

# Test, Rinse, Repeat

The ins and outs of digital testing

FRIDAY, OCTOBER 11, 2019

#ENCCDC19 #TestRinseRepeat @HRC @LautmanDC

# Meet & Greet

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LAUTMAN MASKA NEILL & COMPANY



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VICE PRESIDENT, MEMBERSHIP & ONLINE STRATEGY  
HUMAN RIGHTS CAMPAIGN



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# Today's Agenda

1. Why testing? (<5 minutes)
2. Getting your boss on board with testing (10 minutes)
3. Real-life examples & how-to walk-thrus (30 minutes)
4. Open discussion & idea exchange (15 minutes)

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# I. Why Should You Test?

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# Why Should You Test?

Goals of testing:

- Keep up with the ever-changing digital landscape (what works today may not work tomorrow)
- Improve Your Digital Program
  - More email opens & clicks (which help deliverability)
  - Greater page completion rates
  - Increased actions and donations
  - Better engaged list &



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# Terminology

## A/B Test vs. 10/10/80 Test

**10/10/80 Tests** are quick, short-term tests. Often times the test results aren't *reusable*. You're looking for a quick boost on open rates or click-thru by testing subject lines or senders.

- 10% get Subject Line A, 10% get Subject Line B, with the winning subject line going to the remaining 80%

**A/B Tests** are 50/50 split tests where you're looking for statistically significant results that *will be applied to future campaigns*.

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# II. Getting Your Boss On Board

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# Before You Jump Into Testing

Getting stakeholder sign-off and support is key!

## LET'S TALK WITH A BOSS-BOSS ABOUT DIGITAL TESTING

- What's exciting & nerve-wracking about digital testing?
- What can small/limited resource orgs do with digital testing?
- Three things needed to make the best case for digital testing?
- What does Ann need in order to talk to higher-ups and other stakeholders?



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# III. Email Testing

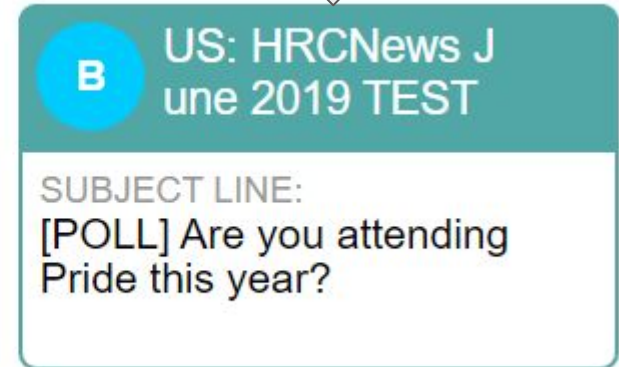
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# Let's Dive In -- Email Testing

You can test just about everything in email....

## TEST TO IMPROVE OPEN RATES

- Subject Lines
- Senders
- Preview Language
- Time of Day
- Day of the Week
- Personalization



Subject Line Test Winner --  
Increased click thru 45%

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# Let's Dive In -- Email Testing

You can test just about everything in email....

## TEST TO IMPROVE CLICK-THRU RATES

- Design & Layout
  - Call-Out Box Placement, Images, Buttons, Font-Size
- Copy
  - Ledes
  - Long vs. Short Copy
  - Topics
  - Personalized vs. Generic Language



Image Design Test --  
Highlighting Reduced  
Price increased donor  
rate by 85%



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# Let's Dive In -- Email Testing

You can test just about everything in email....

## TEST TO IMPROVE CLICK-THRU RATES

- Giving Options
  - Ask Language
  - Ask Amounts
  - Ask Types (1x vs. recurring)

Tested “Monthly Donor” language vs. “Partner” language -- results not statistically significant (not enough results).

On list to re-test in future campaigns

RENEW NOW

RENEW NOW

RENEW AS A PARTNER

RENEW AS A MONTHLY

DONOR

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# How Email Tests Work

Let's dive into Engaging Networks:

Please select which type of email campaign you will be sending



One Email Campaign



Split Test Campaign



Conditional Content

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# How Email Tests Work

The screenshot displays an email testing interface. At the top, there are two tabs: 'CONTROL' (selected) and 'TEST', with an 'Add another' option. Below the tabs, the email details are shown:

- Name of Email: CONTROL
- Subject: Touching base with you
- Sender: Drew Daniels (hrc@hrc...)
- Reply To: HRC Partners (partners@hr...)

