



Quick Test 7.0 User's Guide

Wednesday, October 07, 2009

Copyright

Copyright © 2008-2023 e-Dialog

All rights reserved. The material contained within is proprietary and confidential in its entirety and must not be shared, all or in part, without prior, written approval.

Due to continued product development this information may change without notice. If you find any problems in the documentation, please report them to us. e-Dialog does not warrant that this document is error-free.

Burlington, MA 65 Network Drive Burlington, MA 01803 Tel: 781 863 8117 Fax: 781 863 8118	London, UK 247 Tottenham Court Rd, Third Floor London W1T 7QX Tel: +44 (0) 20 3219 6200 Fax: +44 (0) 20 7659 2100
New York, NY 352 7th Avenue New York, NY 10001 Tel: 212 631 7560 Fax: 212 631 7559	Seattle, WA 10885 NE 4th Street Suite 290 Bellevue, WA 98004 Tel: 206 682 7777 or 800 360 6245 Fax: 206 682 4859

Web

<http://www.e-dialog.com>

E-mail

U.S. Sales & Info <mailto:MaxROI@e-dialog.com>

UK Sales & Info <mailto:EuroSales@e-dialog.com>

Human Resources <mailto:positions@e-dialog.com>

Public Relations <mailto:press@e-dialog.com>

London Office <mailto:londonuk@e-dialog.com>

Documentation Comments and Corrections

Please send all comments, corrections, suggestions, etc., regarding this document to **Technical Publications** <mailto:TechnicalPublications@e-dialog.com>

Contents

Copyright.....	3
Introducing Quick Test.....	7
About Quick Test.....	7
Enabling Quick Test.....	8
Conducting a Quick Test.....	11
Quick Test Example Content.....	11
Configuring a Quick Test Cell.....	12
Creating Quick Test Symbols.....	13
One-Up Proofing a Quick Test	14
Executing a Quick Test.....	15
Troubleshooting	19
Repeating a Quick Test.....	21
Index.....	23

Introducing Quick Test

In This Chapter

About Quick Test.....	7
Enabling Quick Test	8

About Quick Test

e-Dialog Quick Test™ provides the means to quickly and easily test audience response to a cell by sending several different test versions of the cell to sample audience lists taken from the full cell audience. A test version of a cell consists of a set of special quick test symbols (strings and/or content objects). These quick test symbols are very similar to Case symbols. The difference is that a quick test symbol's value depends on the test version, rather than a data column value.

You can use any number of quick test symbols anywhere in the cell that ordinary symbols can be used. For example, you can test the subject line, parts of the cell content, or the full cell content.

When you have enough quick test results to choose the winning version of the cell, you mail that version to the remainder of the full audience, knowing that you have sent the most relevant, actionable message possible, maximizing your e-mail marketing revenue. This process is sometimes called quick relevancy testing.



Quick Test Process Overview

Quick Test does not have a graphical user interface of its own. The process of setting up a Quick Test involves creating a special mailing, a special cell and affects four of the cell tabs in Campaign Builder:

1 

For reporting purposes, e-Dialog recommends that you create a separate mailing to contain each Quick Test cell.

2 

Create a new Quick Test cell.

Configuration

3

In the **Configuration Tab**:

- a) Activate Quick Test.
- b) Specify the number of test versions to send.
- c) Specify the size of the total test audience as a percentage of the full cell audience.

Complete instructions are provided in *Configuring a Quick Test Cell* (on page 12).

Symbols

4

In the **Symbols Tab**:

- a) Create one or more **Quick Test Content** and **Quick Test String** symbols.
- b) For each symbol, define the rules to apply for each version of the test.

Complete instructions are provided in *Creating Quick Test Symbols* (on page 13).

Proof

5

In the **Proof Tab**

- a) Create your sample data file as usual.
- b) When you send one-up proofs and lproofs, choose which versions of the test to send to each sample file proofreader.

Complete instructions are provided in *Proofing a Quick Test* (on page 14).

