# Test to success! Experiments to optimise your website and email campaigns

**James Akers, Roberta Beattie & Peggy Naumann**
**Wednesday 24 February 2021**

Digital Culture Network

ARTS COUNCIL ENGLAND

# Tech Champions

**James Akers**
Data Analytics and Insight

**Roberta Beattie**
Websites

**Peggy Naumann**
Email Marketing

- What is A/B testing?
- Optimising your email campaigns
  - Platforms and functionality
- Optimising your website
  - Platforms and functionality

# digitalnetwork@artscouncil.org.uk

# digitalculturenetwork.org.uk

Digital Culture Network

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We've created resources and advice for you to use during the COVID-19 lockdown. Read More

## Digital skills for the arts

### Welcome to your Digital Culture Network

We are here to develop your organisation's digital skills. Working across the arts and culture sector, the Network is led by nine specialist Tech Champions. We want you to be a part of it.

Browse our Knowledge Hub

Knowledge Hub

Beginner Read

Video and Digital Content

**Podcasting and how to get started**

This resource provides information and advice on making podcasts. As well as considerations for generating content, it contains guidance on hardware, software, and distribution methods.

Marc Burns · 2 months ago

Beginner Read

Social Media

**Engaging Audiences with Social Media**

Whilst your audiences, participants or stakeholders may not be able to engage with you physically at the moment, you can still reach people through social media.

Haydn Corrodus · 2 months ago

Beginner Read

Social Media

**Introduction to Social Media**

Social media is a unique and powerful way to help your organisation thrive and engage with your audience. Read on to find out more.

Haydn Corrodus · 4 months ago

- What is A/B testing?
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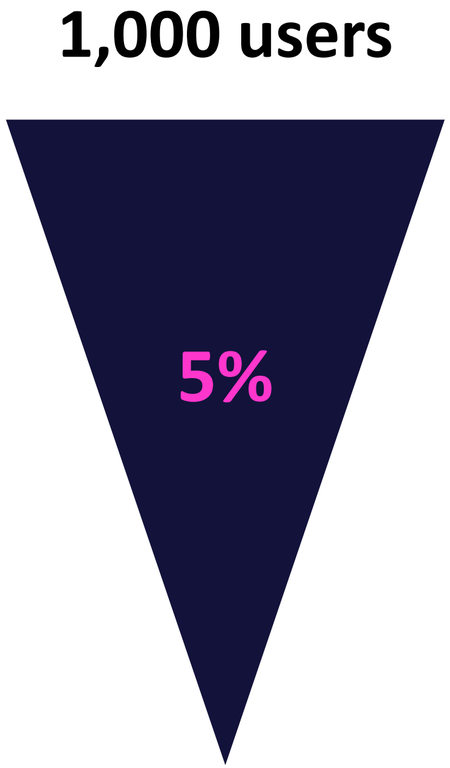
# Question time!

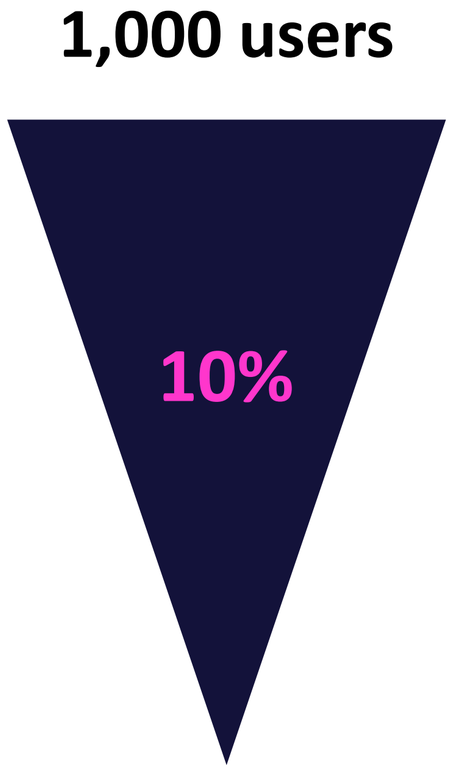
What is A/B testing?

# Conversion Rate Optimisation (CRO)

$$\frac{\text{50 actions}}{\text{1,000 users}} = 0.05$$

5%

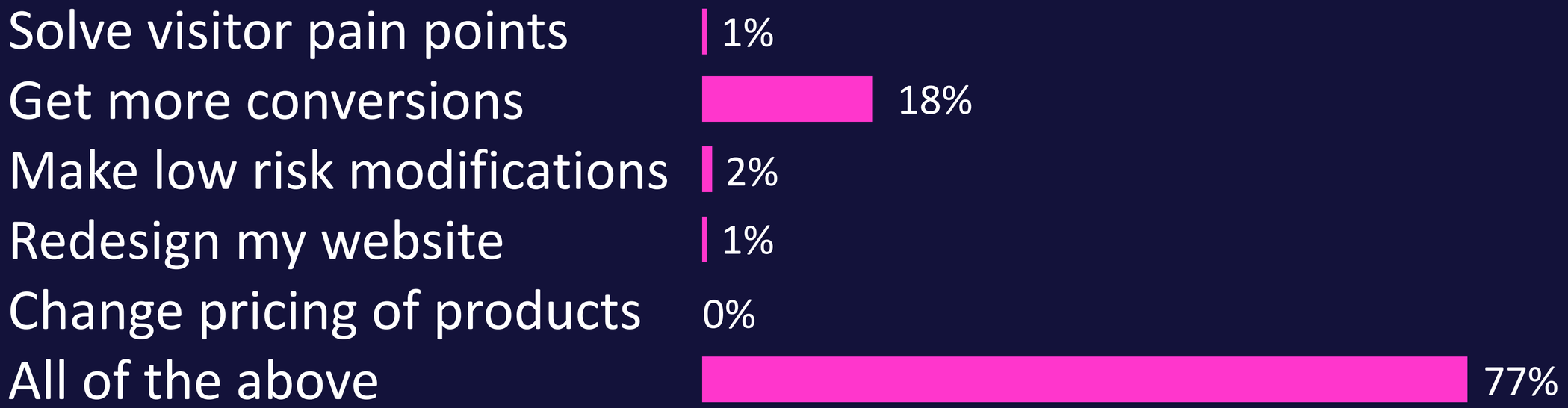



$$\frac{\text{100 actions}}{\text{1,000 users}} = 0.10$$

10%

# Conversion Rate Optimisation can help me…


Solve visitor pain points
1%
Get more conversions
18%
Make low risk modifications
2%
Redesign my website
1%
Change pricing of products
0%
All of the above
77%

# Getting started:

What is your objective?

What can you change?

# Steps to A/B testing:

- **Research** – what is the problem?
- **Hypothesis** – doing X may help
- **Variants** – what can we change?
- **Result analysis and conclusions** – did it work?

