

# A/B Testing Roadmap

TIME COMMITMENT

## FROM NAME

- Person Name, Department Name vs Department Name

## SEND TIME

- 10AM vs 2PM or 8AM vs 5PM

## SUBJECT LINE/ PREHEADER

- Action driven
- Relevant
- Comedic/Playful
- Timely/Urgency

## CONTENT AREA/ ENTIRE EMAIL

- Button color, text, placement
- Text size and line space
- Long vs short body/teaser text



- Different day, same time

- Emoji
- Personalization

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- Button shape, size, padding, border, shades

- 10:15AM vs 10:45AM  
1:30PM vs 2:30PM

- Get creative! The possibilities are endless.

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TESTING ORDER