Lyris HQ - A/B Split Testing Functional Schematics

Created by: Brian Calder April 16, 2015 Version: 8.2

Table Of Contents:

1 Cover

- 2 Functional Distribution
- 3 Process Flow
- 4 Process Flows Continued
- 5 Edit Message
- 6 Edit Message New Version
- 7 Edit Message Select Version
- 8 Edit Message Select Version: Flyout
- 9 Test & Proof
- 10 Set Delivery
- 11 Set Delivery (Continued)
- 12 Review & Launch
- 13 Message List
- 14 Message List With Preview of Winning Version
- 15 Message List With Preview of Test Versions
- 16 Message List With Preview Popup
- 17 Message List Expanded
- 18 Reports Overview Current Layout
- 19 Reports Overview Preferred Layout
- 20 Reports Overview Unsent Versions
- 21 Reports Overview with Winner
- 22 Reports Details
- 23 Reports Details Continued
- 24 Reports Details Additional Information
- 25 Reports Details Select Winner
- 26 Reports Details Confirm Winner
- 27 Edit Winning Message
- 28 Reports Details Unsent Version
- 29 Reports Details Winner Scheduled

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.

Date	Version	Author	Filename	Drawing Name	Page 1 of 29
April 16, 2015	8.2	Brian Calder	A-B Split Tesing Feature Integration v8.2.vsd	Cover	

Functional Distribution

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

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.

Date	Version	Author	Filename	Drawing Name P	age 2 of 29
April 16, 2015	8.2	Brian Calder	A-B Split Tesing Feature Integration v8.2.vsd	Functional Distribution	

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.





Edit	NЛ	00		a	\sim
Luit	IVI	63	30	ч	

		÷,		2	1. A new "Add a New	Split Test Version" button is added to the Edit M
	*=1	RSS	Account Info	×	page of the Message helps the user create	Create flow. When clicked, this opens a modal di a new version (see <i>Edit Message – New Version</i>)
	Dashboard Messages Message Create +				Message name. An inline Help icon is	added right of the button with the tooltip contents
	1. Select Recipients > 2. Edit Message > 3. Test & Proof > 4. Set Delivery > 5. Rev	riew & Launch Save	Back Next		your results by runnin	g an A/B Split test on any scheduled message yo
4	Summer Sale Kickoff Id Add a New Split Test Version Image: Comparison of the second s	n any scheduled message you	send			
	Subject Save 30% on Summer Supplies					
	From Brian Calder From Err	ail marketing@lyris.com				
	HTML Text					
Nav						
	Message Editor					
				199927 K 2000		
one				.::		

Date	Version	Author	Filename	Drawing Name	Page 5 of 29
April 16, 2015	8.2	Brian Calder	A-B Split Tesing Feature Integration v8.2.vsd	Edit Message	

			Annotations
	<u>×</u>		1. This modal dialog opens when a user clicks the "Add a new Split Test Ve button.
logo	Dashboard Messages Summer Sale +	Account Info	2. The system provides a default name of "Version B" (for the second versi message. "Version C" for the third, and so on), but the user can provide the A name is required.
	1. Select Recipients > 2. Edit Message > 3. Test & Proof > 4. Set Delivery > Summer Sa	5. Review & Launch Save Back Next	3. When checked, the "Create as a Copy of Current Message" check box w the new message based on the designs and elements of the current messa This is checked by default.
	Add a New Split Test Version Add Split Test Version Subject Save 30% on Sum From Brian Calder		4. "Create" will automatically save the current version, and direct the user 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 pay without generating a new version.
	HTML Text 3	Create Cancel	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 5 th test version, th will alert them that they have created the maximum number of tests allowe seen below.
Nav			Warning! The maximum number of 4 test versions already exist. You can not create any more.
	Message Edi	tor	

Date	Version	Author	Filename	Drawing Name	Page 6 of 29
April 16, 2015	8.2	Brian Calder	A-B Split Tesing Feature Integration v8.2.vsd	Edit Message - New Version	

				Annotations
	<u> </u>	 惑 中	Actions » ×	 Once a second version of a message exists, the name of the Message is appended with "(<i>split test</i>)".
		Acc	count Info	2. Each version has a Version Name and a Description field. The Name is required, but the Description is not.
1. Select Recip	Messages Summer Sale +	> 5. Review & Launch Save	Back Next =	3. The Version selector is a drop -down list similar to the table filter. The curren filter is shown next to the "Version" label.
Summer S	ale Kickoff (Split Test) Split Test Version Yersion B	emove This Version 4		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
Version Name	Version B			deletes the current message
Description	Personalized Subject Line			Warning!
Subject	Steve, Save 30% on your Summer Supplies			Cancel
From	Brian Calder	From Email marketing@lyris.com		
HTML	Text			
	Message	Editor		
1 1				

Date	Version	Author	Filename	Drawing Name	Page 7 of 29
April 16, 2015	8.2	Brian Calder	A-B Split Tesing Feature Integration v8.2.vsd	Edit Message - Select Version	-

~ ~		Annotations
€()· [47 Image: Construction of the second sec
logo]	Account Info
Nav	Dashboard Messages Summer Sale Image: Construction of the second secon	

Date	Version	Author	Filename	Drawing Name	Page 8 of 29
April 16, 2015	8.2	Brian Calder	A-B Split Tesing Feature Integration v8.2.vsd	Edit Message - Select Version: Flyout	-

Test & Proof

					RSS 中, 由	Actions
logo					Accou	unt Info
	Dashboard	Messages Summ	ier Sale +			
	1. Select Recipients >	> 2. Edit Message > <u>3. Te</u>	st & Proof > 4. Set Deliv	ery > 5. Review & Laur	nch Save	Back Next
	Summer Sale K	(ickoff (Split Test)				
	Email Testing		Vorsion A	Version B	Varsian C with Par	Varsian D
	Send Proof	2 Include in test				
		Content Score	-	-	-	- 6
		Client Spam	_	-	-	
		Server Spam	-	-	-	-
		ISP Spam	-	-	-	-
		HTML Issues	-	-	-	-
		Link Issues	-	-	-	-
		Black List Monitor	-	-	-	-
Nav		Available Snapshots	-	-	-	-
		Pending Snapshots	-	-	-	-
		Last Test Run:	Nov 30, 2013 09:31	-	-	-
		4	Run Tests		Litmus Us	age Counter
						0

Annotations

1. When multiple versions exist for a message, the Test & Proof page shows each of them as a column of the table.

2. The user has the option of including or not each version of the message in the Email Assessment test.

3. Each check box is checked by default which means, until unchecked, each version will be included in the test.

4. If more versions exist than columns fit on the page, then the table scrolls horizontally.

5. 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.

6. 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.

7. 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.

Date Version	Author	Filename	Drawing Name Page 9 d	of 29
April 16, 2015 8.2	Brian Calder	A-B Split Tesing Feature Integration v8.2.vsd	Test & Proof	

Set Delivery

〕 €)→- [4,
	<u>*</u>	🐯 🕂 🖨 🛄 🎯 Actions
logo]	Account Info
	Dashboard Messages Summer Sale +	
	1. Select Recipients > 2. Edit Message > 3. Test & Proof > <u>4. Set Delivery</u> > 5. F	Review & Launch Save Back Nex
	Summer Sale Kickoff (Split Test)	
	Version Distribution The total number of recipients is based on the last query. This number may change to consectetur adipiscing elit. Phasellus nulla purus, varius non, consequat sit amet, eg	when the split test is performed. Lorem ipsum dolor sit amet, gestas vel, magna.
	3.33% 3.33% 3.33%	90%
	Send to 10 %, or 4998 of the total 50,000 recipients Note: The last query	e total number of recipients reflects the count at the time of the y. This number may be different when the tests are sent.
	Version A Version B Version C with P	
	Apply this schedule to all versions	
Nav	Send Date: Later Now Select Date Select Time	e
	Reports:	
	BCC: bcalder@lyris.com	
	8 Determine Winner	
	Determine winning version:	
	Automatically	
	Manually	
	Determine winning version 24 Hours v after sending final test.	
	11 Schedule Winner	
	Send Winning Version: Per Schedule Right Away Select Date	Select Time
	Reports: Delivery Monitor	
	BCC:	

Annotations

1. 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.

2. 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.

3. 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>

4. The different versions can have the same or individual send schedules.

5. Each Version is represented by a tab. The first version is shown first.

6. 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.

7. The scheduler interface tools themselves are the same as the elements today.

Notes 8 through 12 are on the next page

Date	Version	Author	Filename	Drawing Name	Page 10 of 29
April 16, 2015	8.2	Brian Calder	A-B Split Tesing Feature Integration v8.2.vsd	Set Delivery	

Set Delivery (Continued)

		nş →
logo	Account Info	
	Dashboard Messages Summer Sale +	
	1. Select Recipients > 2. Edit Message > 3. Test & Proof > 4. Set Delivery > 5. Review & Launch Save Back	Next
	Summer Sale Kickoff (Split Test)	
(
	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,	
	3,33% 3,33% 3,33% 2,33% 2,33%	
	1 Z 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 last query. This number may be different when the tests are sent.	the
(Schedule Test Versions	
	Version A Version B Version C with P	
	6 Apply this schedule to all versions	
Nav	Send Date: Later Now Select Date Select Time	
	Reports: Delivery Monitor	\neg
	BLUE DCalder/divris.com	
	8 Determine Winner	
	8 Determine Winner Determine winning version:	
	8 Determine Winner Determine winning version:	
	8 Determine Winner Determine winning version:	
	Boo. Used a start of the s	
	Boo. Usedade gyns.com Boo. Usedade	
	3 Determine Winner Determine winning version: Automatically Manually Determine winning version 24 Hours after sending final test. Schedule Winner Send Winning Version: Per Schedule Right Away. Select Date Select Time	
	3 Determine Winner Determine winning version: Automatically Manually Determine winning version 24 Hours Hours Hours Schedule Winner Send Winning Version: Per Schedule Right Away Select Date Select Time Reports: Delivery Monitor	

Annotations

Notes 1 though 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	
O Based on Open Rate O Based on Click Through Rate O Based on Conversions (?)	Note: In the event of a tie, the default winner will be the older of the versions involved with the tie.
Manually	
Determine winning version 24	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.

