



99 REASONS FOR NOT TESTING YOUR EMAIL & HOW TO BEAT THEM

Your ultimate “let’s not test” rebuttal guide

Offered to you by:

emailmonday

Dialogue and email marketing consultancy

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Introduction

Test and learn, test and learn. Testing is a proven way to optimize your email marketing efforts. By sending different versions of an email and comparing the results, we can quickly learn what works best. A well designed test can give massive increase in opens, clicks and conversions even when changing simple elements.

Still a staggering percentage of email marketing campaigns are not being optimized at all. A recent study* showed that one third of emailmarketeers don't test at all. Of the marketers that do test, a large portion is still not doing it structurally. This leaves a lot of (marketing) effort not transferred to into result. **Because if you are not testing, you will need to work harder to get the same effect.**

But luckily there is help. This guide is for all those that need to convince their bosses, colleagues or even clients to start using tests in their email program. Heck, you might use it to convince yourself too.

I hope you will enjoy reading the guide, just as much as I did writing it. 99 reasons, that is a whole lot to plough through and if you make it to the end, send me an email over at jvrijn@emailmonday.com , because you are definitely serious about emailmarketing. Here are the 99 excuses for not testing and how to fight them.

Enjoy!

- Jordie van Rijn

The Mission for better email marketing

This whitepaper is offered to you by Jordie van Rijn of EmailMonday, he is on a mission. A mission to make email marketing better, smarter. And get emailmarketeers optimizing their emails. Because if all professionals send better emails, the whole industry will benefit. It's a long term goal.

Next to that he also offers some very cool services. First there is the Email Marketing toolbox. A collection of free and helpful tools and resources.



Check the **Email marketing Toolbox** for even more helpful and free resources:

www.emailmonday.com/email-marketing-toolbox

99 excuses for not testing

This guide is structured with each reason and contra argument as a small paragraph. Although most reasons for not testing can be contradicted with many arguments, we tried to keep it light and limit the talking. Here comes the disclaimer: keeping it readable means sometimes taking a shortcut and not being comprehensive or all too nuanced.

This guide is all about WHY you should test. If you want to know more about how, what and the articles mechanics of testing, be sure to visit the emailtestbox blog at for some great references and articles about testing.

Need to convince someone quick, but don't remember where that reason was? On page 20 you will find a table with the reasons listed per theme.

Let's get on with the show, with reason number one!

1. We have been doing alright without testing

Metrics might have been satisfying, but are you getting the maximum results out of your email campaigns? You can't know if you can't compare. So take your current campaign and test it against an alternative version. Start optimizing and you'll see you can do better!

2. We just had a redesign, and now you want to change it?

Redesign time is the perfect time to make improvements. The new design is fresh out of the garage and needs to go for a test-drive. A well tuned design will bring you closer to achieving those top-gear results. Ideally a design is made with optimization in mind. Talk it over with your designer and make your template "optimization friendly".

3. We will only use this email once, so it's no use to test it.

But you still want great results from this emailing! Not all testing is about long-term optimization. Run an A/B split test with a part of the list and send the optimal version to the rest. Presto: an optimized one off emailing.

4. Our list is too small

Against popular belief, you can still optimize if your list is small. Using less test variations the size per test group will increase. By testing for long-term results, you can use your whole list and use the optimal version for the next emailing. You could even test you word-of-mouth or tell a friend elements, increasing your list size in the process!

5. We tried optimization before, it didn't work

Testing works, but when optimizing there is always a chance you will get non-conclusive results. You might not get that golden improvement nugget you are aiming for right away. Stick with it, the results will come. When differentiated results come out of your test, at least you will have gained insight into evading the worst versions.

6. We don't have any budget to spend for testing

The entire budget spent in optimization is an investment. When you get better results, you will actually save money otherwise spent on getting those same results. Do the math and see how much of a lift in results would make your dream optimization affordable while maintaining that high ROI. We like to call it "investing in testing".

7. Ok, but we actually don't have any money at all

Optimization doesn't have to be sacrificed, when you don't have the out of pocket budget. There are a lot of simple tests you can do without spending a lot of your hard earned cash. For example subjectline and content-length tests are two easy to implement tests you can do without the dough.

