

Understanding Email Testing Options

Test your emails to improve their engagement score. There are two kinds of email testing in Marketo.

A/B Testing

This is for one-time emails using [email programs](#). Add [A/B testing](#) and a small group will get the test and the rest will get the winner.

Email Champion/Challenger

For ongoing emails used in trigger smart campaigns or [engagement programs](#), you can add [email champion/challenger](#) testing. This will introduce variations to an ongoing percentage of the recipients.

Happy Testing!