# Statistical significance

Other factors:

- **Duration** – let it run to the end
- **Using the right tool**
- **Consider external factors**
- **Follow a step by step process**

# Q&A

Digital Culture Network

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- What is A/B testing?
- Optimising your email campaigns
  - Platforms and functionality
- Optimising your website
  - Platforms and functionality

# A/B testing for emails

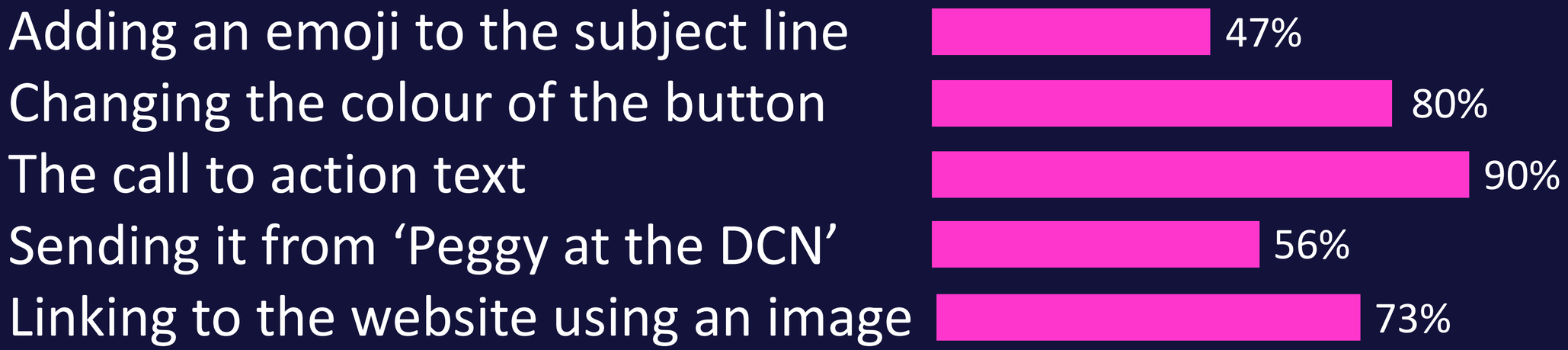
# Steps for A/B testing emails

- Choose the variable
- Come up with your variants
- Send a test
- Wait
- Send the winner

# Choosing your variable

- Subject line
- Preview text
- Sender name
- Email length
- Call to action text
- Button colour

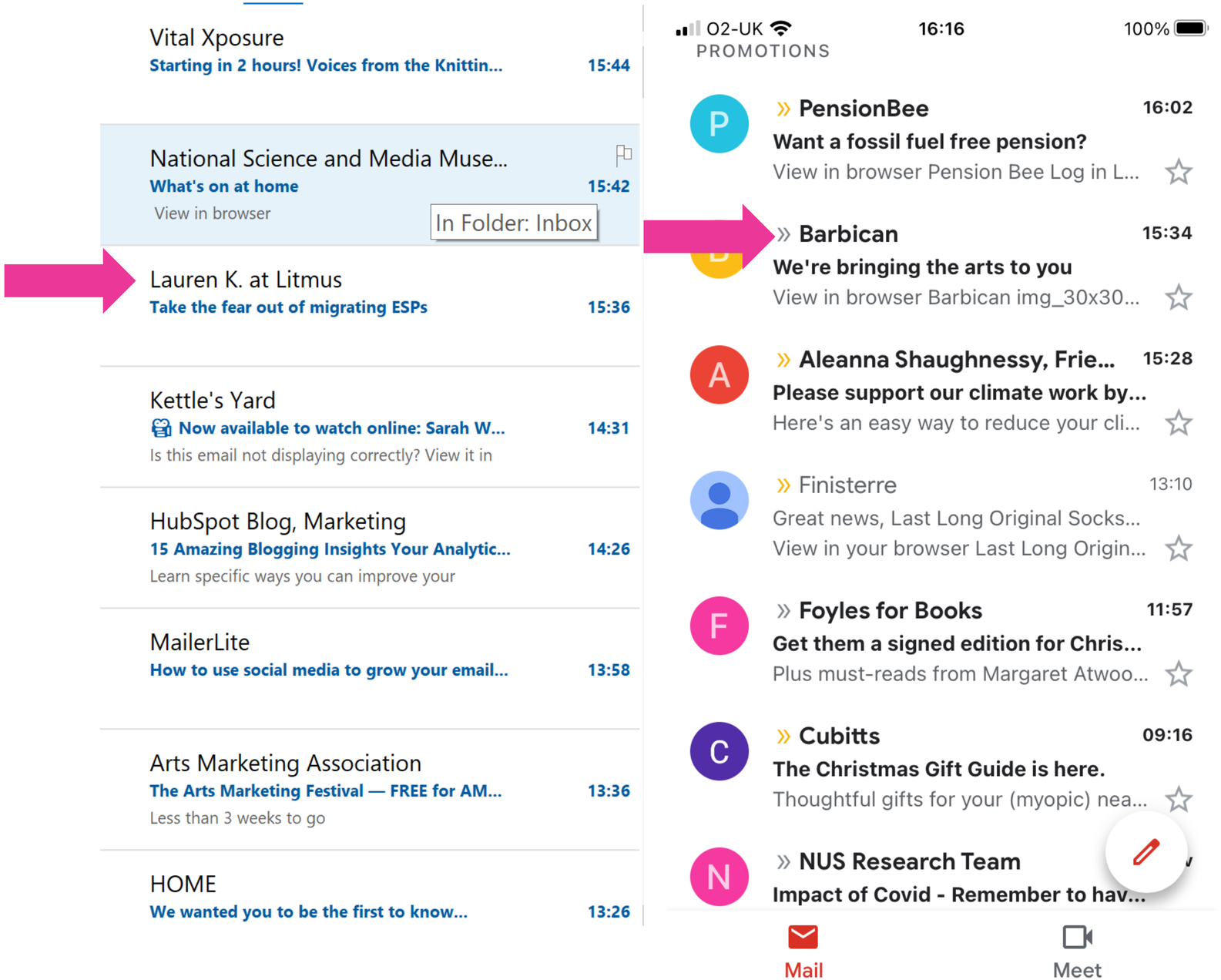
# Quiz time


Adding an emoji to the subject line
47%
Changing the colour of the button
80%
The call to action text
90%
Sending it from ‘Peggy at the DCN’
56%
Linking to the website using an image
73%