8. We already test the emailings (rendering)

You are testing the email technically. You should always test your rendering and functionality of your emailing. However that has nothing to do with optimizing your emailings for conversion. So next time your colleague says they are testing, ask them what the gain (increase in results) is.

9. It takes a lot of effort to think of different variations

You do not have to create totally different emails to test and optimize. It's even better to change only one element at a time. That way you can pinpoint what changes actually improve the results. You can use your current e-mail design (control version) and make variations on that. Also there are a lot of resources online to give you inspiration and best practices.

10. I am not motivated to start testing

In the end it is all about achieving results and getting better results should be motivation enough. But if you are not excited about optimizing your emailings, make it more fun. Try to predict which test will win and place your bets. Also iconic pictures (of colleagues) and witty testversions can spice it up a lot.

11. Each month the content is different, so why test?

Content is just one of the things you want to optimize. Still, even if the content is different, you can test a lot of different elements. Like your design, what types of content you use, long copy, short copy, even the sorting-order of content-items can have a big impact on the end of the line results.

12. We need to change the website first

Although a great website will definitely support your email marketing success, it's no reason to procrastinate email optimization. Next to long-term optimization goals, it already pays to optimize your emailings by itself. And starting now will also help you get a better understanding of what works with your audience.

13. We don't know what to optimize (first)

That isn't a reason not to test. But try and think about which elements will achieve the biggest improvement and are easy to implement. There are many elements of an email you can optimize: the design, text-length, offers, Call-to-actions etc.

14. Management will never agree to testing

Wait a minute; management doesn't want to have better results? If they need extra convincing, send them this whitepaper. Or you could offer them to start testing as a pilot. If all else fails, go rogue and test without informing management. When you show them the increased results, they will be more open to testing.

15. We have other priorities than optimizing

Everything worth doing, is worth doing well. If your email program is a serious part of your marketing (which it should be), give it the attention it needs. Optimization can have a serious impact on your email marketing efforts. So make it a priority.

16. Let's analyze the results of the last 5 years, before we test

Looking back every now and then is a good thing, but the results from the old days are probably not so representative any more. You are trying to optimize your emailing now, so the most reliable benchmark is your current emailing. Go get a feel of your average statistics, but don't overdo it to procrastinate testing.

17. We don't have any experience with testing

Then it's a great opportunity to gain experience by doing. You actually can't go wrong when testing (remember it is a test!), but get informed about do's don't and pitfalls is a smart thing to

do. It is always possible to hire an experienced emailmarketeer to help you get started. Or just ask questions to the emailmarketing experts online.

18. I already use best practices, we don't need to test

Best practices can give you a good place to start, but are to be used as a rough guideline or starting point. And note, there is no 'holy grail' of emailmarketing. What works for someone else might not work for you. That is why testing and optimizing your emails is a best practice :)

19. Our recipients appreciate the emailings as they are now

Let them show that appreciation. Optimize the emailing for results and the hard work you already are putting in, will pay off. There are many optimizations you can do without changing the essence of your emailings. They will appreciate your optimized emailings even more and you will have the results to prove it.

20. We already know what works

Great to hear your email campaigns are delivering the desired results. But is your email marketing dollar giving all he's got? With testing you can compare your current campaign to alternative test versions and definitely improve your ROI.

21. The recipients don't want different designs all the time

Not all testing and optimization is design oriented, many optimizations are about making small changes to further optimize. If you want to drastically change the design, just make sure that you keep the emailings recognizable and have a 'fit' with your brand-image. Send your test to a part of your list (testgroup), the rest of your list won't see the new design until it's proven effective.

22. We use customer interviews to know what to change

Interviews are a great way to find usability issues, give you inspiration and learn more about the customers' motivation. But it doesn't give you the numbers. In interviews people might say one thing, but in real life will do something complete different. Interviews have their worth, but the proof of the pudding is in the eating. So get testing, eat that pudding and get the proof.

23. If we test, we will need to use the "best" design forever

You are trying to achieve an optimal emailmarketing program. That doesn't mean you are limited in your creative freedom. It will actually make you think about variations and changes in your designs to produce a better emailing. Changing the design around every now and again is actually good for limiting email fatigue and will stop your recipients from getting bored with your "same old" design.

