



REALMAGNET.COM

Visit www.realmagnet.com to learn more about how MagnetMail can help you create emails with both form and function.

**“MAGNETMAIL IS A
COST-EFFECTIVE,
USER-FRIENDLY
COMMUNICATION TOOL.”**

Melissa Hicks, President,
Mosaic Marketing

CREATE EMAIL CONTENT

Get the best response rate with A/B testing.

Prior to sending your emails, MagnetMail gives you the ability to perform A/B testing to determine which subject lines, from lines and content will perform best.

A/B testing – also known as split testing – is an excellent way to improve opens and clicks. The premise is simple: Create multiple variables of one element, send to random samplings of recipients and compare the results.

For example, you can use the A/B testing functionality in MagnetMail to test which subject line should deliver the highest open rate. Once you have created the message, enter three different subject lines and send them to a small percentage of your audience. Once the results of those messages are in, you can choose the subject line that had the highest open rate and send it to your full list of recipients. Similar tests can be run for other elements, such as from lines and message content.

Consistent use of A/B testing should increase the overall performance of your email marketing program.

Request a demo to get a first-hand look at how MagnetMail's A/B testing can perfect your email messages.

MAGNETMAIL = EMAIL + EVENTS/SURVEYS/MOBILE/RSS/FAX