

# Email Test - A/B Test

A/B tests help you choose the ideal content for one-time emails using [email programs](#). A small group will get the test and the rest will get the winner.

Here's a video from Marketo University on using A/B testing to improve email performance.

- [Understanding Email Testing Options](#)
- [Add an A/B Test](#)
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- [Use "From Address" A/B Testing](#)
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