24. We are not a commercial organization, no need to test

You are making an emailmarketing effort for a reason. Your organization might not be commercial, but it does have goals, right? It is always a good idea to optimize your emailings for maximum results and reach your organizations goals. And those results don't always have to be linked to cash.

25. We already segment our lists, so we don't need to test

Segmenting your list is one of those great techniques that will allow you to send a more tailored message and can increase your results. Testing is another great technique. You can treat every segment as a separate list and optimize per segment. But many tests on for instance design or call to actions can be used for the complete list.

26. We already have the better results than ever before

You have better results, so chances are you are already doing some optimization on your emailings. But you could probably do even better. So don't sit back and leave your next emailings un-optimized. Keep up the good work!

27. We have great content, we don't need to optimize

Content may still be king, but the days of "make content and they will convert" never existed. Killer content is a good starting point, but test to see what triggers your recipients into wanted behavior. The presentation of your content will play a big part in engaging your audience.

28. Results might get better by itself

Well... no. Results don't get better by itself. Although not many will say this reason, it is often thought. The economy, the weather once that changes all will be better... NO. Improvement is always a result of some kind of effort. Results might get worse by themselves though. Anyway, nobody is stopping you from even increasing your results even more by optimizing your emailmarketing.

29. We can't measure which test won

You can measure success with metrics like the number of sales or other types of conversion. These might need some configuration and set-up, but are doable in most cases. Most email marketing platforms have built-in reporting features. With this you can measure delivery, open and click through rates. Many emailmarketeers use these metrics to measure their testing success. They are available real-time and easy are to compare.

30. Testing is up to my colleague bob, not me

Bob is a very smart guy. He said we should be optimizing all the time to increase our results. And he is right! Go talk to him and let's get testing.

31. My email platform doesn't have testing capabilities

Most of the platforms have one or another support for testing and optimization. Contact your ESP for more information on how to use them. For a traditional A/B split test, you don't even need special testing functions. The only requirement is that you can measure results and split your list randomly.

32. We can't test everything

And you are not supposed to test everything. Start with the big and most impactful tests and work your way down from there. There is also a thing called "over-optimization", going crazy with testing is good sometimes, but don't overdo it.

33. The tests are not conform brand guidelines

Of course there is enough testing to do inside the brand guidelines. But usually there is a bit of stretch in the guidelines too. Don't be mistaken that a newsletter template or other instructions are the same as a brand guideline. Breaking with tradition might seem hard, but it's actually quite easy.

34. We use drip campaigns, the numbers are too small to test

So let the test run for a longer period. The great thing of drip campaigns is they usually run in the background. Split your drip campaign-list in multiple buckets and send different messages to the split list. Also dynamic email optimization could be a method to use.

35. We only do transactional email, nothing to optimize here

Transactional mail is a great opportunity for improvement. Studies show that transactional mail has higher open and attention rates than normal email. So it's a great place to append your (marketing) message. The optimization of transactional processes (order confirmation, tracking, overviews, etc) can also lower service costs and deliver extra sales.

36. Our optimizer / tester just got fired

Don't worry; E-mail marketing optimization is commonly the responsibility of an employee with other tasks next to testing. Besides getting great results, also the time and money spent is important in getting a high Return on Investment (ROI). So this is a chance to gain experience, go efficient and get an even higher ROI.

37. We outsourced our emailmarketing, so we can't optimize

Every third party will love to help you with optimizing your emailmarketing results. Great client results will guarantee them business in the future. Get on the phone and talk to them about optimizing. If they won't do it, fire them and get some professionals to do it.

38. We'll start testing next month

Those who procrastinate hurt their conversion rate. Start optimizing now. It's not difficult and it doesn't require a lot of planning to begin with. Start with a simple subject line test and take it from there.

39. There are no guarantees that I will get results

There are no guarantees for increased results when doing an A/B test. But you will that you are using the best version possible (because you tested it). With a smart testing plan you can increase your chance for better results, especially when you stick with testing for a longer period of time.