Execute

6

In the **Execute Tab**:

- a) Start the Quick Test (mail the test cells).
- b) Use Pulse Reports to monitor the test.
- c) Wait for the test to complete.
- d) When you have chosen a winner, select that version of the cell.
- e) Send the winning version to the remaining audience.

Complete instructions are provided in *Executing a Quick Test* (on page 15).

How Quick Test Works

When you start a Quick Test, Campaign Builder:

- 1 Creates a clone of the Quick Test cell for each test version.
- 2 Builds a sample data file for each clone.
- 3 Mails the clones.
- 4 When you choose the winning version, creates a final clone of the Quick Test cell.
- 5 Mails the final clone to the remainder of the audience.

Enabling Quick Test

Quick Test is not enabled for any user by default. To determine whether or not it is enabled for your user account, look for the Quick Test check box on the Cell Configuration Tab in Campaign Builder.

If have sufficient permission to enable applications, change the value of the Campaign Builder **CANUSEQUICKTEST** permission to Yes. See User Account Security Profiles in Introducing Precision Central 7.0.

Otherwise, contact your local administrator or the e-Dialog Account Team about enabling Quick Test.

	Key	Source	Value
AA Prioritization	Redirect Expiration	Default	Yes
Administration	Feeder Risk	Default	Yes
Campaign Builder	Administrator	Default	choice
Campaign Builder (Old)	UDF1 Select	Default	No
CMS	Log Columns Value	Default	
Content Director	UDF3 Permissions	Default	
CSI	Web Analytics Default	Default	
Data Director	CANUSEQUICKTEST	Default	Yes

Note: Quick Test is not supported in Campaign Builder 6. If you open a Quick Test cell, Campaign Builder 6 returns the message "This cell is only supported under Precision Central 7.0". Press OK to return to the campaign list.

Conducting a Quick Test

In This Chapter

Quick Test Example Content.....	11
Configuring a Quick Test Cell.....	12
Creating Quick Test Symbols.....	13
One-Up Proofing a Quick Test	14
Executing a Quick Test	15
Troubleshooting	19

Quick Test Example Content

This example demonstrates how to test part of a cell's content. There are three versions of the test. Each test version consists of a combination of four content objects: _OFFER1__ ... _OFFER4__.



The test audience consists of 1000 e-mail addresses, so you configure the test to use 12 per cent of the entire audience (120 recipients). Thus, each of the three test versions goes to four per cent of the total audience (40 recipients). See *Configuring a Quick Test Cell* (on page 12) for instructions.

Configuring a Quick Test Cell

To configure a quick test cell:

- 1 Create a new mailing to contain a Quick Test cell. This step is optional but recommended for reporting purposes.



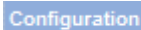
- 2 Create a new cell.



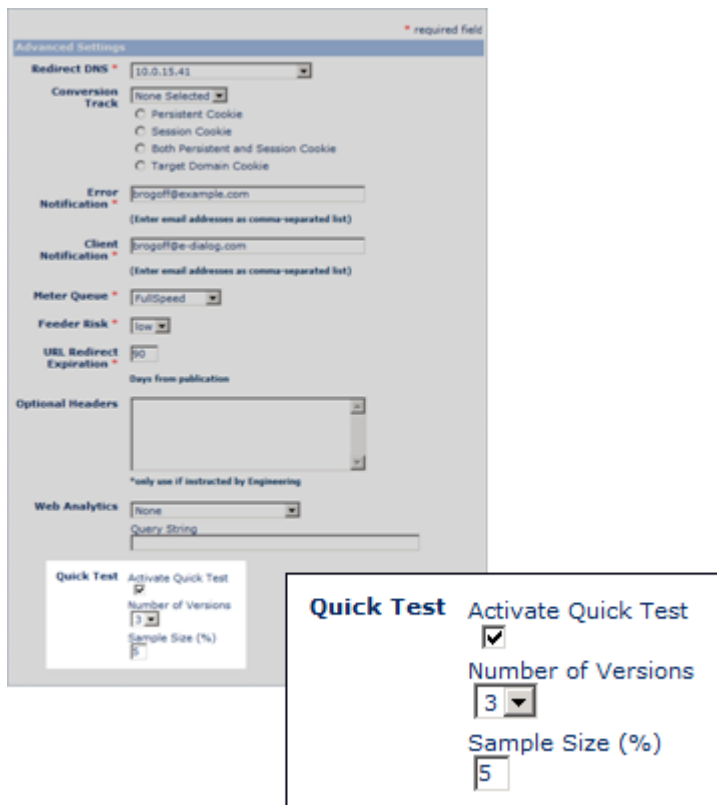
This cell is called the Quick Test master cell and is differentiated from other cells in lists by a special icon:



- 3 Fill in the Configuration tab.