Date	Version	Author	Filename	Drawing Name	Page 11 of 29
April 16, 2015	8.2	Brian Calder	A-B Split Tesing Feature Integration v8.2.vsd	Set Delivery (Continued)	

Review & Launch



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.

Date	Version	Author	Filename	Drawing Name	Page 12 of 29
April 16, 2015	8.2	Brian Calder	A-B Split Tesing Feature Integration v8.2.vsd	Review & Launch	

Message List

Image: Solution of the state of the st							
Image: Section of the state s							
Instrument Account Info Dashboard Messages Message Title + Email Marketing - Messages Add Message Add Message More Actions List: All Mailing Lists * Status: All * Last Edited: Nov 1, 2013 to Dec 31, 2013 * Image: Status and the state in the stat							tions
Dashboard Messages Message Title + Email Marketing - Messages More Actions 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 Set Message 12 123456789 Lorem Ipsum Dolor Sit Amet Sent 12 Message 2 (Split Test) 123456789 Lorem Ipsum Dolor Sit Amet Sent 10 Message 3 2 123456789 Lorem Ipsum Dolor Sit Amet Waiting - Message 4 2 123456789 Lorem Ipsum Dolor Sit Amet Waiting - Message 5 (Split Test) 123456789 Lorem Ipsum Dolor Sit Amet Waiting - Message 6 2 123456789 Lorem Ipsum Dolor Sit Amet Waiting - Message 6 2 123456789 Lorem Ipsum Dolor Sit Amet Waiting - Message 7 (Split Test) 123456789 Lorem Ipsum Dolor Sit Amet Sent 15 Message 8 2 123456789 Lorem Ipsum Dolor Sit Amet Sent 15 Message 9 2 123456789<					Accou	unt Info	
Email Marketing - Messages Add Message More Actions 1 List: All Mailing Lists		Dashboard Messages Messa	age Title +				
Add Message More Actions 1 List: All Mailing Lists Status: All Last Edited: Nov 1, 2013 to Dec 31, 2013 1 Message Name Message ID Subject Status 1 Message II 123456789 Lorem Ipsum Dolor Sit Amet Sent 24 2 Message 2 (Split Test) 123456789 Lorem Ipsum Dolor Sit Amet Sent 12 1 Message 3 Image 123456789 Lorem Ipsum Dolor Sit Amet Sent 12 1 Message 6 Image 123456789 Lorem Ipsum Dolor Sit Amet Waiting - 1 Message 6 Image 123456789 Lorem Ipsum Dolor Sit Amet Waiting - 1 Message 6 Image 123456789 Lorem Ipsum Dolor Sit Amet Waiting - 1 Message 6 Image 123456789 Lorem Ipsum Dolor Sit Amet Sent 15 1 Message 8 Image 123456789 Lorem Ipsum Dolor Sit Amet Sent 15 1 Message 8 Image 123456789 Lorem Ipsum Dolor Sit Amet Sent 15 1 Message 8 Image 123456789 Lorem Ipsum Do		Email Marketing - Messages					
Message Name Message ID Subject Status Sent 24 Message 1 IX 123456789 Lorem Ipsum Dolor Sit Amet Sent 24 Message 2 (Split Test) 123456789 Lorem Ipsum Dolor Sit Amet Sent 12 Message 3 IX 123456789 Lorem Ipsum Dolor Sit Amet Sent 12 Message 4 IX 123456789 Lorem Ipsum Dolor Sit Amet Waiting - Message 5 (Split Test) 123456789 Lorem Ipsum Dolor Sit Amet Waiting - Message 6 IX 123456789 Lorem Ipsum Dolor Sit Amet Waiting - Message 6 IX 123456789 Lorem Ipsum Dolor Sit Amet Sent 15 Message 7 (Split Test) 123456789 Lorem Ipsum Dolor Sit Amet Sent 15 Message 8 IX 123456789 Lorem Ipsum Dolor Sit Amet Sent 15 Message 8 IX 123456789 Lorem Ipsum Dolor Sit Amet Sent 15 Message 9 IX 123456789 Lorem Ipsum Dolor Sit Amet Sent 15 Message 9 IX 123456789 Lorem Ipsum Dolor Sit Amet Draft -		Add Message More Actions					
List: All Mailing Lists V Status: All V Last Edited: Nov 1, 2013 to Dec 31, 2013 V Image: Status Status Status: All V Message ID Subject Status Status <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td>							
Message Name Message ID Subject Status Set Message 1 ⊠ 123456789 Lorem Ipsum Dolor Sit Amet Sent 24 Message 2 (Split Test) ⊠ 123456789 Variable due to Split Test Sent 12 Message 3 ⊠ 123456789 Lorem Ipsum Dolor Sit Amet Sent 12 Message 3 ⊠ 123456789 Lorem Ipsum Dolor Sit Amet Sent 10 Message 4 ⊠ 123456789 Lorem Ipsum Dolor Sit Amet Waiting - Message 5 (Split Test) ⊠ 123456789 Lorem Ipsum Dolor Sit Amet Waiting - Message 6 ⊠ 123456789 Lorem Ipsum Dolor Sit Amet Waiting - Message 6 ⊠ 123456789 Lorem Ipsum Dolor Sit Amet Maiting - Message 7 (Split Test) ⊠ 123456789 Lorem Ipsum Dolor Sit Amet In Test 3,0 Message 8 ⊠ 123456789 Lorem Ipsum Dolor Sit Amet Draft - Message 8 ⊠ 123456789 Lorem Ipsum Dolor Sit Amet Draft - Message 8 ⊠ 123456789 Lorem Ipsum Dolor Sit Amet Draft - Mes		List: All Mailing Lists V Status: All V	Last Edited: Nov	v 1, 2013 to Dec 31, 2013 🔻			
Message 1 Image: Message 2 (Split Test) Image: Provider (View, Hessade 2 Image: Provider (View,		Message Name	Message ID	Subject		Status	Sent
Nav 2 Message 2 (Split Test) 4 4 123456789 Variable due to Split Test Sent 12 Message 3 123456789 Lorem Ipsum Dolor Sit Amet Sent 10 Message 4 123456789 Lorem Ipsum Dolor Sit Amet Waiting - Message 5 (Split Test) 123456789 Lorem Ipsum Dolor Sit Amet Waiting - Message 6 Message 6 123456789 Lorem Ipsum Dolor Sit Amet Waiting - Message 7 (Split Test) Message 7 (Split Test) X Message 8 123456789 Lorem Ipsum Dolor Sit Amet Mating - Message 7 (Split Test) X Message 8 123456789 Lorem Ipsum Dolor Sit Amet Sent 15 Message 7 (Split Test) X 123456789 Lorem Ipsum Dolor Sit Amet Sent 15 Message 8 123456789 Lorem Ipsum Dolor Sit Amet Sent 15 Message 8 123456789 Lorem Ipsum Dolor Sit Amet Sent 15 Message 8 123456789 Lorem Ipsum Dolor Sit Amet Sent 15 Message 10 (Split Test) X 123456789 Lorem Ipsum Dolor Sit Amet Draft - Message 10 (Split Test) X 123456789 Lorem Ipsum Dolor Sit Amet Draft - Message 10 (Split Test) X 123456789 Lorem Ipsum Dolor Sit Amet Draft - Message 10 (Split Test) X 123456789 Lorem Ipsum Dolor Sit Amet Draft - Message 10 (Split Test) X X X		Message 1 🖂	123456789	Lorem Ipsum Dolor Sit Amet		Sent	24,00
Message 3 X 123456789 Lorem Ipsum Dolor Sit Amet Sent 10 Message 4 X 123456789 Lorem Ipsum Dolor Sit Amet Waiting - Message 5 (Split Test) X 123456789 Lorem Ipsum Dolor Sit Amet Waiting - Message 6 X 123456789 Lorem Ipsum Dolor Sit Amet Waiting - Message 6 X 123456789 Lorem Ipsum Dolor Sit Amet Waiting - Message 6 X 123456789 Lorem Ipsum Dolor Sit Amet Sent 15 Message 7 (Split Test) X 123456789 Lorem Ipsum Dolor Sit Amet In Test 3,0 Message 8 X 123456789 Lorem Ipsum Dolor Sit Amet Test 3,0 Message 9 X 123456789 Lorem Ipsum Dolor Sit Amet Draft - Message 9 X 123456789 Lorem Ipsum Dolor Sit Amet Draft - Message 9 X 123456789 Lorem Ipsum Dolor Sit Amet Draft - Message 9 X 123456789 Lorem Ipsum Dolor Sit Amet Draft -		2 ► Message 2 (Split Test) Preview View Reports	123456789	Variable due to Split Test		Sent	12,00
Nav Message 4 🖾 123456789 Lorem Ipsum Dolor Sit Amet Waiting - Message 5 (Split Test) 🖾 123456789 Lorem Ipsum Dolor Sit Amet Waiting - Message 6 🖾 123456789 Lorem Ipsum Dolor Sit Amet Sent 15 Message 7 (Split Test) 🖾 123456789 Lorem Ipsum Dolor Sit Amet In Test 3, Message 8 🖾 123456789 Lorem Ipsum Dolor Sit Amet Draft - Message 9 🖾 123456789 Lorem Ipsum Dolor Sit Amet Draft - Message 9 🖾 123456789 Lorem Ipsum Dolor Sit Amet Draft - Message 9 🖾 123456789 Lorem Ipsum Dolor Sit Amet Draft - Message 10 (Split Test) 🖾 123456789 Variable due to Split Test Testing 2,4		Message 3 🖂 🔍 💙	123456789	Lorem Ipsum Dolor Sit Amet		Sent	10,0
Nav Message 5 (Split Test) ⊠ 123456789 Lorem Ipsum Dolor Sit Amet Waiting Message 6 ⊠ 123456789 Lorem Ipsum Dolor Sit Amet Sent Message 8 ⊠ 123456789 Lorem Ipsum Dolor Sit Amet Sent Message 8 ⊠ 123456789 Lorem Ipsum Dolor Sit Amet In Test Message 8 ⊠ 123456789 Lorem Ipsum Dolor Sit Amet Message 8 ⊠ 123456789 Lorem Ipsum Dolor Sit Amet Draft Message 9 ⊠ 123456789 Lorem Ipsum Dolor Sit Amet Draft Message 10 (Split Test) ⊠ 123456789 Variable due to Split Test Testing 2,4 		Message 4 🖂	123456789	Lorem Ipsum Dolor Sit Amet		Waiting	-
Message 6 Image: Sent 123456789 Lorem Ipsum Dolor Sit Amet Sent 15 Message 7 (Split Test) Image: Sent 123456789 Lorem Ipsum Dolor Sit Amet In Test 3,0 Message 8 Image: Sent 123456789 Lorem Ipsum Dolor Sit Amet In Test 3,0 Message 9 Image: Sent 123456789 Lorem Ipsum Dolor Sit Amet In Test 3,0 Message 9 Image: Sent 123456789 Lorem Ipsum Dolor Sit Amet In Test 3,0 Message 9 Image: Sent 123456789 Lorem Ipsum Dolor Sit Amet In Test 3,0 Message 9 Image: Sent 123456789 Lorem Ipsum Dolor Sit Amet In Test 3,0 Message 9 Image: Sent 123456789 Lorem Ipsum Dolor Sit Amet In Test 3,0 Message 9 Image: Sent 123456789 Lorem Ipsum Dolor Sit Amet In Test 2,0 Message 9 Image: Sent 123456789 Lorem Ipsum Dolor Sit Amet In Test 2,0 Message 9 Image: Sent 123456789 Lorem Ipsum Dolor Sit Amet In Test 2,0 Message 9 Image: Sent 123456789 Variable due to Split Test In Test 2,0 Message 10 (Split Test) Image: Sent 123456789 Variable due to Split Test In Test 2,0		► Message 5 (Split Test) ⊠ Preview Edit Delete	123456789	Lorem Ipsum Dolor Sit Amet		Waiting	-
Nav Message 7 (Split Test) (Split		6 Message 6 🖾	123456789	Lorem Ipsum Dolor Sit Amet		Sent	15,5
Message 8 ⋈ 123456789 Lorem Ipsum Dolor Sit Amet Waiting - Message 9 ⋈ 123456789 Lorem Ipsum Dolor Sit Amet Draft - Message 10 (Split Test) ⋈ 123456789 Variable due to Split Test Testing 2,4	Nav	Preview Stop	123456789	Lorem Ipsum Dolor Sit Amet		5 In Test	3,00
Message 9 ⋈ 123456789 Lorem Ipsum Dolor Sit Amet Drati - ▶ Message 10 (Split Test) ⋈ 123456789 Variable due to Split Test Testing 2,4		Message 8 🖂 –	123456789	Lorem Ipsum Dolor Sit Amet		Waiting	-
Test Sage 10 (Split Test) 123456789 Variable due to Split Test 100000 23			123456789	Lorem Ipsum Dolor Sit Amet		Draft	-
Leview I view Kepons to Complete		Preview View Reports	123456789	Variable due to Split Test		Complete	2,500

