

## Course Summary

### Course Duration

30 min

### Audience

Communications Team or IQ users who manage an office's outreach activities.

### Method of Training

WebEx/remote

### Market

House, Senate

### Customer Service

US Senate email:  
[helpdesk\\_iq@scc.senate.gov](mailto:helpdesk_iq@scc.senate.gov)

General Support Email:  
[support@IQservicedesk.com](mailto:support@IQservicedesk.com)  
 Live Chat support available within IQ  
 703-206-0188  
 Monday –Friday  
 7 AM to 7 PM (EST)

*\*Extended Hours vary by contract.*

### Website

[www.intranetquorum.com](http://www.intranetquorum.com)

### Document Revision Date:

March 2021

## Workshop Agenda: Creating an AB Test for eNewsletter

DESCRIPTION
<p><i>AB Test</i>, also known as a <i>Split Test</i>, involves splitting a small, randomly selected subset of your mailing list subscribers into two groups. In IQ, this applies to eNewsletters. One variation of your eNewsletter is sent to one group and another to the other group. The goal of this test is to determine which variation of the eNewsletter garners the best results.</p> <p>This workshop teaches the user how to create an AB Test in IQ to accomplish this goal.</p>
OPTIONAL
<p>To enhance the learning experience of this virtual training, participants may follow the instructions provided in the presentation by logging into their IQ account using an additional workstation.</p> <p>Since the training session is a LIVE demonstration, please keep in mind that technical issues unrelated to the course may need to be addressed outside the session by an Office IQ Consultant.</p>

## 1 Agenda

1. Setting the criteria for an AB Test
2. Selecting the target audience for an AB Test
3. Building and sending an AB Test
4. Viewing the results of an AB Test