- 4 In Advanced Settings, check **Activate Quick Test**:



The screenshot shows the 'Advanced Settings' dialog box. The 'Quick Test' section is highlighted with a red box. It contains the following fields:

- Activate Quick Test**: ☒
- Number of Versions**:
- Sample Size (%)**:

- 5 Specify the **number of versions** to test. This number applies to all quick test symbols within the cell and represents the number of possible values for each symbol controlled by the quick test.
- 6 Specify the **size of the test audience** as a percentage of the full audience (1 to 99). Each version is sent to an equal share of the test audience.

For example, suppose that your sample size is 5% of 100,000 = 5,000 recipients. With three test versions, each version goes 1.67% of 100,000 = 1667 recipients. (Fractional recipients are rounded off.)

Best Practices: A test audience should include at least 10,000 recipients when basing your test results on metrics such as open rate and click rate. Use a larger test audience when using relatively infrequent metrics such as conversions and unsubscribes.

Creating Quick Test Symbols

Quick Test symbols are very similar to Case symbols in that they have multiple string and/or content object values. The value used for any recipient depends on the Quick Test version number rather than a data column.

A Quick Test symbol has no default value because the version number is limited to the specified range. Thus, Quick Test symbols always have a blank Default column in the symbols tab.

To create quick test symbols:

- 1 Click the symbols tab.

Symbols

- 2 Within the Quick Test cell, create one or more symbols of data type **Quick Test Content** and/or **Quick Test String**.

Symbol	Data Type	Based On	Default	Rules	Actions
SUBJECTLINE	Quick Test String			EDIT RULE	
Add Symbol Content Case Content Constant Custom Data Column Join Quick Test Content Quick Test String String Case String Constant					
				Save	Clone Cell

There is no limit to the number of Quick Test symbols that you can use in a cell.

Symbol	Data Type	Based On	Default	Rules	Actions
EOCID	Intrinsic				
FIRSTNAME	Data Column	FIRSTNAME			
FTFLINK	Intrinsic				
HOSTEDLINK	Intrinsic				
OFFER1	Quick Test Content			EDIT RULE	
OFFER2	Quick Test Content			EDIT RULE	
OFFER3	Quick Test Content			EDIT RULE	
OFFER4	Quick Test Content			EDIT RULE	
SAVINGS	Data Column	CUSTOMERTYPE			
SIDEBAROFFER	Content Constant		Demo - Side Bar - Catalog Specials		
UNSUBLINK	Intrinsic				
Add Symbol					

- 3 For any **one** Quick Test symbol, click **EDIT RULE**. As is the case in Case symbols, this step can set the values for all Quick Test symbols and is only necessary once.
- 4 The Edit Rule panel is a matrix. The first column is the Quick Test version number. (The number of test versions is defined in the Configuration tab.)

Quick Test 7.0 User's Guide

The second and subsequent columns are Quick Test symbol names. Set the **string or content object value** for each symbol for each version of the Quick Test.

Edit Rule					
When TESTVERSION is	OFFER1	OFFER2	OFFER3	OFFER4	
1	Demo - Home Electronics - BlackBerry	 Demo - Coupon - Reward - 10%	 Demo - Coupon - \$25 off \$125 Purchase	 Demo - Home Electronics - Laptop	
2	Demo - Home Electronics - HDTV	 Demo - Home Electronics - BlackBerry	 Demo - Home Electronics - Laptop	 Demo - Mens Apparel - Pants	
3	Demo - Home Electronics - Printer	 Demo - Home Electronics - HDTV	 Demo - Home Electronics - BlackBerry	 Demo - Womens Acc - Gloves	
Save Back					

If you know the identifier number of a content object, for example `_#337776620_`, you can use that number in a Quick Test String symbol. Otherwise, use a Quick Test Content symbol and click the content object icon to select a content object from the Content Library.