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.

Dete	Manalan	A 41		Durantum Manage	D 10 10
Date	version	Author	Filename	Drawing Name	Page 13 of 2
April 16, 2015	8.2	Brian Calder	A-B Split Tesing Feature Integration v8.2.vsd	Message List	

							X
$\Theta \overline{\Theta} \cdot \square$				4+		R	
	<u>*</u>			野牛日	🔟 . 💿 Act	ions »	×
				Accour	nt Info		
logo	Dashboard Mossagos Mos	sago Titlo					
	Messages Mes						
	Email Marketing - Messages						=
	Add Message More Actions						
	List: All Mailing Lists ▼ Status: All ▼	Last Edited: No	ov 1, 2013 to Dec 31, 2013 ▼				
	Message Name	Message ID	Subject		Sont	Sent	
	Message 2 Winning Version	2			Sent	12 000	
	Message 3	Subject: Lorer	m ipsum dolor sit amet, con		Sent	10.000	
	Message 4 🖂	From Name: J From Email: n	lohn Doe narketing@lvris.com		Waiting	-	
	► Message 5 🖂	Sent Date/Tim Format: HTML	Sent Date/Time: Nov 20, 2013, 12:00AM Format: HTML/Text		Waiting	-	
	Message 6 🖂	Description: L consectetur ad	orem ipsum dolor sit amet, ipisicing elit, sed do eiusmod		Sent	15,500	
	Message 7 3	-			Testing	3,000	
Nav	Message 8				Waiting	-	
	Message 9 🖂 ^{assum} teresterenteristeristeristeristeristeristeristeris	123456789	Lorem Ipsum Dolor Sit Amet		Draft	-	
	Message 10 (Split Test)	123456789	Variable due to Split Test		Test Complete	2,500	
	~						

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)

_...

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

Date	Version	Author	Filename	Drawing Name	Page 14 of 2
April 16, 2015	8.2	Brian Calder	A-B Split Tesing Feature Integration v8.2.vsd	Message List - With Preview of Winning Version	

					[
				47	
	<u>*</u>			ESS 4. 🗗 🗆	Actions
logo				Account I	nfo
	Dashboard Messages Me	essage Title +			
	Email Marketing - Messages				
	Add Message More Actions				
	List: All Mailing Lists 🔻 Status: All 🔻	Last Edited: No	v 1, 2013 to Dec 31, 2013 🔻		
	Message Name	Message ID	Subject		Status Sei
	Message 1	123456789	Lorem Ipsum Dolor Sit Amet		Sent 24,
	► Message 2 ⊠ (Split Test) Preview View Reports ▼	123456789	Split Test		Sent 12,
		123456789	Lorem Ipsum Dolor Sit Amet		Sent 10,
	Message 5 Version A	123430709			Waiting -
	Message 6 🖾	Subject: Lore	m ipsum dolor sit amet, con		Sent 15,
	► Message 7 🖂	From Name: From Email:	John Doe marketing@lyris.com		Testing 3,0
Nav	Message 8 🖂	Sent Date/Tin Format: HTM	ne: Nov 20, 2013, 12:00AM L/Text	,	Waiting -
	Message 9 🖂	Description: consectetur ad	Lorem ipsum dolor sit amet, dipisicing elit, sed do eiusmod		Draft -
	Message 10 (S				Test 2,5 Complete
		Subject: Lore From Name: From Email: Sent Date/Tin Format: HTM Description: consectetur ad	m ipsum dolor sit amet, con John Doe marketing@lyris.com ne: Nov 20, 2013, 12:00AM L/Text Lorem ipsum dolor sit amet, dipisicing elit, sed do eiusmod		
	Version C with P	Personalized Subject			
		Subject: Lore From Name: From Email: Sent Date/Tin Format: HTM Description: consectetur ac	m ipsum dolor sit amet, con John Doe marketing@lyris.com ne: Nov 20, 2013, 12:00AM L/Text Lorem ipsum dolor sit amet, dipisicing elit, sed do eiusmod		

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.)

Date	Version	Author	Filename	Drawing Name	Page 15 of 29
April 16, 2015	8.2	Brian Calder	A-B Split Tesing Feature Integration v8.2.vsd	Message List - With Preview of Test Versions	



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 topleft 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.

Date	Version	Author	Filename	Drawing Name Page	e 16 of 29
April 16, 2015	8.2	Brian Calder	A-B Split Tesing Feature Integration v8.2.vsd	Message List - With Preview Popup	

Message List - Expanded

© () · []				4,		
	<u>*</u>				, 🔘 Actio	ons
logo				Account Ir	nfo	
	Dashboard Messages Mes	ssage Title	F			
	Email Marketing - Messages					
	Add Message More Actions					
		Last Edited, No.	4 0040 to Dec 04 0040 -			
	List. Air Maining Lists V Status. Air V	Message ID	Subject	SI	atus	Sent
	Message 1 🖾	123456789	Lorem Ipsum Dolor Sit Amet	Se	ent :	24,00
	Message 2 (Split Test) ⊠			Se	ent	
	Winning Versio	123456789	Subject B	Se	ent	10,00
	Version A 🖂 4	123456789	Subject A	Se	ent	1,000
	Version B (Winner)	123456789	Subject B	Se	ent	1,000
	Message 3 🖂	123456789	Lorem Ipsum Dolor Sit Amet	Se	ent	10,00
	Message 4 🖂	123456789	Lorem Ipsum Dolor Sit Amet	W	aiting	-
Nav	▼Message 5 (Split Test) ⊠			W	aiting	-
	Version A 🔀 Preview Edit Copy 💌 Delete ght	123456789	Subject A	W	aiting	-
	Version B 🖾	123456789	Subject B	W	aiting	-
	Version C with Personalized Sub	123456789	Subject C	W	aiting	-
	Message 6 🖂	123456789	Lorem Ipsum Dolor Sit Amet	Se	ent	15,50
	Message 7 (Split Test)			Te	esting	3,000
	Message 8 🖂	123456789	Lorem Ipsum Dolor Sit Amet	W	aiting	-
	Message 9 🖂	123456789	Lorem Ipsum Dolor Sit Amet	Di	aft ·	-
	Message 10 (Split Test)		Variable due to Split Test		omplete	2,500

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.