Additional settings include 'Google Analytics: Google analytics is not enabled.' and 'Set Attributes: Search for attributes'. Below the details is a 'Create your email' section with three editor tabs: 'Rich text editor' (selected), 'Advanced HTML editor', and 'Plain text editor'. The rich text editor toolbar includes options for source, undo, redo, bold, italic, underline, strikethrough, link, unlink, list, indent, outdent, text color, background color, styles, format, font, and size. The email content area shows the start of a logo for 'DADTNE'.

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# How Email Tests Work

The screenshot displays an email testing interface. At the top, there are two tabs: 'CONTROL' (red) and 'TEST' (blue), with an 'Add another' button. Below the tabs, a teal header indicates 'Split Test Email: TEST'. The main form contains fields for 'Name of Email' (TEST), 'Subject' (get your water bottle), 'Sender' (Drew Daniels (hrc@hrc...)), and 'Reply To' (HRC Partners (partners@hr...)). To the right, there are fields for 'Google Analytics' (Google analytics is not enabled) and 'Set Attributes' (Search for attributes). Below the form is a 'Create your email' section with three editor tabs: 'Rich text editor' (selected), 'Advanced HTML editor', and 'Plain text editor'. The rich text editor toolbar includes icons for source, undo, redo, search, and various text and link formatting options. The email content area shows the beginning of a 'PARTNER' logo.

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# How Email Tests Work

## Send Options:

**Split test assignment**

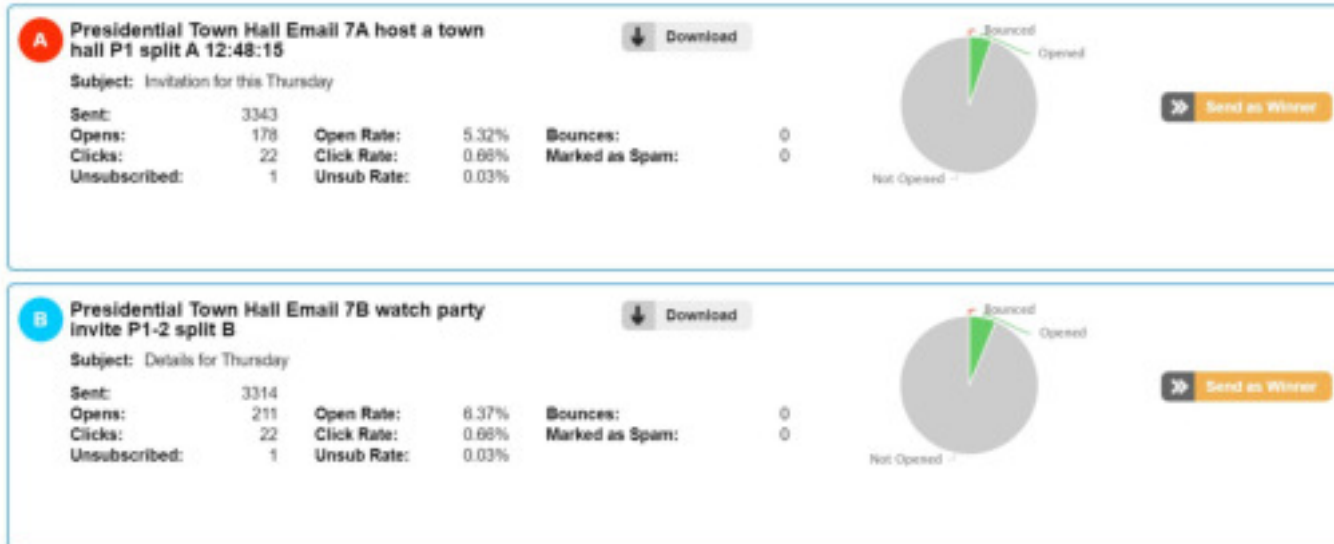
Send the split test to  % of the selected supporters.

