THE ULTIMATE GUIDE TO AUTOMATED TESTING

Learn how to use automated message testing to quickly win over your audience.

Expected Commitment: 30 minutes

Made with ♥ by Motiva AI
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Go beyond simple A/B testing to harness the power of automated multivariate content optimization. This guide will walk you through the fundamentals and show you how to systematically gather deep insights about your audience and engage them.

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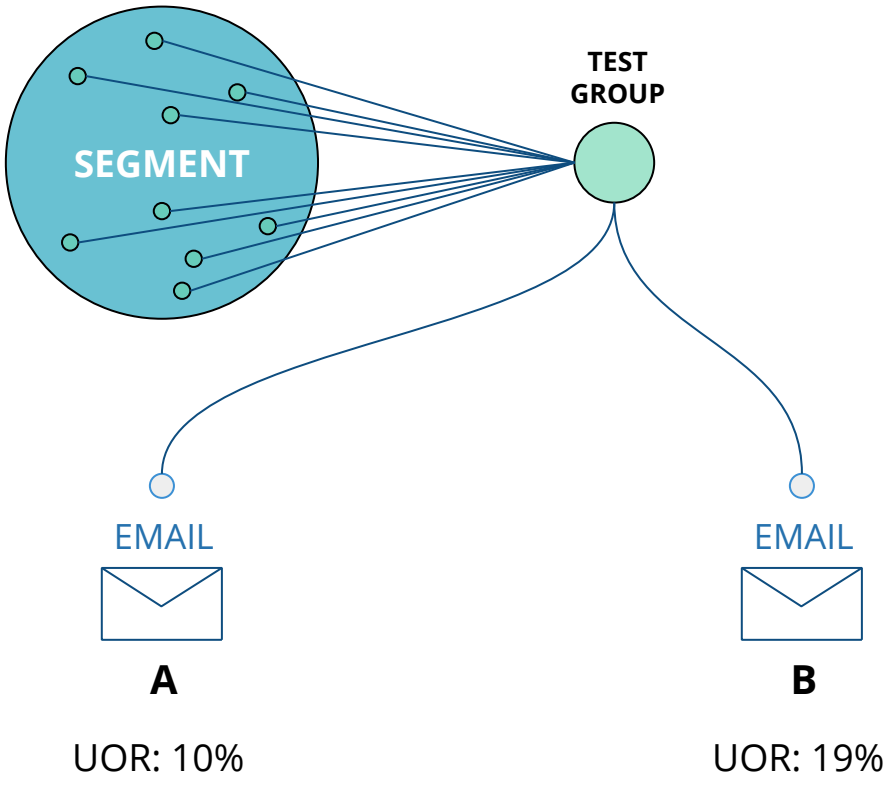
“Be bold. Be courageous. Be creative. Be human. Be real.”

MESSAGE TESTING

Message testing is a process of systematically experimenting to create marketing content resonate more with your audience, increase their engagement, and achieve your business goals.

1. RANDOMIZED TEST GROUP

The first step is to pull out a truly **randomized** test group representative of an entire audience segment.

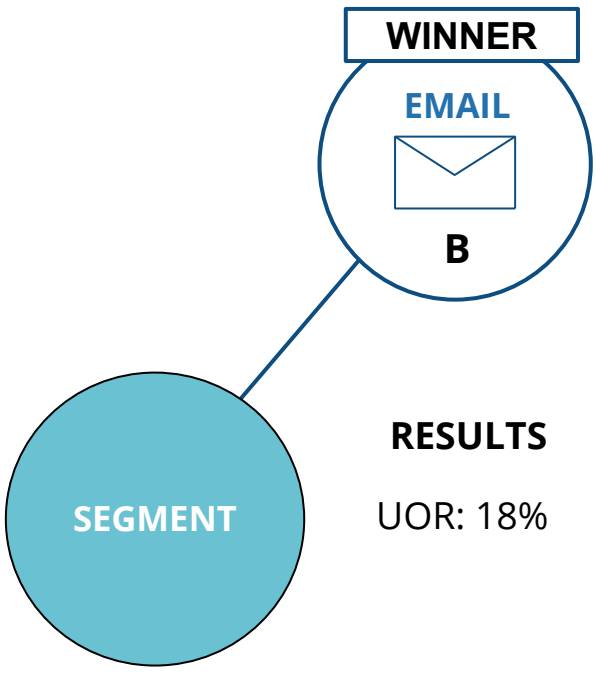


2. MESSAGE TEST

Next you send several content versions to the test group and see which version gets the most engagement.