Date	Version	Author	Filename	Drawing Name	Page 17 of 29
April 16, 2015	8.2	Brian Calder	A-B Split Tesing Feature Integration v8.2.vsd	Message List - Expanded	

		*					 RS	ы в ф. е	а m.	O Actio	ons »
								Acco	ount Inf	0	
1090	Dealth and	Den la Oracia	B.4								
	Dashboard	Reports Overvie	w Message Little	2 +							
	Email Marketin	ng – Reports O	verview						Da	ate Range	÷
									Additi	ional Rep	orts
								l I	_orem ips _orem ips	um dolor um dolor	sit amet sit amet
	Summer Sale k	Kickoff (Split To	est)								
	Message Reports	Downloa	ad Report								
	Version A	Version B	Version C wit]							
		From Email:	marketing@lvris.com			. 八		Л	Л	· ال	")
Nav	Preview: HTML	Sent: Novem	marketing@jyris.com iber 10, 2013			Unique U Opens	Unique Clicks	Bounces	Unsu scribe	b- Cor es sid	nver- ons
Nav	Preview: HTML List: All Mailing Lists	Text	marketing@jyris.com iber 10, 2013			Unique I Opens	Unique Clicks	Bounces	Unsu scribe	b- Cor es sid	w Data
Nav	Preview: HTML List: All Mailing Lists Message Name	Sent: Novem	marketing@jyris.com iber 10, 2013	Status	Segment	Unique I Opens Date Sent	Unique Clicks Sent	Bounces	Unsu scribe Che Opens	b- Cor es sid	w Data Unique Clicks
Nav	I I I I I I I I I I I I I I	Text Subjec	marketing@jyris.com iber 10, 2013	Status Sent	Segment (No Segment)	Date Sent Nov 10, 2	Unique Clicks Sent 24,000	Bounces Delivered 24,000	Unsu scribe	b- Cor es sid	w Data Unique Clicks 50
Nav	Interview: HTML Preview: HTML List: All Mailing Lists Message Name Message 1 Message 2 (Split T Message 2 (Split T	Sent: Novem <u>Text</u> S ▼ <u>S</u> Ubject Lorem Test) ∠ Variab.	marketing@jyris.com iber 10, 2013 :t Ipsum Dolor Sit Amet le due to Split Test	Status Sent	Segment (No Segment) (No Segment)	Date Sent Nov 10, 2	Unique Clicks Sent 24,000 12,000	Delivered 24,000 12,000	Unsu scribe	b- Cor es sid	w Data Unique Clicks 50 15
Nav	I I I I I I I I I I I I I I	Sent: Novem <u>Text</u> S ▼ Subject Lorem Lorem Lorem	t t lpsum Dolor Sit Amet lpsum Dolor Sit Amet lpsum Dolor Sit Amet lpsum Dolor Sit Amet	Status Sent Sent	Segment (No Segment) (No Segment) (No Segment)	Date Sent Nov 10, 2 Nov 10, 2	Unique Clicks Sent 24,000 12,000	Delivered 24,000 12,000 10,000	Unsu scribe Che 200 100 75 30	b- Cor es sid wck for Net Unique Opens 100 50 30 21	w Data W Data Unique Clicks 50 15 10 2
Nav	I I I I I I I I I I I I I I	S ▼ Subject Sent: Novem S ▼ Subject Corem Fest) ⊠ Variabo Lorem plit Test) ⊠ Lorem	marketing@jyris.com iber 10, 2013	Sent Sent Sent Test Sent	Segment (No Segment) (No Segment) (No Segment) (No Segment)	Unique Opens Date Sent Nov 10, 2 Nov 10, 2 Nov 10, 2 Nov 10, 2	Unique Clicks 24,000 12,000 10,000 1,500	Delivered 24,000 12,000 10,000 1,475	Unsu scribe Che Opens 200 100 75 30	b- Cor es sid uck for Nev Unique Opens 100 50 30 21	w Data Unique Clicks 50 15 10 8

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.

Date	Version	Author	Filename	Drawing Name F	Page 18 of 29
April 16, 2015	8.2	Brian Calder	A-B Split Tesing Feature Integration v8.2.vsd	Reports Overview - Current Layout	

<u>n</u>									ſ
						4.7			
		<u>*</u>				RSS 4	8 0	L	tions
	1				ĺ	A	ccount l	nfo	
logo	Dashboard Report	ts Overview Message Title	+		L				
						Additions	Deperto		_
	Email Marketing – R	eports Overview				* Some repor	ts will launch	n in a separa	te win
	Check for New Data					" Will use mo	st recent or o	default list.	
	List: All Mailing Lists V	Status: All Date Range:	Nov 1, 2013 to Dec	c 31, 2013 8			3	Downloa	ad Re
	1 Message Name	Subject	Segment	Date Sent	Sent	Delivered	Opens	Unique Opens	U
	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	1
	Message 3 🔀	Lorem Ipsum Dolor Sit Amet	(No Segment)	Nov 10, 2	10,000	10,000	75	30	1(
	Summer Sale(Split Test)	Lorem Ipsum Dolor Sit Amet	(No Segment)	Nov 10, 2	1,500	1,475	30	21	8
Nav	Summer Sale Kickof Status: Test Complete Message Reports	f (<i>Split Test</i>) - Summary							
Nav	2 Version A Versio A Version A Version A Version A Version A Version A Versi	f (Split Test) - Summary ersion B Version C wit Description: Lorem ipsum dolor sit dipiscing elit subject: Lorem ipsum dolor sit ame rom Email: marketing@yris.com rom Name: Brian Calder ient: November 10, 2013, 7:00AM	amet, consectetur it, consectetur	3% 75 Unique Opens	e Uni s Clie	% 5 que cks Boun	6 3 vces Ur sc	9% 75 Isub- Cribes	3% 75 Conve
Nav	Summer Sale Kickof Status: Test Complete Message Reports V Version A Ve image	f (Split Test) - Summary ersion B Version C wit Description: Lorem ipsum dolor sit dipiscing elit isubject: Lorem ipsum dolor sit ame irom Email: marketing@lyris.com rom Name: Brian Calder ient: November 10, 2013, 7:00AM	amet, consectetur et, consectetur	3% 75 Unique Opens	e Uni s Clic	2% 5 que cks Boun	6 3 cces Ur sc	9% 75 Isub- Cribes	3% 75 Conve
Nav	Summer Sale Kickof Status: Test Complete Message Reports V Version A Ve image Preview: HTML Text	f (Split Test) - Summary ersion B Version C wit Description: Lorem ipsum dolor sit dipiscing elit subject: Lorem ipsum dolor sit ame rom Email: marketing@yris.com rom Name: Brian Calder ient: November 10, 2013, 7:00AM	amet, consectetur it, consectetur	3% 75 Unique Opens	e Uni s Clie	% 5 que cks Boun		% 75 ribes	3% 75 Conve
Nav	Summer Sale Kickof Status: Test Complete Message Reports V Version A Ve image Preview: HTML Text	ff (Split Test) - Summary ersion B Version C wit Description: Lorem ipsum dolor sit dipiseing elit isubject: Lorem ipsum dolor sit ame irom Email: marketing@lyris.com rom Name: Brian Calder isent: November 10, 2013, 7:00AM	amet, consectetur et, consectetur	3% 75 Unique Opens	e Uni s Clie	2% 5 que cks Boun	6 3 ces Ur sc	9% 75 Isub- Cribes	3% 75 Conve
Nav	Summer Sale Kickof Status: Test Complete Message Reports Version A Versio A	f (Split Test) - Summary ersion B Version C wit Description: Lorem ipsum dolor sit dipiscing elit subject: Lorem ipsum dolor sit ame rom Email: marketing@yris.com rom Name: Brian Calder rent: November 10, 2013, 7:00AM	amet, consectetur it, consectetur	3% 75 Unique Opens	e Unis Clie	2% 5 que cks Boun	ces ur sc	% 75 Isub- Cribes	3% 75 Conve sion
Nav	Summer Sale Kickof Status: Test Complete Message Reports	f (Split Test) - Summary ersion B Version C wit Description: Lorem ipsum dolor sit dipiscing elit subject: Lorem ipsum dolor sit ame rom Email: marketing@lyris.com rom Name: Brian Calder sent: November 10, 2013, 7:00AM	amet, consectetur et, consectetur	Unique Opene	e Uni s Clie	% 5 que cks Boun	5 6 Ces Ur sc	9⁄0 75 Isub- C	3% 75 Conve
Nav	Summer Sale Kickof Status: Test Complete Message Reports Version A Version A Version A Preview: HTML Text	f (Split Test) - Summary ersion B Version C wit Description: Lorem ipsum dolor sit dipiscing elit subject: Lorem ipsum dolor sit ame rom Email: marketing@lyris.com rom Name: Brian Calder ient: November 10, 2013, 7:00AM	amet, consectetur it, consectetur	3% 75 Unique Opens	e Uni s Clie	2% 5 que cks Boun		% 75 isub- ribes	3% 75 Conversions
Nav	Summer Sale Kickof Status: Test Complete Message Reports	f (Split Test) - Summary ersion B Version C wit Description: Lorem ipsum dolor sit dipiscing elit subject: Lorem ipsum dolor sit ame rom Email: marketing@lyris.com rom Name: Brian Calder isent: November 10, 2013, 7:00AM	amet, consectetur it, consectetur	Unique Opens	e Unis Clie	% 5 que cks Boun		9/0 75 Isub- C C C	3% 75 Conve
Nav	Summer Sale Kickof Status: Test Complete Message Reports V Version A Ve image Preview: HTML Text	f (Split Test) - Summary ersion B Version C wit Description: Lorem ipsum dolor sit dipiscing elit subject: Lorem ipsum dolor sit ame rom Email: marketing@lyris.com irom Name: Brian Calder irom Name: Brian Calder irom November 10, 2013, 7:00AM	amet, consectetur t, consectetur	3% 75 Unique Opens	e Uni s Clic	2% 5 que cks Boun		% 75 Isub- ribes	3% 75 Conve sion

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.