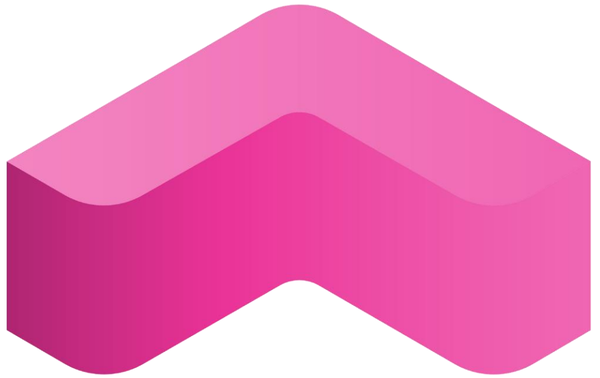
# Poll answers

- Answer 1: Adding an emoji to the subject line
- ✓ Answer 2: Changing the colour of the button
- ✓ Answer 3: The call to action text
- Answer 4: Sending it from 'Peggy at the DCN'
- ✓ Answer 5: Linking to the website using an image instead of a button

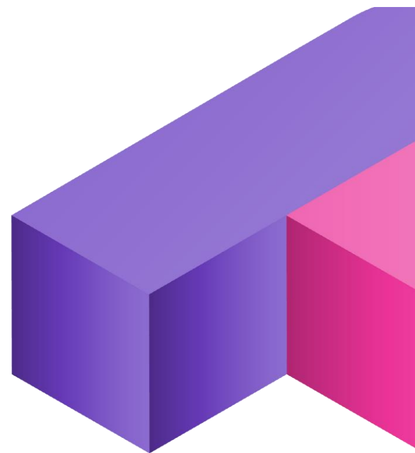
# Coming up with your variants

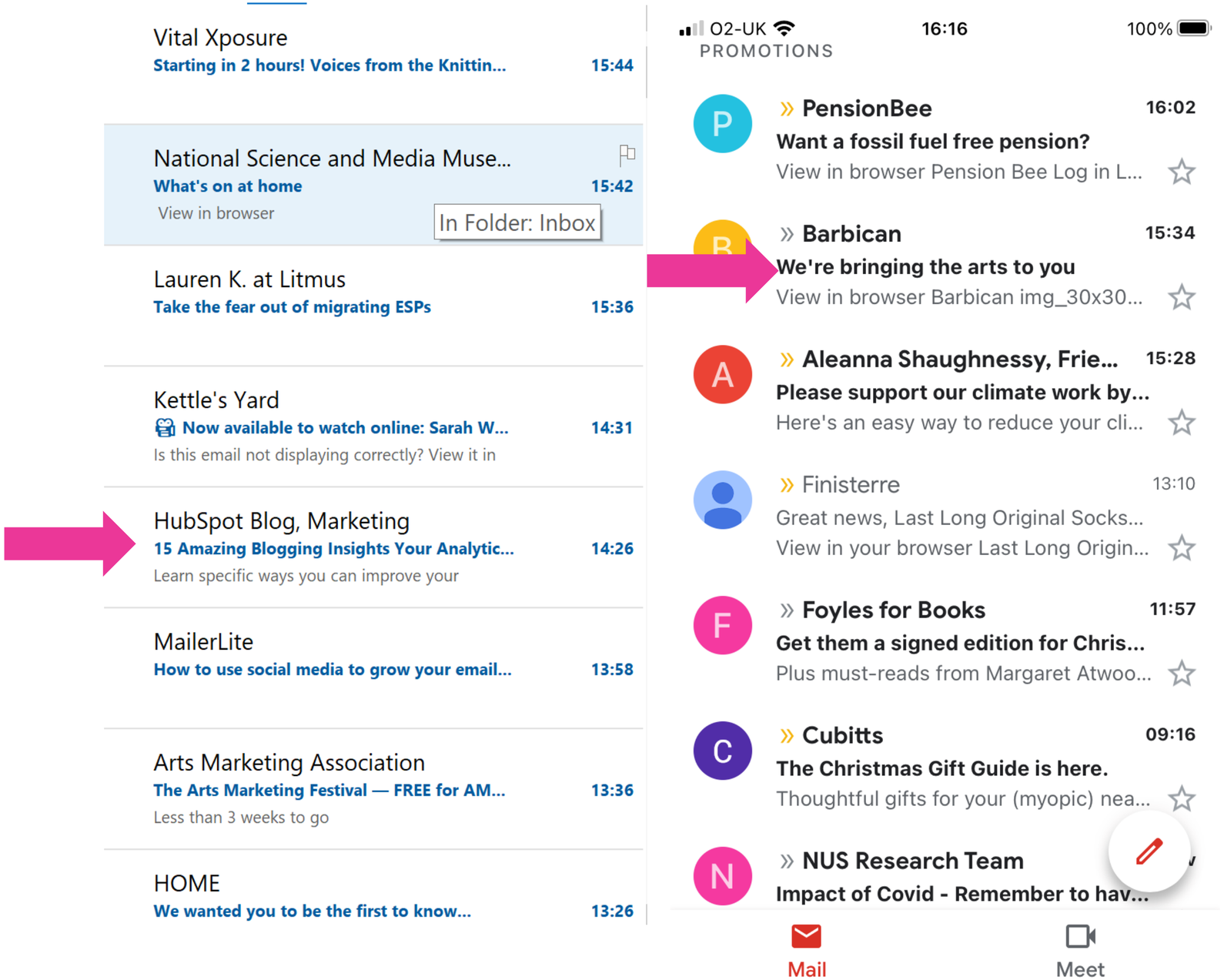

Vital Xposure
Starting in 2 hours! Voices from the Knittin...
15:44
National Science and Media Muse...
What's on at home
15:42
View in browser
In Folder: Inbox
Lauren K. at Litmus
Take the fear out of migrating ESPs
15:36
Kettle's Yard
Now available to watch online: Sarah W...
14:31
Is this email not displaying correctly? View it in
HubSpot Blog, Marketing
15 Amazing Blogging Insights Your Analytic...
14:26
Learn specific ways you can improve your
MailerLite
How to use social media to grow your email...
13:58
Arts Marketing Association
The Arts Marketing Festival — FREE for AM...
13:36
Less than 3 weeks to go
HOME
We wanted you to be the first to know...
13:26


O2-UK
16:16
100%
PROMOTIONS
PensionBee
16:02
Want a fossil fuel free pension?
View in browser Pension Bee Log in L...
Barbican
15:34
We're bringing the arts to you
View in browser Barbican img_30x30...
Aleanna Shaughnessy, Frie...
15:28
Please support our climate work by...
Here's an easy way to reduce your cli...
Finisterre
13:10
Great news, Last Long Original Socks...
View in your browser Last Long Origin...
Foyles for Books
11:57
Get them a signed edition for Chris...
Plus must-reads from Margaret Atwoo...
Cubitts
09:16
The Christmas Gift Guide is here.
Thoughtful gifts for your (myopic) nea...
NUS Research Team
Impact of Covid - Remember to hav...
Mail
Meet



Sender name









# Subject line

# Subject lines: Brighton Fringe

**Subject line performance**

**The return to live events: we need your thoughts!**
Best performing subject line

| | Subject line | No. of unique opens | % of unique opens |
|---|---|---|---|
| 1st | The return to live events: we need your thoughts! | 892 | 50.77% |
| 2nd | How are you feeling about returning to live events? 🎭 | 853 | 48.55% |