3. FIND WINNER

Use the engagement metrics on the test to determine the best version based on statistical significance.



4. SEND & RECORD

Send the winning version to the rest of the audience segment for higher engagement and note any learnings for future content.

RESULTS

UOR: 18%

INSIGHTS

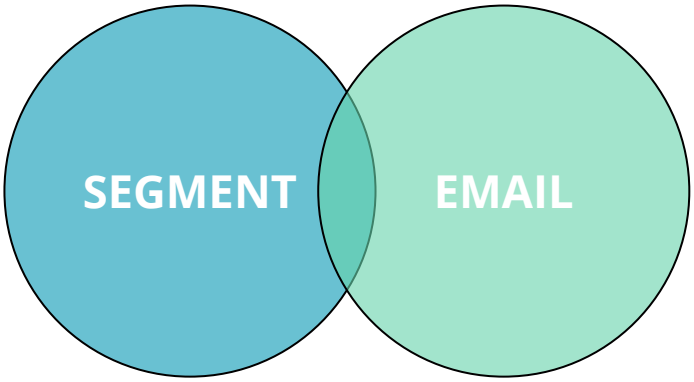
Use keyword in subject line.

WHY TEST ANYTHING?

Engage a larger share of your contacts.

The ultimate goal of message testing and optimization is higher quality marketing that's more relevant, valuable, and engaging to each individual customer or prospect.

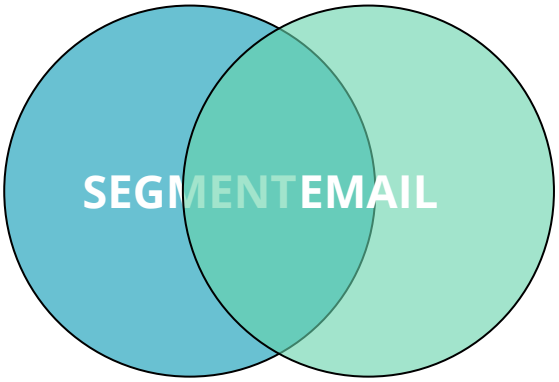
Before



Generic content results in low engagement and conversion.

- Impersonal messaging
- More sends per contact
- Deliverability issues
- Spam flagging
- Higher unsubscription rate

After



Optimized content results in higher engagement and conversion.

- Relevant messaging
- Fewer sends per contact
- Better deliverability
- Spam free
- Lower unsubscription rate

KEY TESTING DIFFERENCES

There are several different kinds of message tests, each with a different combination of key features. Knowing these features will allow you to choose the right type of test for your specific use cases.

UNIVARIATE A/B

Allows only changes to one variable, for example the subject line, within one test.

MULTIVARIATE

Allows for changes to as many variables as you want within one test.

MANUAL

An expert marketer skilled in statistical testing can set up the test manually.

AUTOMATED

Integrate an advanced machine learning model into your tech stack to automate testing.