Date	Version	Author	Filename	Drawing Name	Page 19 of 29
April 16, 2015	8.2	Brian Calder	A-B Split Tesing Feature Integration v8.2.vsd	Reports Overview - Preferred Layout	

											Annot	ations		
))·[4.	÷								41
		1				RSS 4-		Act	ions 🕠	×	be a case	in which a user look	s at a report before all versions ha	then there ave been se
						A	ccount I	nto		Ä	ulerelore			
	Dashboard Reports	s Overview Message Title	+			Additional	Deperto				1. In this of appropriation of the second se	ase, each version's e tab, as is the Desc is changed to "Sche	tab is still present. The preview in cription, Subject, From Email and eduled: [Date]".	age is still From Name
	Email Marketing – Re	eports Overview				* Some report * Will use mos	ts will launch st recent or o	i in a separat default list.	e window.		2. The col	orful data points are vith the "Pending" me	not present as there is no data, a essage.	nd they are
	Check for New Data													
	List: All Mailing Lists 🔻 S	Status: All Date Range:	Nov 1, 2013 to Dec	31, 2013 🔻				Download	d Report					
	Message Name	Subject	Segment	Date Sent	Sent	Delivered	Opens	Opens	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	1,500	1,475	30	21	8					
	Version A Ver	rsion B Version C wit												
	version A ver but ac star image star	escription: Lorem ipsum dolor sit dipiscing elit ubject: Lorem ipsum dolor sit ame rom Email: marketing@lyris.com rom Name: Brian Calder sheduled: Nov 12, 2013 12:00 PM	amet, consectetur		I	Pendin	ıg	2						
	image	escription: Lorem ipsum dolor sit dipiscing elit ubject: Lorem ipsum dolor sit ame rom Email: marketing@lyris.com rom Name: Brian Calder cheduled: Nov 12, 2013 12:00 PM	amet, consectetur		I	Pendin	ıg	2						
	Version A Ver ac simage Preview: <u>HTML Text</u>	escription: Lorem ipsum dolor sit dipiscing elit ubject: Lorem ipsum dolor sit ame om Email: marketing@yris.com om Name: Brian Calder cheduled: Nov 12, 2013 12:00 PM	amet, consectetur		I	Pendin	ıg	2						
	Version A Ver active image Preview: <u>HTML Text</u>	escription: Lorem ipsum dolor sit dipiscing elit ubject: Lorem ipsum dolor sit ame om Email: marketing@lyris.com om Name: Brian Calder cheduled: Nov 12, 2013 12:00 PM	amet, consectetur		1	Pendin	ig	2)						
	Version A Ver image Date image Preview: HTML Text	escription: Lorem ipsum dolor sit dipiscing elit ubject: Lorem ipsum dolor sit ame rom Email: marketing@yris.com rom Name: Brian Calder cheduled: Nov 12, 2013 12:00 PM	amet, consectetur			Pendin	ig							
	Version A Ver image Diac Fr Fr Sc Preview: <u>HTML Text</u>	escription: Lorem ipsum dolor sit dipiscing elit ubject: Lorem ipsum dolor sit ame om Email: marketing@yris.com om Name: Brian Calder cheduled: Nov 12, 2013 12:00 PM	amet, consectetur			Pendin	ng							
	Version A Ver active image Preview: <u>HTML Text</u>	escription: Lorem ipsum dolor sit dipiscing elit ubject: Lorem ipsum dolor sit ame om Email: marketing@lyris.com om Name: Brian Calder cheduled: Nov 12, 2013 12:00 PM	amet, consectetur			Pendin	ng							
	Version A Ver image Date image Preview: HTML Text	escription: Lorem ipsum dolor sit dipiscing elit ubject: Lorem ipsum dolor sit ame rom Email: marketing@lyris.com rom Name: Brian Calder cheduled: Nov 12, 2013 12:00 PM	amet, consectetur			Pendin	ıg							
	Version A Ver image Diac Fr Preview: <u>HTML Text</u>	escription: Lorem ipsum dolor sit dipiscing elit ubject: Lorem ipsum dolor sit ame om Email: marketing@lyris.com om Name: Brian Calder cheduled: Nov 12, 2013 12:00 PM	amet, consectetur			Pendin	ng							
	Version A Ver image Date image Preview: HTML Text	escription: Lorem ipsum dolor sit dipiscing elit ubject: Lorem ipsum dolor sit ame om Email: marketing@lyris.com om Name: Brian Calder cheduled: Nov 12, 2013 12:00 PM	amet, consectetur		1	Pendin	ng	.						

Date	Version	Author	Filename	Drawing Name	Page 20 of 29
April 16, 2015	8.2	Brian Calder	A-B Split Tesing Feature Integration v8.2.vsd	Reports Overview - Unsent Versions	

Reports Overview with Winner

						47			4
		*			r	RSS 4.		. O Act	tions 🕠
logo]					A	ccount l	Info	
	Dashboard Reports	Overview Message Title	+						
	Email Marketing – Re	oorts Overview				Additiona	al Reports		
						* Some repo * Will use mo	orts will launc	h in a separa default list.	te window.
	Check for New Data								
	List: All Mailing Lists V St	atus: All 🔻 Date Range:	Nov 1, 2013 to Dec	c 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
		Lorem Ipsum Dolor Sit Amet	(No Segment)	Nov 10, 2	10,000	10,000	75	30	10
	Summer Sale(Split Test)		(No Segment)	1000 10, 2	10,000	10,000	75	30	10
Nav	Message Reports V Totals Winning	Download Report Version Version A	2 Version B	Version C	wit				
Nav	1 Totals Winning image Sul	Download Report 2 Version Version A oject: Lorem ipsum dolor sit ame m Email: marketing@lyris.com m Name: Brian Calder it: November 10, 2013, 7:00AM	Version B	Version C 3% 75 Unique Opens	wit 30 7 Uni 6 Clie	% 5 que cks Boun	% 5 Inces Ur sc	75 rsub- cribes	3% 75 onver- sions
Nav	1 Message Reports V Totals Winning From Ser	Download Report 2 Version Version A Dject: Lorem ipsum dolor sit ame m Email: marketing@lyris.com m Name: Brian Calder tt: November 10, 2013, 7:00AM	Version B	Version C 3% 75 Unique Opens	30 7 Clic	2% 5 que cks Boun	% 3	75 Tribes s	3% 75 Donver- sions
Nav	1 Totals Winning Totals Winning Fro Fro Ser Preview: <u>HTML Text</u>	Download Report 2 Version Version A oject: Lorem ipsum dolor sit ame m Email: marketing@lyris.com m Name: Brian Calder it: November 10, 2013, 7:00AM	Version B	Version C 3% 75 Unique Opens	wit	% 5 que cks Boun	% 3 5 Ur Inces Ur sc	9% 75 Isub- Kribes	3% 75 ponver- sions
Nav	1 Message Reports V Totals Winning From From Ser Preview: <u>HTML Text</u>	Download Report g Version Version A oject: Lorem ipsum dolor sit ame m Email: marketing@lyris.com m Name: Brian Calder tt: November 10, 2013, 7:00AM	Version B	Version C 3% 75 Unique Opens	wit	2% 5 que cks Boun	Vo s Inces Sc	9% 75 Isub- Cribes	3% 75 onver- sions
Nav	1 Message Reports V Totals Winning From Ser image Preview: HTML Text	Download Report 9 Version Version A 0 Vers	Version B c, consectetur	Version C 3% 75 Unique Opens	wit 30 7 Uni	% 5 que cks Boun	nces Ur sc	9% 75 Isub- Cribes	3% 75 onver- sions
Nav	1 Message Reports V Totals Winning From From Ser Preview: HTML Text	Download Report g Version Version A oject: Lorem ipsum dolor sit ame m Email: marketing@lyris.com m Name: Brian Calder tt: November 10, 2013, 7:00AM	Version B d, consectetur	Version C 3% 75 Unique Opens	30 7 Uni Clie	2% 5 que cks Boun	/o acces ur sc	9% 75 Isub- cribes	3% 75 onver- sions
Nav	1 Message Reports V Totals Winning From From Ser Preview: HTML Text	Download Report 2 Version Version A oject: Lorem ipsum dolor sit ame m Email: marketing@lyris.com m Name: Brian Calder it: November 10, 2013, 7:00AM	Version B a, consectetur	Version C 3% 75 Unique Opens	wit	% 5 que cks Boun	nces Ur sc	9% 75 Isub- Ciribes	3% 75 onver- sions

