

Lyris HQ - A/B Split Testing Functional Schematics

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The contents of these pages are the Wireframe drawings illustrating the distribution and organization of content and the functional interactions and navigation of the various pages and modules within the Lyris HQ A/B Split Testing functionality.

These wireframes are not intended to convey visual design.

Message Create

- I want to provide only one name for the message and its whole set of versions
- I want to define the Mailing List and Segments for the message and have it applied to all versions
- I want to apply a list or several lists to suppress from the net recipient list
- I want a unique name and description for each version of a single message

Message Edit

- During the editing of the email, I want the option of creating additional versions for split testing
- The different versions I create can vary in Subject Text, From Name or From Address, and the HTML and/or Text body of the email itself
- When I create a new version, I want the option to start with a copy of one of the versions I've already created
- When I create a new version of the email, or edit an existing one, I want all of the same tools available today in LHQ.
- When I am editing a message, and inserting a new image, I want the option of importing it from a URL, rather than only from the Asset Library. I need to be able to delete a version of a message

Test & Proof

- I want to be able to execute the Email [Assessment] test on all of the different versions at once, or on only selected versions.
- I want to control which tests are run when I execute any Email [Assessment] tests
- Once I execute any Email [Assessment] test, I want the option to view the test results as soon as any are available

Set Delivery

- I want to be able to control how many recipients receive the test messages by percentage of the whole list segment (minus the suppressions) or by exact number. This number will be evenly distributed across all tests of the message,
- When setting the delivery time for all messages, I want all of the same tools available today. I want to be able to apply different send dates/times to each version of a message
- I want the option of allowing the system to select a winning version of the message automatically based on criteria I define, and after a specified time interval want the option of selecting the winning message manually.
- For automatically identified winning versions, I need to be able to set when the final message will be sent to the remaining recipients

Review & Launch

- Once I have established all the settings of the test versions, I want the option to review all of these settings, preview the message version, and make necessary edits before "Launching" the message.

Message List

- From the Messages list of Litmus HQ, I want to know which messages have split-test versions.
- When a message does have more than one version, I want to be able to see the details of each including the preview, Subject, Status, Sent value, as well as From Name, From Email, and Format.
- When a message does have more than one version, I want to be able to Copy, Edit (when it hasn't been sent), and Delete (when it hasn't been sent) each version of the message.
- When I do "Copy" a message version (that has not been sent), I want to be able to define if the copy is a new test version of that same message, or a new message.
- For Sent messages, I want to be able to access the Reports from any of the test versions.

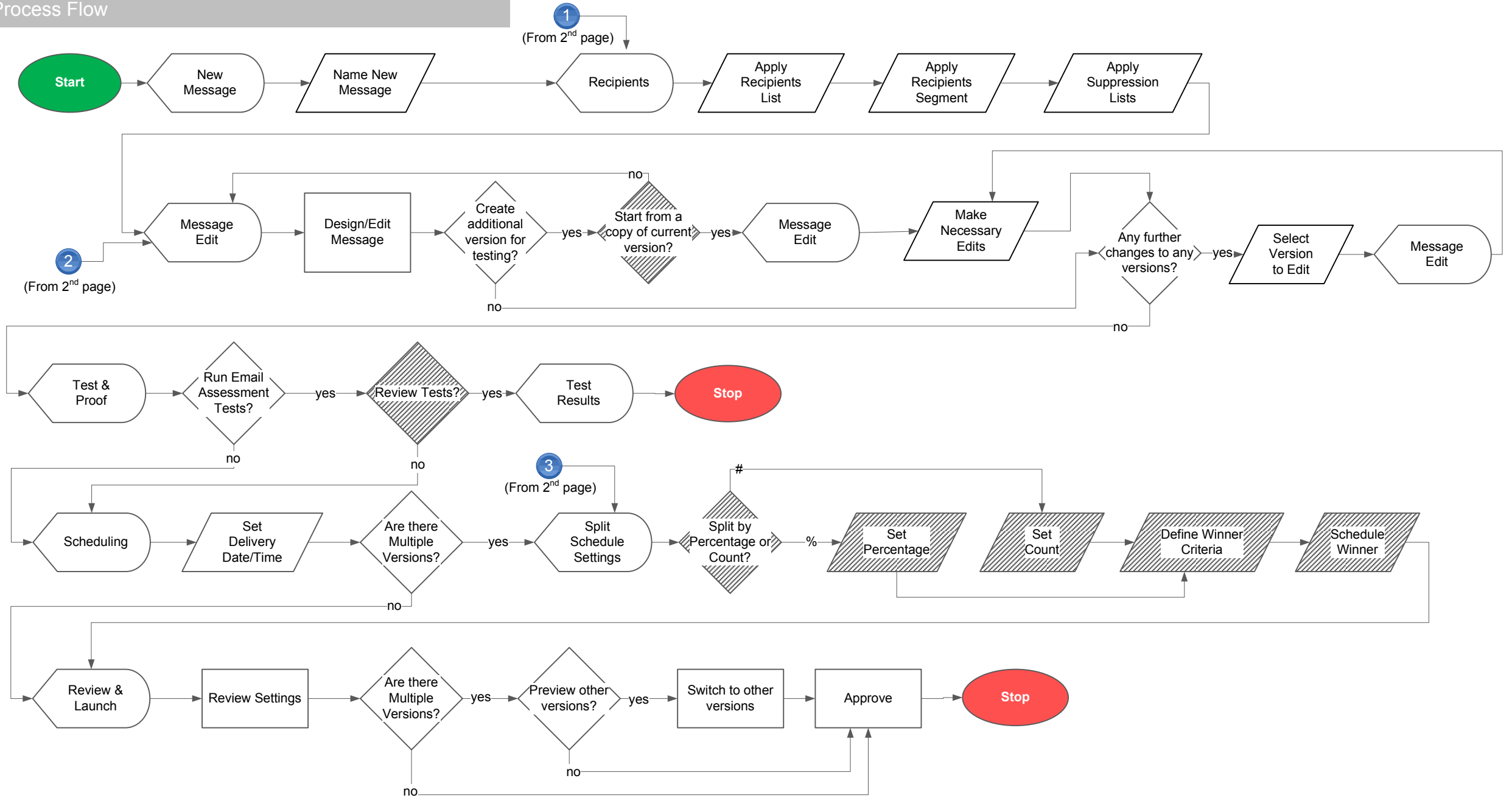
Report Overview

- From the Reports list of Litmus HQ, I want to know which messages have more than one versions.
- I want to be able to see the Preview as well as the Sent, Delivered, Opens, and other details currently available today for each version of a message
- I want to be able to select a Winner version from the Reports Overview list
- When I do select a "Winner" version, I want the option to edit the message, and schedule when it is to be sent to the remaining recipients.