40. A/B testing takes too much time to set-up (technically)

For many types of testing, very little technical set-up is required. You only have to split your list, making the versions and send them out. If you are using the right platform and metrics, there may be no technical set-up at all. You heard it right, none. But if necessary, integration and technical setup is usually a onetime effort.

41. We don't know how to split our list

That would normally be a problem. Especially if you are doing a traditional A/B split test. Most Email Service Providers (ESP's) have easy to use list splitting functions, ask your supplier about it.

TIP:

Make sure you split your list randomly, otherwise the variable on which you are splitting might influence the outcome!

42. Our competitors are not optimizing, so why should we?

How would you know your competitors are not optimizing? Usually testing is done with a part of the list so although you might not see changes, they might be making them outside your field-of-view. Given that, it's a great chance to get that competitive edge and improve your results. You want to be better than the competition, right?

43. A/B testing will hurt my existing conversion rates

You are testing new versions that are supposed to increase your results, so that will probably be the end result. But if you are worried about change in conversion from a badly performing testversion, make sure you use part of your list as a testgroup and run the test on them. The initial impact will be smaller and you can roll-out the best version to the rest of the list.

44. Testing will be double the work!

You don't need to make multiple completely different versions each and every time. Optimization is about making variations by changing one part at a time. Just changing one element like the call-to-action, text length, header, button, etc can bring great results. After a few optimizations you will start to notice it takes less and less time.

45. This test is not original, I saw something like it before

Optimization is about getting the best results, not about originality. Look what others are doing and try to adapt it your own test versions to see if it works for you. Emailings from your competitors, but even more from other industries can be a great source of inspiration.

46. We need to write a plan first

Having an optimization plan in place is great. It will help you make your goals concrete and help you achieve them step-by-step. So get to thinking and writing. But not having your complete optimization plan in place is no excuse for not learning about your audience and optimizing right now.

47. People will think I am not sure about my results

Your current metrics will tell you how you are doing now. So you can be very clear about your current status and future goals. It's much more convincing to see improvement based on fact then on hunches. Are you currently achieving your goals? If not, it is time for improvement. If you are achieving your goals, it is also time for improvement :)

48. We like the design as it is

There are many ways to test without drastically changing the current design and style. But are you in it for the nice design or are you in it for the results? Yes, in most cases it is a good idea to also test and optimize the design. In the end it is about how the recipients like it and what they respond to, instead of what the sender likes.

49. Improvement means I wasn't doing well these last years

You were surely not getting the most out of it. But people will not see it like that. It is never too late to start making things better. The inbox is getting more crowded and the fight for customer attention is getting heavier. A great motivator and reason to put in the extra effort.

50. Let's not wake up management; they might want to test everything!

Enthusiastic management is great, and it is much easier to structure email optimization when management has your back. With a solid optimization plan in place, there will be no over-asking by any management. So get those changes you always wanted, they might even give you a raise.

51. We can never re-use the outcomes, so it's a big waste

Testing is also about long-term optimization. Learn what your audience responds to. Many changes like layout, optimal text length and color usage can be used in later emailings. And moreover: you also want this single emailing to perform great!

52. This is such a simple email, there is nothing to test

Are you sure there is nothing to test? Every emailing has a subjectline, from-name, body text and a call-to-action (or they should). Maybe it has visuals, and if doesn't that is also a great thing to test.

53. The IT guys already do the testing

That is a bit strange; usually the optimizing is overseen by the person who crafts the message. Make a clear distinction between technical testing (rendering, links, and measurement) and optimization of your message for results. But if they are performing optimization tests, get involved!

54. Just do a better job and make the best version in one go

That is what you are doing by testing and optimizing, making the best version. Make an effort to start as good as possible, but it is nearly impossible to make it perfect in one go. And even if you do so, you will never know how good it is until you test it against other versions.

55. The boss thinks it's already the best, no need to test

So prove him wrong. But keep it positive, nobody wants to start an office-rumble and lose. Or even worse, rumble and make the boss lose. Improving results will make everybody look good.

So bring some metrics to the table and convince him that together it is possible to get better results.

56. Lets first see if the original emailing works at all

Why bet on one horse if you can get two (or more) at the same time? Testing and optimizing reduces the risk of unsatisfying results and increases the chance for success. Waiting for disappointing results might seem like a strange strategy if you look at it like that.