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

Date	Version	Author	Filename	Drawing Name Page	ige 21 of 29
April 16, 2015	8.2	Brian Calder	A-B Split Tesing Feature Integration v8.2.vsd	Reports Overview with Winner	

Reports Details

)) • [4.7		
			*					RSS	4. O I	D. O Action
	1								Account	t Info
	Dashboard	Reports Overv	riew Summer	Sale +						
	E	tin a Otan dan								
	Email Warke	sting – Standar	a Report						(Vi	iew EA Reports
	Subject: Lo	orem Ipsum Do	lor Sit Amet						Visua	al Message Repo
	Status: Sent									
	This message	had an A/B Split Te	st associated.							
	Download Re	eport				M	lessage T	otals: 🥶		
						ſ	3%)	3%	3%	3%)(30
	3	Winning	Version:	r sit amet con	soctotur		75	75		
		From Em	nail: marketing@ly	ris.com	Scolotui	C				
	image	Sent: No	vember 10, 2013				Unique Opens	Unique Clicks	Bounces L	Jnsubscribes Conve
		Descripti	ion: Lorem ipsum	dolor sit amet,	consectetu	ır				
		adipiscinį	y ent							
	7) 🗵	Additiona	I Information	`						
)						
	E Paginiant I	Behavior								
	Recipient									
Nov	Version	Sent Total O	Unique	Total Clicks	Unique	Unsubscr	ribes Co	onversions	Revenue	Unique/Total
Nav	Version	Sent Total O	pens Unique Opens	Total Clicks	Unique Clicks	Unsubscr	ribes Co	onversions	Revenue	Unique/Total Referrers
Nav	Version 10 Test Details	Sent Total O	pens Unique Opens	Total Clicks	Unique Clicks	Unsubscr	ribes Co	onversions	Revenue	Unique/Total Referrers
Nav	Version Version Totals	Sent Total O 14,000 490/1.75	pens Unique Opens 5% 490/1.9%	Total Clicks	Unique Clicks 160/0.7%	Unsubscr	ribes Co	onversions)	Revenue \$5,740	Unique/Total Referrers 22/27
Nav	Version Version Totals	Sent Total O	Unique Opens 5% 490/1.9%	Total Clicks 160/0.7%	Unique Clicks 160/0.7%	Unsubscr	ribes Co	onversions	Revenue \$5,740	Unique/Total Referrers 22/27
Nav	Version Version Totals Message D	Sent Total O 14,000 490/1.7 Delivery 1	pens Unique Opens	Total Clicks	Unique Clicks	Unsubscr 162	ribes Co)	Revenue \$5,740	Unique/Total Referrers 22/27
Nav	Version Version Totals Nessage D Version	Sent Total O 14,000 <u>490/1.7</u> Delivery Website Visitors	Pens Unique Opens 5% 490/1.9% Mailing Index	Total Clicks	Unique Clicks	Unsubscr 162 List Quality	ribes Co 30 Index	onversions) Tot	Revenue \$5,740	Unique/Total Referrers 22/27 Spam
Nav	Version Version Wessage D Version Version Version	Sent Total O 14,000 490/1.73 Delivery Website Visitors	Unique Opens 5½ 490/1.9% Mailing Index	Total Clicks	Unique Clicks	Unsubscr 162 List Quality	ribes Ca 30 Index	onversions	Revenue \$5,740 al Bounces	Unique/Total Referrers 22/27 Spam
Nav	Version 10 ► Test Details Totals Nessage D Version ► Test Details Totals	Sent Total O 14,000 490/1.73 Delivery Website Visitors 20.000 20.000	unique Opens 5½ 490/1.9½ Mailing Index 85	Total Clicks 160/0.7% Delivered 10.291	Unique Clicks	Unsubscr 162 List Quality	ribes Co 30 Index	Tot	Revenue \$5,740 al Bounces	Unique/Total Referrers 22/27 Spam
Nav	Version 10 ► Test Details Totals B Message D Version ► Test Details Totals	Sent Total O 14,000 490/1.73 Delivery Website Visitors 20,000	Unique Opens 5½ 490/1.9½ Mailing Index 85	Total Clicks 160/0.7% Delivered 10,291	Unique Clicks	Unsubscr 162 List Quality 90	ribes Co 30 Index	Tot	Revenue \$5,740 al Bounces	Unique/Total Referrers 22/27 Spam <u>390</u>
Nav	Version 10 ► Test Details Totals Version ► Test Details Totals Links	Sent Total O 14,000 490/1.73 Delivery Website Visitors 20,000	Unique Opens 5½ 490/1.9% Mailing Index 85	Total Clicks 160/0.7% Delivered 10,291	Unique Clicks	Unsubscr 162 List Quality 90	ribes Ci 30 Index) Tot	Revenue \$5,740 al Bounces	Unique/Total Referrers 22/27 Spam <u>390</u>
Nav	Version 10 ► Test Details Totals 8 Message D Version ► Test Details Totals	Sent Total O 14,000 490/1.73 Delivery Website Visitors 20,000 6	Unique Opens 5½ 490/1.9% Mailing Index 85	Total Clicks 160/0.7% Delivered 10,291	Unique Clicks	Unsubscr 162 List Quality 90	ribes Cr 30 Index) Tot	Revenue \$5,740 al Bounces	Unique/Total Referrers 22/27 Spam <u>390</u>
Nav	Version 10 ► Test Details Totals 8 Message D Version ► Test Details Totals Links: All Links Service Version	Sent Total O 14,000 490/1.73 Delivery Website Visitors 20,000 6 Link Link	Unique Opens 5½ 490/1.9½ Mailing Index 85	Total Clicks 160/0.7% Delivered 10,291 Total Clicks	Unique Clicks	Unsubscr 162 List Quality 90	ribes Cr 30 Index	Tot	al Bounces	Unique/Total Referrers 22/27 Spam 390 Revenue
Nav	Version Version Version Version Version Test Details Version Test Details Totals Links: All Links Version Version Version Version Version Version	Sent Total O 14,000 490/1.73 Delivery Website Visitors 20,000 6 Link Link	unique Opens 5½ 490/1.9½ Mailing Index 85	Total Clicks 160/0.7% Delivered 10,291 Total Clicks 12	Unique Clicks	Unsubscr 162 List Quality 90	ribes Cr 30 Index Unique Cli 45%	Tot 39 ick %	al Bounces	Unique/Total Referrers 22/27 Spam 390 Revenue \$500
Nav	Version Version Version Version Version Version Test Details Totals Version Links: All Links Version Version Winning Version Winning Version	Sent Total O 14,000 490/1.73 Delivery Website Visitors 20,000 6 Link Link 1 Link 1 Link 2	unique Opens 5½ 490/1.9% Mailing Index 85	Total Clicks 160/0.7% Delivered 10,291 Total Clicks 12	Unique Clicks	Unsubscr 162 List Quality 90	ribes Cr 30 Index 45% 45%	Tot	Revenue \$5,740 al Bounces Conversions 2	Unique/Total Referrers 22/27 Spam 390 Revenue \$500 \$500
Nav	Version Version Version Version Version Version Test Details Totals Version Test Details Totals Links: All Links Version Vinning Version Winning Version Winning Version Winning Version	Sent Total O 14,000 490/1.73 Delivery Website Visitors 20,000 6 Link Link 1 Link 1 Link 2 Link 3 Link 3	Unique Opens 5½ 490/1.9% Mailing Index 85	Total Clicks 160/0.7% Delivered 10,291 Total Clicks 12 12 12	Unique Clicks	Unsubscr 162 List Quality 90	ribes Cr 30 Index 45% 45%	0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	Revenue \$5,740 al Bounces Conversions 2 2 2	Unique/Total Referrers 22/27 Spam 390 890 8500 \$500 \$500 \$500
Nav	Version 10 Totals 8 Message D Version Totals Image: Totals Ima	Sent Total O 14,000 490/1.73 Delivery Website Visitors 20,000	unique Opens 5% 490/1.9% Mailing Index 85	Total Clicks 160/0.7% Delivered 10,291 Total Clicks 12 12 12 12 12 12 12 12 12 12 12	Unique Clicks	Unsubscr 162 List Quality 90	ribes Cr 30 Index 45% 45% 45%	onversions 0 Tot 39 ick % i i i i i i i i i	Revenue \$5,740 al Bounces Conversions 2 2 2 2 2 2 2 2 2 2	Unique/Total Referrers 22/27 Spam 390 8500 \$500 \$500 \$500 \$500
Nav	Version 10 ► Test Details Totals 8 Message D Version ► Test Details Totals Links Links: All Links Version ▼ Winning Version Winning Version A Version A	Sent Total O 14,000 490/1.73 Delivery Website Visitors 20,000	unique Opens 5½ 490/1.9% Mailing Index 85	Total Clicks 160/0.7% Delivered 10,291 Total Clicks 12 12 12 12 12 12 12 12 12 12 12 12	Unique Clicks	Unsubscr 162 List Quality 90 Clicks	ribes Cr 30 Index 45% 45% 45% 45%	onversions 0 Tot 39 ick % i i i i i i i i i i i i i i i i i	Revenue \$5,740 al Bounces Conversions 2	Unique/Total Referrers 22/27 Spam 390 8500 \$500 \$500 \$500 \$500 \$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 Behavi	or	_	-			-		-	
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%	<u>123</u>	13	\$5,020	16/20
Version A	1,000	60/0.8%	<u>60/0.8%</u>	<u>15/0.3%</u>	<u>15/0.3%</u>	<u>13</u>	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	80/0.9%	<u>80/0.9%</u>	20/0.2%	20/0.2%	<u>15</u>	5	\$120	1/1
Totals	14,000	490/1.75%	<u>490/1.9%</u>	<u>160/0.7%</u>	<u>160/0.7%</u>	<u>162</u>	30	\$5,740	22/27

