



A/B Test Reference Guide

The purpose of this guide is to help the user determine with element to test in an A/B test by channel, and which measurement (or combination of measurements) works to determine the winner.

Channel	Test Element*	Measurement
Direct Mail	Envelope, Copy, Creative, OR Size	Response Rate
Email	Subject Line	Open Rate
Email	Copy OR Creative	Click-Through Rate, Conversion Rate
Display Ad	Copy OR Creative	Click-Through Rate, Conversion Rate
SEM	Headline, Copy, OR CTA	Click-Through Rate, Conversion Rate
Landing Page	Copy, Creative, OR Form Length	Conversion Rate

**Do not test more than one element unless you are SUPER math-y and understand multi-variate testing!*