- 5 Click **Save**.
- 6 When finished, click **Back**.

One-Up Proofing a Quick Test

Created a sample data file in the usual way but **do not filter the sample set based on the value of a quick test symbols**. You can then create a one-up proof of a quick test cell:

- 1 Click the Proof tab.

Proof

- 2 Build a sample file as you normally would.

Build Sample

- 3 Click the name of the sample file.

Data / Sample File

Data File: [DEMO_EXPORT_1325582_3314565_04092009_143445.txt](#)
Sample File: [DEMO_EXPORT_1325582_3314565_04092009_143445.txt.sample](#)

- 4 Choose a row and click **Preview**.

Add To LProof Group	☐ T ☐ H ☒ M	Proof Group	Group 1
Send this email	to (Just One) :		
Display Quick Test Version	Version 2		
From	Technical Publications <techpubs@e-dialog.com>		
To	user5@example.com		
Subject	[I proof M] Symbols Demonstration		

- 5 Choose the test version to send. The default is version one.

Version 2

- 6 Click **Display Quick Test Version**.

Display Quick Test Version

- 7 Examine the page with all Quick Test symbols set to the selected version.



FREE shipping
On all orders over \$50
Click here for details

[Insider's Club](#)
[Shop On-Line](#)
[Weekly Specials](#)
[Store Locations](#)
[Catalog](#)
[Travel Center](#)

Welcome Ororo!

Thank you for signing up! The great deals in your inbox start now!

Take off your first order!

Shop now

SAVE \$300	SAVE \$150	Catalog Specials
Sharp AQUOS 32" Class 1080p Flat-Panel LCD HDTV  Now \$749.99 Reg. \$1,049.99 Order now	BlackBerry Curve 8330 Titanium  Now \$449.99 Reg. \$599.99 Order now	Did you get your latest Newco catalog in the mail this week? We have 100's of new arrivals from top brands in our latest catalog. Don't miss out on the great deals... from the latest fashions to the hottest electronics, there's something to please everyone. >> SHOP ONLINE NOW!
SAVE \$150	SAVE \$5	
Sony VAIO Laptop with Intel® Centrino® Processor Technology  Now \$649.99 Reg. \$799.99 Order now	Merona® Dress Pants  Now \$19.99 Reg. \$24.99 Order now	

Browse all Newco products

Shop @ Newco:


[Online at Newco.com](#)


[Call 1-888-256-7687](#)


[Find a Newco Store](#)

- 8 The rest of the proofing process is the same process that you would use for a standard cell except that the number of rows selected for each Lproof Group is multiplied by the number of quick test versions when the proofs are mailed.

Executing a Quick Test

To send a quick test mailing:

Quick Test 7.0 User's Guide

- 1 Click the **Execute** tab.

Execute

The Execute tab shows the percent of the total audience that will receive each version of the quick test. As planned in the *example* (on page 11), each test version is sent to four percent of the audience.

Execute

This **Quick Test** is ready to be scheduled for launch on the date and time specified.

