



The DWA Campaign Manager SplitRun Test Module

Testing & Optimization To Improve Your E-Mail Marketing Return

Stop guessing what will work and what won't work in your e-mail marketing campaigns. Instead of holding endless marketing meetings to decide on subject lines, template design or pricing, step up to split testing to boost your campaign response, sales and profitability with measurable scientific methodology.



The DWA Campaign Manager Split Testing tool will enable you to test variables to a random sample of your list segment and roll out your winning offers with a couple of clicks.

Benefit: Rapid, Simple to Design, Inexpensive to Produce, Easy to understand results.

A / B testing with the DWA Campaign Manager allows you to test two campaigns against each other in real-time. It is important to only change one variable between the two versions. The Split Testing Module simplifies the setup, administration, analysis and roll out of your split tests. Using our control panel, you will be able to configure and begin your tests in as little as 10 minutes, and be viewing real time results almost as quickly. The DWA Campaign Manager Helps Marketers Improve Response Rates.

With The Split Run Test Module, send the optimal message in just a few clicks:



- > Identify key elements for success within your target groups
- > Watch how your customer react to each offer
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- > Simplicity in analysis and rollout deployment
- > Improved performance and return on investment for campaigns

Automatically and Dramatically Improve Your E-Mail Campaign Response Rates

Sender Name

1 The sender name is the first thing that your target will read before deciding to read the subject line and open (or delete) your campaign. The sender name should come from a trustworthy and reliable source (you and your brand). **Test different sender names and formats in order to optimise open rates.**

Message Subject Line

2 The subject line should give your target a compelling reason to open your e-mail message. Whether it contains a personalised message or a special offer, it is an element that should be pre-tested prior to roll-out.

Message Content

3 The body copy should lead your target to act now. There are many tactics and methods to reach your marketing goals. Only through split testing can you constantly improve your results **to reach the optimal formula for your particular customers or subscribers.**

Creative

4 You can build & store a library of creative templates in the DWA Campaign Manager and **test different variances to constantly improve your work.**

Copy

5 Some audiences respond better to direct and factual copy whereas others will prefer a longer story before responding to the call to action. Test different copy styles and tones on various list segments to build a successful copy formula.

“Test, Read and React” Methodology Built into the Software

The DWA Campaign Manager is the best software for e-mail marketing that brings the power of split testing to marketers with minimal effort and IT skills.

Split Testing takes the guesswork –and risk out of e-mail marketing and provides a sure, empirical method to boost your campaign response, sales and profitability.

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