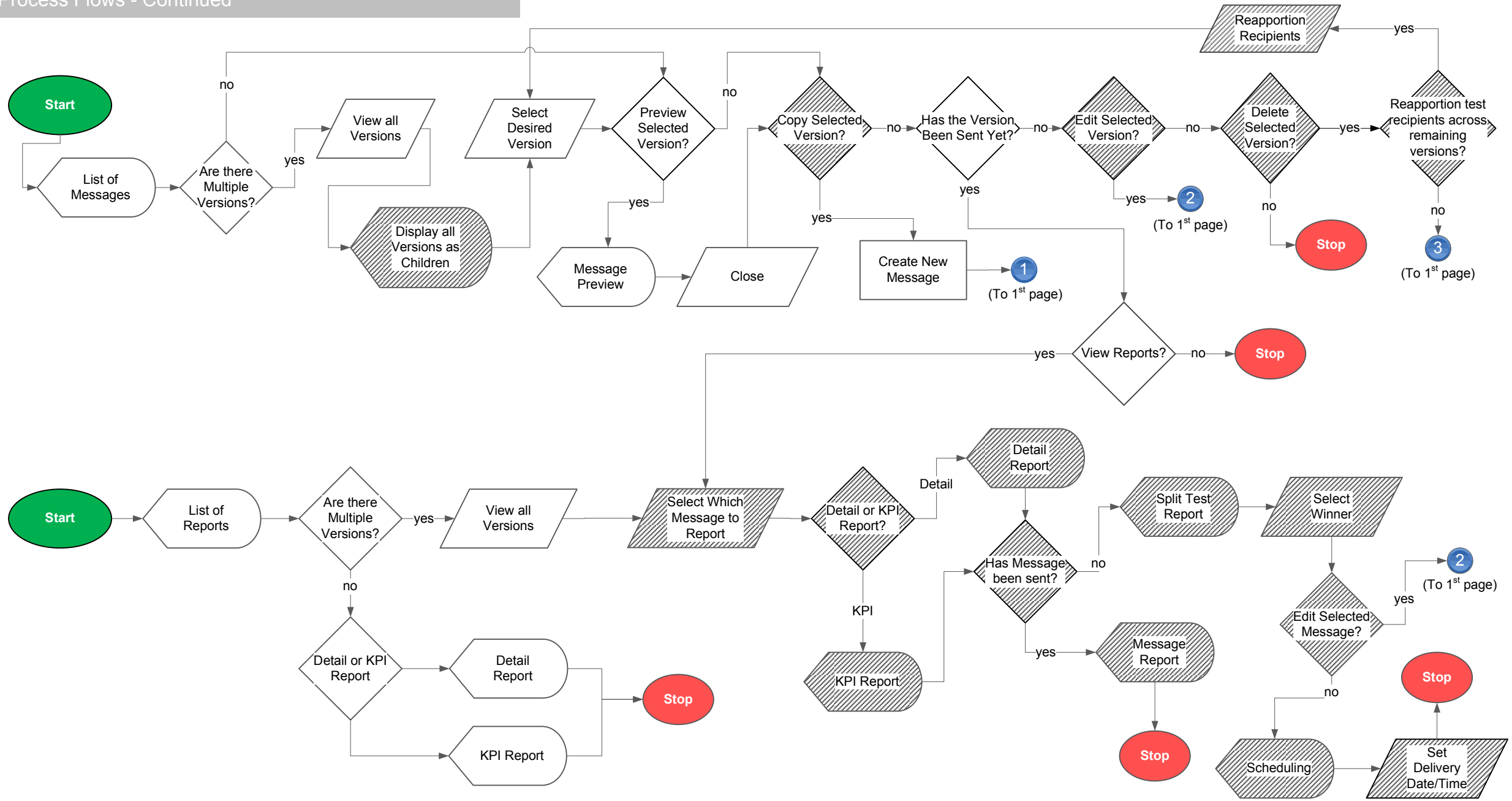
Report Detail

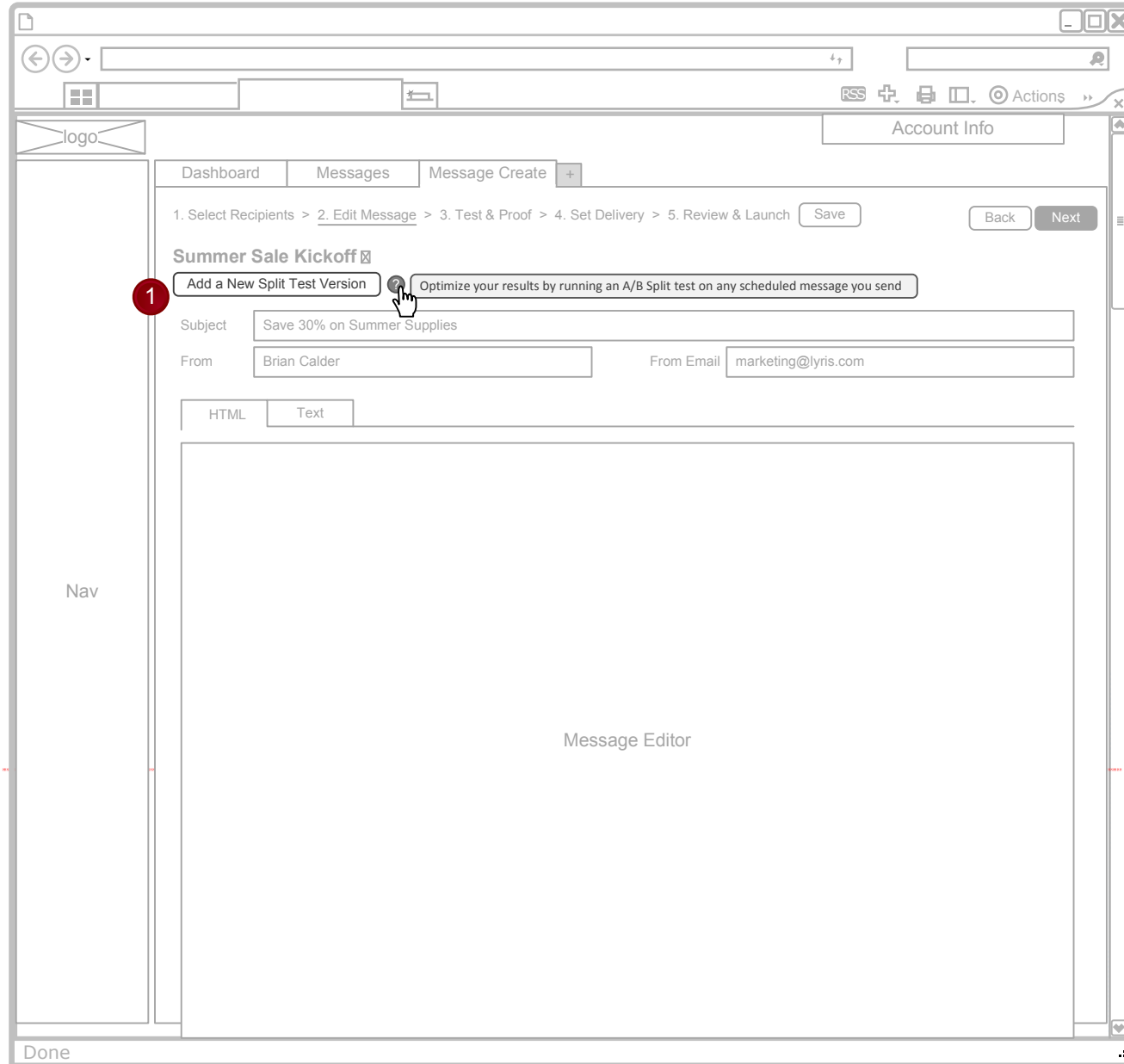
- I want to be able to view the full detailed report and KPI report of each test version of a message, and I want to see them all together.
- I want to be able to select a Winner version from the Report Detail pages
- When I do select a "Winner" version, I want the option to edit the message, and schedule when it is to be sent to the remaining recipients.

Process Flow



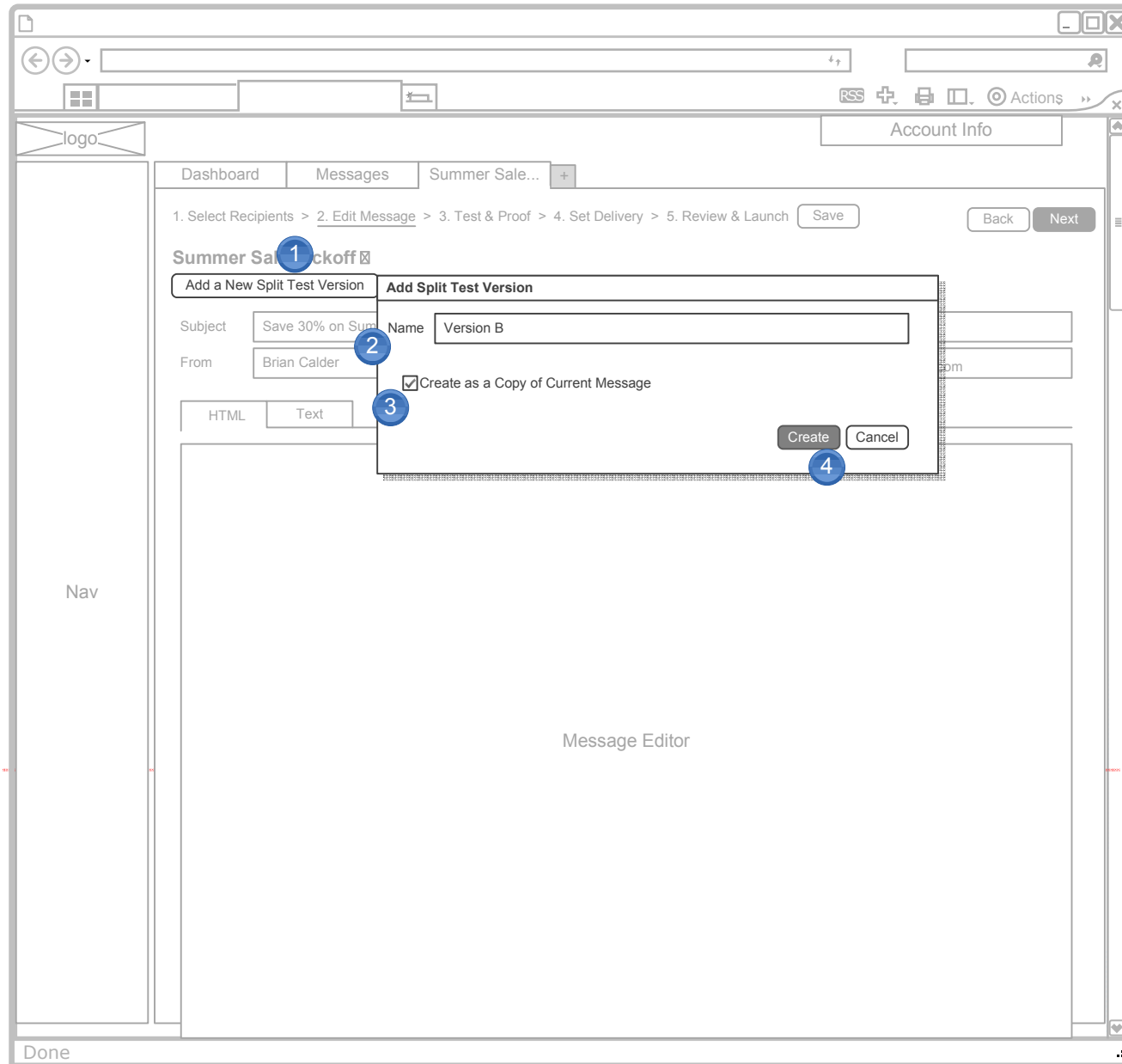
Process Flows - Continued





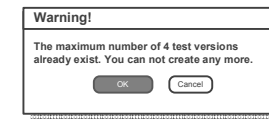
Annotations

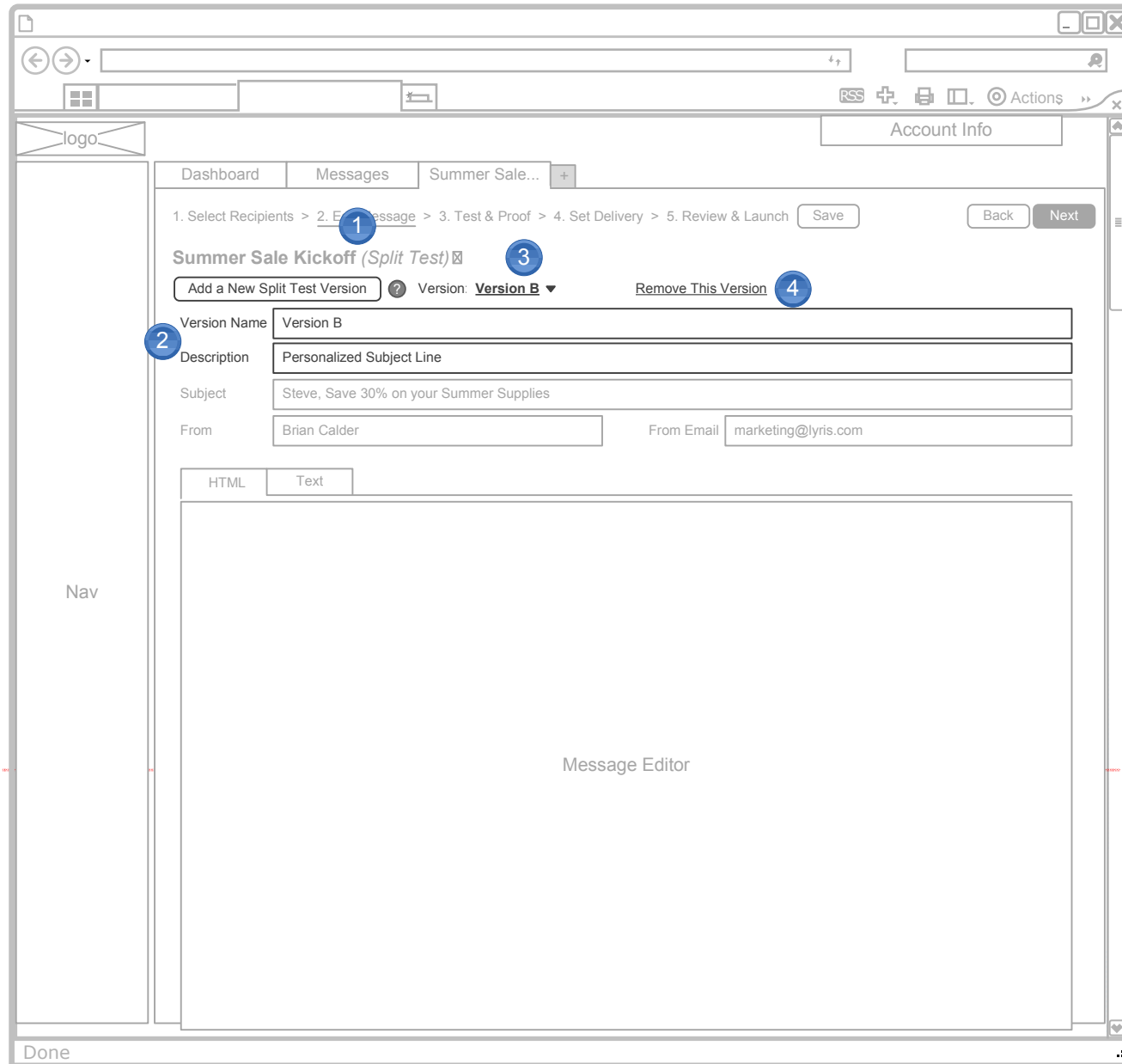
1. A new “Add a New Split Test Version” button is added to the Edit Message page of the Message Create flow. When clicked, this opens a modal dialog that helps the user create a new version (see *Edit Message – New Version* page). **EDITED Apr 15:** The button is moved to left side of the workspace, below the Message name. An inline Help icon is added right of the button with the tooltip contents, “Optimize your results by running an A/B Split test on any scheduled message you send”.



Annotations

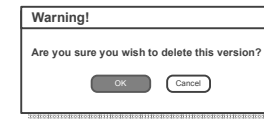
1. This modal dialog opens when a user clicks the "Add a new Split Test Version" button.
 2. The system provides a default name of "Version B" (for the second version of a message. "Version C" for the third, and so on), but the user can provide their own. A name is required.
 3. When checked, the "Create as a Copy of Current Message" check box will start the new message based on the designs and elements of the current message. This is checked by default.
 4. "Create" will automatically save the current version, and direct the user to the Edit Message page with the new version open available to edit. "Cancel" will dismiss the modal dialog, and return the user to the current page without generating a new version.
- Update 11/22:** A maximum limit is set at 4 test versions, plus the "Winning Version" for all messages. If a user attempts to create a 5th test version, the system will alert them that they have created the maximum number of tests allowed as seen below.

