

Email Marketing Split Test Results

By Rob Cornish

GainHigherGround.com

Hello, this is Rob Cornish and thank you for downloading this short report.

Over the coming pages you'll find the results from 6 split tests I recently conducted with my list of email subscribers.

You can take them at face value or use them as inspiration for your own testing.

Either way I hope you find them useful and interesting.

Before diving in there are a couple points worth bearing in mind...

First, statistically significant tactics are not guaranteed to *keep* working.

For example, continued use of a winning tactic may, over time, result in “immunity” from subscribers causing the advantage to fade.

So, it’s a good idea to use tactics sparingly.

Also, subscribers in different markets respond in different ways, so a tactic that works well in one niche may not be effective in another.

This is why testing yourself is always a good idea.

Second, you’ll notice below that even the statistically significant tests only show a relatively **small** gain in open or click rates.

One reason for this is that unlike web pages, where radically different versions are easy to test, the nature of email means split testing is generally more constrained.

But here lies one of the biggest takeaways of all: what is **most** important in email marketing is not the individual tactics but your content and the value it provides to subscribers.

Implement a winning tactic from a split test and you might get 2-3 percentage point boost in open rates.

But deliver high value content and over time you can **easily** double the longevity and responsiveness of your list compared to if you send dull “buy this now” type emails.

So, while split testing is fun and useful, it is content and value which ultimately matters!

Nobody is perfect at this and it's a very rare person who is "naturally gifted" but focusing and striving to get better is the main aim.

It's all you can, and should, do.

The rewards in terms of happy customers and income can be fantastic: in my 10+ years of email marketing this approach has been more worthwhile than I could have ever imagined when I began in 2010.

Finally, a little plug for my email newsletter - if you're not on it and would like to be please sign up at my main site <https://gainhigherground.com>.

The report you're reading right now is just one example of the content I send out.

Right, let's dig in and look at these tests...

Best regards,

Rob Cornish
North Cornwall, UK

Regular vs. Bold Links

Text Link

Hello it's Rob Cornish...

Main body copy here.

.
.

[Please Click Here To See](#)

.
.

Best regards,

Rob.

Bold Link

Hello it's Rob Cornish...

Main body copy here.

.
.

[Please Click Here To See](#)

.
.

Best regards,

Rob.

5.9%

Unique Click-Through Rate

5.7%

Unique Click-Through Rate

Statistically significant? No. Only 74% confident that regular text links gets more clicks than bolded text links.

Text Link vs. Button Link

Text Link

Hello it's Rob Cornish...

Main body copy here.

.

.

[Please Click Here To See](#)

.

.

Best regards,

Rob.

7.6%
Unique Click-Through Rate

Button Link

Hello it's Rob Cornish...

Main body copy here.

.

.

[Please Click Here To See](#)

.

.

Best regards,

Rob.

6.1%
Unique Click-Through Rate

Statistically significant? Yes. 99.9% confident that regular text gets more clicks than a button.

Text Link vs. Text & Image Link

Text Link

A shopping cart is essential for selling anything online but most systems come with some kind of one-off or monthly price tag.

If you're on a budget then **please don't miss this alternative** - it's 100% zero-cost.

It's quite a remarkable offer and I created a short tutorial for you here:

[\[BLOG\] Affiliate Traffic Walkthrough \(Zero-Cost Shopping Cart\)](#)

You can use any traffic source you like but I wanted to show you how to set it up for affiliates because this is one of the main advantages of the system.

I hope this proves useful for you :)

Best regards,

Rob.

Text & Image Link

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Rob.

7.5%

Unique Click-Through Rate

6.1%

Unique Click-Through Rate

Statistically significant? Yes. 99.9% confident that a text link gets more clicks than a text and image link.

Regular vs. [XXX] Subject Line

Regular Subject Line

☆ > Rob Cornish Inbox My revenue numbers revealed ·

26.9%

Unique Open Rate

[XXX] Subject Line

☆ > Rob Cornish Inbox [PIC] My revenue numbers revealed ·

28.0%

Unique Open Rate

Statistically significant? No. Only 92% confident that [XXX] gets more clicks than a regular subject line.

Sentence Case vs. CAPS Subject Line

Sentence Case Subject Line

Announcement (this weekend only)

27.7%

Unique Open Rate

One Word In CAPS Subject Line

ANNOUNCEMENT (this weekend only)

29.3%

Unique Open Rate

Statistically significant? Yes. 97% confident that a subject line with one word in caps gets more clicks than the sentence case subject line.

Sender Name vs. ~ Sender Name ~

Sender Name

☆ ▷ Rob Cornish Inbox Half-term holidays & tech trouble -

26.4%

Unique Open Rate

~ Sender Name ~

☆ ▷ ~ Rob Cornish ~ Inbox Half-term holidays & tech trouble -

27.0%

Unique Open Rate

Statistically significant? No. Only 72% confident that a ~ Sender Name ~ gets more opens than Sender Name.