57. We already test subjectlines

That is a great first step. Crafting subjectlines makes you think about what could be interesting for your audience and in what way you could present it in a actionable way. But now it is time to step it up and also test the rest. There are many parts of an emailing in your testing-toolkit.

58. You need to program HTML to test

You can test many elements without the need for programming skills. A lot of content and visuals tests are easily done when using a flexible email template. But don't let the lack of programming skills limit your optimization plans, there are many professionals who can turn your testing-ideas into beautiful emailings.

59. Testing is no fun

It is not supposed to be just fun. It is supposed to be helping you achieve your goals. As some might argue that actually achieving better results is a lot of fun on it's own. There are things you can do to have more fun while designing and realizing you tests. One of our favorites is to predict which test won. You could make a little contest or bets with you colleagues, and see who is the best win-predictor.

60. Did My Forefathers test?

Yes they did. Even the cavemen optimized their hunting and tested all kinds of hunting tools. Of course they took a lot longer to get it right. In the end the ones that tested, survived (and had a nice diner).

61. Testing is just making changes in the margin

Small changes in emailings can have a big impact on the end result. But nobody said that you can't go radical and test completely different messages to see what works best. After that, it you will still sharpen the message and go for further fine-tuning.

62. More recipients will unsubscribe if we test

Recipients can always unsubscribe. Sticking to one version of your emailing will not help you keep them longer. The unsubscribe rate might be one of the metrics you would like to optimize. So measure if your tests get higher or lower unsubscribe rates.

63. We can't adjust our landingpages, so we can't test the email

It's good to make the transition between mail and landingpages as smooth as possible. That will generally increase conversion. With some tests this means you will need more than one landingpage. Normally this will be available via the content-part of your website. There are also several webservices available that let you easily create landingpages without changing your own site.

64. There is no place for testing in our procedures

There is a simple answer to that. Procedures, rules and guidelines are there for a reason. Those reasons are not to hinder anyone from getting better results. So change the procedures to include optimization.

65. We copied our design from our most successful competitor, its already the best

Getting inspiration from others can be very effective. Now that you have a good basis, it is time to add the magic. What works for someone else might not work for you. Try to get that competitive advantage and make your emailings even better.

66. If they don't respond to our emailings, they don't need our products.

This is a general misconception, mainly thought by non-marketeers. A good product is just step one. Your message must be just as good as the product, or even better. So try to mix it up a little and test presenting your products (or offers) in different ways.

67. It will be a huge job to do

Don't worry, you don't have to do everything at once. It is best to take it one optimization at a time. Make a list of the things you would like to optimize and prioritize them. Which ones will have the biggest effect on conversion? Which ones will take the most effort? So start out with the easy ones that have a lot of impact.

68. I was right, that campaign didn't work. No testing is going to change that

You should stop sending out campaigns that don't deliver. But what will you do instead? The next campaign is built for result, so think about the alternatives and test them side by side to see what works best.

69. Testing will leave us questioning everything: It will lead to complete chaos

It is good to question the "given" elements once in a while. Is that offer, article or design still working as it was intended? Don't try to tackle everything at once. Focus on the clear points of improvement and work from there.

70. I'm not good at math and statistics

You don't need to be an Einstein to optimize your emailings. Just stick with what works best. Most emailmarketingplatforms have reporting functions that will give you all the needed metrics on a platter. The only thing might be to calculate *statistic relevance*. If the improvement is too small, you will not be sure it is true improvement or just coincidence.

71. Customers should be happy they can buy from us

You shouldn't make it hard for your customers to engage and stay interested. Even if you have happy customers, make it as easy for them to see the value of your message and products. So try and optimize your messages for adding value and they will love you more (and give better results).

72. We are not motivated to keep testing

The increased results alone should keep you motivated. Sometimes you will not get those improvements right away, so give it some time. When the results are increasing, be sure to share the joy with the rest of the organization, it's a real motivator.

73. We might make it worse by testing

It is a good idea to use a control version with every test. The control is the exact e-mailing you would be using if there was no testing at all. Using a control you can see the relative impact of your changes. So don't worry about changes for the worst, if you don't get any improvements just fall back on your control.