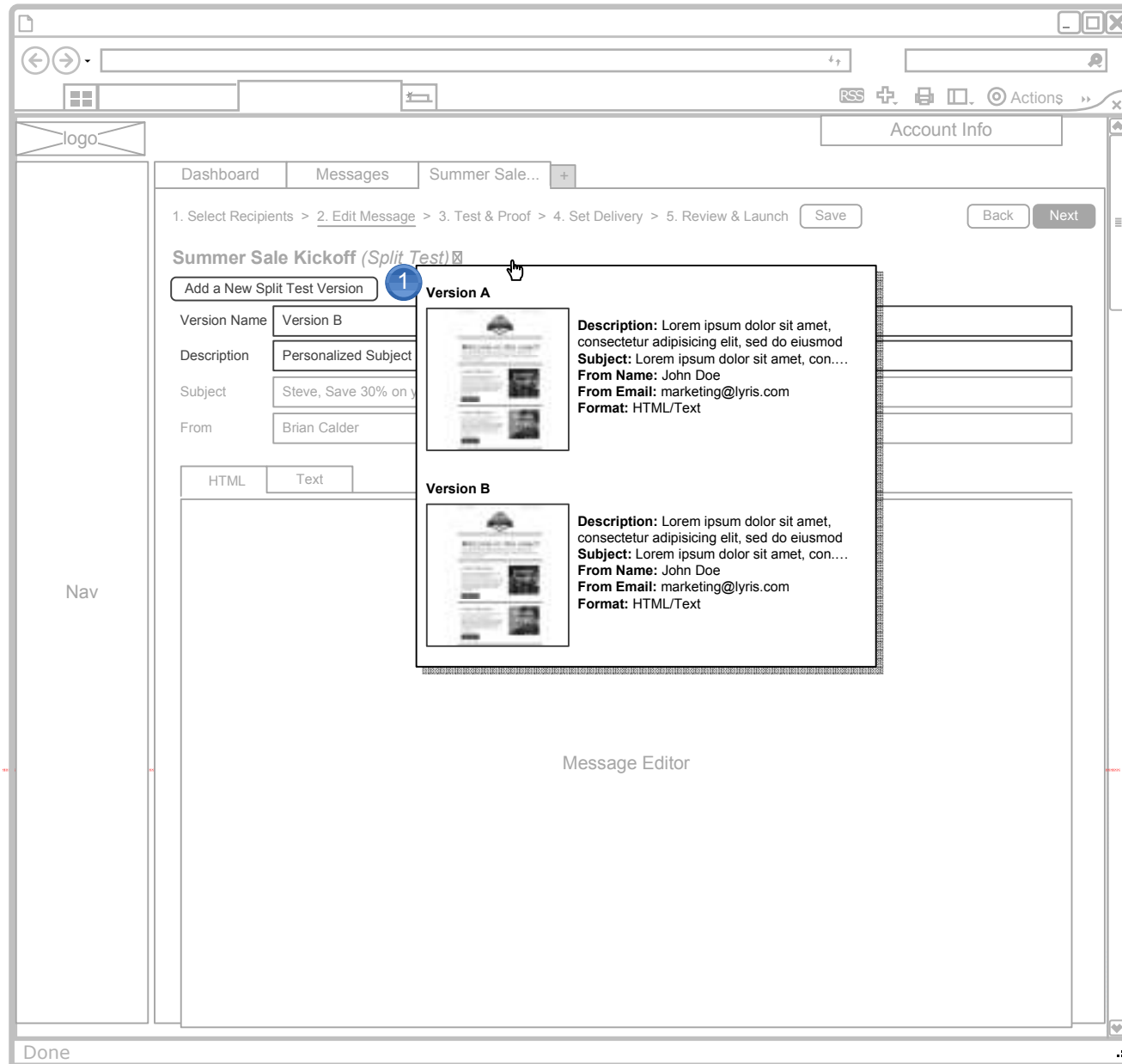




Annotations

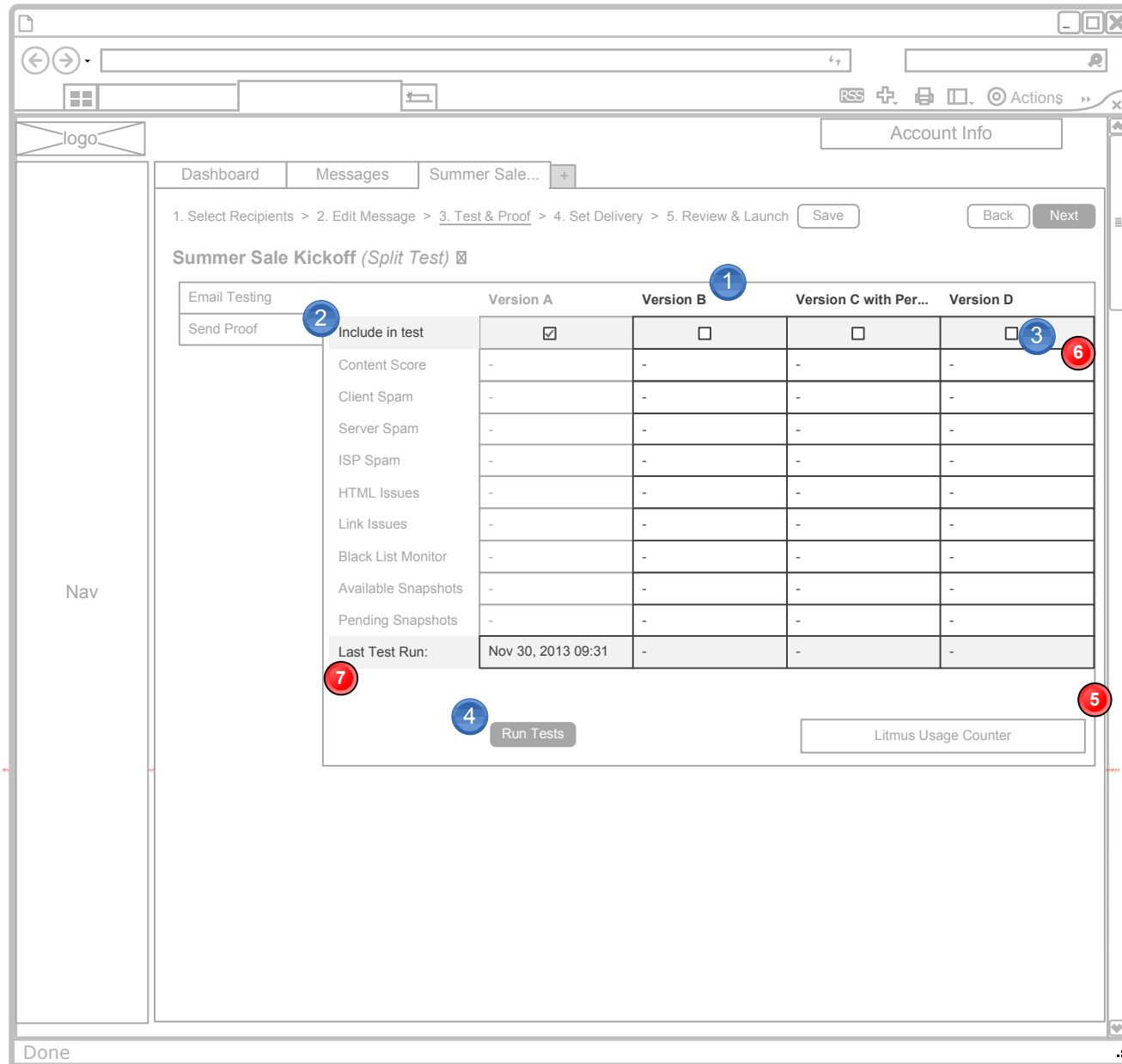
1. Once a second version of a message exists, the name of the Message is appended with "(split test)".
2. Each version has a Version Name and a Description field. The Name is required, but the Description is not.
3. The Version selector is a drop-down list similar to the table filter. The current filter is shown next to the "Version" label.
4. A new, "Remove this version" link is available when more than one version exists, so the user can delete a version. This presents a confirmation message and deletes the current message





Annotations

1. The Version Selection flyout displays a preview as well as the name, description, email, from name, and format of each version.



Annotations

- When multiple versions exist for a message, the Test & Proof page shows each of them as a column of the table.
- The user has the option of including or not each version of the message in the Email Assessment test.
- Each check box is checked by default which means, until unchecked, each version will be included in the test.
- If more versions exist than columns fit on the page, then the table scrolls horizontally.
- Update 11/22:** Since there is a limit of only 4 tests plus the Winning for a maximum of 5 potential versions, this should not have to include the horizontal scroll bar.
- Update 12/5:** Each check box is *unchecked* by default which means, until anything is checked, the "Run Tests" button should be unavailable since nothing would be included in the test.
- Update 12/5:** A new row is added to the table to indicate to the user when the last time the test was run or each version.

1. Select Recipients > 2. Edit Message > 3. Test & Proof > 4. Set Delivery > 5. Review & Launch

Save Back Next

Summer Sale Kickoff (Split Test) ✕

1 Version Distribution
The total number of recipients is based on the last query. This number may change when the split test is performed. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus nulla purus, varius non, consequat sit amet, egestas vel, magna.

3.33% 3.33% 3.33% 90%

1 2 3 Remainder

Send to 10 % or 4998 of the total 50,000 recipients **Note:** The total number of recipients reflects the count at the time of the last query. This number may be different when the tests are sent.

4 Schedule Test Versions

Version A Version B Version C with P...

Apply this schedule to all versions

Send Date: Later Now Select Date Select Time

Reports: Delivery Monitor

BCC: bcalder@lyris.com

8 Determine Winner
Determine winning version:

Automatically Manually

Determine winning version 24 Hours after sending final test.

11 Schedule Winner

Send Winning Version: Per Schedule Right Away Select Date Select Time

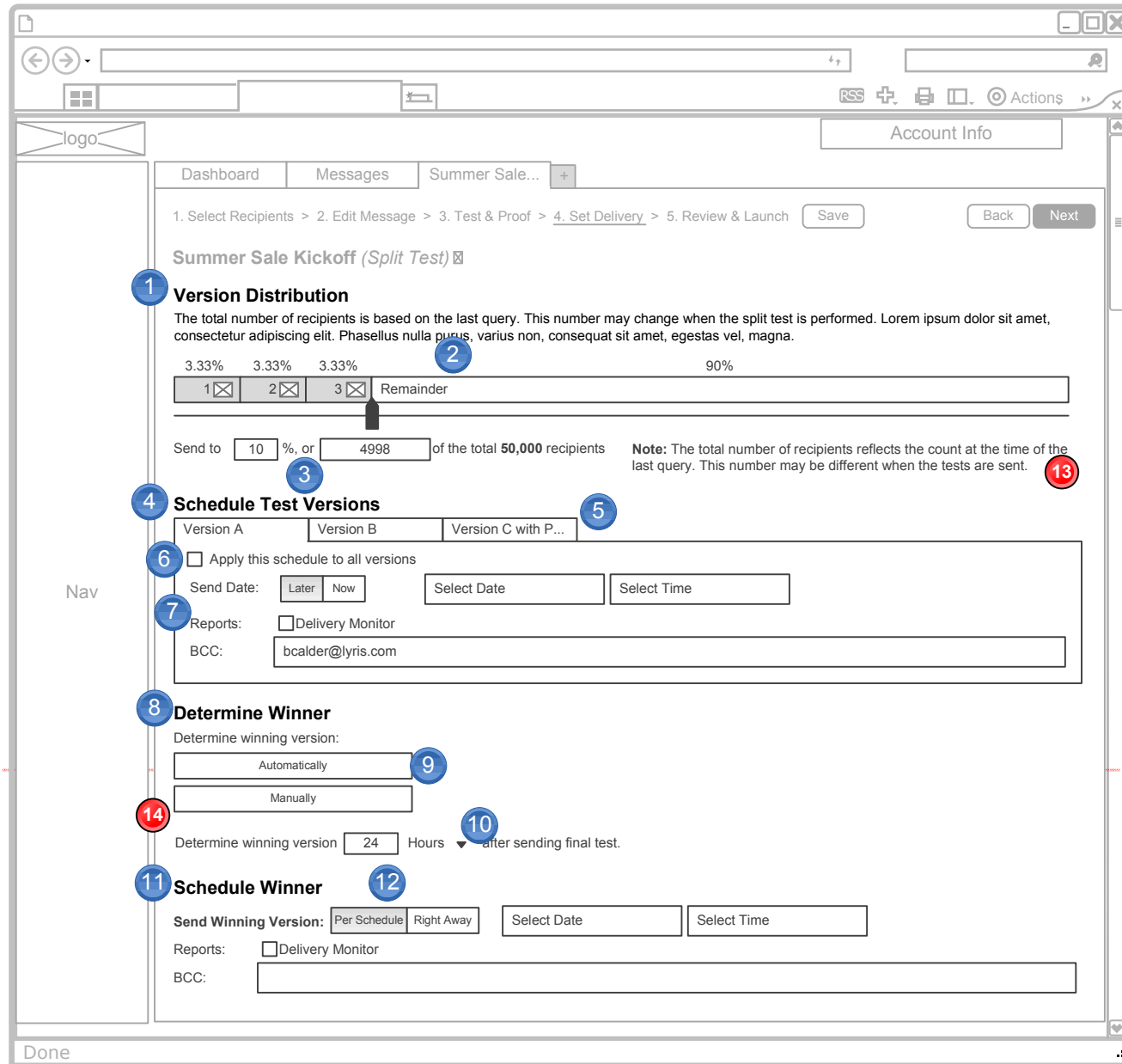
Reports: Delivery Monitor

BCC:

Done

Annotations

- The "Set Delivery" step of the Message Create flow contains new elements when a Message has a Split Test associated with it. The first step in setting up delivery is determining how many recipients will get test versions vs. the Winning Version. The default percentage of recipients is 10% when the page first loads.
 - The user can use this slider element to define the proportions of total recipients who get the tests. As the slider is dragged left or right, the percentage values of each version adjusts down or up. Though the distribution is divided equally among the different versions, each version is represented by a box, and a preview of each version is available on mouseover of the preview icon on each box.
 - Alternately, the user can modify the values by entering a percentage or whole number into these two fields. The slider and the other field are automatically updated to reflect the input amount as soon as the focus is off the edited field. *Use Case:* The user opens the page and the slider is set to "10%" by default. The 10% is reflected in the Percent field, and the 3,462 is in the count field. The user clicks into the Percent field and changes it to "12". The slider and the count field are updated as soon as the user hits <tab> or clicks outside of the field.
 - The different versions can have the same or individual send schedules.
 - Each Version is represented by a tab. The first version is shown first.
 - The "Apply this scheduled to all versions" check box is only on the first tab, and will apply the defined schedule to all versions of the message. When the user selects another tab after this check box is selected and a schedule is set, the same settings are reflected in that other tab. The user can make adjustments to the settings of any of the secondary tabs without affecting any other tabs. When changes are made to any secondary tab, the check box automatically becomes unchecked. *Use Case:* User A checks the "Apply this schedule..." check box, and sets the delivery to "later", the Date to "November 21, 2013", and the time to 7:00AM. He leaves the Reports check box unchecked, and the BCC field empty. He then clicks on the "Version B" tab. All of the same settings have been applied here. But he wants to send this one a little earlier, so he sets the time to 6:00AM. He leaves the Date as November 21. He clicks back on the "Version A" tab. The date and time are still November 21, and 7:00AM, but the "Apply this schedule..." check box is unchecked since the second tab is now different. He opens the "Version C with P..." tab to verify that date and time are still November 21, and 7:00AM.
 - The scheduler interface tools themselves are the same as the elements today.
- Notes 8 through 12 are on the next page



Annotations

Notes 1 through 7 are on the previous page

8. The user can determine a winner automatically or manually. This selection can happen at a specified length of time after the last test version has been sent.
9. The user can select between Automatic and Manual winner selection. This field is required, and neither are selected by default. When the user selects "Automatic", additional radio button options are presented (as seen below) so the user can specify how the winner shall be determined. With each option, the version with the highest value for the selected method is the winner.

Determine Winner

Determine winning version:

Automatically

Note: In the event of a tie, the default winner will be the older of the versions involved with the tie.

Based on Open Rate

Based on Click Through Rate

Based on Conversions (?)

Manually

Determine winning version: Hours after sending final test.

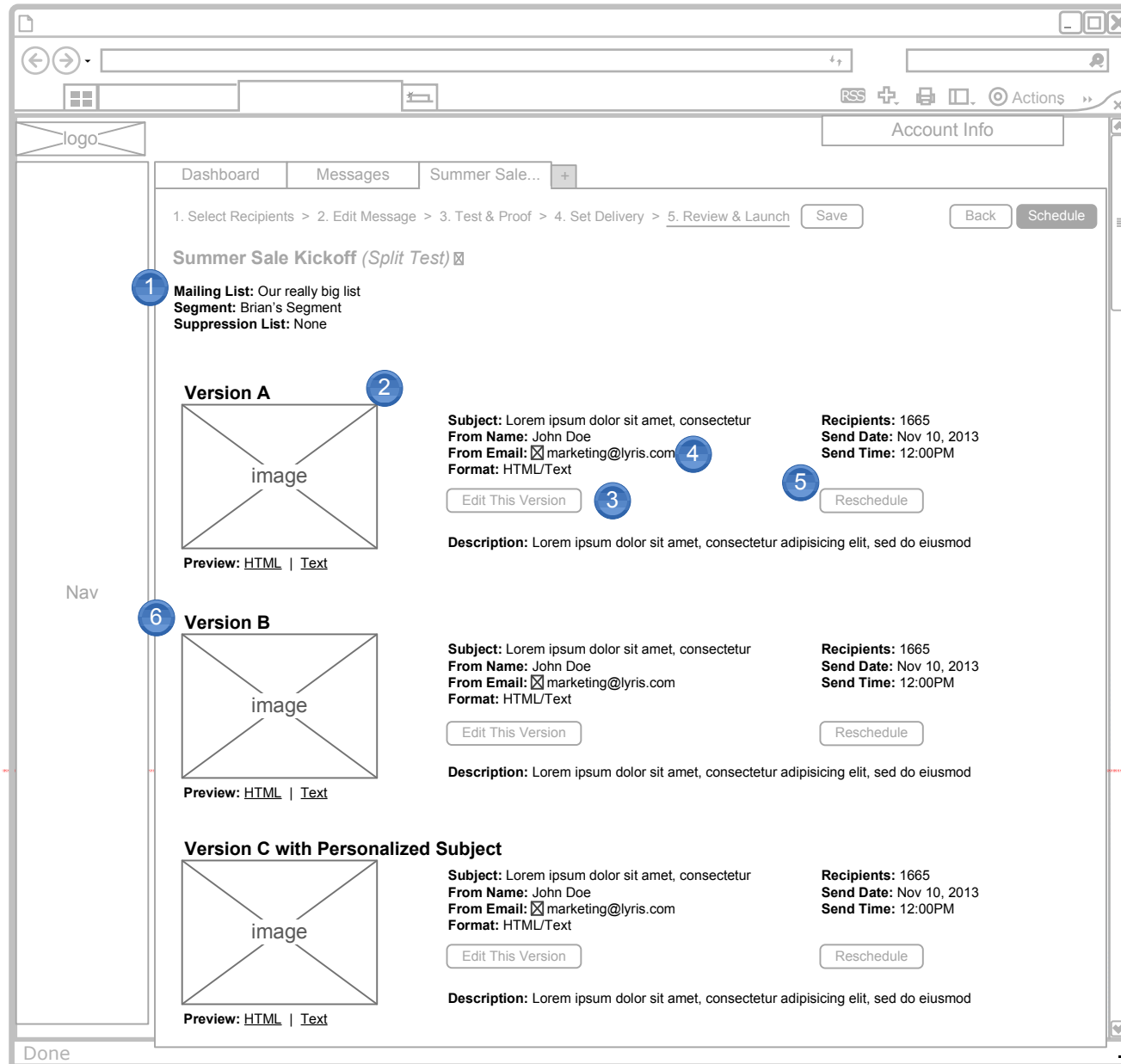
10. The entry field is open, so the user can enter any numeric value, but the values should be limited to numeric only. The interval select list contains "Hours" and "Days". These fields are only required if the winner determination is set to automatically. If these fields are left undefined, then the Status of the message becomes "Test Complete" as soon as the last test version is sent.

11. The user can specify when the Winning Version is to be sent out.

12. The scheduling interface tools are the same as they are today. These fields are only required when the user has selected "Automatic" winner selection. And the system should validate that the date/time are no earlier than the date/time that the latest test version is sent plus the time interval before determining a winner.
Use Case: The test versions are scheduled to be sent on November 21 at 7:00AM, 12:00PM, and 7:00PM. The Automatic winner selection is to be determined 24 hours after the last test version is sent. Therefore, the Winning Version can not be scheduled any earlier than November 22, at 7:00PM.

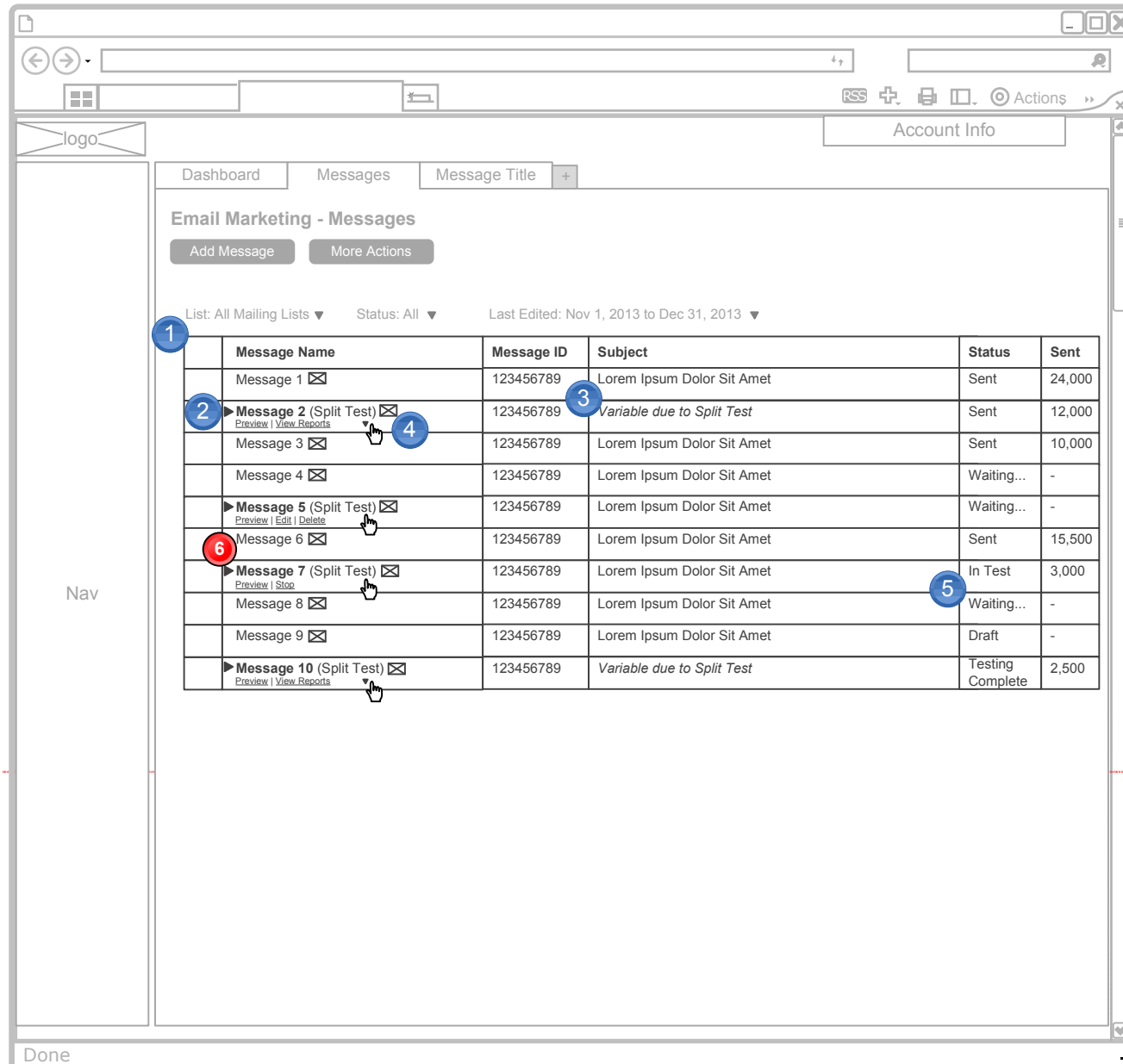
13. Updated 11/22: This static text note alerts the user that the total number of recipients may be different than the number shown here.