Version	Percent of Audience
1	4.00%
2	4.00%
3	4.00%

Apr ▼ 9 ▼ 2009 ▼ 05 : 46 PM ▼ 

US/Eastern

☒ **Ok to Launch**

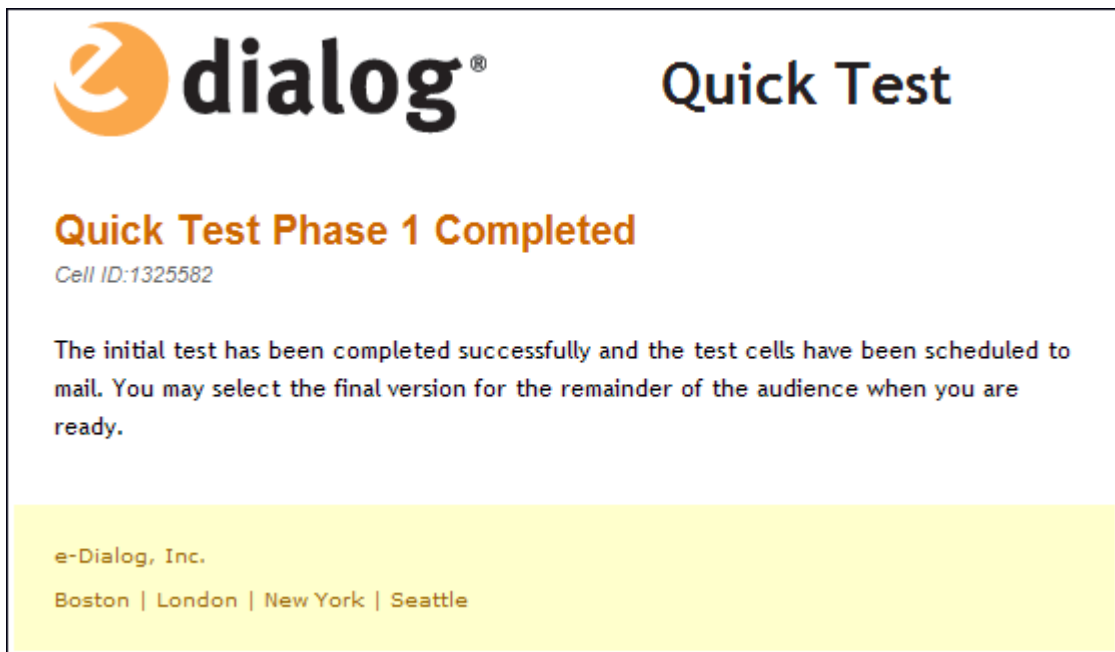
- 2 Select the **date and time** to start the Quick Test.
- 3 Click **Ok to launch** to send the test versions of the cell at the designated time.
- 4 Click **Execute**.

Campaign Builder returns you to the Mailing Setup screen and displays a "**Quick Test Processing**" status message next to the master cell. This indicates that the e-mail engine is configuring test cells, splitting the export file, and/or building file samples for the newly created cells.

Cell	Cell ID	Status	Drop Date (US/Eastern)
Doc Test 01 	1614	Quick Test Processing	Mar 6, 2009 4:36 PM
Version 1: Doc Test 01	1631	Setup	Mar 6, 2009 4:36 PM
Version 2: Doc Test 01	1632	Setup	Mar 6, 2009 4:36 PM
Version 3: Doc Test 01	1633	Setup	Mar 6, 2009 4:36 PM

As the test runs, you receive the same e-mail notifications sent by a standard cell except that each test version sends its own notifications as if it were a separate cell.

- 5 When the initial Quick Test has finished (all test versions have mailed), you will receive the **e-mail notification** shown below.



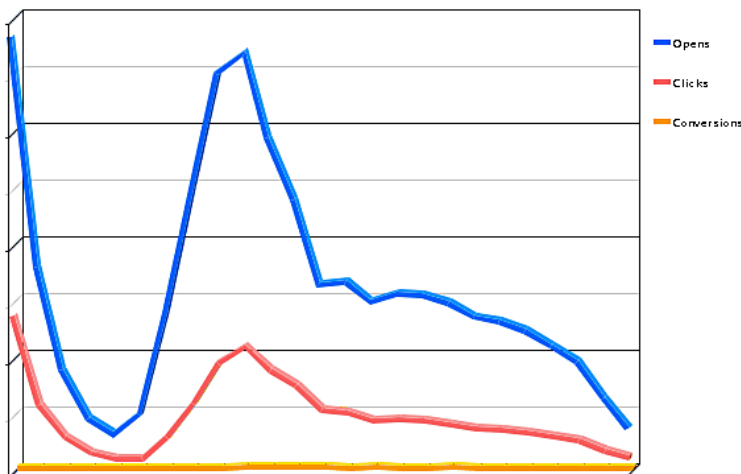
- 6 The master cell status message changes to "**Phase 1 Complete.**" This indicates that the Quick Test is ready to send the chosen version to the remainder of the audience.

