

Case Study: Condé Nast E-mail Tests

Presented October 16, 2006 at the DMA06 conference in the session:
Multivariable Testing: Secrets of Success from Conde Nast and Ameriprise

11 Creative Elements

One Multivariable Test
 (run in 3 e-mail campaigns)

Test Elements

- List (magazine) affiliation in subject line: "Special offer for [magazine] readers: Get [offer]"
- Personalization: "Dear [First Name]"
- List (magazine) affiliation in body: "As a reader of [magazine]..."
- Long vs short copy
- Sell copy on order form
- Bullet-point benefits on order form
- Offer statement: "That's like x issues free"
- Offer statement – per-copy: "That's just \$x per issue"
- Offer statement – Strike-through total newsstand price
- "Limited time offer" vs. specific offer expiration date
- P.S. – like lift note

Recipe	Test Elements												Subs / Delivered (as % change from control)				
	A	B	C	D	E	F	G	H	J	K	L						
1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.0%	0.0%	0.0%
2	+	+	-	+	+	-	+	-	-	-	-	+	-	-	1.4%	15.7%	-46.4%
3	-	-	-	+	+	+	-	+	+	+	-	+	-	+	20.8%	30.9%	0.2%
4	+	+	-	+	-	-	-	-	+	+	+	+	-	-	9.0%	60.7%	-18.8%
5	-	+	-	-	-	+	+	+	+	+	+	+	+	+	30.2%	-4.6%	-4.4%
6	+	+	+	+	+	+	+	+	-	-	-	-	-	-	13.3%	27.9%	-5.8%
7	-	-	+	+	+	-	+	+	+	+	+	+	+	+	50.0%	16.6%	41.9%
8	+	-	+	-	-	-	+	+	+	+	-	+	+	+	18.0%	-14.3%	-39.0%
9	-	+	+	-	+	-	-	-	+	+	+	+	+	+	18.1%	46.7%	14.4%
10	-	+	+	+	-	+	+	+	-	+	-	-	-	-	57.3%	64.6%	34.7%
11	+	-	-	-	+	+	+	-	+	+	+	+	+	+	19.3%	17.2%	-45.0%
12	+	-	+	+	-	+	-	-	-	-	+	+	+	+	11.8%	6.3%	-33.3%

Send out 12 recipes

Analyze all main effects + interactions

Best Recipe Tested

Worst



Response difference: 58%



Implement Results

Test Results

- 11 elements tested in 12 recipes (out of 2,048 combinations)
- Using 14% of the sample size required for split-run tests
- Quantified the impact of each element + key interactions
- Double-digit increase in conversion rate