# Subject lines: Brighton Fringe

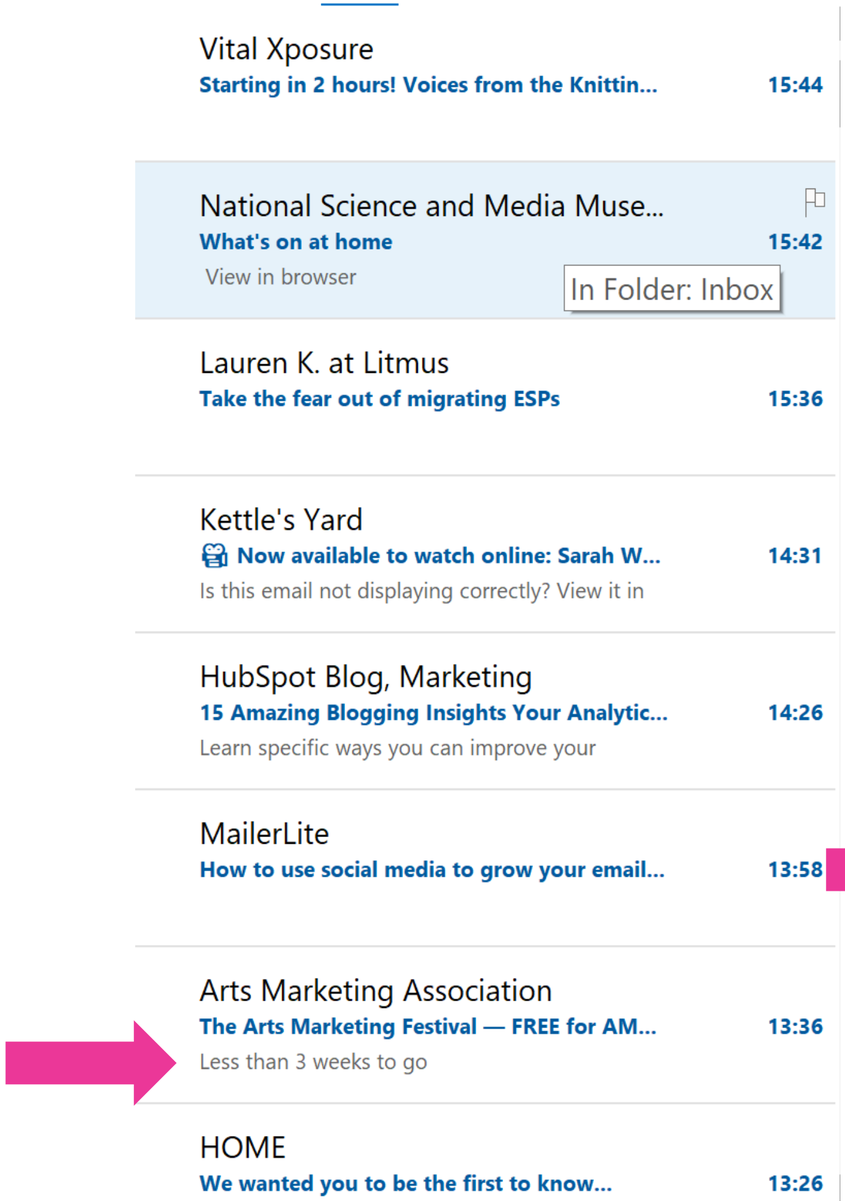
**Subject line performance**

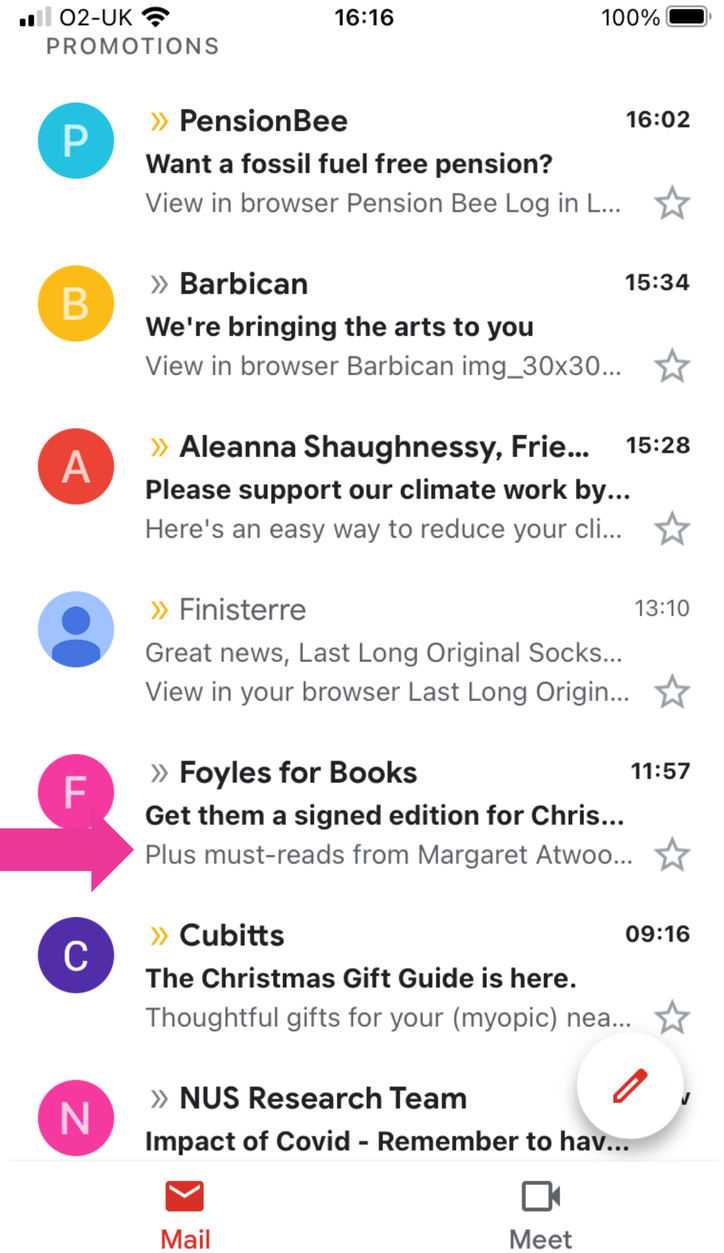
## Register your event and secure funding