ONE-OFF

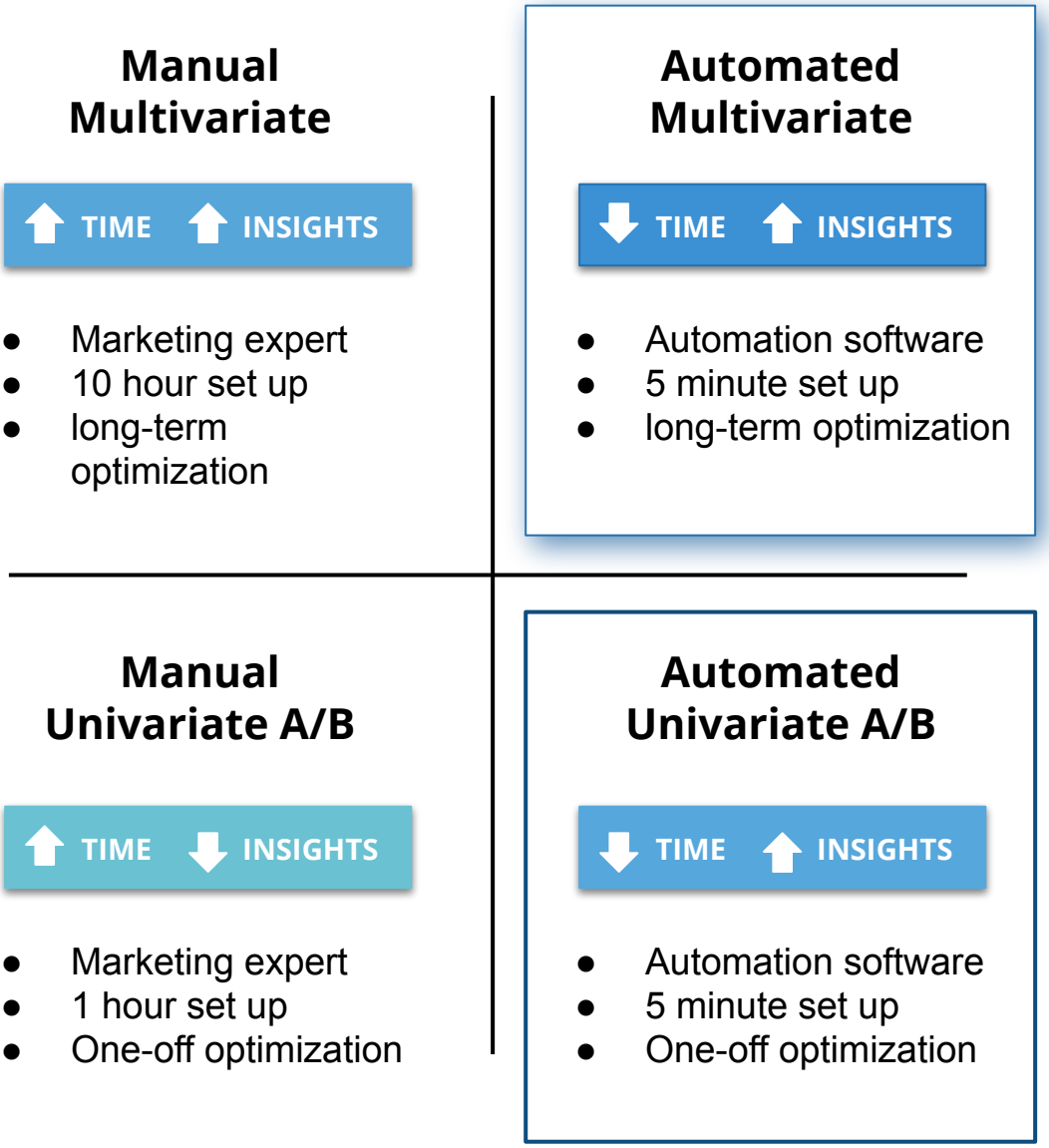
Allows for optimization only on the campaign tested.

ONGOING

Yields insights that can be applied to future content without additional testing..

TYPES OF MESSAGE TESTS

If you pull the characteristics together from the previous page, you can see the different types of message tests available and determine which one is the best fit for your marketing operations. Automation through tools like Motiva AI offers higher impact with low effort.

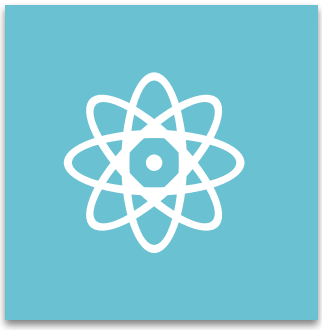


THREE STAGES

Another way to compare different types of message tests is to look at the amount of time it takes to complete the three stages of testing: Strategy & Development, Testing, and Analytics.