Notes 11 - 14 are on the next page

Date	Version	Author	Filename	Drawing Name	Page 22 of 29
April 16, 2015	8.2	Brian Calder	A-B Split Tesing Feature Integration v8.2.vsd	Reports Details	Ũ

Reports Details - Continued

								(
			1					⁺ †		
			*					RSS d	2.80	C. O Action
	1								Account	t Info
							L			
	Dashboard	Reports Overv	iew Summe	Sale +						
	Encel Mentre	ting Ctondon	d Dowowt							
	Email Warke	ting – Standard	a Report						(Vi	ew EA Reports
	Subject: Lo	rem Ipsum Do	lor Sit Amet						Visua	al Message Repo
	Status: Sent									
	This message h	had an A/B Split Te	st associated.							
	Download Re	port				M	lessage Total			
						ſ	3%)[3	%)[3%)[3%)(3)
	3	Winning Subject:	Version: Lorem ipsum dole	or sit amet, con	sectetur		75	75	75	75 7
		From Em	ail: marketing@l	/ris.com		C				
	image	Sent: No	vember 10, 2013				Opens Cl	ique icks	Bounces L	Unsubscribes Conv
		adipiscino	i on: Lorem ipsum g elit	dolor sit amet,	consectetu	ır				
	<u> </u>	Additiona	1 Information)						
		Pahaviar		/						
	Recipient	senavior								
		1 1			1				1	
Nav	Version	Sent Total O	pens Unique Opens	Total Clicks	Unique Clicks	Unsubscr	ribes Conve	rsions	Revenue	Unique/Total Referrers
Nav	Version	Sent Total O	pens Unique Opens	Total Clicks	Unique Clicks	Unsubscr	ribes Conve	rsions	Revenue	Unique/Total Referrers
Nav	Version Version Test Details Totals	Sent Total O	pens Unique Opens 5% 490/1.9%	Total Clicks	Unique Clicks 160/0.7%	Unsubscr	ribes Conve	rsions	Revenue	Unique/Total Referrers 22/27
Nav	Version Test Details Totals	Sent Total O 14,000 490/1.75	Unique Opens 5% 490/1.9%	Total Clicks	Unique Clicks	Unsubscr	ribes Conve	rsions	Revenue \$5,740	Unique/Total Referrers 22/27
Nav	Version Test Details Totals Message D	Sent Total O	Unique Opens 5% 490/1.9%	Total Clicks	Unique Clicks <u>160/0.7%</u>	Unsubscr	ribes Conve	rsions	Revenue \$5,740	Unique/Total Referrers 22/27
Nav	Version U Test Details Totals Message D Version	Sent Total O 14,000 490/1.73 elivery	pens Unique Opens 5% 490/1.9%	Total Clicks 160/0.7%	Unique Clicks	Unsubscr 162	ribes Conve	rsions	Revenue \$5,740	Unique/Total Referrers 22/27
Nav	Version Test Details Totals Message D Version	Sent Total O	pens Unique Opens 5% 490/1.9% Mailing Index	Total Clicks	Unique Clicks	Unsubscr 162 List Quality	ribes Conve	Total I	Revenue \$5,740 Bounces	Unique/Total Referrers 22/27 Spam
Nav	Version 10 ► Test Details Totals 8 Message D Version ► Test Details	Sent Total O	pens Unique Opens 5% 490/1.9% Mailing Index	Total Clicks 160/0.7% Delivered	Unique Clicks	Unsubscr 162 List Quality	ribes Conve	Total I	Revenue \$5,740 Bounces	Unique/Total Referrers 22/27 Spam
Nav	Version 10 ► Test Details Totals 8 Message D Version ► Test Details Totals	Sent Total O 14,000 490/1.73 elivery Website Visitors 20,000	Pens Unique Opens 5% 490/1.9% Mailing Index 85	Total Clicks 160/0.7% Delivered 10,291	Unique Clicks	Unsubscr 162 List Quality 90	ribes Conve	Total I	Revenue \$5,740 Bounces	Unique/Total Referrers 22/27 Spam <u>390</u>
Nav	Version Version Totals Nessage D Version Totals Uversion Totals Uversion Uv	Sent Total O 14,000 480/1.7! elivery Website Visitors 20,000	Pens Unique Opens 5% 490/1.9% Mailing Index 85	Total Clicks 160/0.7% Delivered 10,291	Unique Clicks	Unsubscr 162 List Quality 90	ribes Conve	Total I	Revenue \$5,740 Bounces	Unique/Total Referrers 22/27 Spam <u>390</u>
Nav	Version Version Totals Version Version Version Totals Links	Sent Total O 14,000 490/1.73 elivery Website Visitors 20,000 6	pens Unique Opens 5% 490/1.9% Mailing Index 85	Total Clicks 160/0.7% Delivered 10,291	Unique Clicks 160/0.7%	Unsubscr 162 List Quality 90	ribes Conve	Total I	Revenue \$5,740 Bounces	Unique/Total Referrers 22/27 Spam <u>390</u>
Nav	Version Test Details Totals Message D Version Test Details Totals Links Links: All Links	Sent Total O 14,000 490/1.73 elivery Website Visitors 20,000 6	pens Unique Opens 5% 490/1.9% Mailing Index 85	Total Clicks 160/0.7% Delivered 10,291	Unique Clicks 160/0.7%	Unsubscr 162 List Quality 90	nibes Conve	Total I	Revenue \$5,740 Bounces	Unique/Total Referrers 22/27 Spam <u>390</u>
Nav	Version Totals Totals Message D Version ► Test Details Totals Links Links: All Links Version Version Version Version Version Links	Sent Total O 14,000 490/1.7 elivery Website Visitors 20,000	Pens Unique Opens 5% 490/1.9% Mailing Index 85	Total Clicks 160/0.7% Delivered 10,291	Unique Clicks	Unsubscr 162 List Quality 90	Index	Total I 39 0 Co	Revenue \$5,740 Bounces	Unique/Total Referrers 22/27 Spam <u>390</u> Revenue
Nav	Version Totals Totals Message D Version Totals Links Links Links: All Links Version Version Version Version Links: All Links Version Ve	Sent Total O 14,000 490/1.7 elivery Website Visitors 20,000	pens Unique Opens 5% 490/1.9% Mailing Index 85	Total Clicks 160/0.7% Delivered 10,291 Total Clicks 12 10	Unique Clicks 160/0.7% Unique	Unsubscr 162 List Quality 90 e Clicks	ribes Conve	Total I 39 0 Con 2	Revenue \$5,740 Bounces	Unique/Total Referrers 22/27 Spam <u>390</u> Revenue \$5500
Nav	Version ► Test Details Totals B Message D Version ► Test Details Totals Links: All Links Version ▼ Winning Version Winning Version	Sent Total O 14,000 490/1.73 elivery Website Visitors 20,000 20,000 6 Link Link 1 Link 2 Link 3 Link 3	pens Unique Opens 5% 490/1.9% Mailing Index 85	Total Clicks 160/0.7% Delivered 10,291 Total Clicks 12 12	Unique Clicks 160/0.7% Unique 10 10	Unsubscr 162 List Quality 90 e Clicks	ribes Conve 30 30 Index 45% 45% 45%	Total I 39 0 Coo 2 2 2	Revenue \$5,740 Bounces	Unique/Total Referrers 22/27 Spam <u>390</u> Revenue \$500 \$500
Nav	Version Totals Totals Message D Version ▶ Test Details Totals Links: All Links Version Winning Version Winning Version Version A	Sent Total O 14,000 490/1.73 elivery Website Visitors 20,000 6 Link Link 1 Link 2 Link 3 Link 1 Link 3	pens Unique Opens 5% 490/1.9% Mailing Index 85	Total Clicks 160/0.7% Delivered 10,291 Total Clicks 12 12 12	Unique Clicks 160/0.7% Unique 10 10 10 10	Unsubscr 162 List Quality 90 e Clicks	ribes Conve 30 Index Unique Click % 45% 45% 45%	Total I 39 0 Con 2 2 2 2 2	Revenue \$5,740 Bounces	Unique/Total Referrers 22/27 Spam <u>390</u> Revenue \$500 \$500 \$500
Nav	Version Test Details Totals Message D Version ▶ Test Details Totals Links: All Links Version ▼ Winning Version Winning Version Version A Version A	Sent Total O 14,000 490/1.73 elivery Website Visitors 20,000 6 Link Link 1 Link 1 Link 2 Link 3 Link 1 Link 1 Link 2	pens Unique Opens 5% 490/1.9% Mailing Index 85	Total Clicks 160/0.7% Delivered 10,291 Total Clicks 12 12 12 12 12 12 12 12 12	Unique Clicks 160/0.7% Unique 10 10 10 10 10	Unsubscr 162 List Quality 90 e Clicks	Index Converting Index 30 Index 45% 45% 45% 45% 45%	Total I 39 0 Con 2 2 2 2 2 2 2	Revenue \$5,740 Bounces	Unique/Total Referrers 22/27 Spam <u>390</u> <u>390</u> Revenue \$500 \$500 \$500 \$500 \$500

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 v	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
Vanian D (Minnar)	Linb 0	L 40	7/	AEN	0	0000

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	<u></u>	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