14. Updated 11/22: The Winner selection-method is now before the time interval.



Annotations

1. The Review & Launch page displays the settings that apply to the message as a whole, as well as the settings and previews for each test versions. The Mailing List, Segments and Suppression List information applies to the whole Message, so that list is at the top of the page.
2. Similarly to the current version, a thumbnail for each version is presented. The links below let the user open either the HTML or Text version in full-size in another window.
3. Each version's settings are visible for review in two sections. The Subject, From Name, From Address and Format are listed on the left. The "Edit this Version" button opens the respective version in the Edit Message step of the flow so changes can be made.
4. The DKIN icon is still presented with the From Email to indicate whether or not the email address domain has been configured.
5. The Recipients, Send Date, and Send Time are presented for review on the right, and the "Reschedule" button opens the respective version's tab in the Schedule Test Versions section of the Set Delivery page so changes can be made to the delivery schedule.
6. Each Test Version is presented in its own section as a list down the page.



Annotations

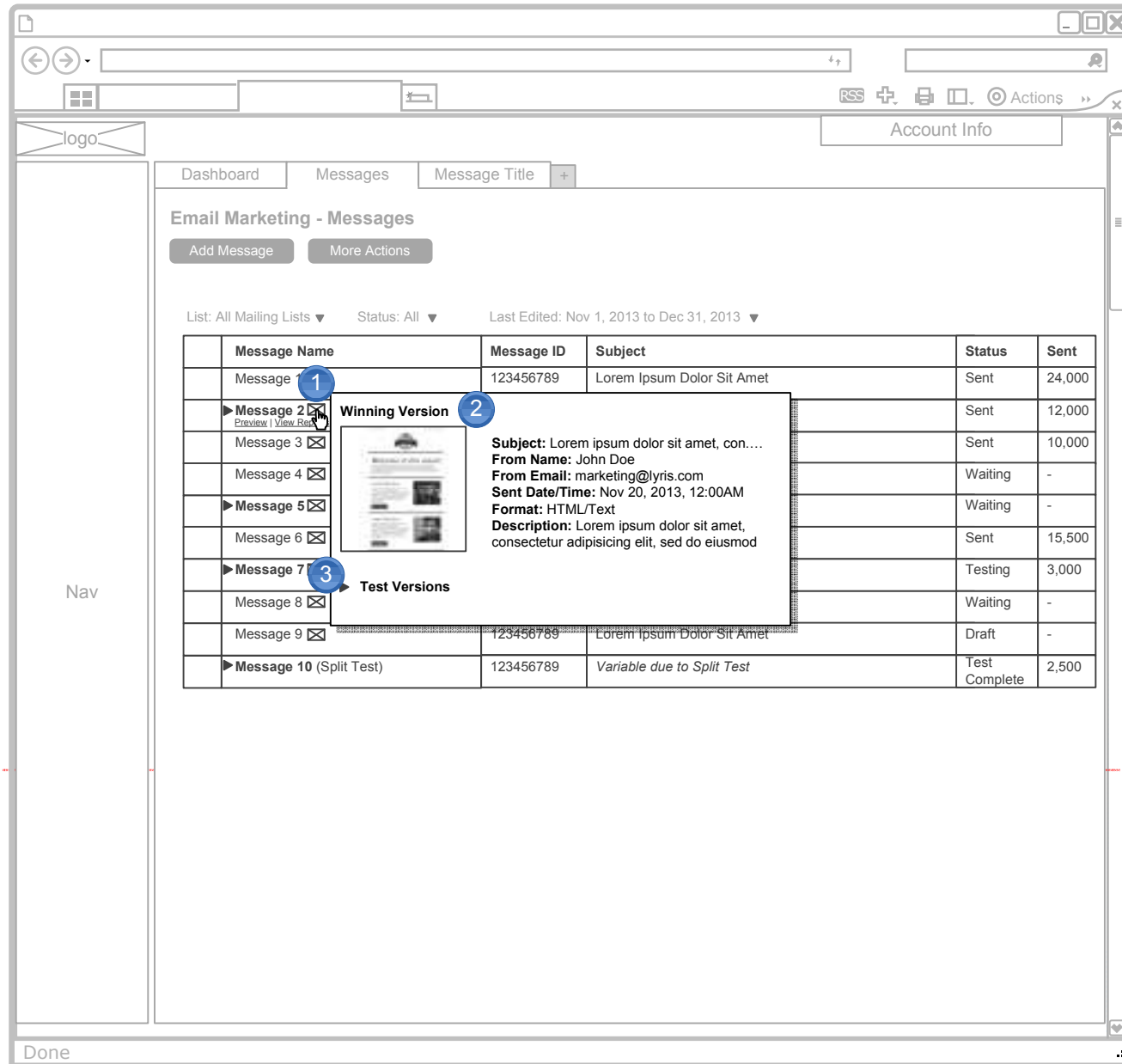
1. Messages with Split Tests settings appear in the messages list page similarly to standard messages, but with a few visual and interactive differences.
2. When a message has Split Tests associated with it, an expand/collapse arrow is present to the left of the Message name. It is collapsed by default (see the *Message List – Expanded* page for expanded view). Also, "(Split Test)" is appended to the name.
3. When the Subject varies across test version within a Message, then the Subject column reads, "Variable due to Split Test". When the Subject text is consistent across test versions, that subject is displayed in this column.
4. When the user hovers the mouse over the Message name of a Split Test, different actions are available to perform on the message status of the message.
Possible Actions:
A. Preview: Opens a full-sized preview in a popup browser window.
B. Edit: Opens the Message in the Edit Message page, with the first test version open.
C. Delete: Presents confirmation message and then deletes entire message on positive confirmation.
D. View Reports: Presents flyout menu to view one of the reports.
E. Stop: Cancels NEXT step in sending flow. Cancels remaining test versions if they are still being sent. Cancels Winning message if tests are complete.
5. The Status depends on the state of the test versions and the state of the Winning Message. Each status has its own unique icon.

Test Versions	Winning Version	Displayed Status	Actions
Not Scheduled	NA	Waiting to be Scheduled	A, B, C
Scheduled	NA	Test Pending	A, E
Sending	NA	In Test	A, E
Sent	Not Identified	Testing Complete	A, D
Sent	Identified, Not Scheduled	Testing Complete	A, D
Sent	Identified, Scheduled	Winner Scheduled	A, D, E
Sent	Sent	Sent	A, D

What does the "Preview" action link show in the popup for Split Tests? Options include:

1. Tabs inside the popup for each version
1. Remove the link when only test versions exist


6. Update 11/22: Removed "Copy" as an action for any message with Split Tests.



Annotations

1. When the user hovers the mouse over the icon next to each message in the Message list, a flyout opens showing thumbnail previews of the message.
2. If the message has Split Test versions associated with it, then the settings (meta data) are also included next to the preview as text.
3. If a Winning Version has been identified, then it is the only preview shown, and the test versions are collapsed under a "Test Versions" link. When the link is clicked, all versions are presented as below. (See *Message List - With Preview of Test Versions* page for preview without a Winning Version)


Winning Version



Subject: Lorem ipsum dolor sit amet, con....
From Name: John Doe
From Email: marketing@lyris.com
Sent Date/Time: Nov 20, 2013, 12:00AM
Format: HTML/Text
Description: Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod

▼ **Test Versions**


Version A



Subject: Lorem ipsum dolor sit amet, con....
From Name: John Doe
From Email: marketing@lyris.com
Sent Date/Time: Nov 20, 2013, 12:00AM
Format: HTML/Text
Description: Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod


Version B

WINNER



Subject: Lorem ipsum dolor sit amet, con....
From Name: John Doe
From Email: marketing@lyris.com
Sent Date/Time: Nov 20, 2013, 12:00AM
Format: HTML/Text
Description: Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod

Version C with Personalized Subject



Subject: Lorem ipsum dolor sit amet, con....
From Name: John Doe
From Email: marketing@lyris.com
Sent Date/Time: Nov 20, 2013, 12:00AM
Format: HTML/Text
Description: Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod

Account Info

Dashboard Messages Message Title +


Email Marketing - Messages

Add Message More Actions

List: All Mailing Lists Status: All Last Edited: Nov 1, 2013 to Dec 31, 2013


Message Name	Message ID	Subject	Status	Sent
Message 1	123456789	Lorem Ipsum Dolor Sit Amet	Sent	24,000
▶ Message 2 (Split Test)	123456789	Split Test	Sent	12,000
Message 3	123456789	Lorem Ipsum Dolor Sit Amet	Sent	10,000
Message 4	123456789	Lorem Ipsum Dolor Sit Amet	Waiting	-
▶ Message 5			Waiting	-
Message 6			Sent	15,500
▶ Message 7			Testing	3,000
Message 8			Waiting	-
Message 9			Draft	-
▶ Message 10			Test Complete	2,500

Version A




Subject: Lorem ipsum dolor sit amet, con...
From Name: John Doe
From Email: marketing@lyris.com
Sent Date/Time: Nov 20, 2013, 12:00AM
Format: HTML/Text
Description: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod

Version B



Subject: Lorem ipsum dolor sit amet, con...
From Name: John Doe
From Email: marketing@lyris.com
Sent Date/Time: Nov 20, 2013, 12:00AM
Format: HTML/Text
Description: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod

Version C with Personalized Subject

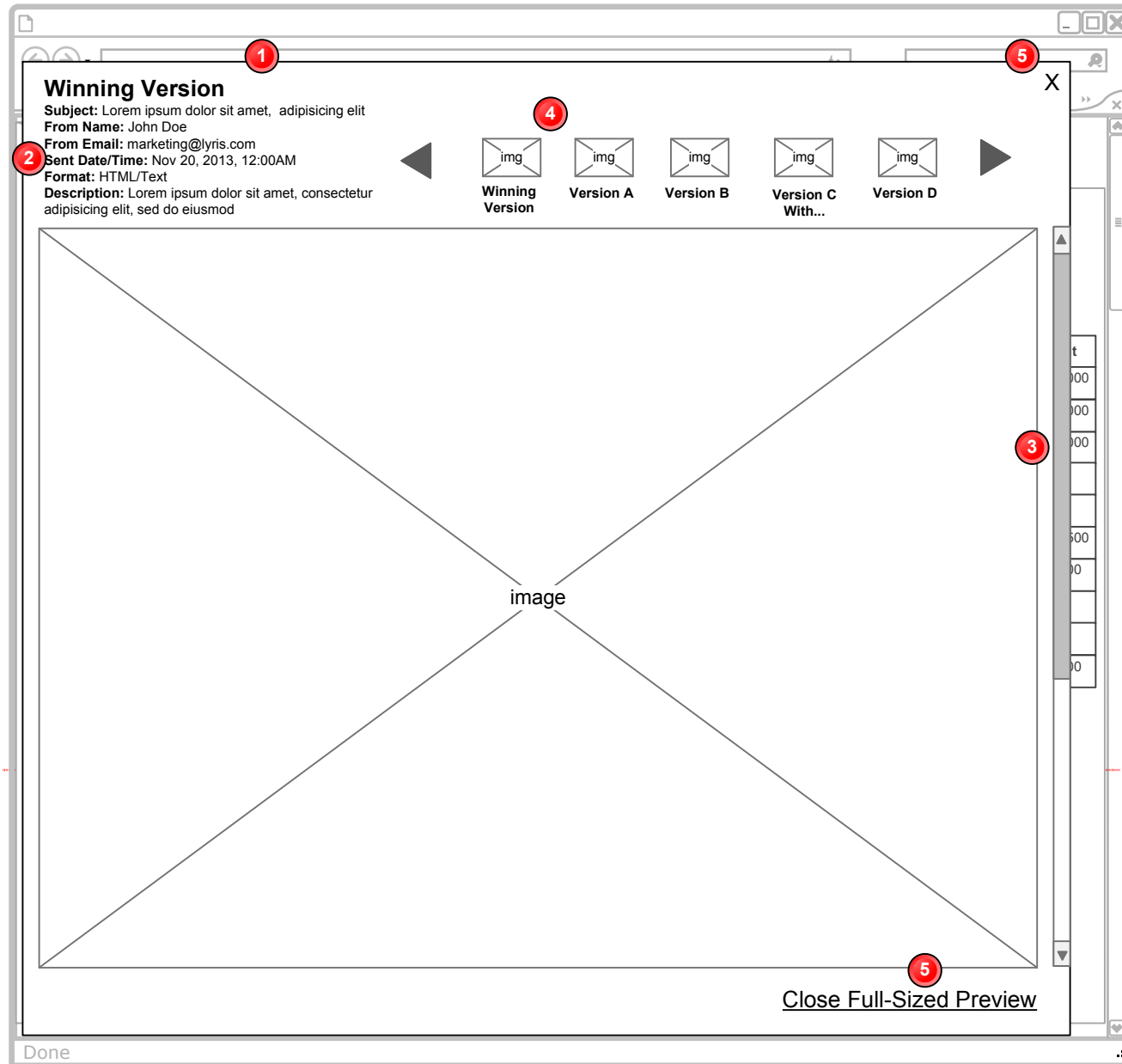


Subject: Lorem ipsum dolor sit amet, con...
From Name: John Doe
From Email: marketing@lyris.com
Sent Date/Time: Nov 20, 2013, 12:00AM
Format: HTML/Text
Description: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod

Done

Annotations

1. When a Winning Version of a split test message has NOT been identified, then all of the test versions are displayed in the preview flyout. (See *Message List - With Preview of Winning Version* page for the view when a Winning Version has been identified.)



Annotations

1. **Update 12/8:** The "Preview" text link associated with each list item in the table opens a popup to display the full size message. In the case of Messages with Split Tests, the popup contains a full-sized preview of each version.
2. **Update 12/8:** The name and meta-data of the currently-displayed version is in the top-left corner of the overlay.
3. **Update 12/8:** The visible height of the preview is limited to the vertical height available given Lyris HQ's fixed height. Therefore, the overlay will need to accommodate a scroll bar when necessary to display longer messages.
4. **Update 12/8:** Each version is accessible in this carousel control. The user can scroll through one at a time with the arrow buttons, or click one of the thumbnails to open that particular preview. The Winning Version is the first one displayed when the popup opens.
5. **Update 12/8:** This "Close Full-Sized Preview" link will close the overlay, as will the "X" in the top-right corner.

Account Info

Dashboard Messages Message Title +

Email Marketing - Messages

Add Message More Actions

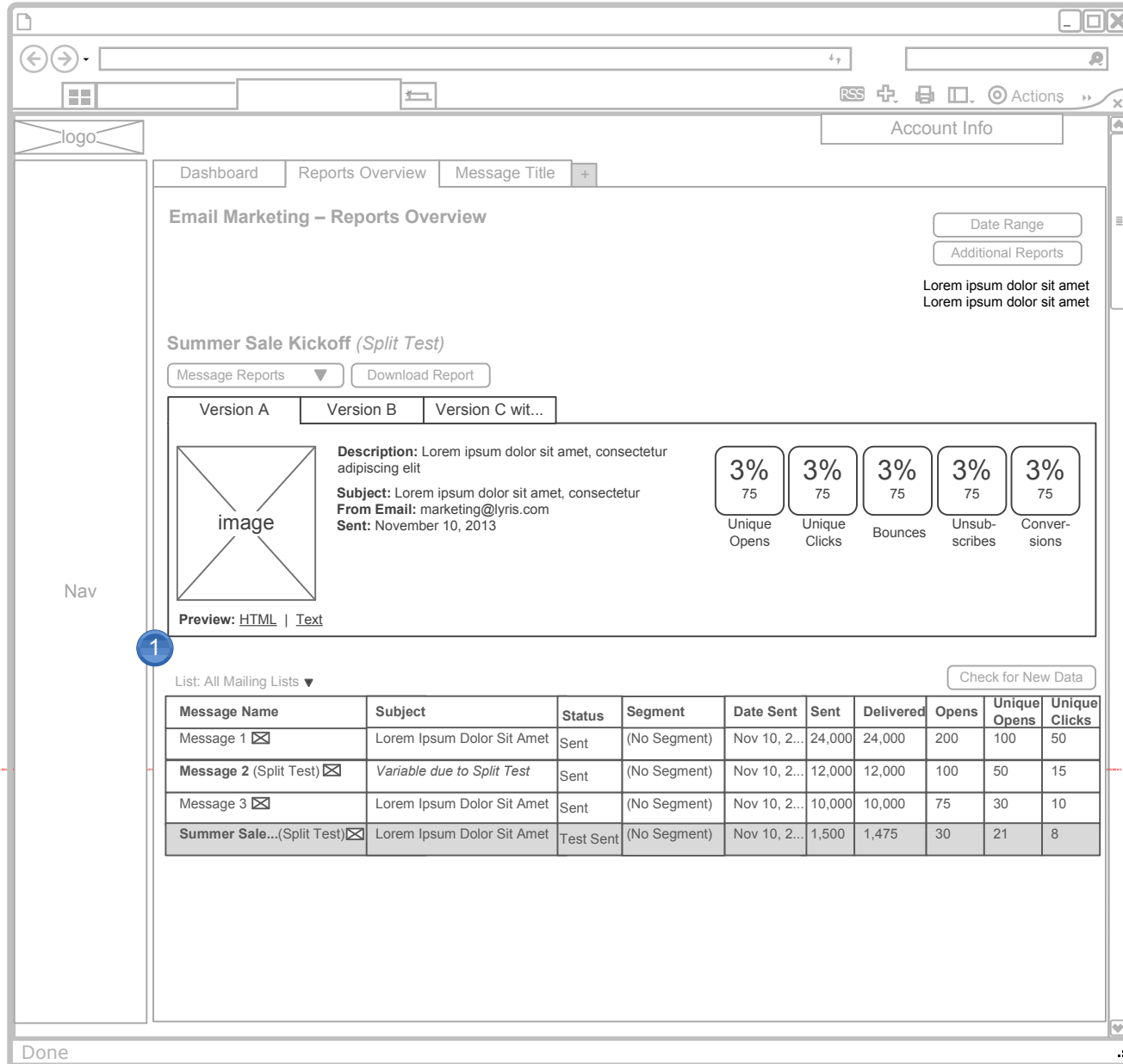
List: All Mailing Lists Status: All Last Edited: Nov 1, 2013 to Dec 31, 2013

Message Name	Message ID	Subject	Status	Sent
Message 1	123456789	Lorem Ipsum Dolor Sit Amet	Sent	24,000
▼ Message 2 (Split Test)			Sent	
Winning Versio	123456789	Subject B	Sent	10,000
Version A	123456789	Subject A	Sent	1,000
Version B (Winner)	123456789	Subject B	Sent	1,000
Message 3	123456789	Lorem Ipsum Dolor Sit Amet	Sent	10,000
Message 4	123456789	Lorem Ipsum Dolor Sit Amet	Waiting...	-
▼ Message 5 (Split Test)			Waiting...	-
Version A	123456789	Subject A	Waiting...	-
Version B	123456789	Subject B	Waiting...	-
Version C with Personalized Sub...	123456789	Subject C	Waiting...	-
Message 6	123456789	Lorem Ipsum Dolor Sit Amet	Sent	15,500
▶ Message 7 (Split Test)			Testing	3,000
Message 8	123456789	Lorem Ipsum Dolor Sit Amet	Waiting...	-
Message 9	123456789	Lorem Ipsum Dolor Sit Amet	Draft	-
▶ Message 10 (Split Test)		Variable due to Split Test	Test Complete	2,500

Done

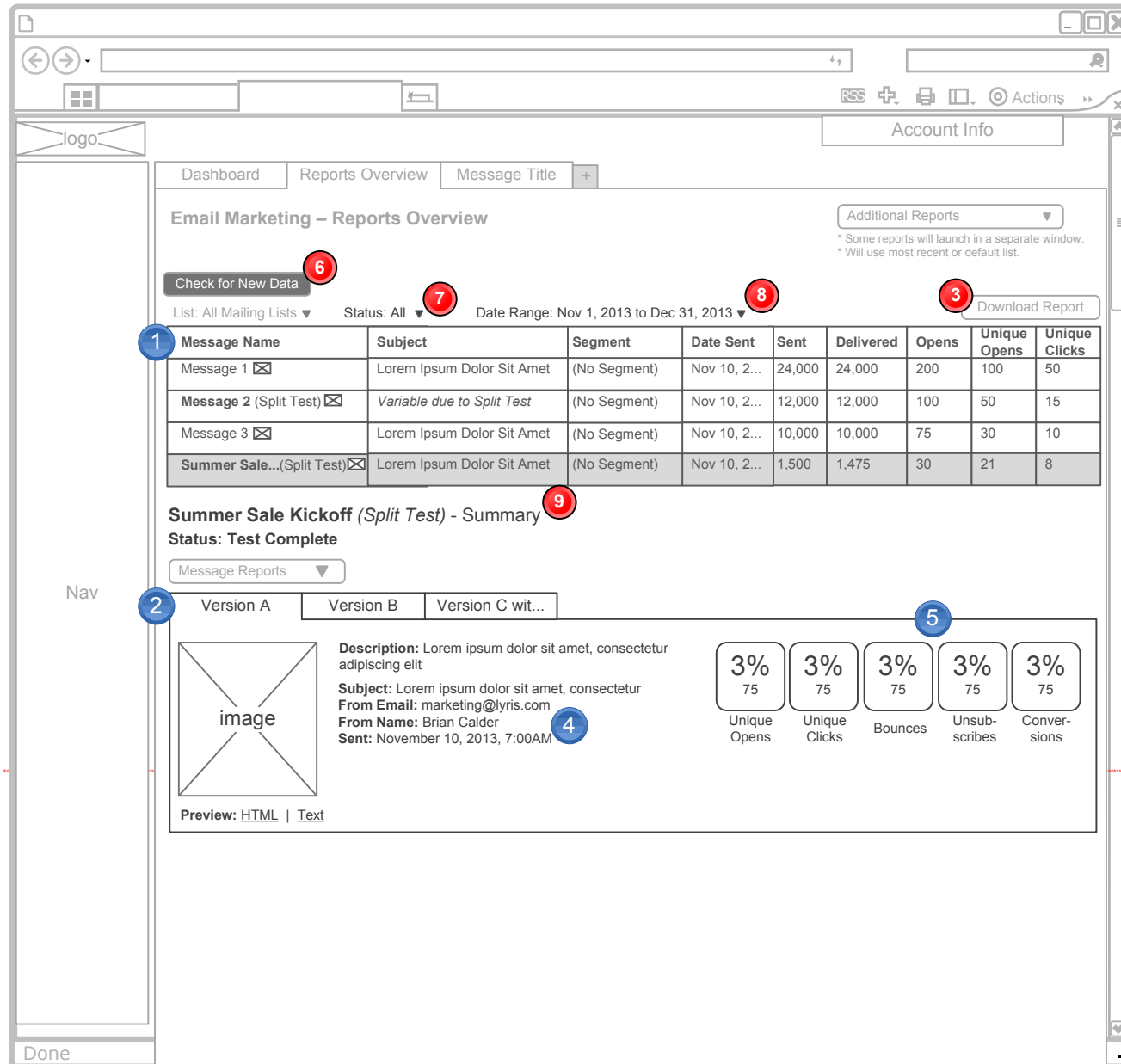
Annotations

1. Messages with Split Tests can be expanded to see the different versions. The Winning Version is displayed at the top of the list and reflects its Subject and number of emails sent. The Subject and Sent columns are blank at the Message level when it is expanded. They are included in the Messages row when it is collapsed.
2. The Test Versions are also expanded, and the Subject and Sent columns are also blank. When the Test Versions are collapsed, the total number of tests sent is included in the Test Versions row as seen below.
3. A Totals row also exists providing a Sent total for the whole message, including the Test Versions plus the Winning Version.
3. Update 11/22: The Totals row has been removed.
4. Update 12/9: The Test Versions row has been removed (See #2 above). There are now only two levels – message and individual versions.



