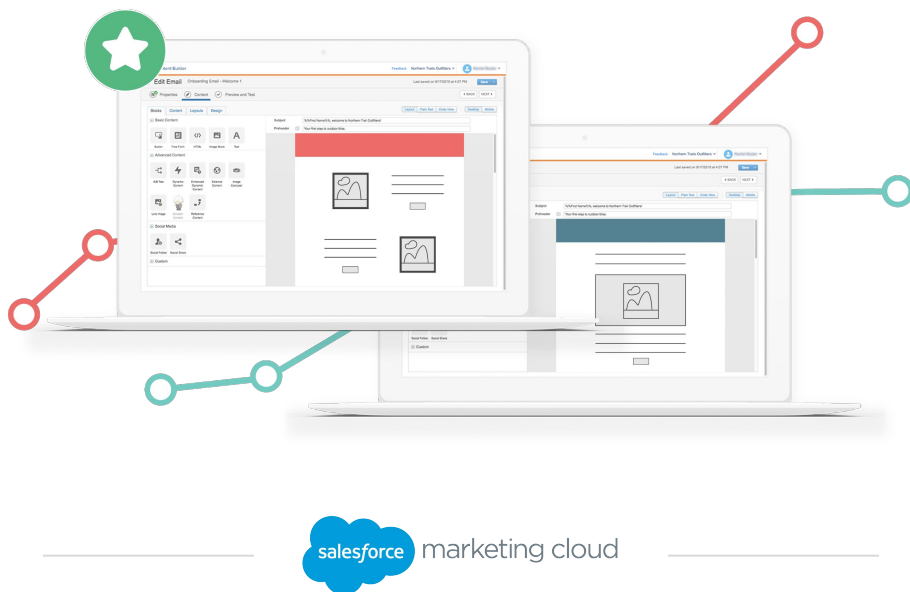


Case Study: A/B Email Testing in Salesforce Marketing Cloud

Trinity Insight developed an A/B email testing solution in Salesforce Marketing Cloud for our partner.

TRINITY INSIGHT



Awesome Service & Co.*
(a subsidiary of Awesome Company)

Industry: Service
Location: Minnesota
Size: 12,000 employees
(Awesome Company)

Overview

Trinity Insight created new email capabilities to more effectively reach Awesome Service & Co. customers by means of testing, reporting, and development.

**Awesome Service & Company is a fictional name used to honor our partner policy and is used in place of the actual company name.*



Problem

No A/B Email Testing Capability

Awesome Service & Co. lacked the capability to a/b test emails sent out through Salesforce Marketing Cloud journeys, and were told that this testing was not possible.

Solution

Custom, Repeatable Solution

Trinity Insight pragmatically developed a custom, repeatable solution to a/b test any email within Awesome Service & Co.'s journeys.

- Established an extensive, one-year testing roadmap
- Created a custom, repeatable reporting solution to monitor a/b testing performance
- Proved analysis, design and development solutions for each test campaign



Results

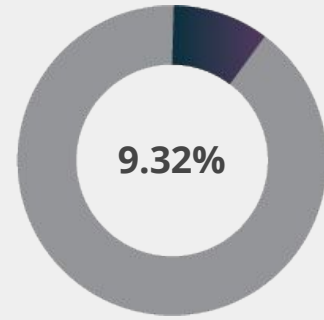


New Capabilities:

Ability to test in Salesforce Marketing Cloud journey to continually **optimize open and click thru rates**

Actionable insights and recommendations for any new potential email changes to **ensure positive performance results** before full implementation

Results



Open Rate Lift:

First a/b test included a **personalized subject line** and resulted in a **9.32% lift in open rate**

Trinity Email Platform Support

Salesforce Marketing Cloud

Salesforce Marketing Cloud is a platform for delivering relevant, personalized journeys across channels and devices — enabling marketers to deliver the right message at the right time throughout all phases of the relationship.

Marketing Cloud includes integrated solutions for customer journey management, email, mobile, social, web personalization, advertising, content creation and management, and data analysis.

Klaviyo

An elite email marketing program is no longer out of reach. Klaviyo is a cloud-based ecommerce marketing automation platform for personalized 1:1 email that drives results.

KLAVIYO // **ADVISOR**
SILVER PARTNER



About Trinity Insight

Trinity Insight works as an extension of your business, using data and our human capital to drive optimization and growth processes. Trinity is an authorized Google Analytics Partner, Google AdWords partner, and Bing Advertising Partner. Trinity is an INC 5000 company since 2014.

What Our Other Partners are Saying

“Trinity delivers. Simple as that. Quick and efficient in their reporting while supplying well thought out documents to help you succeed. We view Trinity as a valuable partner and irreplaceable extension of ourselves. Looking forward to furthering our work to reach our collective vision.”

-Wilson Altidor | **Paul Fredrick**

Paul Fredrick

[More success stories at trinityinsight.com](https://trinityinsight.com)