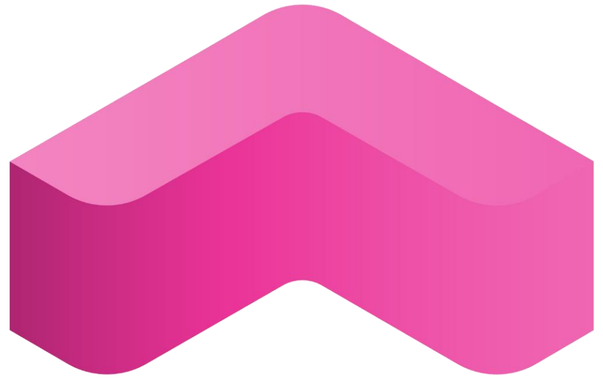
Best performing subject line

| | Subject line | No. of unique opens | % of unique opens |
|---|---|---|---|
| 1st | Register your event and secure funding | 946 | 43.92% |
| 2nd | Funding Opportunities | 1201 | 55.76% |

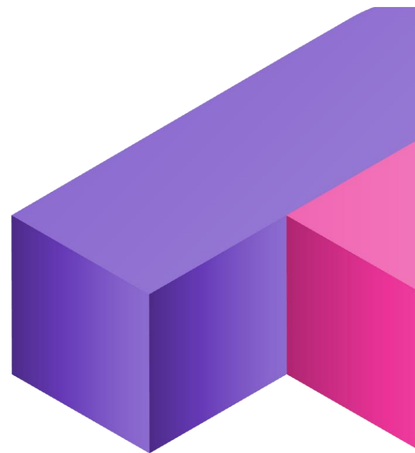
# Don't just go off and write some short snappy subject lines!



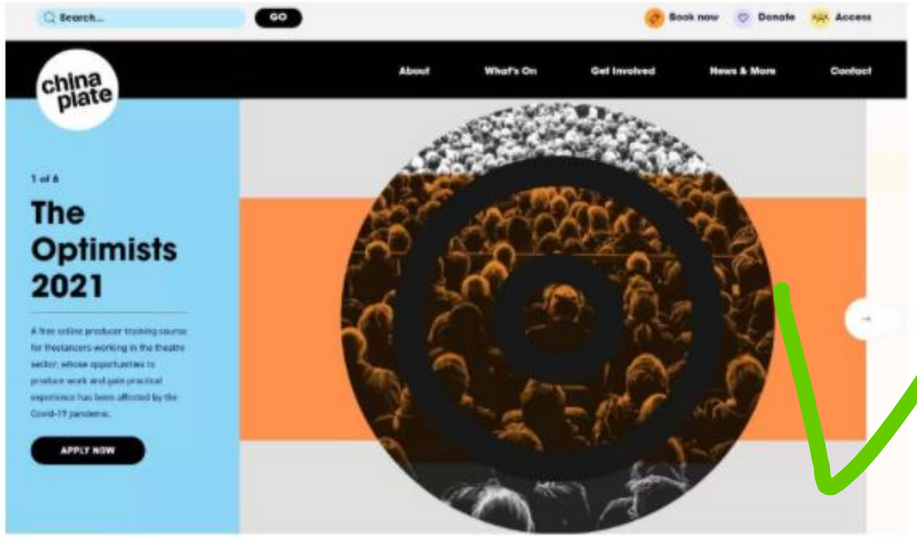



# Preheader text

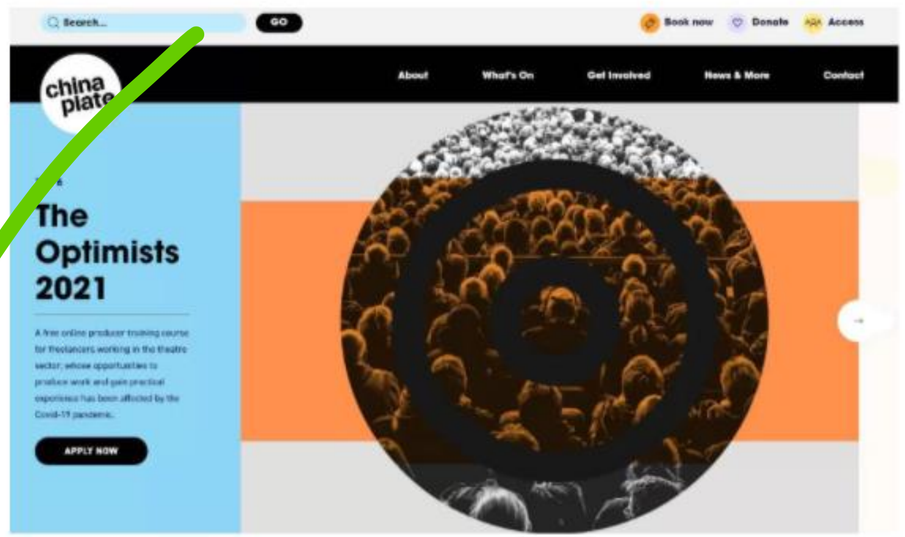


# Button colour




Sarah Isaacs, Digital Lead at China Plate, shares the journey of how the theatre studio redeveloped their website, with the help of the Digital Culture Network.

**Read the website development case study**

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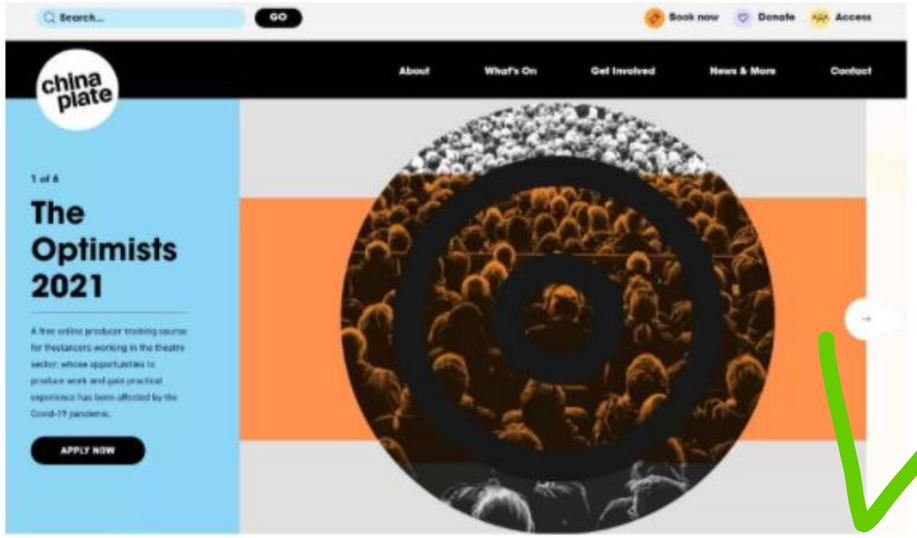
# Call to action text