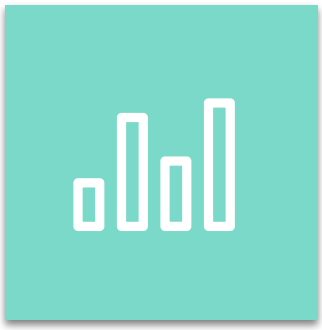
Strategy & Development

The marketing team works together to develop a test strategy by identifying the goal, brainstorming content variations and ensuring the requirements of the test are met. Then content developers create multiple versions in preparation of the test.



Testing

The Eloqua power users set up the campaign canvas for the test. They integrate the content versions, configure the test in alignment with the strategy, and oversee performance.

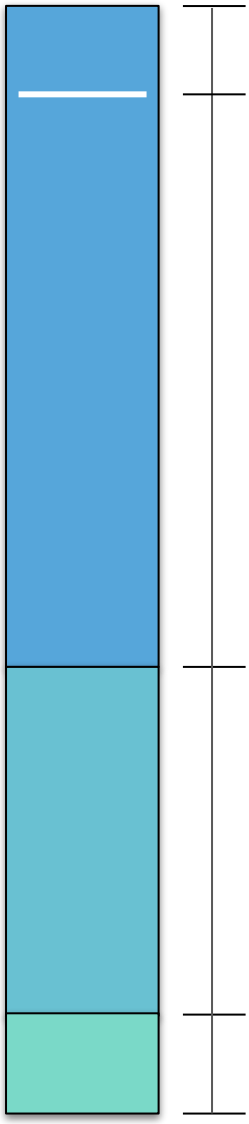


Analytics

Eloqua Masters and Marketing Analysts watch the test progress by checking campaign reporting. They share the results to the team, including the winning email version, the audience response to all versions for segmentation and persona refinement, and the overall impact on engagement metrics.

MANUAL TESTING TIMELINE

Manually setting up a message test can take anywhere between an hour for a simple A/B test all the way to 10 hours for a manual multivariate test. And for all that work, you can only get a one-off optimization.



Strategy

Determine goals and content direction.

- A/B strategy is very thin and consists simply of brainstorming a change to one variable.

Development

Develop email variations based on strategy and configure the Eloqua canvas.

- Development and approvals for an enterprise marketing department generally takes between one and two weeks.

Testing

Design and manually execute the test

- Manually setting up and monitoring a test can take between one and ten hours to identify the randomized test group, identify the winner, and calculate the statistical significance of the result.

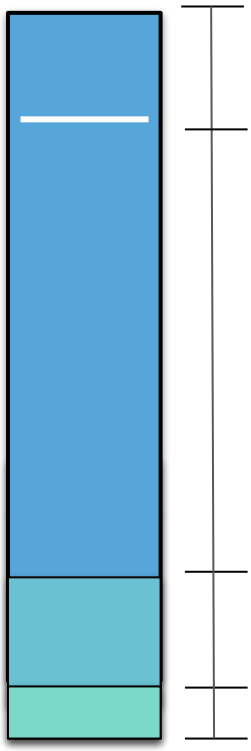
Analysis

Manaully review performance.

- Manually analyze the results for next steps and configuring campaign with the winner.

AUTOMATED TESTING TIMELINE

Automating testing takes the guesswork out of message optimization and experimentation. It also unlocks more insights for segmentation and targeted content than are feasible for manual testing.



Strategy
Determine goals and content direction.

Development
Develop email variations based on strategy.

Testing
Automated

Analysis
Automated

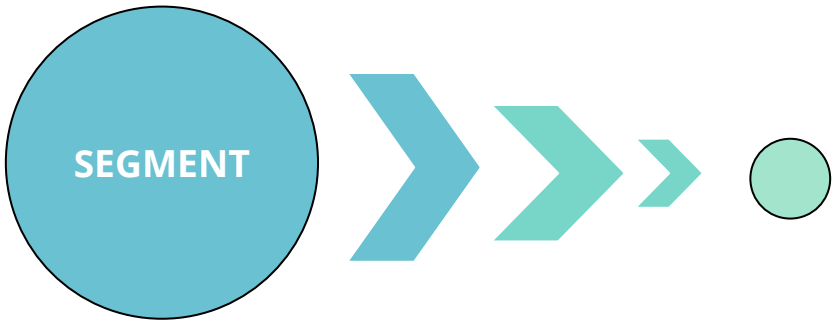
- Adding a few more distinct content versions during strategy and development can uncover subgroups in your segment, which you can target to increase engagement.
- Bold, creative variations are rewarded without risk. Low performing content will be quickly and automatically removed from circulation.
- No more test setup, splitting and randomizing the segment for testing, determining p-values, or interpreting results to find a winner. This is all done automatically.
- Automated testing uncovers insights previously unavailable.

