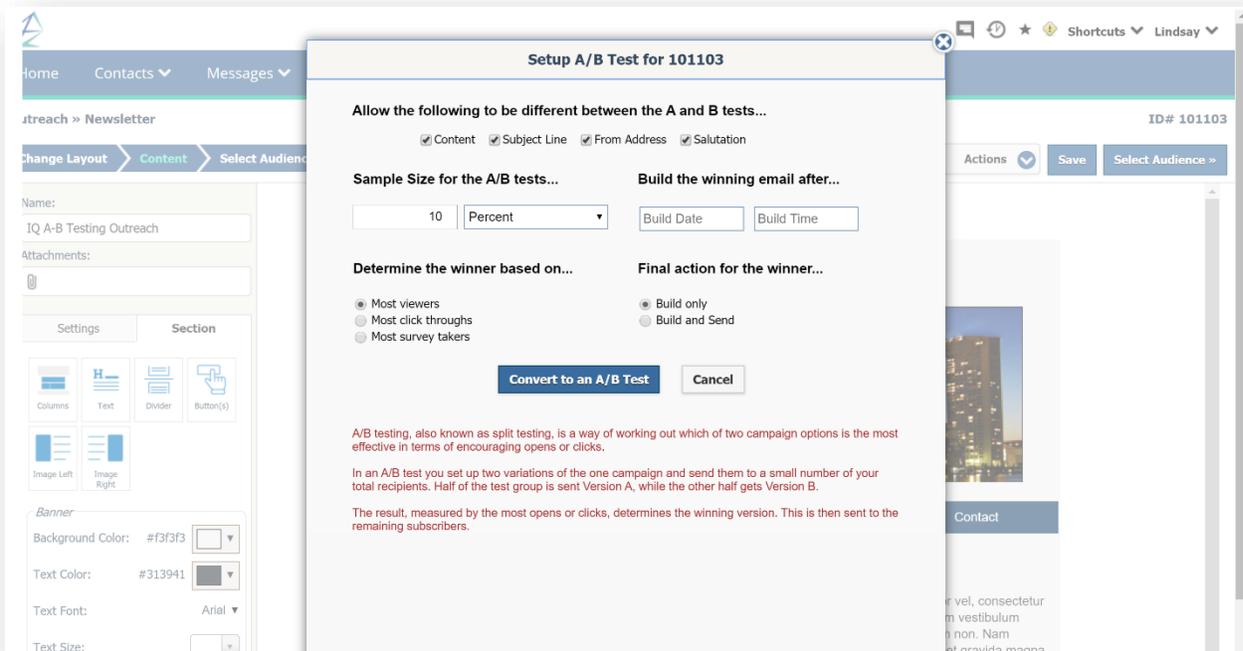


How to Set Up an A/B Test

Setting up an A/B test in IQ allows you to test two versions of an outreach, in order to assess and compare their effectiveness. To set up an A/B test, go to either the **Content**, **Select Audience**, or **Review** screens.

Set Up an A/B Test:

1. After creating an enewsletter, open the **Actions** drop-down menu on the top-right and select **Set up A/B test**.

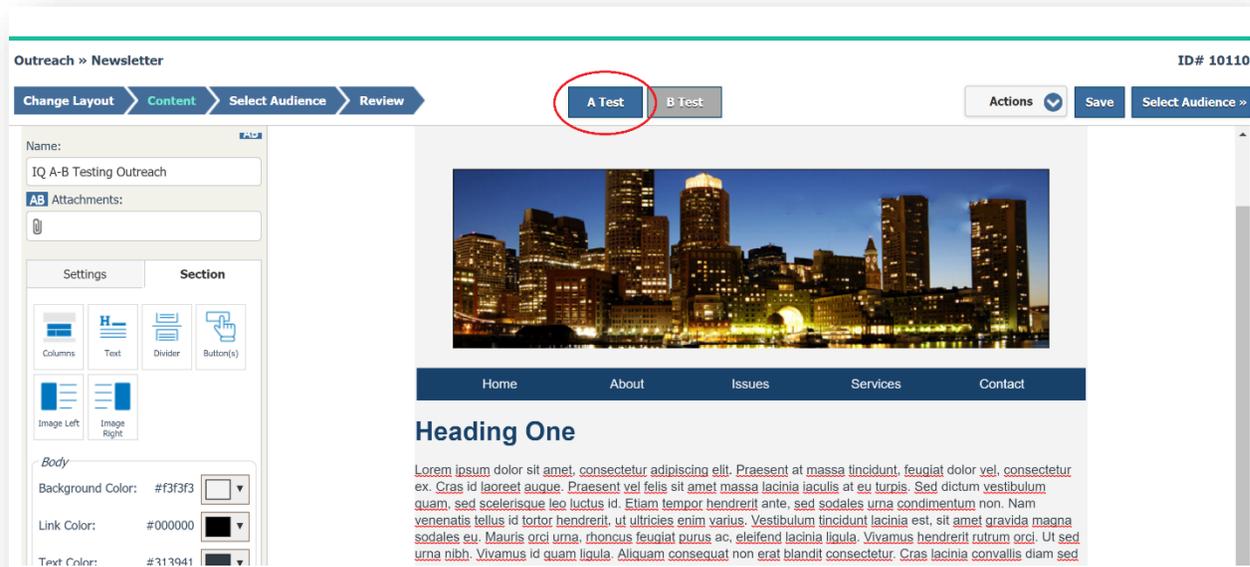


2. You have the option to differentiate version A and version B of the outreach with four characteristics: Content, Subject Line, From Address, and Salutation. Check the boxes of the characteristics you would like to compare.
3. Choose a sample size to send the A/B test to. You may choose either percent or count to determine the number of recipients in the sample.
4. Choose a date and time to complete your A/B testing period. IQ will automatically begin building the winning outreach on the chosen date and time. **Note, the winning outreach cannot be sent out the same day as IQ will need enough time to gather meaningful statistics.**

5. Choose the criteria for winner selection. You may choose a winner based on one of three options: most viewers, most click throughs, or most survey takers.
6. Select the final action for the winner. The **Build only** option will construct the winning Outreach for you to send at a later date. **Build and send** will have IQ automatically send the winning Outreach on the date and time entered on the **Review** screen of the enewsletter builder.
7. Click **Convert to A/B Test**.

Modifying Content of Versions A/B:

1. Choose the A Test option. Click in the section or the pencil icon to edit your content.
2. Choose the B Test option. Edit your content.



3. Click the **Select Audience** button to choose the newsletter recipients for Version A and Version B.

Selecting Audience Criteria for Versions A/B:

Outreach » Results » Newsletter ID# 101103

Change Layout > Content > **Select Audience** > Review

A Test
B Test

 Actions ▾ Save Review >>

Select Your Audience With any of these attributes ▾

Name: IQ A-B Testing Outreach

Start with: No Contacts ▾

Add contacts with ANY of these attributes...

- ☒ VET - Veteran (263)
- Issues
- Form Letters
- Special Rules
- Geographic

AB Salutation: Friend ▾

Audience Selection: AB Sampling - 10 Percent ▾

Exclude contacts with ANY of these attributes...

- ☒ DECEASED - Deceased (21) or ☒ NO.MAIL - Do Not Mail (5523)
- Issues
- Form Letters
- Special Rules
- Geographic

4. In the column, “Add contacts with ANY of these attributes...” select the appropriate affiliations to include, e.g. Email opt-in, veteran, etc.
Note: The count of contacts in parentheses beside a code will not include duplicated primary email addresses or bad (non-deliverable) email addresses.
5. In the column marked “Exclude contacts with ANY of these attributes...” select the appropriate affiliations, e.g. Email opt-out, do not mail, etc. To review the actual email count, click on the **Actions** drop-down menu and select **Review audience size**.
6. Toggle from A Test to B Test to differentiate the audiences of the two versions. You can assign the **AB Salutation** to informal, formal, friend, or family for each version.
7. Click the **Review** button to go to the next step in sending the enewsletter.

Review the eNewsletter before sending:

1. Choose the **A Test** button at the top of the **Review** page. Enter the email subject, from email address, and any attachments that will be sent in the A Test of this outreach.
2. Toggle from the **A Test** to the **B Test**. Choose your e-mail subject, from address, and attachments that will be sent in B Test.

The screenshot shows the 'Review & Schedule' page for an eNewsletter. At the top, there are navigation tabs: 'Change Layout', 'Content', 'Select Audience', and 'Review'. To the right, there are buttons for 'A Test', 'B Test' (circled in red), 'Actions', 'Save', and 'Build'. Below the tabs, the 'Review & Schedule' section contains several fields: 'Name' (IQ A-B Testing Outreach), 'Postal Address' (Preferred), 'From:' (training@training.lmhostediq.com, circled in red), 'Subject:' (circled in red), and 'Attachments:' (circled in red). There are also 'Start' fields for 'Build Only', 'Date', and 'Time', and a 'Directory' dropdown set to 'DEMO@Newsletters'. A 'Show Click-throughs' button is visible. At the bottom, there is a 'CLICK HERE TO ADD THUMBNAIL' button and a preview image of a city skyline.

3. In the Start field, select **Build and Send** (the default is set to build only), and set the date and time the outreaches will be sent out. *Note: The time used is EST – Eastern Standard Time.*
4. It is important to preview the two versions before sending. Open the **Actions** drop-down menu and select **Preview**. Enter your email address and use the semi-colon when entering multiple email addresses.
5. Click the **Build and Send** button.