

In-Campaign Email Split Testing

Association of Christian Schools International (ACSI)

magneti
CASE
STUDIES

EXECUTIVE SUMMARY

ACSI is a nonprofit educational association with services such as teacher certifications, school accreditation, curriculums and textbook publishing. ACSI has nearly 2600 member schools and uses email as the main communication channel with these members. ACSI also uses email for nurturing prospective members.



Magneti frequently uses split testing to optimize promotional emails. A standard A/B split sends two forms of an email to a significant portion of the contact list — in the case of ACSI, 10% of the contacts received the “A” email and 10% of the contacts received the “B” email. Then, the email that performs better (in this case, the metric was clickthrough rate) is sent to the remaining 80% of the contacts. This allows Magneti to send ACSI members and prospects the most optimized emails. For this particular campaign, the email sent to 80% of the contacts had an overall CTR of 19.64%.

SPLIT TEST

The two emails differ in their creative content. Email A has graphics, and Email B is plain-text. The personalization, overall message, offer and subject line are the same to control for open rate. Here are the resulting CTRs for each email:

EMAIL A: 11.61% CTR



You responded to the call and stepped up to lead. Now increase your impact with Leadership U.

[Learn more](#) about ACSI's proven program for new and aspiring heads of school.



EMAIL B: 17.37% CTR

Dear Karen,

Because you've responded to this high calling, an investment in you is an investment in your students, your staff and your school.

[Leadership U](#) is a yearlong program designed to help new and aspiring Christian school leaders grow. Veteran leaders will walk alongside you as you gain wisdom and develop the skills you need to successfully guide your school for years to come.

Each cohort is limited to 30, and enrollment is open now, so I hope you will take this opportunity to [learn more](#) about this proven program.

Sincerely,
Bryan Miller
Director of Leadership Development

The plain-text email (B) had a **49% increase in CTR** than the graphic-style email. Because of this result, the final email sent to the remaining 80% of the contacts was sent in plain-text style to each segment of the contact list and resulted in an **average CTR of 19.64%**.

ABOUT MAGNETI

Magneti is a digital marketing agency based in Colorado. Our team of experienced and innovative marketers develop custom marketing strategies designed to grow organizations and tell their stories online. [Contact us](#) to learn how we can put our solutions to work for you.

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