HOW IT WORKS

Automated message testing takes on the technical aspects of setting up a test so you can focus on the creative.

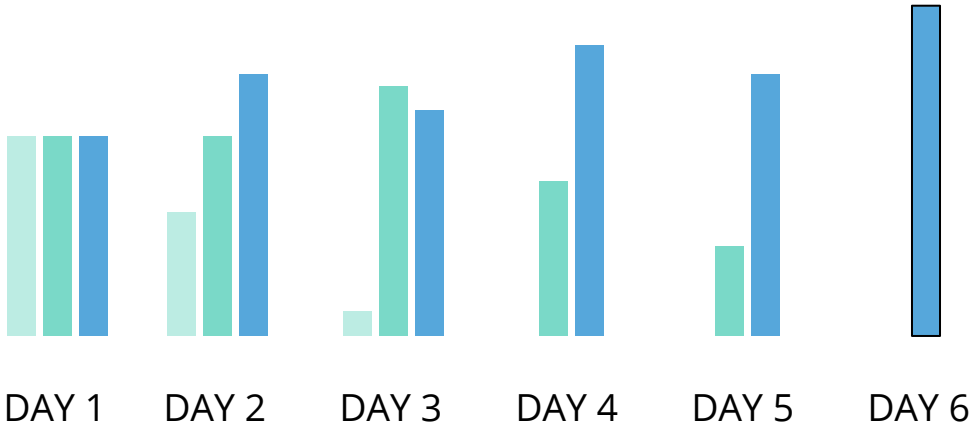
1. AUTOMATIC SAMPLING

No more random sampling using Eloqua contact IDs. Automated MT uses advanced methods to do this for you.



