Email Split-Testing Workflow

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A workflow for planning email split tests, documenting hypotheses, and interpreting campaign results.

What this guide covers

- Choose an email element and define a testable hypothesis.
- Plan audience segments, timing, and a testing calendar.
- Review outcomes and use the findings to guide later messages.

Who this is for

For email marketers and small teams seeking a repeatable testing process.

Putting the ideas to use

Use the workflow to design one controlled test and record its setup and result.

Book details

Format: Guide. Pages: 34. Words: 4049.

Download availability: After payment, download the complete ZIP package or the included PDF separately.