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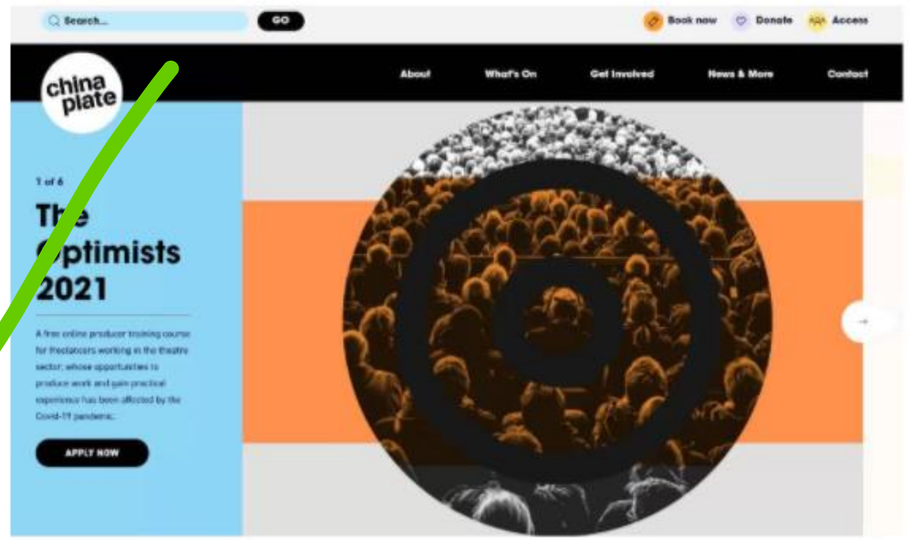


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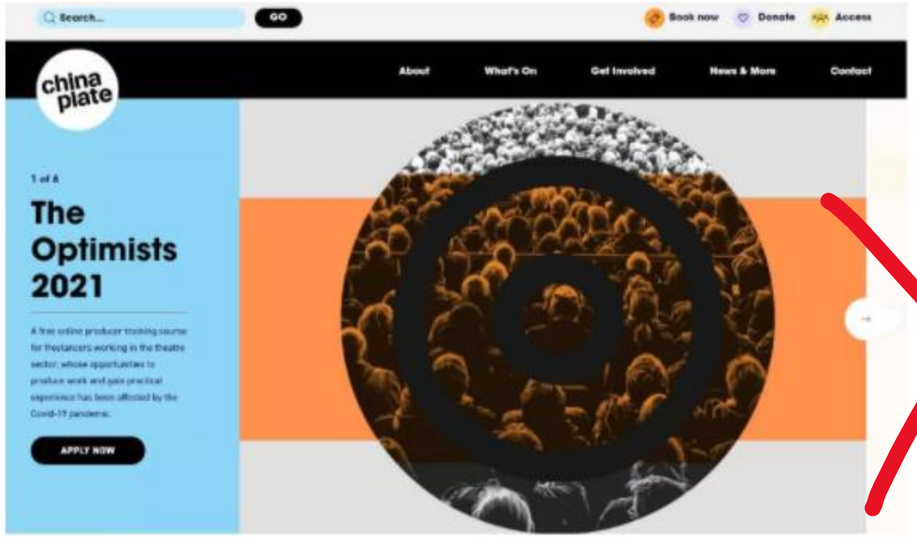
**Find out how we helped China Plate**

# Change one thing at a time

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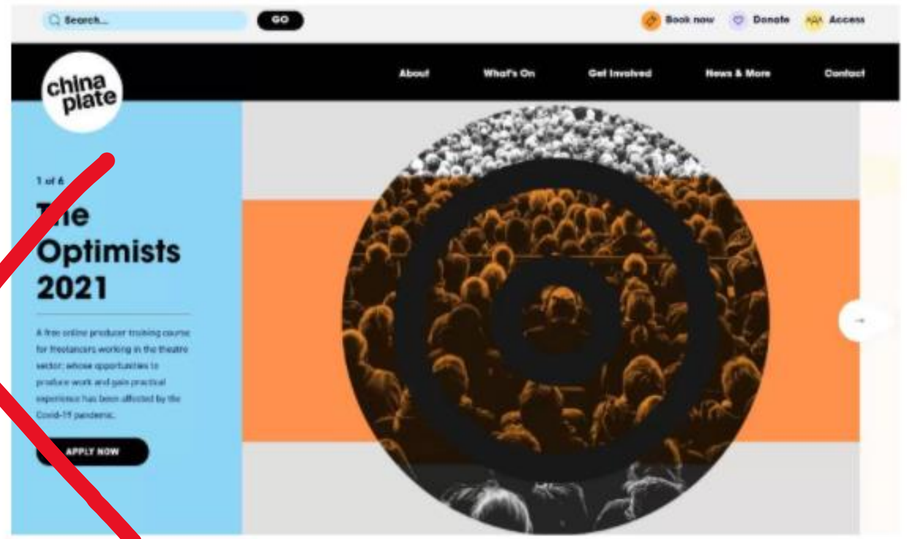


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# Email length

## Digital inclusion or exclusion?

Digital is becoming the norm for many, but a significant proportion of the population experience barriers to engaging with digital due to a combination of factors from connectivity, skills, confidence and access to technology. Join our **Connected to Culture LIVE: Digital – Inclusion or Exclusion?** conversation on Friday 26 February, presented in partnership with Google Arts & Culture, to explore the digital divide in more depth, with panellists from Birmingham Museums Trust and Revoluton Arts sharing their examples of inclusive practice and creating accessible projects, along with digital inequality charity, Good Things Foundation.

**Learn more about digital inequality and register for the digital inclusion conversation**

## Digital inclusion or exclusion?

Digital is becoming the norm for many, but many people still face barriers to engaging with digital. Head to our website to find out more about digital inequality and book onto our conversation: **Connected to Culture LIVE: Digital – Inclusion or Exclusion?**

**Learn more about digital inequality and register for the digital inclusion conversation**

- What is A/B testing?
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# Check what your current platform offers