Annotations

1. This is the Reports Overview page reflecting the current layout of the overview data of a selected message ABOVE the table list of messages. It is preferred that the page layout be updated so the table is displayed above the overview information of the selected message.



Annotations

1. This is the preferred page layout for the Reports Overview page. The Table is above the overview data, thus the information is presented in a more logical hierarchy of top-to-bottom. The Split Test Message is selected in the table.
2. When a Split Test has been applied to a message, then the different versions are represented by tabs. The first version is open by default.
3. The action buttons to access or view related reports, are grouped together under the name of the Message.
Updated 2/14/14: Moved this above the table of messages since it relates to all messages.
4. The meta data specific to each the respective version is displayed next to the thumbnail preview. This includes, Description, Subject, From Email, From Name, and Sent Date/Time.
5. The data badges reflect the overview data for this open version only.
6. **Updated 12/4:** To align with the table layout of other pages, the "Check for New Data" button has been moved to the top-left of the table and is the darker action button.
7. **Updated 12/4:** Because the Reports table now contains Messages of various statuses, a "Status" filter is added here to allow the user to filter. The contents of this list reflect all of the different status of messages that appear in this table.
8. **Updated 12/4:** To align with the table layout of other pages, the "Date Range" button has been moved to this filter row as an additional filter.
9. **Updated 12/4:** "- Summary" is added to the end of the name of the selected message to reinforce the fact that this does not represent the complete reporting details.

The screenshot shows a web application interface for email marketing reports. At the top, there's a navigation bar with 'Dashboard', 'Reports Overview', and 'Message Title'. Below this is a section titled 'Email Marketing - Reports Overview' with a 'Check for New Data' button and a 'Download Report' button. A table lists several reports with columns for Message Name, Subject, Segment, Date Sent, Sent, Delivered, Opens, Unique Opens, and Unique Clicks. Below the table, there's a summary for 'Summer Sale Kickoff (Split Test) - Summary' with a status of 'Test Complete'. Underneath, there are tabs for 'Version A', 'Version B', and 'Version C wit...'. The 'Version C' tab is active, showing a preview of an email version that is 'Pending'. The preview includes a description, subject, from email, from name, and scheduled date. A red circle with the number '1' is next to the scheduled date, and another red circle with the number '2' is next to the word 'Pending'.

Message Name	Subject	Segment	Date Sent	Sent	Delivered	Opens	Unique Opens	Unique Clicks
Message 1 <input checked="" type="checkbox"/>	Lorem Ipsum Dolor Sit Amet	(No Segment)	Nov 10, 2...	24,000	24,000	200	100	50
Message 2 (Split Test) <input checked="" type="checkbox"/>	Variable due to Split Test	(No Segment)	Nov 10, 2...	12,000	12,000	100	50	15
Message 3 <input checked="" type="checkbox"/>	Lorem Ipsum Dolor Sit Amet	(No Segment)	Nov 10, 2...	10,000	10,000	75	30	10
Summer Sale...(Split Test) <input checked="" type="checkbox"/>	Lorem Ipsum Dolor Sit Amet	(No Segment)	Nov 10, 2...	1,500	1,475	30	21	8

Summer Sale Kickoff (Split Test) - Summary
Status: Test Complete

Message Reports

Version A | Version B | Version C wit...

Pending

Description: Lorem ipsum dolor sit amet, consectetur adipiscing elit
Subject: Lorem ipsum dolor sit amet, consectetur
From Email: marketing@lyris.com
From Name: Brian Calder
Scheduled: Nov 12, 2013 12:00 PM

Preview: [HTML](#) | [Text](#)

Annotations

Updated 2/14/14: If test versions are not sent at the same time, then there could be a case in which a user looks at a report before all versions have been sent, and therefore no data has been collected for those versions.

1. In this case, each version's tab is still present. The preview image is still in the appropriate tab, as is the Description, Subject, From Email and From Name. The Sent Date is changed to "Scheduled: [Date]".

2. The colorful data points are not present as there is no data, and they are replaced with the "Pending" message.

Account Info

Dashboard Reports Overview Message Title +

Email Marketing – Reports Overview

Additional Reports

Check for New Data

List: All Mailing Lists Status: All Date Range: Nov 1, 2013 to Dec 31, 2013

Message Name	Subject	Segment	Date Sent	Sent	Delivered	Opens	Unique Opens	Unique Clicks
Message 1	Lorem Ipsum Dolor Sit Amet	(No Segment)	Nov 10, 2...	24,000	24,000	200	100	50
Message 2 (Split Test)	Variable due to Split Test	(No Segment)	Nov 10, 2...	12,000	12,000	100	50	15
Message 3	Lorem Ipsum Dolor Sit Amet	(No Segment)	Nov 10, 2...	10,000	10,000	75	30	10
Summer Sale..(Split Test)	Lorem Ipsum Dolor Sit Amet	(No Segment)	Nov 10, 2...	10,000	10,000	75	30	10

Summer Sale Kickoff (Split Test) - Summary

Status: Sent

Message Reports Download Report

1

Totals Winning Version Version A Version B Version C wit...

2

image

Subject: Lorem ipsum dolor sit amet, consectetur
 From Email: marketing@lyris.com
 From Name: Brian Calder
 Sent: November 10, 2013, 7:00AM

3% 3% 3% 3% 3%
 75 75 75 75 75
 Unique Opens Unique Clicks Bounces Unsubscribes Conversions

Preview: HTML | Text

Done

Annotations

1. When a Winning Message has been sent, a Winning Version tab is added to reflect that data, and a totals tab is added to aggregate all of the versions. The Totals tab is open by default.
2. Updated 11/22: Moved Totals to first

Subject: Lorem Ipsum Dolor Sit Amet
Status: Sent
 This message had an A/B Split Test associated.

Message Totals: 4

3% 75 Unique Opens
 3% 75 Unique Clicks
 3% 75 Bounces
 3% 75 Unsubscribes
 3% 75 Conversions

Winning Version:
Subject: Lorem ipsum dolor sit amet, consectetur
From Email: marketing@lyris.com
Sent: November 10, 2013
Description: Lorem ipsum dolor sit amet, consectetur adipiscing elit

Recipient Behavior

Version	Sent	Total Opens	Unique Opens	Total Clicks	Unique Clicks	Unsubscribes	Conversions	Revenue	Unique/Total Referrers
▶ Test Details									
Totals	14,000	490/1.75%	490/1.9%	160/0.7%	160/0.7%	162	30	\$5,740	22/27

Message Delivery

Version	Website Visitors	Mailing Index	Delivered	List Quality Index	Total Bounces	Spam
▶ Test Details						
Totals	20,000	85	10,291	90	39	390

Links

Version	Link	Total Clicks	Unique Clicks	Unique Click %	Conversions	Revenue
Winning Version	Link 1	12	10	45%	2	\$500
Winning Version	Link 2	12	10	45%	2	\$500
Winning Version	Link 3	12	10	45%	2	\$500
Version A	Link 1	12	10	45%	2	\$500
Version A	Link 2	12	10	45%	2	\$500
Version A	Link 3	12	10	45%	2	\$500

Annotations

1. Because Messages with Split Tests can have one of several statuses the Status is added to the page below the Message Name. The possible statuses are the same as those found on the *Message List* page but only include those when at least test versions have been sent (when data may exist): "In Test", "Testing Complete", "Winner Scheduled", and "Sent"
3. This preview and meta data reflects the **Winning Version** sent.
4. The data badges reflect the **aggregate of all versions** of the message. Each badge is a link to Email Labs where the user can view the customer details.
5. The "Additional Statistics" are reorganized into this 2-table format to accommodate the multiple dimensions of "per version".
6. The "HTML Clickthroughs" and "TEXT Clickthroughs" buttons are changed into this select interaction so it is consistent with filters of other tables.
7. **Update 11/22:** The Totals, Winning Version, and Test data is all reflected on one page and there is no toggle (button, tab, etc.) between two views.
8. **Updated 11/22:** The data tables contain all data, including that shown in the badges/buttons above, but are split into two tables – Recipient Behavior, which shows data of how customers interacted with the message; and Message Delivery, which shows more general information. The underlined data points are also links to Email Labs where the user can download detailed customer information.
9. **Update 11/22:** The Links table is also updated to include the Totals data, along with the test versions' and Winning Version's.
10. **Update 12/4:** The tables display information for the total aggregate count of all test versions of the message plus the Winning Version. The individual versions (test and Winning) are collapsed into the "Test Details" row. When clicked, the data for the test versions and Winning Versions are exposed as seen below:

Recipient Behavior

Version	Sent	Total Opens	Unique Opens	Total Clicks	Unique Clicks	Unsubscribes	Conversions	Revenue	Unique/Total Referrers
▶ Test Details									
Winning Message	11,000	200/2%	200/2%	75/0.9%	75/0.9%	123	13	\$5,020	19/20
Version A	1,000	80/8%	80/8%	15/0.3%	15/0.3%	13	4	\$100	2/2
Version B (Winner)	1,000	150/1.5%	150/1.5%	50/0.8%	50/0.8%	11	8	\$500	3/4
Version C With P...	1,000	80/8%	80/8%	20/0.2%	20/0.2%	15	5	\$120	1/1
Totals	14,000	490/1.75%	490/1.9%	160/0.7%	160/0.7%	162	30	\$5,740	22/27

Notes 11 - 14 are on the next page

Annotations

Notes 1 – 10 are on the previous page

11. Update 12/4: This table is sorted by the Version column (and then Link). While the Test Details are collapsed, there is no difference between the table sorted by Version or sorted by Links.

If the Test Details are exposed, The rows would look like the following when sorted by Version:

Version	Link	Total Clicks	Unique Clicks	Unique Click %	Conversions	Revenue
Winning Version	Link 1	12	10	45%	2	\$500
Winning Version	Link 2	12	10	45%	2	\$500
Winning Version	Link 3	12	10	45%	2	\$500
Version A	Link 1	12	10	45%	2	\$500
Version A	Link 2	12	10	45%	2	\$500
Version A	Link 3	12	10	45%	2	\$500
Version B (Winner)	Link 1	12	10	45%	2	\$500
Version B (Winner)	Link 2	12	10	45%	2	\$500

If the Test Details are exposed, the rows would look like the following when sorted by Links:

Version	Link	Total Clicks	Unique Clicks	Unique Click %	Conversions	Revenue
Winning Version	Link 1	12	10	45%	2	\$500
Version A	Link 1	12	10	45%	2	\$500
Version B (Winner)	Link 1	12	10	45%	2	\$500
Version C	Link 1	12	10	45%	2	\$500
Winning Version	Link 2	12	10	45%	2	\$500
Version A	Link 2	12	10	45%	2	\$500
Version B (Winner)	Link 2	12	10	45%	2	\$500

12. Update 12/9: The Totals row has been removed from the Links table. Because links can vary per version, it does not make sense to aggregate these.

13. Update 12/17: The Additional Information overlay is updated to display the Winner Selection Details. See *Report Details - Additional Information* page for more information.

14. Updated 2/14/14: Modified the Visual Message Report button so it is a lookup. The contents of the lookup are the different versions of the message. This passes only the selected version to Email Labs to generate the report.

