

ELEVATE YOUR EMAIL STRATEGY TO A SUPERHERO LEVEL

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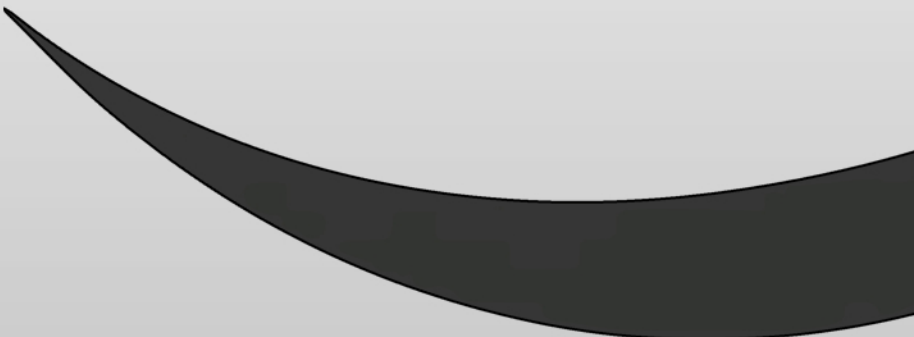
**NEXT-LEVEL A/B TESTING:
REFINING EVERY ELEMENT FOR OPTIMAL RESULTS**



ADVANCED A/B TESTING STRATEGIES

Take your email marketing from good to extraordinary with cutting-edge A/B testing strategies.

This isn't about basics - it's about secrets that drive results.

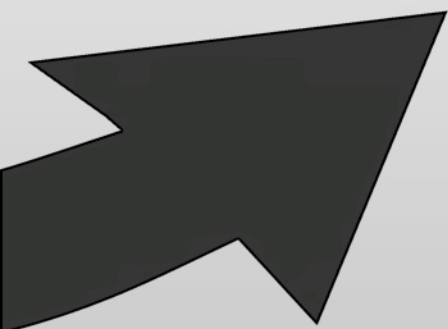
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Use Bayesian Statistical Modelling for A/B Results

Go beyond surface-level metrics.

- ◆ **Bayesian modelling predicts future outcomes of your A/B tests.**
- ◆ **Why It's Secret: It calculates probability instead of relying on fixed outcomes like "significant winner."**

Pro Tip: Use platforms like Optimizely or Google Optimize that support Bayesian testing for smarter decisions.



Multivariate Testing Over A/B Testing

Optimise combinations, not just single elements.

- ◆ **Test multiple variables at once: subject lines, CTAs and images.**
- ◆ **Why It's Secret: It reveals which combinations work best rather than just one element.**

How-To: Use tools like VWO or CrazyEgg for multivariate setups.

Test Emotional Triggers in Copy

Emotions drive behaviour - test them directly.

- ◆ **Use emotionally charged words: curiosity, urgency, exclusivity.**
- ◆ **Test between different emotional tones:**
 - ◆ **Fear: “Don’t miss out on this chance!”**
 - ◆ **Greed: “Save 50€ on your next order!”**

Secret: Emotional-driven CTAs outperform neutral ones by up to 70%.

Refine Your Warm-Up Cadence for IP Reputation

- ◆ **Before running campaigns, test warm-up schedules for new sending domains or IPs.**
 - ◆ **Gradually increase email volume by 10% per day to avoid spam traps.**

Why It's Secret: ISPs weigh consistency heavily. A/B test warm-up speeds for better deliverability.

Custom User Path Testing

Test beyond the email click.

- ◆ **Map post-click behaviours (e.g., landing page navigation).**
- ◆ **Use tools like Hotjar or FullStory to monitor behaviour after CTAs.**

Secret Insight: A/B test your CTA destination to optimise conversion flow. The issue isn't always the email - it's the journey.

Dynamic Content Testing

Test content swaps in real-time.

- ◆ **Use dynamic content to swap in real-time based on user behaviour or preferences.**
 - ◆ **Example: “Last chance!” updates based on when users open the email.**

Secret Tactic: Combine real-time testing with countdown timers for urgency.

Test Psychological Anchoring

Guide user perception with anchors.

- ◆ **Compare pricing anchors:**
 - ◆ **“Was 299€, now 199€!” vs. “Save 100€ today!”**
- ◆ **Frame the value with anchors for perceived savings.**

Pro Tip: A/B test which type of anchor resonates most across segments.

Leverage Silent Segments for Testing

- ◆ **Create a “silent segment” (low-engagement users) to test risky elements.**
 - ◆ **These users provide low-stakes insights without risking your high-value audience.**

Why It’s Secret: Silent segments help refine experimental ideas before rolling out broadly.

AI-Assisted Subject Line Optimisation

- ◆ **Use GPT-based tools like Phrasee to auto-generate and A/B test subject lines.**
- ◆ **Compare AI predictions against human creativity for performance insights.**

Advanced Tip: Test subject lines that personalise context (e.g., weather-based).

Split Test Using Predictive Sending Times

AI can predict user behaviour before it happens.

- ◆ **Use predictive send-time tools like Sendinblue to test engagement at user-specific time slots.**

Secret: Match send times to purchasing intent, not just open rates.

Testing Over Long Durations

- ◆ **Run rolling A/B tests for different segments over extended periods.**
 - ◆ **Why? User behaviour changes seasonally and contextually.**

Pro Insight: Test over 4-8 weeks to capture temporal variances, especially during holidays.

Device-Specific Testing

- ◆ **Run A/B tests exclusively for mobile and desktop users.**
- ◆ **Test different design layouts or CTA placements optimised for device behaviour.**

Secret Insight: Mobile-focused emails often need a 20% larger CTA button to drive engagement.

Cluster Analysis for Segmented Testing

Go beyond basic segmentation.

- ◆ **Use cluster analysis to group users by unseen behavioural traits.**
- ◆ **Tools like R or Python libraries can uncover patterns beyond engagement rates.**

Why It's Advanced: Cluster-based A/B testing often surfaces hidden opportunities like timing preferences or purchase triggers.



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Advanced A/B testing transforms your email campaigns from “ok” to “outstanding.” Which strategy will you try first? 🚀

Save this post for future reference and follow for more email marketing insights!

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