Date	Version	Author	Filename	Drawing Name	Page 23 of 29
April 16, 2015	8.2	Brian Calder	A-B Split Tesing Feature Integration v8.2.vsd	Reports Details - Continued	



Date Version Author Filename Drawing Name April 16, 2015 8.2 Brian Calder A-B Split Tesing Feature Integration v8.2.vsd Reports Details - Additional Information

Page 24 of 29

Reports Details - Select Winner

		ž	-						R	3 4		Action
logo	1										Account	Info
	Dashboard Re	ports Overvie	w Sum	imer Sale	e +							
	Email Marketing -	- Split Test	Report									
	Subject: Variable du	e to Split Tes	t								Visua	al Message Rep
	Additional Informati	on										
	Select Winner:	Version A		Vei	rsion B 🔀		Version (C with P D	ব			Download Rep
	Beginight Bobay											
	Version S	ent Total	Opens Un	ique	Total Clicks	Unique	Un	subscribes	Conversio	ons	Rovonuo	Unique/Total
		1 000 200	Op 0p	ens	75	Clicks	5	045001500	13		\$5.020	Referrers
	Version B 1	1,000 200	180)	75	60	5		13		\$5,020	50/85
	Version C With P	1,000 200	180)	75	60	5		13		\$5,020	50/85
Nav	Message Deliver	Vebsite Tisitors	Mailing Index	De	elivered		List Quality	y Index	т	otal Bo	ounces	Spam
	Version A 2	0,000 ε	35	10	0,000		90		8	00		150
		ο,000 ε	35	10),000		90		8	00		150
				10	000		90		8	00		150
	Version C With P 2	0,000 ε	35		,000							
	Version C With P 2 Version C With P 2 Links Links: All Links ▼	0,000 8	35		,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	I						
	Version B 2 Version C With P 2 Links Links: All Links ▼ Version ▼	0,000 £	35	Tota	I Clicks	Unique	Clicks	Unique C	lick %	Con	versions	Revenue
	Version C With P 2 Version C With P 2 Links Links: All Links ▼ Version ▼ Version A	0,000 E		Tota	I Clicks	Unique 10	e Clicks	Unique C 45%	lick %	Con 2	versions	Revenue \$500
	Version B 2 Version C With P 2 Links Links: All Links ▼ Version A Version A	0,000 € Link Link 1 Link 2	35	Tota 12 12	I Clicks	Unique 10 10	Clicks	Unique C 45% 45%	Click %	Con 2 2	versions	Revenue \$500 \$500
	Version C With P 2 Version C With P 2 Links Links: All Links ▼ Version A Version A	Link Link 1 Link 2 Link 3 Link 3		Tota 12 12 12	I Clicks	Unique 10 10 10	Clicks	Unique C 45% 45% 45%	Click %	Con 2 2 2	versions	Revenue \$500 \$500 \$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".

Date	Version	Author	Filename	Drawing Name Pa	age 25 of 29
April 16, 2015	8.2	Brian Calder	A-B Split Tesing Feature Integration v8.2.vsd	Reports Details - Select Winner	

Reports Details - Confirm Winner

								Annotations
		五			÷,	」 <u> SS </u>		1. When the user selects a version as the Winner, the confirmation dialog allow them to schedule the Winning Version and/or edit it.
	Dashboard Rep Email Marketing – Subject: Variable due Status: Test Comple Additional Informati	oorts Overview Sun Sun Split Test Report to Split Test te on	nmer Sale +			Accoun	t Info	 2. When the "Make edit" check box is NOT checked, sufficient Delivery inpurequired to schedule the message before proceeding. If the "Make edits" check lock is Not IS checked, then no scheduling information is required. If any is provided that information is reflected in the Set Delivery page of the Message Edit flow the <i>Edit Winning Message</i> page). If the Winning version is scheduled, the status changes to "Winner Scheduler Otherwise, the status remains, "Testing Complete". If the user had already specified Schedule Winner information in the Set Deliver.
	Select Winner: Recipient Ber Sc Version A Version A Version B Version C With P Ser Persion C With P Ser	Version A 🖂	Version B I	Version C Fore sending it ge, "[Summer Sa	with P 🖂		Download Report	Alternately, if the user should not have access to edit the message, the edit checkbox does not exist, and scheduling information is required.
Nav	Message Deli Version Version A	C:			ОК	Cancel	Spam 150	Confirm the Schedule the Winning Version of message, "[Summer Sale Kickoff]" Send Date: Later Now Nov 21, 2013 8:00AM Reports: Delivery Monitor
	Version B 20	0,000 85	10,000	90		800	150	
	Version C With P 20	0,000 85	10,000	90		800	150	
	Links Links: All Links V							x x xx
	Version V	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	
			V					

Date	Version	Author	Filename	Drawing Name	Page 26 of 29
April 16, 2015	8.2	Brian Calder	A-B Split Tesing Feature Integration v8.2.vsd	Reports Details - Confirm Winner	-

Edit Winning Message

						. ,	_			
		<u>1</u>				RSS	0 .0	□. 0	Actions	; », ·
logo							Αссοι	unt Info		
	Dashboard	Messages Summer Sale	+							
	1. Select Recip	ients > 2. Edit Message > 3. Test & Proc	f > 4. Set Delivery	> 5. Reviev	v & Launch	Save		Ba	ick Ne	ext
	Summer S	ale Kickoff (Split Test)								
									C	2
	Version Name	Winning Version								_
	Description	Personalized Subject Line								
	Subject	Steve, Save 30% on your Summer Supp	blies							
	From	Brian Calder	F	From Email	marketing	@lyris.com				
	нтм	Text								
										٦ I
New										
Nav										
Nav										
Nav										
Nav										
Nav										
Nav			Message E	ditor						
Nav			Message E	ditor						
Nav			Message E	ditor						
Nav	-		Message E	ditor						
Nav			Message E	ditor						
Nav	-		Message E	iditor						
Nav			Message E	ditor						
Nav			Message E	ditor						
Nav			Message E	ditor						

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.

Date	Version	Author	Filename	Drawing Name	Page 27 of 29
April 16, 2015	8.2	Brian Calder	A-B Split Tesing Feature Integration v8.2.vsd	Edit Winning Message	

Reports Details - Unsent Version

										Accou	nt Info
logo											
	Dashboard	Reports O\	verview S	Summer S	Sale +						
	Email Marketin	g – Split	Test Repo	ort							View EA Reports
	Status: Test Com	aue to Spii <mark>plete</mark>	t lest							Vis	sual Message Repo
	Additional Inform	ation									Download Repo
	Not all version	s have bee	en sent. The	e last test	version will b	e sent	Nov 12	2, 2013, 12:	00 PM P	ST.	
	Recipient Beh	avior									
	Version	Sent	Total Opens	Unique Opens	Total Clicks	Unique Clicks	U	Insubscribes	Conversior	s 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				
Nav	Message Deliv	ery									
144.4	Version	Website Visitors	Mailing Ir	ndex	Delivered		List Qual	ity Index	To	al 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	1			
	Links										
	Links: All Links 🔻										
	Version v	Link		То	otal Clicks	Unique	Clicks	Unique C	lick %	Conversions	Revenue
	Version A	Link 1		12	2	10		45%		2	\$500
		Link 2	2	12	2	10		45%		2	\$500
		Link 3	3	12	2	10		45%		2	\$500
	Version B	Link 1		12	2	10		45%		2	\$500

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.

Date	Version	Author	Filename	Drawing Name	Page 28 of 29
April 16, 2015	8.2	Brian Calder	A-B Split Tesing Feature Integration v8.2.vsd	Reports Details - Unsent Version	

Reports Details - Winner Scheduled

÷))• [4.7	1		
										- 53 -	> @ n	
	1										Account	t Info
logo												
	Dashboard Re	ports Over	view S	Summer S	Sale +							
	Email Marketing	– Split Te	st Repo	ort								iew EA Reports
	Subject: Lorem I	osum Dol	or Sit A	met							Visu	al Message Rep
	Additional Informat	ion									ſ	Download Bon
											l	Download Rep
	Winner: Version E	B sent Nov 1	5 2013 1	2.00AM	Stop	ר 2						
	ocheduled to be t		, 2010 1	2.007.00								
	Recipient Behav	ior										
	Version S	Sent To	tal Opens	Unique Opens	Total Clicks	Uniqu Clicks	e ; Ur	nsubscribes	Convers	ions	Revenue	Unique/Total Referrers
	Version A 1	1,000 20	D	180	75	60	5		13		\$5,020	50/85
	Version B (Winner)	1,000 20	D	180	75	60	5		13		\$5,020	50/85
	Version C With P X	1,000 20	D	180	75	60	5		13		\$5,020	50/85
Nav												
	Message Deliver	У	1				1					
	Version	Vebsite /isitors	Mailing In	ıdex	Delivered		List Qualit	y Index		Fotal Bo	ounces	Spam
	Version A 2	20,000	85		10,000		90		8	300		150
	Version B (Winner)	20,000	85		10,000		90		8	300		150
	Version C With P 2	20,000	85		10,000		90		8	300		150
	Links											
	Links: All Links											
	Version v	Link		т	otal Clicks	Uniqu	e Clicks	Unique (Click %	Con	versions	Revenue
	Version A	Link 1		1	2	10		45%		2		\$500
	Version A	Link 2		1:	2	10		45%		2		\$500
	Version A	Link 3		1:	2	10		45%		2		\$500
		-										

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.)

Date	Version	Author	Filename	Drawing Name P.	age 29 of 29
April 16, 2015	8.2	Brian Calder	A-B Split Tesing Feature Integration v8.2.vsd	Reports Details - Winner Scheduled	