

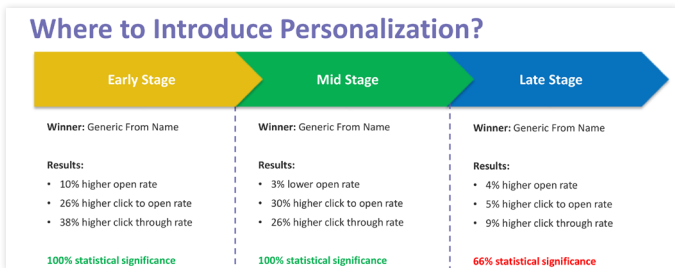
MARKETO'S SECRETS TO CAMPAIGN OPTIMIZATION

Whether you're a novice or an expert marketer, A/B testing should be part of your campaign optimization toolkit. By testing one element at a time to see how it affects the broader performance of a program, you can assess the effectiveness of each variable in driving conversions and make necessary adjustments. By continuing to refine based on test outcomes, you're in the driver's seat to deliver the best ROI to your organization. Done correctly, A/B testing enhances your expertise about these audiences, helps optimize programs for your target audience, and increases your engagement with buyers. Here are three of Marketo's most effective demand generation tests that you can start using now.

Email Personalization

According to Experian, personalized emails deliver 6x transaction rates, while Ad Age reports that 33% of marketers have personalization as their top priority for the future. With all of these impressive numbers, it would make sense to personalize as much as possible, but you can't be sure without testing.

To learn more, we ran a test in which the control group sent personalized emails with the name and contact information of the lead owner, while the test group sent with the generic defaults of "Team Marketo."



The results showed us that introducing personalization early in the buyer's journey may be detrimental; if a new name comes into the database, it isn't the best idea to immediately send the person emails from a dedicated sales rep. When someone is new to a brand, being generic helps soften the introduction and facilitates progression to later stages.

We also learned that mid-stage prospects aren't ready to hear from a salesperson either. Nobody likes being sold to, and doing it too soon with these buyers can turn them off. Late stage emails could not produce results with statistical significance, so we used our best judgment and stuck with personalized from name emails. Our reasoning was if a prospect has moved that far along, there's a good chance they will be interested in speaking to a sales person directly. Overall, this is a useful test for finding the right handoff point for personalization.

Email Format

Even the simplest looking emails are complex, with headers, social links, and CTA buttons to consider. While many of these features help accommodate key elements for visual branding, they can also distract a subscriber from reaching the call to action. As marketers, we like sending aesthetically pleasing emails, but it's worth considering whether links to company logos or social pages are actually hurting social performance.

In our test, we looked solely at unique offer clicks, and the results strongly favor text-based emails, with 21% higher click-to-open rates and 17% higher click-through rates. This difference showed us that focusing a prospect on a single link helps them better reach the desired call to action.

This may be a tough pill to swallow, but the best marketers understand that we need to challenge our beliefs and push for the best process in every campaign we run. If you let your opinion get in the way, you can miss out on some easy wins. As consolation, text-based emails require fewer resources and less time to create. Make sure to test across asset types, as HTML may be better for more visual programs, such as webinars.

CTA Treatment

Emails can render differently based on the client, which affects recipient perception of text and visuals. To measure this, we decided to test how the CTA button treatment affects click rates.



After testing across several campaigns with different offers, we could not find a significant difference in click rates for the two buttons. But we did find that the rounded button led to a 25% decrease in unsubscribes. This goes to show that sometimes you test for one variable and end up solving for another one.

Companies spend money on generating leads, so retaining customers helps maximize spending efficiency. By reducing the number of people unsubscribing, this small change ends up being a great move.

Depending on how you are running your campaigns, this can be a very high impact test. If you use the same button across all emails and programs, it affects a lot, so you want to get it right.

Helpful Resources

Eager to learn more about how to optimize your digital campaigns? Check out the resources below.

[Testing and Optimization for Lead Generation](#)

[Webinar: Marketo's Secrets to Campaign Optimization](#)

[Landing Page Optimization](#)

[Marketo's Blog Posts on Testing and Optimization](#)

