



FACT SHEET

Three A/B tests to implement today.

Enhance your campaigns with testing that impacts your connections and conversions.

It doesn't matter if you're a new or seasoned marketer—if you really want to improve your campaign toolkit, make A/B testing part of your process. By testing one element at a time, you can see how each one impacts the broader performance of a campaign. And when you've examined how effective each variable is at driving conversions, you're in a better position to fine tune.

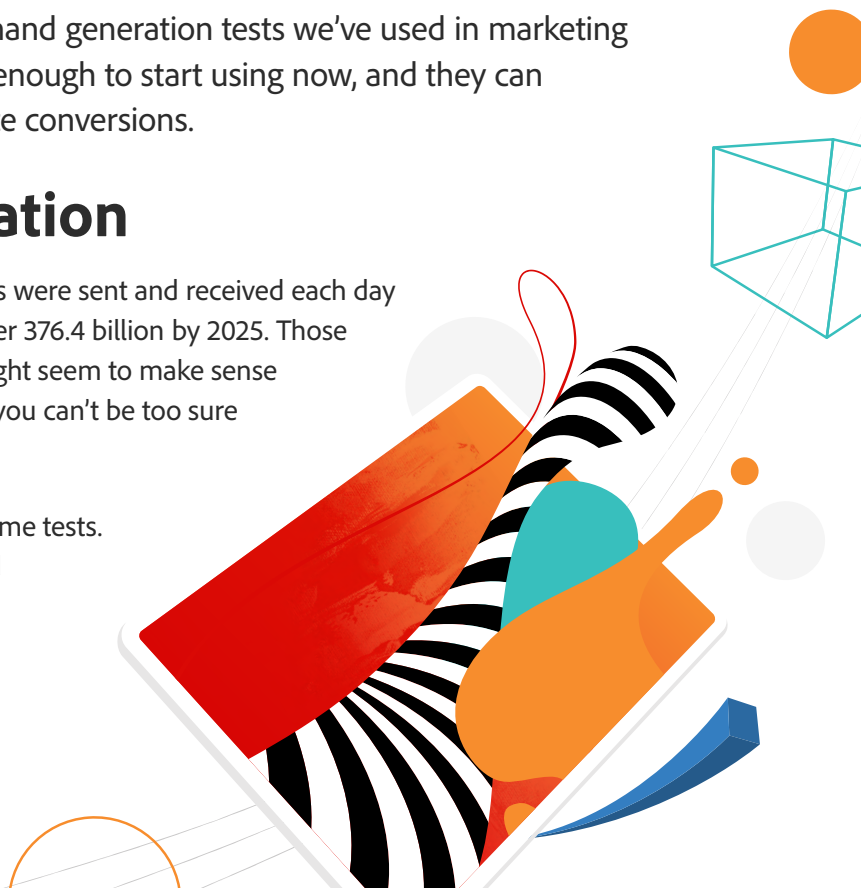
Testing and continually refining your content based on test outcomes puts you in an ideal position to deliver the best ROI to your organization. When done right, A/B testing enhances what you know about your different audiences, which is key to improving programs and increasing engagement with buyers.

Here are three of the most effective demand generation tests we've used in marketing Adobe Marketo Engage. They're simple enough to start using now, and they can generate insights to help drive immediate conversions.

#1. Email personalization

Statista reports that roughly 306.4 billion emails were sent and received each day in 2020, and this figure is expected to rise to over 376.4 billion by 2025. Those numbers are astronomical—which is why it might seem to make sense to personalize emails as much as possible. But you can't be too sure without testing.

To learn more about personalization, we ran some tests. The control group received emails personalized with the lead owner's name and contact information. The test group, in turn, received emails from the more generic "Team Marketo."



When to introduce personalization?

Early stage

Winner: Generic from name

Results:

- 10% higher open rate
- 26% higher click-to-open rate
- 38% higher click-through rate

100% statistical significance

Mid stage

Winner: Generic from name

Results:

- 3% lower open rate
- 30% higher click-to-open rate
- 26% higher click-through rate

100% statistical significance

Late stage

Winner: Generic from name

Results:

- 4% higher open rate
- 5% higher click-to-open rate
- 9% higher click-through rate

66% statistical significance

The results were surprising. They showed us that introducing personalization early in the buyer's journey is too soon. When a new name comes into the prospect database, we don't want to start sending that person emails from a dedicated sales rep right away. Instead, staying generic at first contact helps soften the introduction and opens the door to continued engagement in later stages.

We also discovered that mid-stage prospects aren't ready to hear from a salesperson either. Nobody likes being sold to. And pitching a sale too soon will likely turn these buyers off.

Introducing personalization in late-stage emails, on the other hand, did not lead to statistically significant differences in test results. So we used our best judgment and sent out personalized "from name" emails at that stage. We reasoned that if a prospect has moved that far along, there's a good chance they'll be interested in speaking directly to a salesperson. Overall, this test proved useful in finding the right hand-off point for personalization.

#2. Email format

Even the simplest-looking emails are complex, with headers, social links, and CTA buttons. While many of these features contribute from a visual branding perspective, they can also distract a subscriber from reaching the call to action. As marketers, we like sending aesthetically pleasing emails, but it's worth considering whether links to company logos or social pages are actually hurting performance.

In internal testing, we explored unique offer clicks and found that the results strongly favored text-based emails, with 21 percent higher click-to-open rates and 17 percent higher click-through rates. We learned that focusing prospects on a single link makes it more likely that they'll respond to the desired call to action.

This may be a tough pill to swallow, but the best marketers understand that we need to challenge our own beliefs and push for the best process in every campaign. If you let your opinion get in the way, you can miss out on some easy wins. As consolation, text-based emails require fewer resources and less time to create. Make sure to test across asset types—HTML may be better for more visual programs such as webinars.

#3. CTA treatment

Clients perceive and react differently to text and visuals in emails. To measure this response, we decided to test how these two CTA button treatments affected click rates:

DOWNLOAD NOW

vs.

Download Now

After testing the two buttons across several campaigns with different offers, we found no significant differences in click rates between the two shapes. However, we did discover that the rounded one led to a 25 percent decrease in unsubscribes. This is a good illustration of how sometimes you test for one variable—but end up solving for another.

Companies spend a lot of money generating leads. To maximize the efficiency of that spend, their goal is to retain those leads and, ideally, convert them to customers. Any small change that can reduce the number of unsubscribes is therefore well worthwhile.

How people respond to your CTA button can make a big difference to a campaign's success. If you use the same CTA across all your emails and programs, its potential impact is huge. This campaign element is well worth getting right. And that makes the CTA treatment test another important one to run.

Helpful resources

Eager to learn more about how to improve your digital campaigns? Check out the resources below.

[eBook: Testing and Optimization for Lead Generation](#)

[Webinar: Marketo's Secrets to Campaign Optimization](#)

[eBook: Landing Page Optimization](#)

[Marketo Blog Posts on Testing and Optimization](#)

[Video: Keep Customers Engaged Every Step of the Way](#)

Sources

Joseph Johnson, "[Number of E-Mails per Day Worldwide 2017-2025](#)," Statista, April 2021.



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