# Automatic A/B test

Design your base email

Go to the A/B testing option

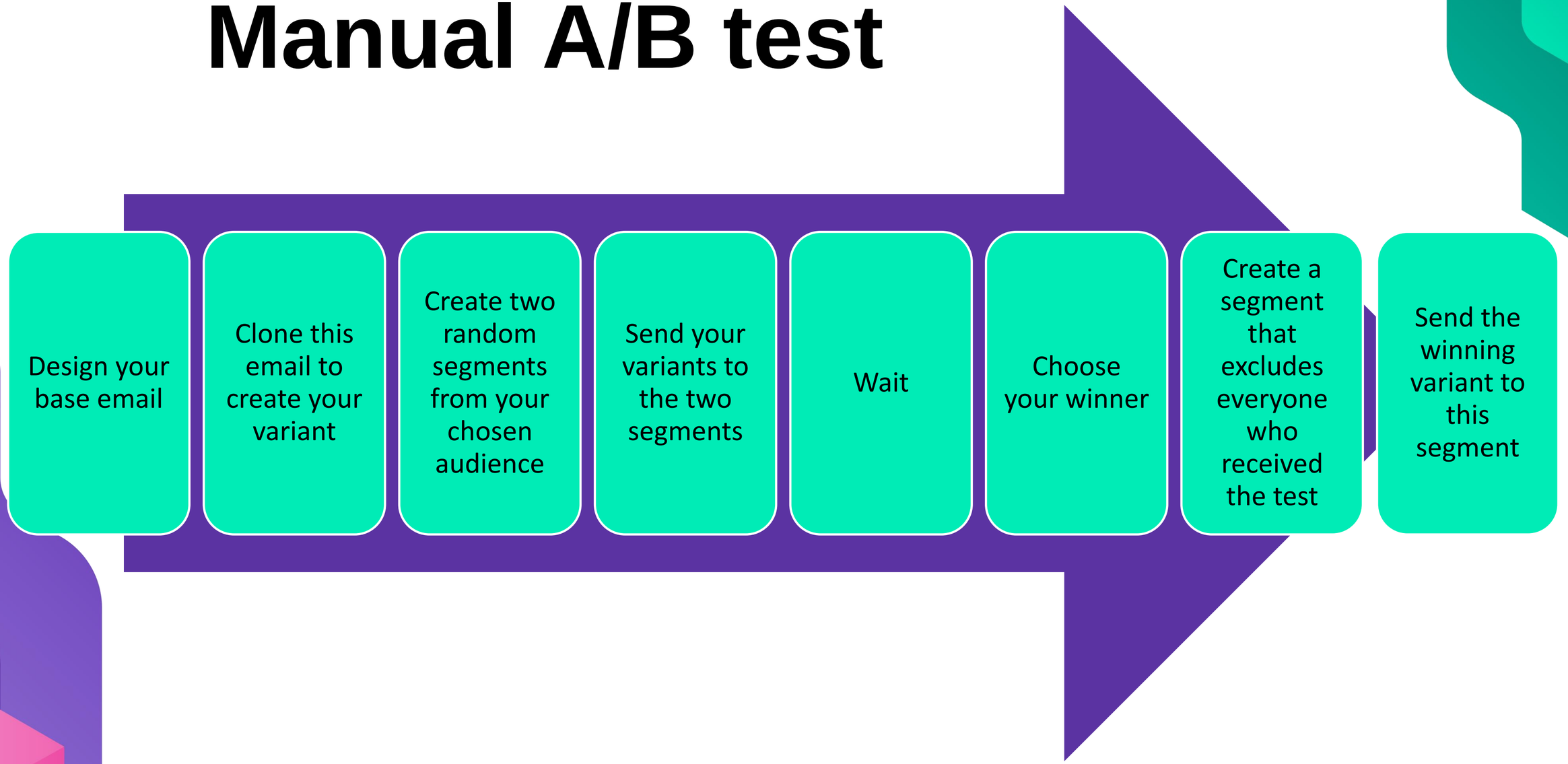
The system will ask you:

- What you want to test
- Your variants
- Test %
- Delay
- Automatic/manual winner

Hit GO

Optional: choose winner

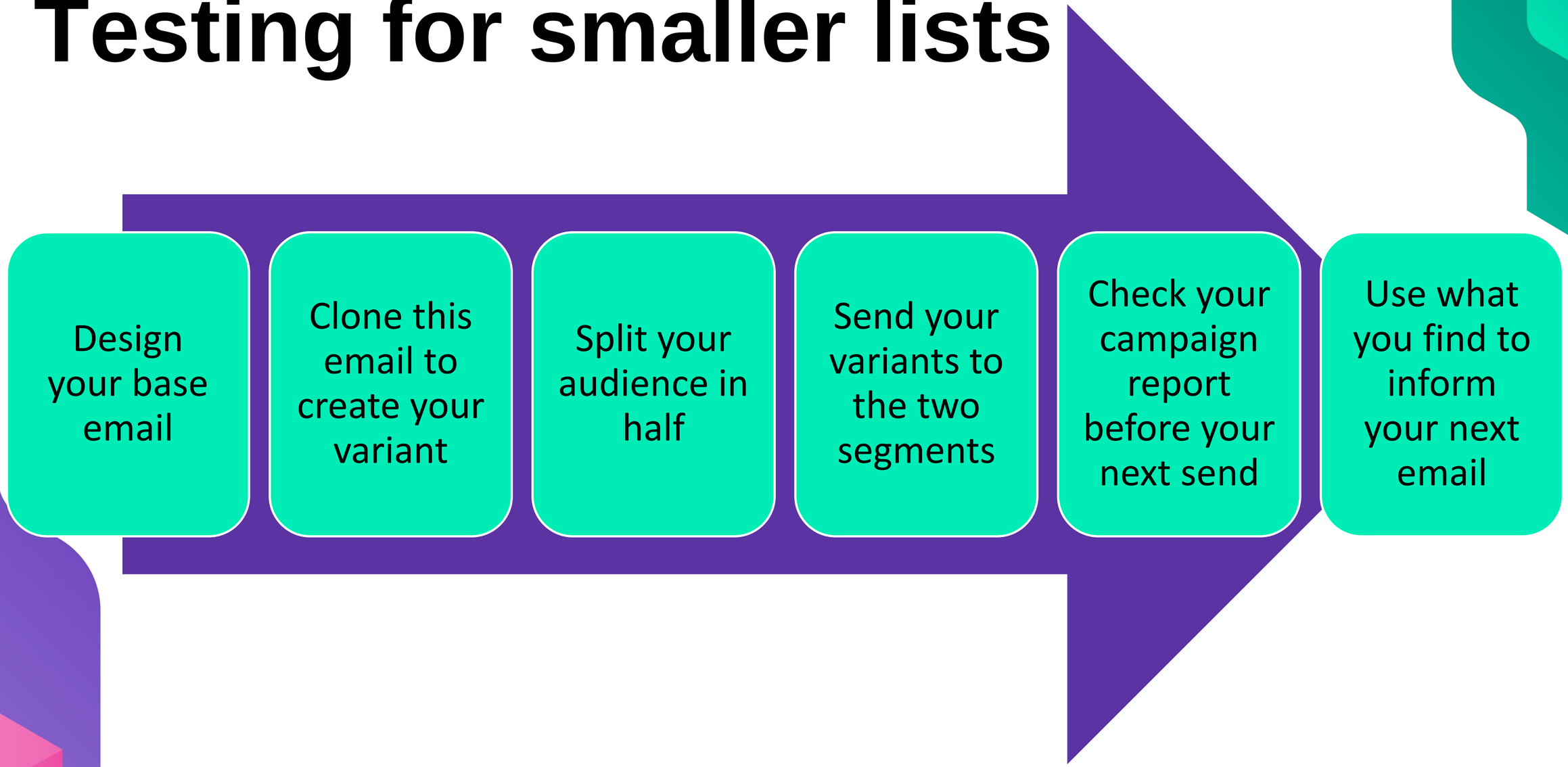
# Manual A/B test



# Testing for smaller lists

- Average open rate: 17-20%
- Average click through rate: 2%
- Audience size: 1000
- Test groups: 100 each
- Opens for each test: 17-20
- Click throughs for each test: 2

# Testing for smaller lists



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# Q&A

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# 2 minute break

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- What is A/B testing?
- Optimising your email campaigns
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- Optimising your website
  - Platforms and functionality

# Optimising your website

Why is split testing effective?