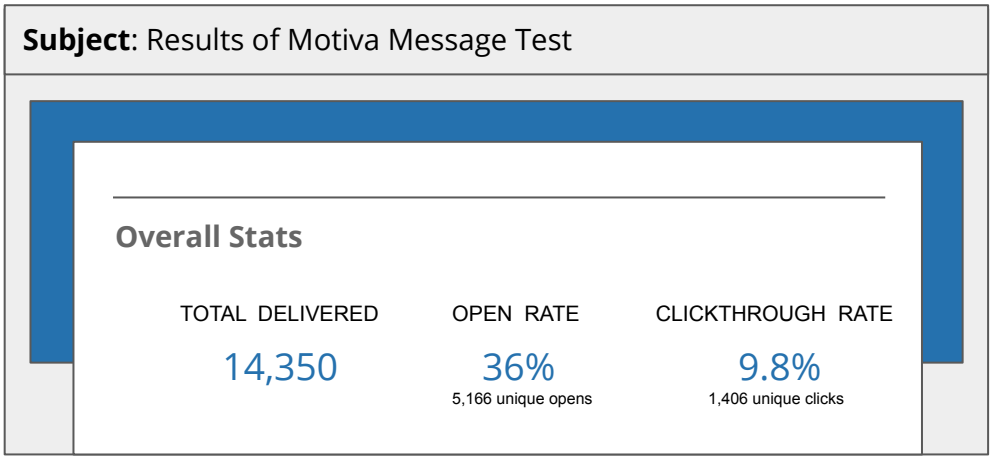
2. ADAPTIVE TESTING

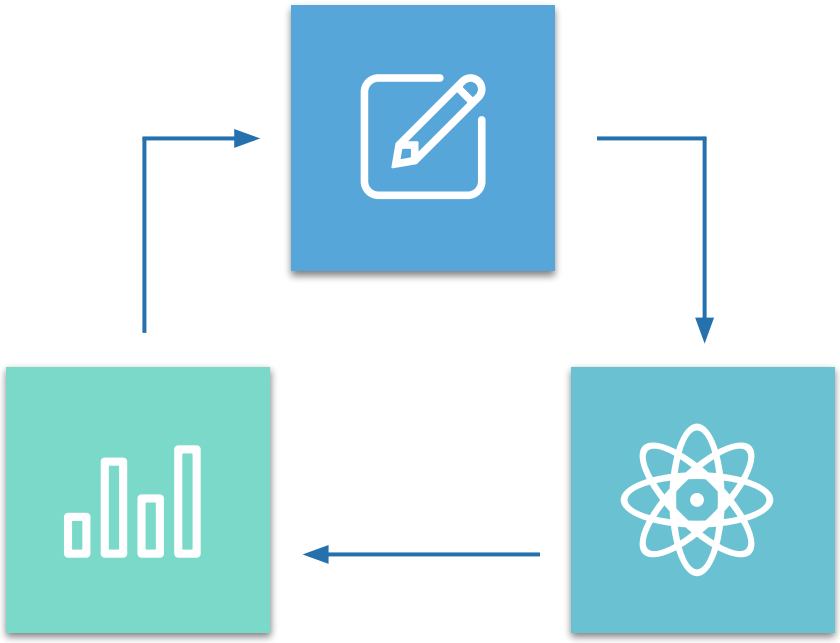
Whereas A/B testing is a one-shot experiment, Automated gets many shots. It automatically conducts many tests over several days until one version reaches the confidence threshold.



3. AUTOMATIC ANALYSIS

Immediately get the data you need to communicate results and easily share it with your decision makers.





THE LEARNING LOOP

Automated message testing makes it feasible for marketing teams to implement a learning loop where the team continually tests content and uses the results of each test to build segment personas, refine strategy, optimize future content, and achieve better marketing results.

MESSAGE TESTS → SEGMENTS & PERSONAS → TARGETED CONTENT → INCREASED ENGAGEMENT

Greater Possibilities

Expand creativity to see more content possibilities for your audience and segments.

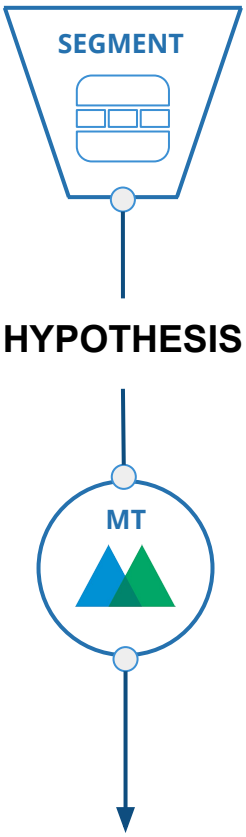
Clearer Personas

Identify the best content for segments based on engagement and refine personas.

Better Results

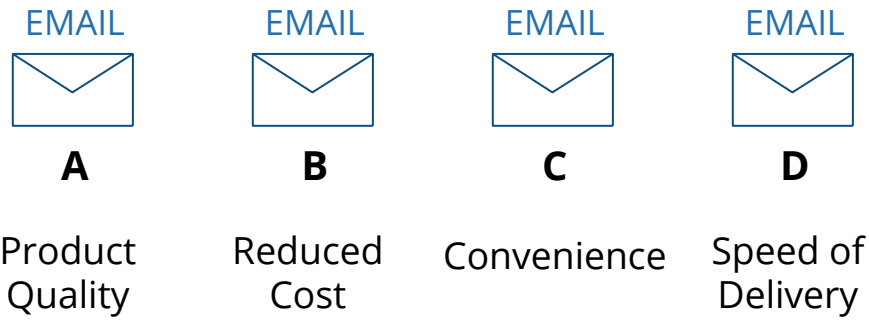
Higher engagement and revenue prove the value of marketing.

