

# Add an Email Champion/Challenger

It's a good idea to test any emails that you use frequently to make sure they're working. One way is to compare an email's effectiveness with other versions, or challengers. In a champion/challenger test, you can test the whole email, the subject line, or the from address.

The existing email you are testing is considered the champion. Any variants you create within a test are considered the challengers. You determine the percentage of people that receive either the champion content or the challenger content. If you've defined multiple challengers, they will be equally distributed amongst the challenger group.

Here's how to get started.

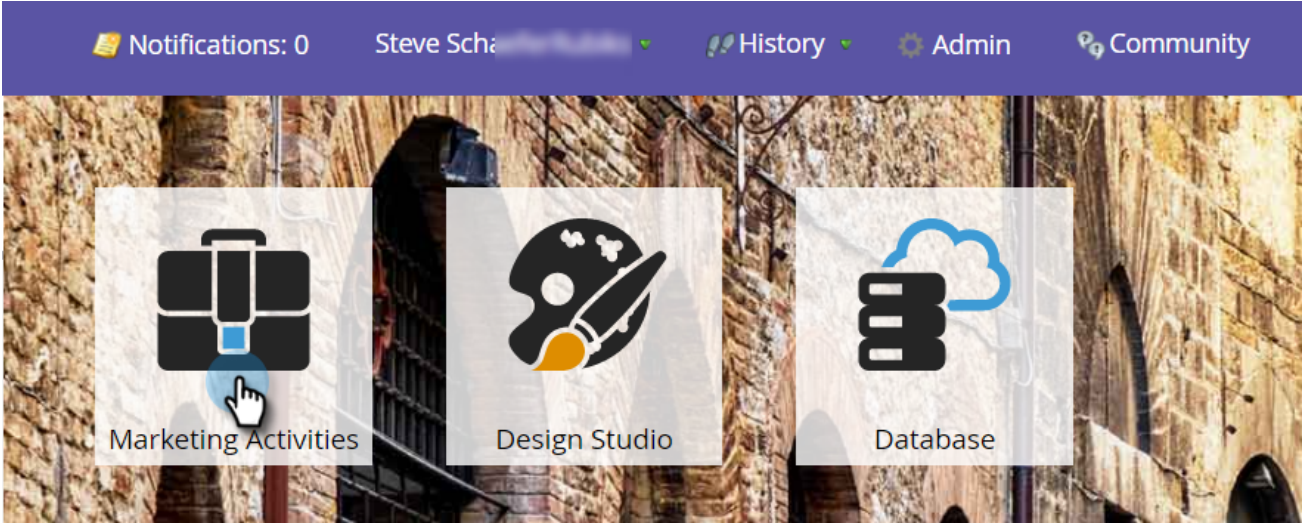
## Prerequisites

- [Create a Program](#)
- [Create an Email for an Email Program](#)

## Caution

Champion/Challenger emails only work with trigger campaigns and engagement program streams. For batch mailings, use the email program's [A/B testing functionality](#).

1. Go to **Marketing Activities**.



2. Find and select an email.

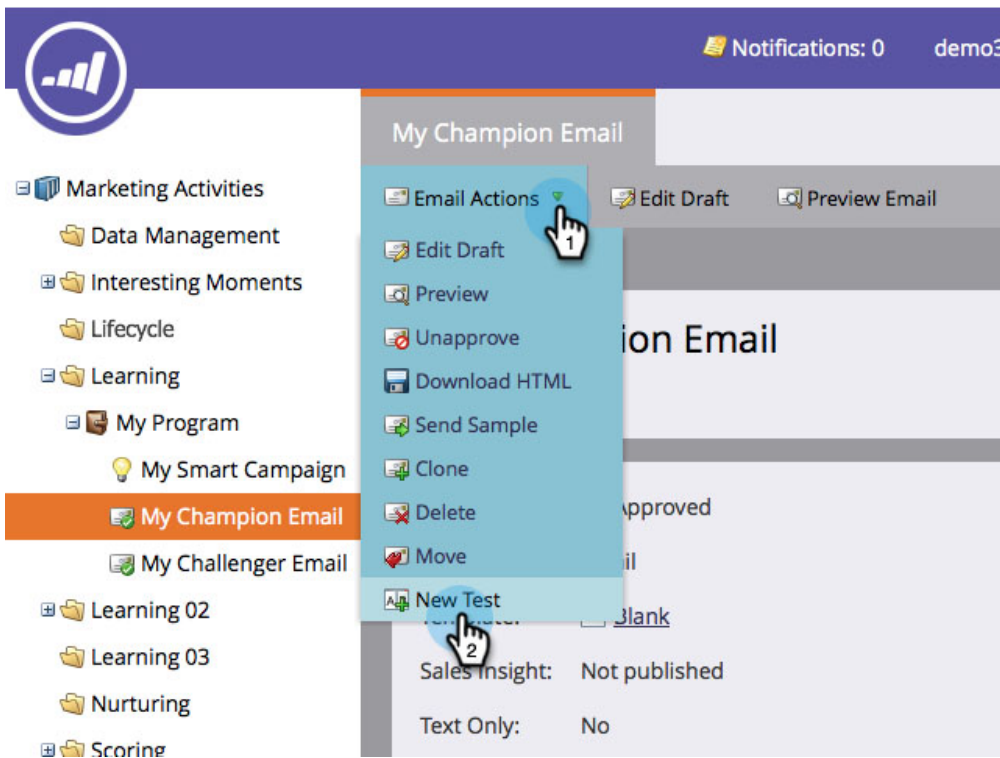
The screenshot shows a marketing dashboard interface. At the top right, there is a notification bell icon with the text "Notifications: 0" and "demo3". On the left, a sidebar lists various marketing activities under the heading "Marketing Activities": "Data Management", "Interesting Moments", "Lifecycle", "Learning", "My Program", "My Smart Campaign", "My Champion Email" (highlighted in orange with a mouse cursor), "My Challenge Email", "Learning 02", "Learning 03", "Nurturing", and "Scoring". The main content area is titled "My Champion Email" and contains three buttons: "Email Actions", "Edit Draft", and "Preview Email". Below these buttons, the email details are displayed:

Status:	<input checked="" type="checkbox"/> Approved
Type:	Email
Template:	<input type="checkbox"/> <a href="#">Blank</a>
Sales Insight:	Not published
Text Only:	No

## Deep Dive

For one-time mail blasts, learn more about [email programs](#).

3. Under **Email Actions**, click **New Test**.



4. A new window opens with different test type options. Read the Related Articles below to learn about each.

## Related Articles

- [Champion/Challenger: Whole Emails](#)
- [Champion/Challenger: Subject Line](#)
- [Champion/Challenger: From Address](#)