74. We can save money by not making extra test-versions

You could save even more money by not sending the emailing at all, but with a successful email program that is not an option. The same rules apply to testing. Sometimes you will have to make an investment to get better results. A big part of testing can also be done in-house, without the out of pocket costs.

75. The competition will copy our great ideas

It is not about the competition. What works for you, might not work for them. What everybody should copy is the notion of optimizing your emailings. But if the inspiration for improvement will not come from you, it will come from somewhere else. In most industries people aren't even watching their competitors that closely. So be the first to get better results by optimizing.

76. I get paid to do marketing, not testing!

Running a/ b split tests is an approach which has his origins in Direct (physical) Mail. Yes, direct marketing! Marketing and testing are brothers in arms and a direct extension of each other. The work of optimization is no longer (and never was) an IT job, as the tools for analytics are widely available and you don't need to have extensive technical knowledge to test.

77. I am a lazy (or a time-effort efficient) marketer

That is where testing and optimization helps you out! With testing you will achieve better results. So you will have to do less to get the same impact. Optimization also makes you look good in the boardroom because you can show increases within current projects.

78. This a special time / season. The results will not be representative

If you use a control you can see the relative change compared to the original version, that should be representative enough. You might not be able to use the results in future mailings, but you still want to optimize this one. Use a testgroup for the initial test and send the winner to the rest of your list. Presto: a super season emailing.

79. Testing is too complicated

This is a very common misconception. As with everything in marketing, testing just takes a bit of getting used to. Once you've done a few tests, you will feel more comfortable with the methods used. Even the most complicated forms of testing are actually quite doable. Very simple subjectline tests are great place to start if you still need some getting into it.

80. I trust in my gut-feeling, it never let me down before

A good gut-feeling is an asset for every marketer. But you cannot build cities on it. How are you going to justify your decisions in the boardroom? Also your gut is also often not helping you at all (more often than we realize). Try and put your gut to the test at: www.whichtestwon.com

81. How can a testgroup be representative, these are all just individuals?

If your testgroup is randomly selected, it will have the same composition as the total group. It will act the same as if you would have a smaller list. Of course the people are individuals, but as a group they show the same behavior. You can calculate statistical relevance (95% is used most often). Meaning that you can be certain the outcome of your test will represent the rest of the group.

82. Testing is not taking everything into account

If you test umbrella sales on a sunny day and on send day it rains, that might give different results. The key word here is *probably*; most tests are less reliant on the weather like our example. There are no absolutes in marketing, but you are changing your chances for success by optimization. And try to keep outside influences limited.

83. We did testing, but it was too hard to choose a winner

Determine your goals and metric(s) beforehand. Which metrics will you use to determine success? Is that an openrate, clickthroughrate, sales, unsubscribes? Determining beforehand will give a clear guide when you are getting a too much analytics data or mixed results (lower openrate but more clickthroughs). Sometimes a test doesn't provide a clear 'winner', that is also valuable information to build upon.

84. Now that we tested, we know everything

"Optimization is never done". The world changes, as does your content, offers, website, but most importantly your audience. Results from the past will give you a head start, but are never the finish line. Also, when you have run your big changes, refinement can bring more improvements.

85. These are not worth testing, we tested it before

If the element you are testing is not bringing home the bacon, switch your focus to another. Some parts of your message will simply have a bigger influence on the end result than others. That doesn't mean you should stop optimizing. Look for the pieces that will increase your results and test them.

86. We need to focus on strategy, that's way more important than optimizing

Strategy is very important. Without a good strategy, all your email efforts might be lost. But in the end it will boil down to your messages and the actual contact with the recipients. It is not the one or the other. With a good strategy and poor execution the e-mailings will still not catch on. If an emailing is worth sending, then it is worth testing and optimizing.

87. A/B testing is not the right tool

Sometimes A/B tests are simply the wrong tool for making improvements. They only tell us the *what* but not the *why*. Not everything we do can be empirically verified. Especially when a big challenge is chopped up in pieces (only changing one thing at a time). That doesn't mean you shouldn't test, for it can give direct improvement and lead to valuable insights in your audience behavior. Just be a careful in your conclusions.

