

TESTING DETAILS								MEASUREMENT					WINNER			NEXT STEPS	Notes	
Channel	Type	Name	Description	Test Element	Test Control	Launched	Audience	Hypothesis	Goal	Metric 1	Metric 2	Other Metrics	Winner	Statistically Relevant?	Summary	Next Steps	Notes	
Direct Mail	Personalization	Lo\$ Personalization	Adding Personalized Address Block, Salutation, Gift String	Personalized Letter	Non-personalized letter, generic ask	October Direct Mail Appeal	\$25-99 0-36M Donors	Adding Personalization will increase response rates	Improve Lo\$ Retention	Response Rate: Test increased by 20%	Average Gift: Did not Change		Test	Yes. No need to retest	Personalizing the letter increases overall response. Increase in response covers the additional cost of lasering and 2-way match	Test a format that removes match to lower cost.		
Direct Mail	Gift String	Reduced Gift String	Change gift string to ask for 50% of HPC	Letter and Reply Slip asked for 0.5HPC, HPC, 1.25HPC	Letter and Reply Slip asked for HPC, HPC, 1.5HPC	October Reinstatement Campaign	\$100+ 37M+ Donors	Lowering Gift String will increase response rates	Increase file size	Response Rate: Increased by 3%	Average Gift: Decreased by \$15	LTV: Too soon	Control	No. Expand Test to \$50 donors and repeat	Decreasing the gift string did not improve response enough to warrant decrease in average gift	Retest in next reinstatement campaign. Consider other gift string builds.		
Email	Subject Line	Personalization in S/L	Add Salutation at beginning of subject line	<<Salutation>>, It's Been a While	It's Been a While	Reengagement Email	Unengaged Donors	Adding personalization will increase open rates	Rebuilding email list	Open Rates: Increased by 20%	Click-through rates: No change	Deliverability: Inboxing issues for records with no or dirty salutations	Personalized S/L	Not yet; continue to implement in workflow	Adding the salutation improved open rates, but did not translate to CTR.	Continue to retest but implement test only with trusted salutations.	Research how many "trusted" salutations are on the list. Potentially create a flag for confirmed salutation. Consider asking sign-ups to confirm salutation.	
Email	Graphics	HTML Design Element	Add "Countdown Calendar" to email body	Static calendar image.	Calendar image converted to HTML and showed days being ripped off from page.	August Match campaign.	Engaged Donors after no-click through	Adding HTML will draw more attention and improve CTR	Improve email performance	Click-through Rate: Improved by 15%.	Conversion Rates: Improved by 3%.	Deliverability: Inboxing issues for some providers.	HTML	Yes. But inboxing issues and load times are problematic.	Adding HTML to email improves results. But need to be careful it doesn't impact inboxing over time.	Test in additional campaigns.	Determine potential of using static images for ISPs with HTML issues.	
Landing Page	Trust Seals	Trust Seals on Donation Page	Add security seals by "Donate" button	Added Verisign Seal next to "Donate Now"	No Verisign Seal	July	Organic website visitors	Adding trust seals will improve page completions	Improve Donation Page Conversion Rates	Conversion Rate: Increased by 3%.	Average Gift: No effect		Trust Seal	Yes	Adding Trust Seal improved DP completion rates.	Add to all future DPs.		
Landing Page	Mobile Number																	
Website	Hero Animation																	
Paid Search	Monthly Giving																	
Paid Social	Video																	
Telemarketing	Refusal Letter																	