THE LOOP IN ACTION

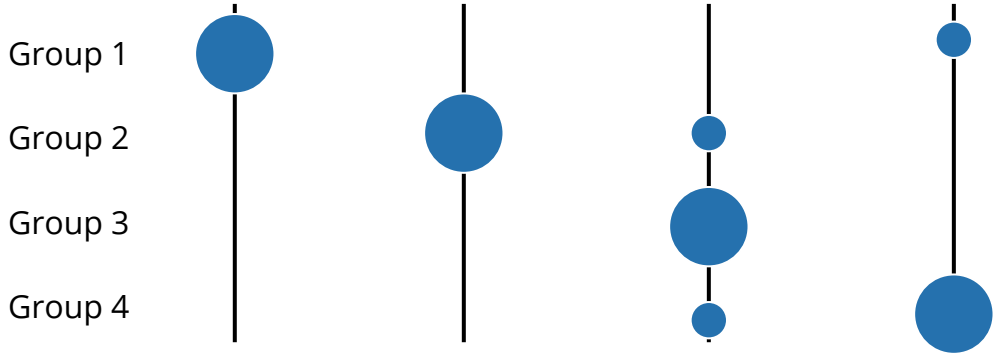


Segments are made up of individual contacts who have specific characteristics or contact features. But demographic information only tells us so much. We need to know what content will convert these contacts.

Start with a hypothesis. For example, different contacts in this segment are converted by different value propositions.



Analyze the segment's response based on contact features to prove or disprove your hypothesis and learn which subgroups truly care about each value proposition.



Now you know group 1 is converted by product quality and speed of delivery as opposed to group 2 which is converted by reduced cost and convenience. Record these insights into segment personas to focus on these values in future content for each group.

THE MESSAGE TESTING TOOLKIT

PUTTING IT INTO ACTION

A Toolkit to help you succeed with automated message testing and optimization.

TESTING STRATEGY

Always begin by considering the big goal your team and department are working to achieve. This could be your quarterly or annual goal. Make it measurable and actionable.

BIG GOAL	KPI	BASELINE
	•	•

Choose an optimization metric that aligns best with your goals. Get inspiration from the Email Element Cheat Sheet on the next page.

OPTIMIZATION METRIC

❏ Unique Open Rate

❏ Unique Click Rate

Now get scientific by pulling it all together into a hypothesis. You want to determine which changes make progress toward your goal and which do not.

HYPOTHESIS

[**EMAIL ELEMENT**] has an impact on [**OPTIMIZATION METRIC]** in service of [**KPI]**.

EMAIL ELEMENT CHEAT SHEET

Here are possible email elements, organized by optimization metric, worth testing and optimizing.

UNIQUE OPENS

Test these elements to improve your open rate.

❑ SUBJECT LINE

Experiment with the subject line by tweaking the length, keywords, merge fields, sentence structure, statement type, tone, emojis, etc.

❑ FROM: LINE

Updating the from address can have an impact. Test between the brand or the persona of a brand representative with a gender and ethnicity.

❑ PREHEADER

The preheader is the preview of body text that appears next to a subject line in the inbox.

UNIQUE CLICKS

Test these elements to improve your click through rate.

❑ HEADER

Test the style and content of the email header or even if you should have a header.

❑ IMAGES

Test the type of image, it's content, it's placement, or if you should even include an image at all.

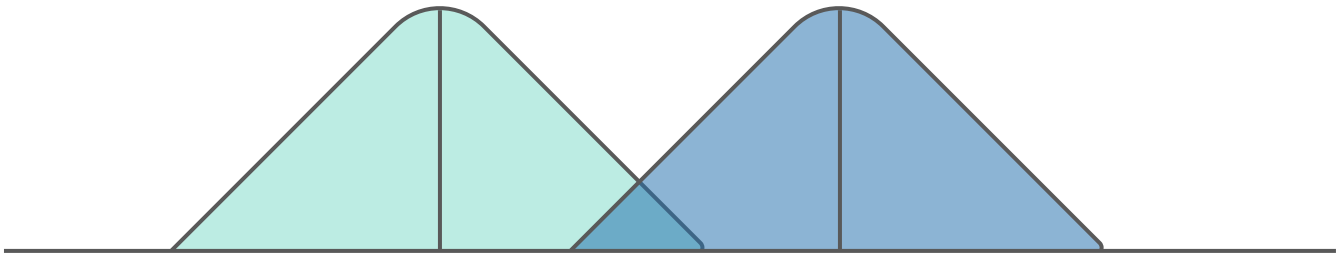
❑ BODY TEXT & CTAs

Test short-form versus long form, paragraph length, value propositions, tone, keywords, call to actions, sender personas, etc.

