

CAMPAIGN RESULTS REFLECT MESSAGE TESTING

HERE'S PROOF.

Everyone talks about how message testing can predict campaign performance. We had the chance to test the theory.

Despite email testing that revealed a clear favorite between two messages, our client decided to deploy both to the entire audience.

The results mirrored the initial email test – Message B's marketing qualified lead (MQL) volume was higher. Although the results weren't surprising, they do demonstrate the importance of message testing as insurance before you roll out your programs.



NOTE: Message testing occurred in two different verticals with split runs of 500 emails each. Program roll out included 160,000 prospects in which the same two verticals were used.