88. We had to move the earth to get the smallest changes made, now you want to change all the time?

If your organization is tough on changes, make sure to pick your fights. Test some simple, maybe content based things first. With the results in hand it will be much easier to get some extra freedom in making changes.

89. We are on a tight deadline, no time to test

You can prepare your tests in advance. Make sure you know what you want to test and put everything in place to make it happen. If you run into time problems with specific input (for instance the texts are not available), test these another time. Having an optimization-plan in place will actually aid you in negotiating more time to realize your emailing.

90. We have a "limited time offer", I can't wait for the results

Split your offer up into groups, with different "limited times" (different days, weeks, etc). Use the first group to optimize your offer and use the optimal version the next week on the next group. If this is not possible within this offer, use the emailing to learn what works and optimize future "limited time offers".

91. We don't know how to test

There are plenty of resources on the internet to get you started with your first steps in testing. Alternatively you could ask your Email Service Provider, Agency or an emailmarketing specialist to help get you started. If the problem is how, the solution is get knowledgeable.

92. We are already doing better than industry benchmarks

Benchmarks will only tell you so much. It is great that you are doing better than average, but it really doesn't say anything about how well you could be doing. Specifically if you can get better results, go for it. And optimizing & testing could be a great way to get there. Especially if you didn't test before you could probably do better.

93. We have no time to wait for the test results to come in

The longer you wait before choosing a winner, the more reliable the results will be. With limited time, you can still choose a winner because conversion results are usually available in real-time. But if there is no time at all to wait for results, you can use this emailing to learn what works and optimize future e-mailings.

94. We are not ready for testing yet

Take a deep breath and think about sending out an email newsletter. Now the next one, you changed a few things to try and make it better. But did you make it better? There is no way to really know, unless you compared it to the same version you sent out before. Same timing, same audience, only your adjustment(s) are different. Then you could see the increase in results. This is called testing; I think you are ready now.

95. Testing will kill our designers' creativity; it feels like accounting

Testing is part art, part science. The art part doesn't have to suffer and being creative in email is a thing to encourage. Designers also want their emails to have success. It's the crown to their work. Coming up with different ideas for testversions is a creative process on its own and working within limitations is a good designers challenge. So involve the designers in the testing and share the results.

96. We will have to wait too long for the results to come in

There are several ways of testing. One is where you send out different versions to a part of your list, wait for the results (anywhere from 3 hrs to 7 days) and send the winning version to the rest of the list. For most that is no problem, but for some this isn't possible, because it is a time critical e-mailing. Options are to test with those emails that are not time critical, use dynamic email optimization (images only) or use the current email to test for optimal elements for the next.

97. We don't track and measure our email statistics

That is like riding a car with a blindfold on. You don't know where you are going and which way to steer to not crash and burn. Luckily there are many email tools available that will simply let you track and measure the results of your emailings. These ESPs (email service providers) will give you info on opens, clicks, subscribes / unsubscribes, etc. For some insight into choosing the right ESP for you, check: <http://www.emailvendorselection.com>

98. Our email is purely informative, no testing needed

Your email might be informing, you are still sending it out for a reason. If being top-of-mind, keeping the audience engaged, your clients loyal or more receptive to your (future) commercial emails are your goals, optimize for those. An email program should be a serious part of your marketing communication, for often it is one of the few interactions the recipients regularly have with your brand or company.

99. I was too busy reading this whitepaper to start testing

I have great news; you have made it to the end. Now put your testing hat on and go optimize those emails!

99 REASONS FOR NOT TESTING YOUR EMAIL & HOW TO BEAT THEM

Reasons by topic

Effectiveness of testing	34, 44, 82
How to test	8, 13, 17, 41, 58, 79, 80, 83, 84, 85, 91
Management & organization	14, 30, 36, 37, 50, 55
Motivation	10, 56, 72, 77
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Misconceptions	19, 21, 22, 23, 24, 27, 53, 54
Realization	29, 31, 89, 96

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<http://www.emailmonday.com/email-marketing-consultant>



Check the **Email marketing Toolbox** for even more helpful and free resources:

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