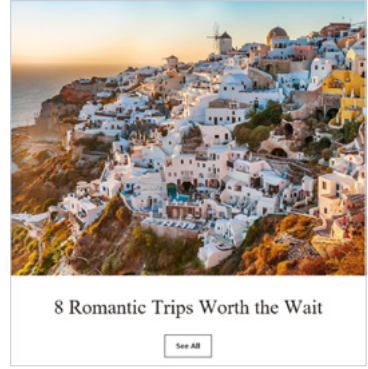
Creative Insights: CTA Placement

Where should you place your CTA button? Conventions dictate that we place it at the bottom (see image B below) but does it make a difference if we move it up? In this case, it didn't - our results were flat. However, don't let that stop you from testing it on your own subscriber base.

A



B



Results were flat

10

Creative Insights: Hero Module Length

Hero module length is another tricky conundrum for email marketers. It needs to be long enough to be interesting, but short enough to not push important content too far from the readers' eye. We tested a longer and shorter hero module and found that the shorter was more impactful. But again, you are going to want to gauge this for your specific audience.

A



B



Winner



We have more tests! Want to see the full 20? [Watch our OnDemand Webinar](#) with Marriott Bonvoy for more.