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# How Email Tests Work

Split test emails:



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# IV. Donation Page Testing

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# How Donation Page Tests Work

The opportunities are endless:

## TEST TO IMPROVE PAGE COMPLETION, DONOR RETENTION, AND AVERAGE GIFT:

- Layouts/Overall Design
- Single-step vs. Multi-step
- Images
- # of form fields
- Copy
- Pressure Points
  - “The Nudge” -- most people are giving \$100 right now
  - Pop-up asks AFTER someone donates to upgrade their donation

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# How Donation Page Tests Work

The opportunities are endless:

## **TEST TO IMPROVE PAGE COMPLETION, DONOR RETENTION, AND AVERAGE GIFT:**

- Ask string orientation (ascending vs. descending, horizontal vs. vertical)
- # of ask amounts
- Static vs. dynamic ask strings
- Include dollar signs or decimals or not
- Type of default ask (1x, recurring, quick-give)

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# How Donation Page Tests Work

Step 1: Make your donation pages



DM 2019 Sept Pre Post Email 3 SINGLE STEP



DM 2019 Sept Pre Post Email 3 CONTROL - W

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# How Donation Page Tests Work



**Renew Your HRC Membership  
Recommit to Equality**

Renew your membership to the Human Rights Campaign today to demand full equality for all. Your gift will be used to defend and protect LGBTQ rights and build support for equality from coast to coast. Thank you in advance for recommitting to the fight!

Your contribution will go toward HRC's nationwide campaign for equality. Your gift is not intended for use for any particular post or in any state.

Donation Amount Contact Information Payment


Donation Amount  
\$75

## Donation Amount

**One-Time donation** Monthly donation

**\$35** **\$75** **\$150**

Other



**Renew Your HRC Membership**

**Recommit to Equality**

Renew your membership to the Human Rights Campaign today to demand full equality for all. Your gift will be used to defend and protect LGBTQ rights and build support for equality from coast to coast. Thank you in advance for recommitting to the fight!

**1. Donation**

**DONATION TYPE**

Monthly  One-time

**DONATION AMOUNT**

\$35  \$75  \$150

**2. Contact**

**FIRST NAME \*** **LAST NAME \***

**STREET ADDRESS \***

**CITY \*** **STATE \***

**ZIP CODE \*** **COUNTRY \***

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# How Donation Page Tests Work

Step 3: Create a Split Test Page (takes less than 2 minutes)

## Fundraising Page:



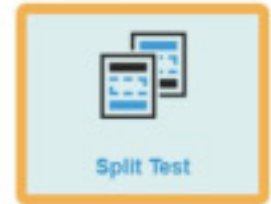
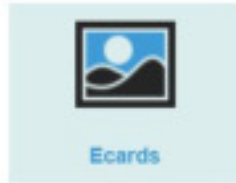
## List Management Page:



## Event Page:



## Other Pages:



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# How Donation Page Tests Work

Step 4: Connect the donation pages to the test

## Split Test Pages

Select which pages should be active in this split test

DM 2019 Sept Pre Post Email 3 CONTROL - W20FGPRE3 ✕

DM 2019 Sept Pre Post Email 3 SINGLE STEP - W20FGPRE3 ✕

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# How Donation Page Tests Work

Step 5: Use the split test URL (1 URL randomizes visits to all donation pages associated with the test)

**Insert Campaign Link** X

**Name**  
  
Or leave blank to generate a random name on insert

**Campaign**  
 ▼  
Only pages that are set to 'LIVE' will appear in the list

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# How Donation Page Tests Work


Step 6: Analyze the results!

