



VALUE PROPOSITION

Email Program	<i>Why should someone want to be on your email list?</i>
Campaign	<i>Why should any audience member be interested in this campaign as a whole?</i>

TEST BACKGROUND

Test Goal	<i>What question are you looking to answer with this test?</i>
Test Reasoning	<i>What is the value of the test to your organization?</i> <i>How will this test inform future decisions?</i>
Test Cost	<i>What resource investment(s) (financial, staff, etc.) will be necessary for this test?</i>
Audience	<i>How will an appropriate audience for this test be selected?</i> <i>Is the audience large enough to produce statistically valid results?</i>

TEST SETUP

Variable	<i>What specific variable(s) are you testing?</i>	
Treatment	<i>How will you test the targeted variable(s)?</i>	
Key Performance Indicators <i>How will you measure success or failure of the test?</i>	Primary Factor:	Secondary Factor(s):
Threats to Validity	<i>What environmental, technological, or other factors exist which might interfere with your test?</i>	
Point of Contact	<i>Who will be primarily responsible for test implementation?</i>	
	<i>Who will be primarily responsible for test analysis?</i>	

RESOURCES

Internal <i>Internal opportunities or limitations which must be taken into account when planning this test – i.e. budget, technology constraints/benefits, staff hours, prior test results, etc.</i>	External <i>External factors which must be accounted for in creating this test – i.e. partner approvals, schedule coordination, SOWs, market noise, etc.</i>
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RESULTS

Length	<i>How long did your test run?</i>		
Exposure	<i>How many total impressions did each treatment have?</i> Treatment 1: Treatment 2: Treatment 3: Treatment 4:	<i>How many successful conversions did each treatment have?</i> Treatment 1: Treatment 2: Treatment 3: Treatment 4:	<i>What was the observed conversion rate of each treatment?</i> Treatment 1: Treatment 2: Treatment 3: Treatment 4:
Conclusion	<i>What answer to the test question do the observed results indicate?</i>		
Test Implications	<i>What is the estimated impact of the test results?</i>		
Test Follow-up	<i>What are the next actions needed to properly act on or further develop this test's findings?</i>		