❑ DESIGN & LAYOUT

Try different color schemes, button designs, layouts, etc.

DEVELOPING DISTINCT VERSIONS



Spending a little more time upfront to develop distinct content versions will ultimately save time in uncovering segmentationation insights and specific content optimizations.

AESTHETICS

One of the easiest ways to differentiate content is by changing the style, design, layout, color scheme, and imagery.

SENDER PERSONA

Try a different voice, tone, or perspective. Is the email from your brand or from a brand representative? A logo or a face with a name?

VALUE PROP

Break down your value proposition into its basic elements and see what value resonates the most.

CALL TO ACTION

Some segments may prefer a more subtle CTA while others may want to get right to the point.

KEYWORDS

Specific keywords and terms may resonate more with one segment compared to other segments.

PERSONALIZATION

Personalize your messaging by incorporating the subscribers name, title, company, location, interests.

OPTIMIZATION PROGRESSION

Tests should build on each other to uncover deeper and deeper insights that result in clearer personas, targeted content, higher engagement and revenue generation. Here's an example of an optimization progression.

Segment

Test 1	Does a change in From Line impact engagement?
YES	A rep persona in the From Line increases engagement.
Result	5.5% increase in Unique Open Rates

Test 2	Does the gender of the rep impact engagement?
YES	A female rep in the From Line increases engagement.
Result	4.3% increase in Unique Open Rates

Test 3	Does the nationality of the rep's name impact engagement?
YES	A female rep with an English name increases engagement.
Result	1.5% increase in Unique Open Rates

Test 4	Does a prefix in front of the name impact engagement?
YES	A female rep with an English name and Dr. increases engagement.
Result	1% increase in Unique Open Rates

PERSONA WORKSHEET

SEGMENT:

SUBGROUP:

FEATURES:

FROM LINE	
SUB LINE	
PREHEADER	
HEADER	
LAYOUT	
HERO IMAGE	
BODY TEXT	
CTA	

UNIQUE OPEN RATE	UNIQUE CLICK RATE	FUNNEL STAGE

YOUR CUSTOM ASSESSMENT

AN INVITATION

Not sure what to do next? **Motiva AI expert services can help.**

Take advantage of our free and interactive review of key campaigns to identify opportunities for message testing.

SCHEDULE NOW

1

Review Campaigns

A multi-dimensional analysis of your key campaigns and workflow.

2

Assess Readiness

Review your data health and current marketing automation stack.

3

Identify Opportunities

Identify specific opportunities for optimization using message testing.

Email marketing optimization for Oracle Eloqua

MOTIVA AI

Motiva AI™ uses artificial intelligence to dramatically improve engagement and make a measurable impact on revenue generation.

LEARN

Automate content testing and optimize send time

Systematically gather progressive insights

ADAPT

Accelerate segmentation and audience targeting

Improve productivity

GROW

Increase engagement and conversions by 30% or more.

Lower complaint and unsubscribe rates

We increased unique CTR 5x and achieved 10x ROI in two months. Motiva AI is simply outstanding.

unity

We improved our unique CTR by 70% and increased revenue for a 13x ROI

Thermo Fisher SCIENTIFIC

We tripled our unique CTR in 60 days. It's magic. Makes our team look like geniuses.

verizon

With mounting accountability to demonstrate contribution to revenue, marketing leaders are under increased scrutiny to deliver real results, fast. **Motiva AI helps you meet and exceed your goals.**

FEATURES

AUTOMATION & OPTIMIZATION

Motiva expands Eloqua's canvas features to optimize campaigns, resulting in increased engagement and conversion.

ADVANCED REPORTING

Motiva's automated analysis uncovers the insights marketing leaders need to refine segments and content.

MT Go beyond A/B with automated Multivariate Testing

FM Reduce unsubscriptions with global frequency management.

STO Automatically engage at the ideal per contact send time.

Gain deeper insights, faster with automatically generated reports.

Learn what Motiva AI can do for your organization today.

SCHEDULE DEMO