



MARKETING TEST PLAN

CLIENT	
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TEST #	1
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PRE-TEST

Product/Service	What product or service we are promoting via the test
Hypothesis	A description of the test, the problems, and the goals of the test
Current KPIs/Metrics	What are the current benchmarks we will be testing against
Channels Affected	If testing channels, which ones
Channel Variables	What elements are we testing (ad, offer, medium, bid, design, budget)
URLs Affected	If testing URLs or landing pages, which ones
URL Variables	What elements are we testing (Copy, CTAs, Offers, Pricing, Layout, Messaging)
Email Campaigns Affected	Which campaign or templates are we testing
Email Variables	What elements are we testing (subject lines, themes, CTAs, offers)
Tools for the Test	Creative, design, & other platform needs
Segmenting	What traffic/audience elements are being segmented
Parameters	Timing, start date, length of test
Test Splitting	Assume 50/50 split test unless noted
Goals	Goals of the Test (Increase Conversion rate, Increase click rate, etc.)

POST-TEST

Results	What metrics had impact
Insights	A description of the learnings
Decisions	Next steps (Implement, Kill test, Perform another test, Launch a variant test)

TEST #	2
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PRE-TEST

Product/Service	What product or service we are promoting via the test
Hypothesis	A description of the test, the problems, and the goals of the test
Current KPIs/Metrics	What are the current benchmarks we will be testing against
Channels Affected	If testing channels, which ones
Channel Variables	What elements are we testing (ad, offer, medium, bid, design, budget)
URLs Affected	If testing URLs or landing pages, which ones
URL Variables	What elements are we testing (Copy, CTAs, Offers, Pricing, Layout, Messaging)
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POST-TEST

Results	What metrics had impact
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