Define the A/B Test Winner Criteria

When adding an A/B test to your email program, you will need to pick a test type, schedule the A/B test, then define the winner criteria. Here's how to decide which email wins.

Prerequisites

- Add an A/B Test

What's in this article?

Winner Criteria

Declare Winner

Winner Criteria

1. The default Winner Criteria options are listed first.

<table>
<thead>
<tr>
<th>Option</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opens</td>
<td>An open registers when images are downloaded into an email. Even if you don’t include an image, by default Marketo inserts a single tracking pixel into all HTML emails.</td>
</tr>
<tr>
<td><strong>Clicks</strong></td>
<td>By default, links in emails have tracking embedded in them allowing you to see who clicked which link, how many total links were clicked, etc.</td>
</tr>
<tr>
<td>-----------</td>
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</tr>
<tr>
<td><strong>Click to Open %</strong></td>
<td>Percentage of emails that were opened and had a link clicked in the email. This measures the relevancy and context of an email by taking the number of unique clicks divided by the number of unique opens, and then multiplying by 100 to show it as a percentage.</td>
</tr>
<tr>
<td><strong>Engagement Score</strong></td>
<td>The engagement score helps you determine the effectiveness of your content.</td>
</tr>
</tbody>
</table>

**Tip**

If you pick Engagement Score the test will need to run for at least 24 hours. Learn more about understanding the engagement score.

2. You can also customize your criteria by selecting **Custom Conversion** and clicking **Edit**.

**Winner Criteria**

- **Winner Criteria:**
  - Opens
  - Clicks
  - Click to Open %
  - Engagement Score
  - Custom Conversion

- **Declare Winner:**
  - Automatic
  - Manual

**Note**

Custom Conversion allows you to pick any event as a conversion by using triggers and filters.

3. A window will pop open. Find the trigger of your choice and drag it into the canvas.
Deep Dive
Learn more about smart lists and static lists.

4. Define the trigger.
5. Click **Close**.

Great! Now it's time to decide how the winner is determined.

**Declare Winner**

6. Pick one of the two available options.
Once the A/B test is over, Marketo can automatically send the winning email at the scheduled time, or you can review the results and decide which email goes out when.

7. Automatic is awesome and is the default option. Just click **Next**.
Perfect! Now let's schedule the A/B test.

Tip
Choosing Manual will send the test out and wait for you to declare a winner. You will receive a report of the results.