Cell	Cell ID	Status	Drop Date (US/Eastern)
Doc Test 01 	1614	Phase 1 Complete	Mar 6, 2009 4:36 PM
Version 1: Doc Test 01	1631	Mailing	Mar 6, 2009 4:36 PM
Version 2: Doc Test 01	1632	Mailing	Mar 6, 2009 4:36 PM
Version 3: Doc Test 01	1633	Mailing	Mar 6, 2009 4:36 PM

Quick Test 7.0 User's Guide

- 7 Use **Pulse Reports** or **eReports** to monitor the test results. You control the length of the test and the criteria for choosing the "winning" version.

Pulse Reports



Keep in mind that eReports data is updated every 24 hours.

eReports

Opens (HTML Only)	Total Clicks	Unique Clicks	Unsubs	Total Conversions	Unique Conversions	Total Revenue
175,225	60,842	53,579	1,117	732	717	57,407
51,585	19,253	16,937	184	366	357	27,990
31,459	11,315	9,905	269	224	219	18,187
92,181	30,274	26,737	664	142	141	11,229

- 8 When you are ready to choose the "winning" version, edit the master cell and return to the **Execute** tab.

Execute

This Quick Test has been processed. Please select which version you would like to use for the remaining audience.

Version:

Mar 6 2006 04:59 PM

☐ Ok to Launch

- 9 Use the drop-down control to **select the "winning" version** to send to the remainder of the audience.
- 10 Select the **date and time** to mail the cell.
- 11 Click **Ok to launch** to send the test versions of the cell at the designated time.
- 12 Click **Execute**.

Campaign Builder returns you to the Mailing Setup screen and displays a "Quick Test Processing" status message next to the master cell.

Cell	Cell ID	Status	Drop Date (US/Eastern)
Doc Test 01 	1614	Quick Test Processing	Mar 6, 2009 4:59 PM
Final- Version 2: Doc Test 01	1642	Setup	Mar 6, 2009 4:59 PM
Version 1: Doc Test 01	1631	Mailed	Mar 6, 2009 4:36 PM
Version 2: Doc Test 01	1632	Mailed	Mar 6, 2009 4:36 PM
Version 3: Doc Test 01	1633	Mailed	Mar 6, 2009 4:36 PM

- 13 When the Quick Test has finished mailing the winning version, you receive an **e-mail notification** indicating that final processing is complete.



- 14 The status of the master cell changes to "Quick Test Finished." The status of the "winning" version (clone) changes from Setup to Mailing to Mailed.

The Quick Test is now complete. You can use **Pulse Reports** or **eReports** to observe the results.

Troubleshooting

- When executing a Quick Test, a message similar to this may appear:

This Quick Test does not have enough records in the export file for the parameters you specified.

The export has only 25 rows and you selected to send 2 versions to 5% of that.
That adds up to 0.625 emails per version...

Version	Percent of Audience
1	2.50%
2	2.50%

Create a larger export file and/or adjust the Quick Test configuration parameters according to the size of the export file.

- If the cell status changes to "Quick Test Failed" contact support. This indicates that there was an unexpected error, most likely in the merge process.

Repeating a Quick Test

You cannot modify a Quick Test cell after it has been executed.

To repeat a Quick Test:

- 1 Clone the mailing containing the Quick Test cell.
This step is optional but recommended.
- 2 Delete all cells except the master cell.
- 3 Clone the "master" cell and proceed as described in *Configuring a Quick Test Cell* (on page 12).

Index

A

About Quick Test • 7

C

Conducting a Quick Test • 11

Configuring a Quick Test Cell • 8, 11, 12, 21

Copyright • 3

Creating Quick Test Symbols • 8, 13

E

Enabling Quick Test • 8

Executing a Quick Test • 8, 15

I

Introducing Quick Test • 7

O

One-Up Proofing a Quick Test • 8, 14

Q

Quick Test Example Content • 11, 16

R

Repeating a Quick Test • 21

T

Troubleshooting • 19