<b>Page Views:</b>	486
<b>Donors:</b>	60
<b>Raised:</b>	4,281.75 USD

 View quick report

 Mark as winner

<b>Page Views:</b>	480
<b>Donors:</b>	71
<b>Raised:</b>	3,633.25 USD

 View quick report

 Mark as winner

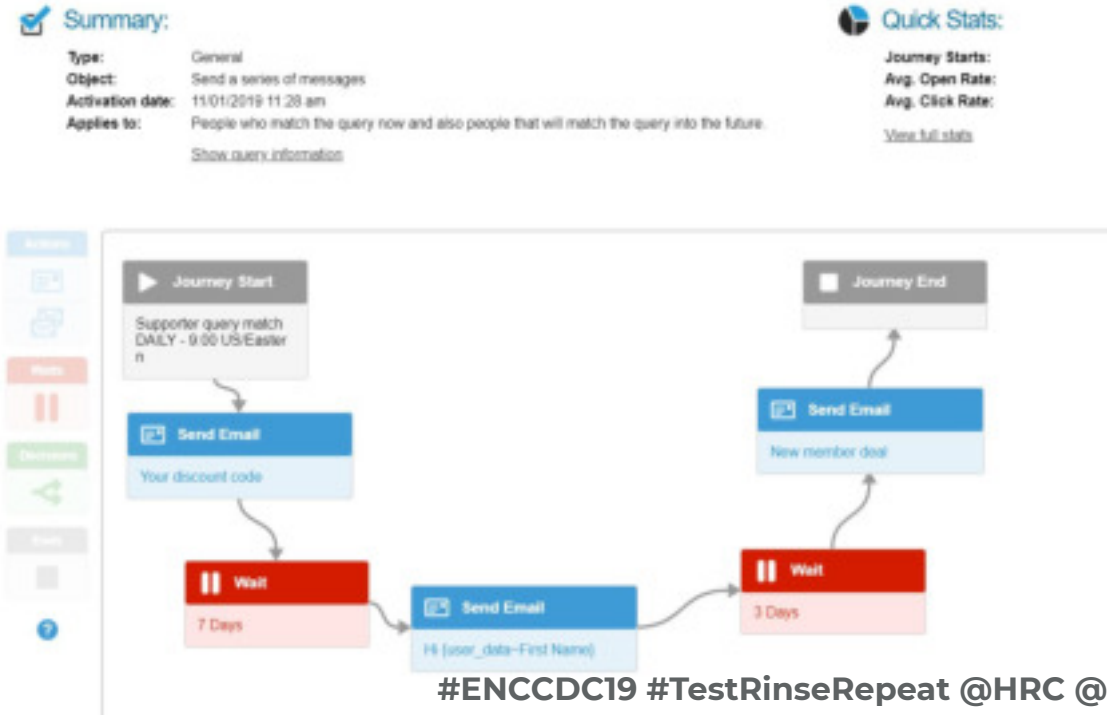
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# V. Marketing Automation Testing

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# How Marketing Automation Tests Work

It's super easy!



# How Marketing Automation Tests Work

Build your test campaign just like you would do for a one-off email

**Split Test**

Select which emails should be active in the split test.

Control ✕ Test ✕

Create and use the emails below in the split test. It is recommended that for each new split test you use freshly created emails. This

+ New Email


Name	Created	Modified
Control	09/23/2019	09/23/2019
Test	09/23/2019	09/23/2019

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# How Marketing Automation Tests Work

## Current results:

A Control	
Emails sent:	0
Open rate:	-
Click rate:	-
Actions:	0
Donations:	0
Unsubscribes:	0
Bounces:	0
Complaints:	0

 Set as winner

B Test	
Emails sent:	0
Open rate:	-
Click rate:	-
Actions:	0
Donations:	0
Unsubscribes:	0
Bounces:	0
Complaints:	0

 Set as winner

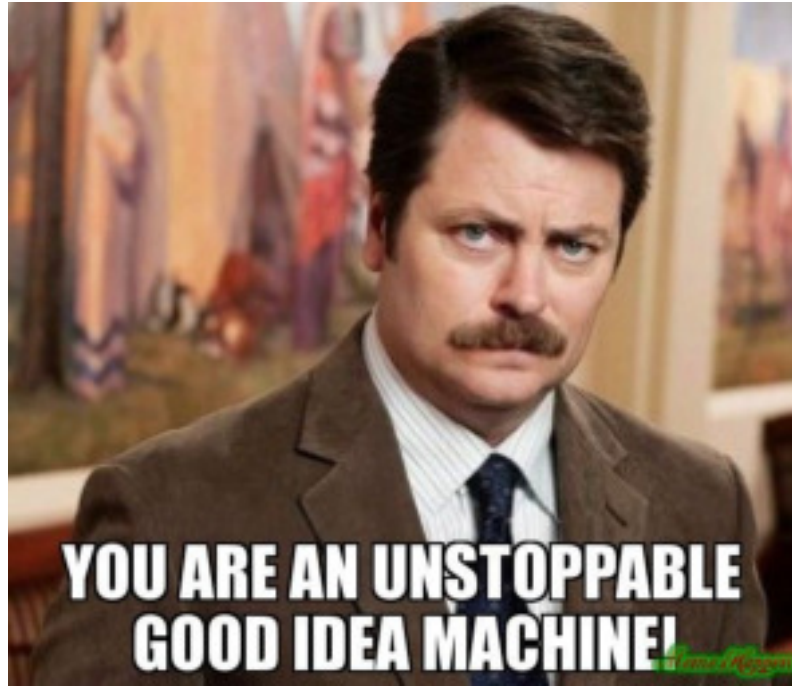
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# VI. Discussion & Idea Exchange

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# Now Let's Chat

- Questions?
- Ideas?
- Thoughts?
- Feelings?
- Puns?



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# Thank You.

## Don't hesitate to reach out!

LINDSEY TWOMBLY

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**engaging** NETWORKS