Visual Message Report ▾

- Winning Version
- Version A
- Version B
- Version C with Person...
- Version D

Additional Information

- Name: Summer Sale Kickoff (Split Test)
- Category: Other
- Tracking: Html & Text
- Segment: None
- Distribution Group: None
- Suppression List: None
- Winner Selection Date: Nov 28, 2013
- Winner Selected By: Automatically
- Winner Criteria: Open Rate

Close

Annotations

- Updated 12/17:** The “Additional Information” overlay is updated to reflect the winner selection process.
- Updated 12/17:** In addition to the current information on this page, the “Winner Selection Date” and “Winner Selected By” information is added. If the winner selection was executed automatically, that is reflected here. If it was performed manually, then the name of the user who manually made the selection is displayed here.
- Updated 12/17:** If the winner selection is automatic, then the winner criteria (Open Rate, Click Through Rate, or Conversion) is shown here. If the winner was selected manually, this row is hidden entirely (not just left blank).

3 Email Marketing – Split Test Report
 Subject: Variable due to Split Test
 Status: Test Complete **1**

Additional Information **2**

Select Winner: Version A Version B Version C with P...

Recipient Behavior

Version	Sent	Total Opens	Unique Opens	Total Clicks	Unique Clicks	Unsubscribes	Conversions	Revenue	Unique/Total Referrers
Version A	11,000	200	180	75	60	5	13	\$5,020	50/85
Version B	11,000	200	180	75	60	5	13	\$5,020	50/85
Version C With P...	11,000	200	180	75	60	5	13	\$5,020	50/85

Message Delivery

Version	Website Visitors	Mailing Index	Delivered	List Quality Index	Total Bounces	Spam
Version A	20,000	85	10,000	90	800	150
Version B	20,000	85	10,000	90	800	150
Version C With P...	20,000	85	10,000	90	800	150

Links

Links: All Links ▼

Version	Link	Total Clicks	Unique Clicks	Unique Click %	Conversions	Revenue
Version A	Link 1	12	10	45%	2	\$500
	Link 2	12	10	45%	2	\$500
	Link 3	12	10	45%	2	\$500
Version B	Link 1	12	10	45%	2	\$500

Annotations

1. In this case, the test versions have been sent, and the specified "Determine Winner" time has elapsed (or no time was specified), so the message is in "Test Complete" status. The user therefore, needs to select a winner.
2. Each version is represented by a button across the top of the page. Clicking one of the buttons selects that version as the "Winning Version" and opens the confirmation dialog (See the *Reports Details - Confirm Winner* page for dialog).
3. **Update 12/4:** Similarly to the Message and Report List pages, if the different versions' Subjects differ, the message itself does not have a "Subject" value, until a Winner is selected. In this case, the Subject is "Variable due to Split Test".

Email Marketing – Split Test Report
Subject: Variable due to Split Test
Status: Test Complete

Additional Information

Select Winner: Version A Version B Version C with P...

Recipient Behavior

Schedule Winner

Make edits to the Winning Version before sending it

Schedule the Winning Version of message, "[Summer Sale Kickoff]"

Send Date:

Reports: Delivery Monitor

BCC:

Message Delivery

Version	Spam
Version A	150
Version B	150
Version C With P...	150

Links

Links: All Links ▼

Version	Link	Total Clicks	Unique Clicks	Unique Click %	Conversions	Revenue
Version A	Link 1	12	10	45%	2	\$500
Version A	Link 2	12	10	45%	2	\$500
Version A	Link 3	12	10	45%	2	\$500
Version B	Link 1	12	10	45%	2	\$500

Annotations

1. When the user selects a version as the Winner, the confirmation dialog allows them to schedule the Winning Version and/or edit it.
2. When the "Make edit..." check box is NOT checked, sufficient Delivery input is required to schedule the message before proceeding. If the "Make edits..." check box IS checked, then no scheduling information is required. If any is provided, then that information is reflected in the Set Delivery page of the Message Edit flow (See the *Edit Winning Message* page).
 If the Winning version is scheduled, the status changes to "Winner Scheduled". Otherwise, the status remains, "Testing Complete".
 If the user had already specified Schedule Winner information in the Set Delivery step of the initial Message Create flow, that information is reflected here now.

Alternately, if the user should not have access to edit the message, the edit checkbox does not exist, and scheduling information is required.

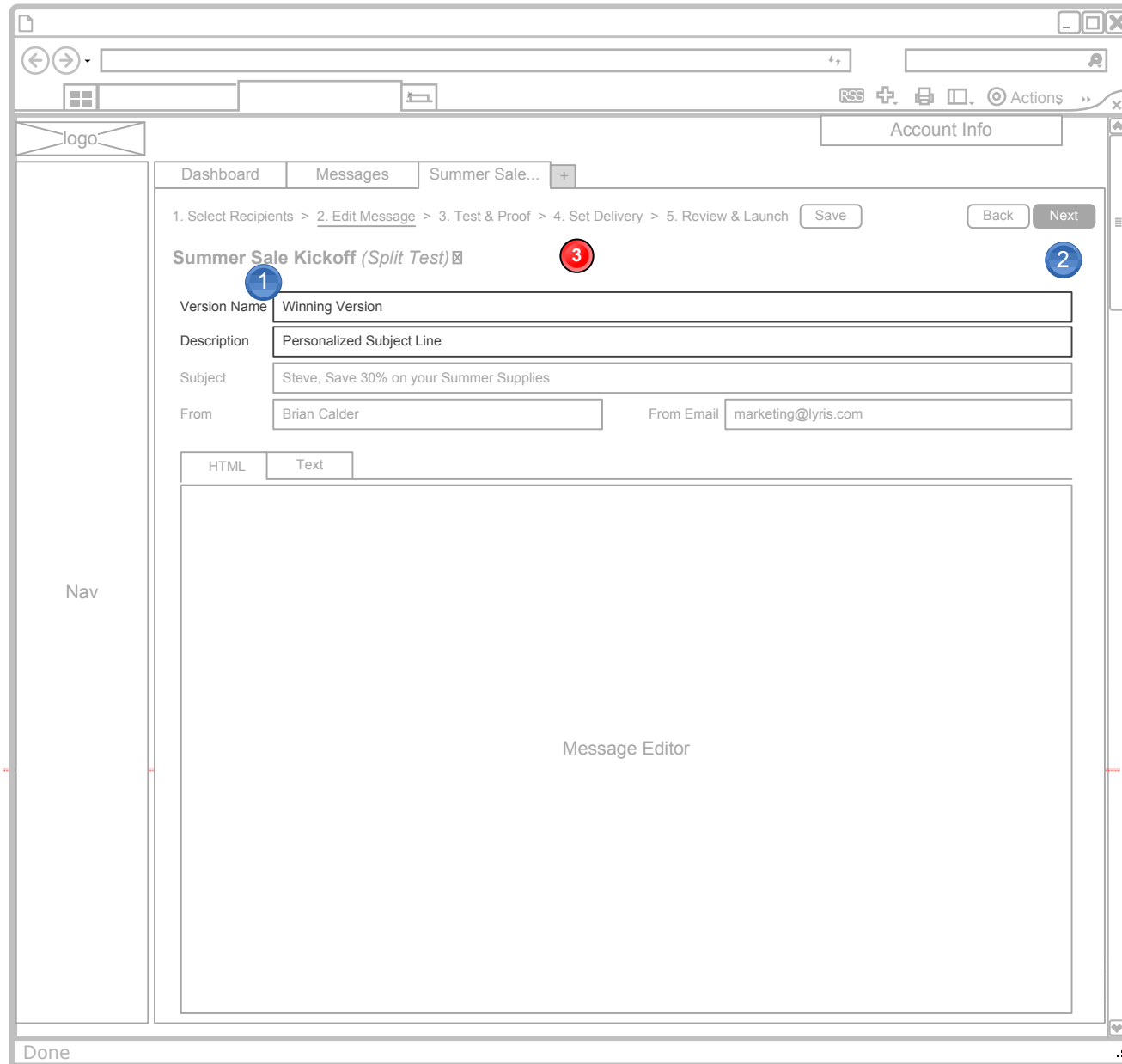
Schedule Winner

Confirm the Schedule the Winning Version of message, "[Summer Sale Kickoff]"

Send Date:

Reports: Delivery Monitor

BCC:



Annotations

1. When a user elects to "Edit" the Winning Version before sending it, the version opens in the Edit Message page. The Version Name is automatically assigned as "Winning Version" but the name can be edited.
2. The "Add a New Split Test Version" button is not present since no more split test versions can be created. The "Remove Version" text link is also NOT present.
3. **Update 11/22:** The Version Selector is also removed since all other test versions have already been sent can therefore not be sent.

Account Info

Dashboard | Reports Overview | Summer Sale... +

Email Marketing – Split Test Report
 Subject: Variable due to Split Test
 Status: Test Complete

View EA Reports
 Visual Message Report
 Download Report

Additional Information

1 **Not all versions have been sent.** The last test version will be sent Nov 12, 2013, 12:00 PM PST.

Recipient Behavior

Version	Sent	Total Opens	Unique Opens	Total Clicks	Unique Clicks	Unsubscribes	Conversions	Revenue	Unique/Total Referrers	
Version A	☒	11,000	200	180	75	60	5	13	\$5,020	50/85
Version B	☒	11,000	200	180	75	60	5	13	\$5,020	50/85
Version C With P...	☒	Pending								

2

Message Delivery

Version	Website Visitors	Mailing Index	Delivered	List Quality Index	Total Bounces	Spam	
Version A	☒	20,000	85	10,000	90	800	150
Version B	☒	20,000	85	10,000	90	800	150
Version C With P...	☒	Pending					

Links

Links: All Links ▼

Version ▼	Link	Total Clicks	Unique Clicks	Unique Click %	Conversions	Revenue
Version A	☒ Link 1	12	10	45%	2	\$500
	Link 2	12	10	45%	2	\$500
	Link 3	12	10	45%	2	\$500
Version B	☒ Link 1	12	10	45%	2	\$500

Done

Annotations

Updated 2/14/14: If test versions are not sent at the same time, then there could be a case in which a user looks at a report before all versions have been sent, and therefore no data has been collected for those versions.

1. The "Select a Winner" interaction is replaced with this message that alerts the user to when the last test version is scheduled to be sent. The user can not select a winner until all test versions have been sent.
2. Until all test versions are sent, each row representing an unsent version displays the text "Pending" spanning the entire row.

Account Info

Dashboard | Reports Overview | Summer Sale... +

Email Marketing – Split Test Report
Subject: Lorem Ipsum Dolor Sit Amet
Status: Winning Scheduled

View EA Reports
 Visual Message Report
 Download Report

Additional Information

1 **Winner: Version B**
 Scheduled to be sent Nov 15, 2013 12:00AM Stop 2

Recipient Behavior

Version	Sent	Total Opens	Unique Opens	Total Clicks	Unique Clicks	Unsubscribes	Conversions	Revenue	Unique/Total Referrers
Version A	11,000	200	180	75	60	5	13	\$5,020	50/85
Version B (Winner)	11,000	200	180	75	60	5	13	\$5,020	50/85
Version C With P...	11,000	200	180	75	60	5	13	\$5,020	50/85

Message Delivery

Version	Website Visitors	Mailing Index	Delivered	List Quality Index	Total Bounces	Spam
Version A	20,000	85	10,000	90	800	150
Version B (Winner)	20,000	85	10,000	90	800	150
Version C With P...	20,000	85	10,000	90	800	150

Links

Links: All Links ▼

Version ▼	Link	Total Clicks	Unique Clicks	Unique Click %	Conversions	Revenue
Version A	Link 1	12	10	45%	2	\$500
Version A	Link 2	12	10	45%	2	\$500
Version A	Link 3	12	10	45%	2	\$500
Version B (Winner)	Link 1	12	10	45%	2	\$500

Done

Annotations

1. This view represents a message in which the winner has been identified and scheduled, but not yet sent. The Winner version and the schedule is identified to the user for reference.
2. The user can “Stop” the Winning Version from being sent with the “Stop” button. That unschedules the Winning Version, and the user must select a winner again and assign a schedule to it. (See the *Reports Details - Select Winner* page for the interaction.)