- **Improve performance and user experience**
- **Increase conversions**
- **Harvest opportunities**

# Don’t take my word for it!

How can A/B testing back-up your hunches?

- **Make decisions based on data**
- **Make decisions based on behaviour**

What is A/B testing?

Optimising your email campaigns

Platforms and functionality

Optimising your website

Platforms and functionality

# Tools Demo

Clarity

Optimize

# Q&A

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# #DigitalCultureNetwork

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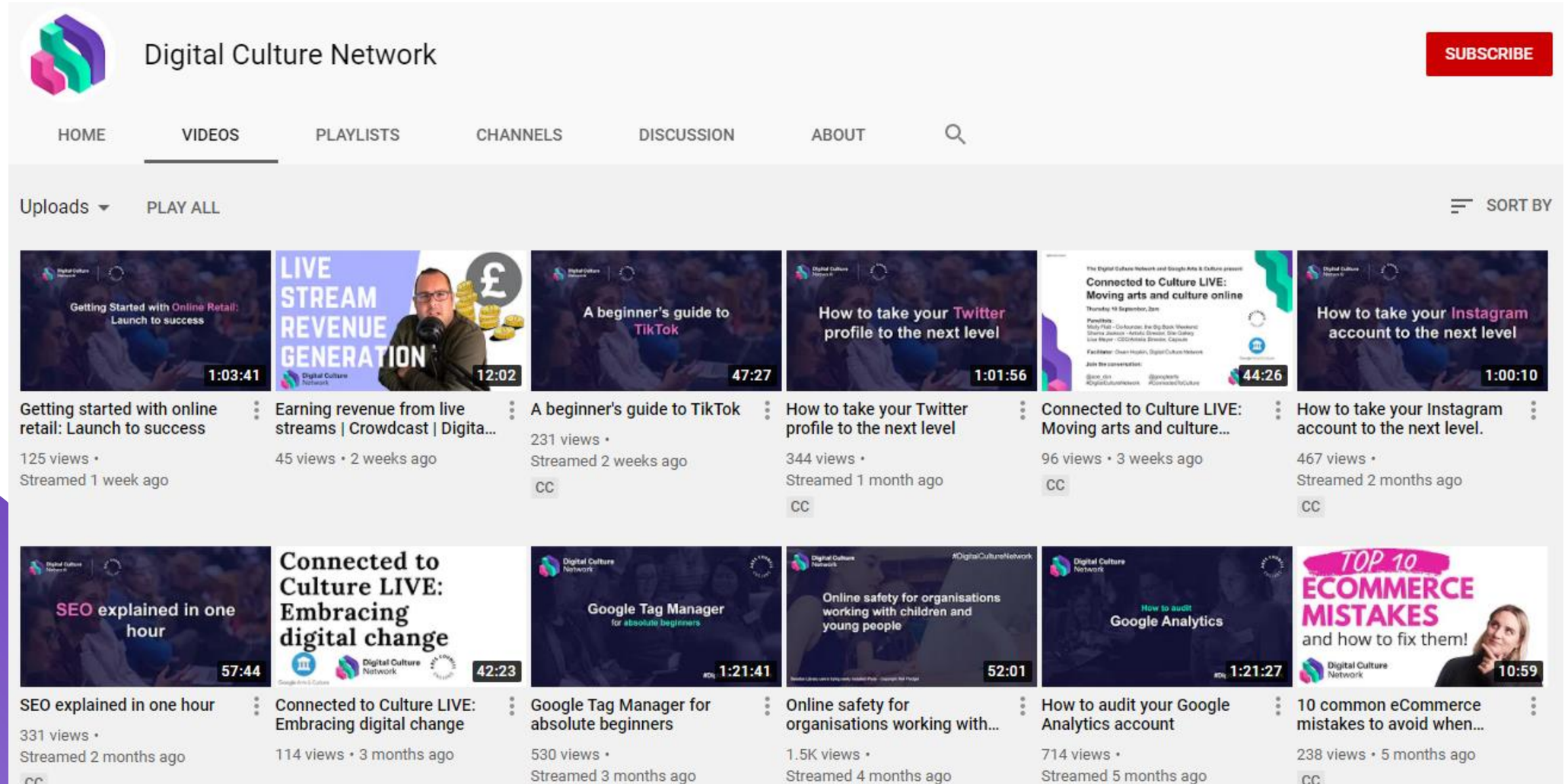
# YouTube


Digital Culture Network
SUBSCRIBE
HOME
VIDEOS
PLAYLISTS
CHANNELS
DISCUSSION
ABOUT
Uploads
PLAY ALL
SORT BY
Getting Started with Online Retail: Launch to success
1:03:41
Getting started with online retail: Launch to success
125 views •
Streamed 1 week ago
LIVE STREAM REVENUE GENERATION
12:02
Earning revenue from live streams | Crowdcast | Digita...
45 views • 2 weeks ago
A beginner's guide to TikTok
47:27
A beginner's guide to TikTok
231 views •
Streamed 2 weeks ago
CC
How to take your Twitter profile to the next level
1:01:56
How to take your Twitter profile to the next level
344 views •
Streamed 1 month ago
CC
Connected to Culture LIVE: Moving arts and culture online
44:26
Connected to Culture LIVE: Moving arts and culture...
96 views • 3 weeks ago
CC
How to take your Instagram account to the next level
1:00:10
How to take your Instagram account to the next level.
467 views •
Streamed 2 months ago
CC
SEO explained in one hour
57:44
SEO explained in one hour
331 views •
Streamed 2 months ago
CC
Connected to Culture LIVE: Embracing digital change
42:23
Connected to Culture LIVE: Embracing digital change
114 views • 3 months ago
Google Tag Manager for absolute beginners
1:21:41
Google Tag Manager for absolute beginners
530 views •
Streamed 3 months ago
#DigitalCultureNetwork
Online safety for organisations working with children and young people
52:01
Online safety for organisations working with...
1.5K views •
Streamed 4 months ago
How to audit
Google Analytics
1:21:27
How to audit your Google Analytics account
714 views •
Streamed 5 months ago
TOP 10 ECOMMERCE MISTAKES and how to fix them!
10:59
10 common eCommerce mistakes to avoid when...
238 views • 5 months ago
CC

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digitalnetwork@artscouncil.org.uk
digitalculturenetwork.org.uk

## Join the conversation

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