



Established 1999

# Introducing Multivariate Testing

*As an Upgrade to your Solo Email Blast.*

Now you can test different elements with your email blast. It's a great way to fine tune your email marketing campaign for optimal results.

## You can change one or more of the following elements:

- From - if a recipient replies, the email must be sent to our GreatValueZone.com domain
- Subject Line -try a question, an offer, new introduction, make it professional or casual
- Message Content - test a variety of different variables: Headline, Bullet Points, Images, Call to Action, Price, Bonus, Shipping terms, the only limit is your imagination

*Recent studies from MEC Labs have shown that optimizing email campaigns after multivariate testing resulted in a conversion rate increases of over 250%.*

### Want to test three different subject lines?

We'll split our emails into 3 lists and send your campaign to the 3 lists. A week later we'll send you the results for opens, clicks, and unique clicks for the 3 different splits.

Want to test two different offers in addition to the three different subject lines? Then, we break our database up into six different campaigns so you get the results for each possible subject line/offer combination.

**Rates:** *These are the upgrade charges to the price of your solo email blast. Rates are variable based on the type and number of variables you wish to test.*

Type of Variable to test	Add-On Rate per Split
From .....	\$100 per From Line Tested
Subject Line .....	\$100 per Subject Line Tested
Message Content .....	\$250 per Different Email Coded (you get a different proof for each campaign to be sent)

**Follow-up Report:** *You receive a summary of results as below. In addition, you receive a match-back report for each campaign split so you are able to track your leads/conversions by variable.*

Example:	Views	Unique Clicks	Total Clicks
Subject Line 1; Campaign A	426	28	34
Subject Line 1; Campaign B	420	24	25
Subject Line 2; Campaign A	215	20	26
Subject Line 2; Campaign B	248	16	20
Subject Line 3; Campaign A	701	36	40
Subject Line 3; Campaign B	653	35	37

This kind of testing results in the business intelligence that drives business growth. Leverage your results in more than your email marketing activities. Use it to improve the response to all your marketing activities from direct mail to social media.

No other email marketing vendors offer this sophisticated test marketing capability at such a reasonable rate, if they even offer it at all.