

Best Practices for Optimizing Email Campaigns with MVT

Oracle Responsys

With Oracle Responsys Multivariate Testing (MVT), your marketing team can test multiple versions of email campaigns to determine the one that performs the best.

Within each campaign version, you can test different email components such as subject line, from name, images and content components.

All this without creating separate campaigns or using 3rd party tools.

BETTER THAN A/B TESTING

With A/B Testing, you can only test up to two versions of your email campaign at a time. MVT enables you to test up to eight versions.

It applies a statistical model to test various combinations of changes to find one that results in an overall winning experience and email optimization.

If you currently use the Oracle Responsys split launch feature and performance switch feature in programs, Multivariate Testing (MVT) will save you time with easier configuration options and less setup time.

Important Considerations

Email MVT is available only for campaigns created with the Email Message Designer. After you [create a Multivariate Test \(MVT\) campaign](#), you can run the test deploying from [Program Designer](#). MVT does not support transactional campaigns.

BEFORE YOU START

□ Plan the Content Variations and Regions to Test

Plan which email components you want to test, such as subject lines, from names, images and content components. If you define two variants for the subject line and three variants for the “from name” region, Oracle Responsys creates six test versions (2x3).

Oracle Responsys supports up to 8 versions.

You cannot use dynamic content in an MVT region.



Target Audience

- Marketing Leader
- Marketing Team

More Kit Components

- [Video](#)
- [Do You Know About Oracle Responsys MVT](#)

Quick Links to Resources

- [Oracle Help Center](#)
- [My Oracle Support \(MOS\)](#)
- [Oracle University](#)

Other Helpful Links

- [System Requirements](#)
- [Oracle Cloud Readiness](#)

Connect with Us

- [Responsys Insiders on Topliners](#)
- [Cloud Customer Connect for CX](#)

See [Using Multivariate Testing \(MVT\) for Email Campaigns](#) for more information

□ **Create an HTML Version of the Email Message**

To run an MVT test, you must create an HTML version of the message. Then you can create up to 8 variations of the one email campaign. See [About running an MVT test](#) for more information.


□ **Decide How to Select the Winning Version: Automatic or Manual Selection**

You can select the winning version either automatically or manually. In Automatic mode, Oracle Responsys automatically selects the winning version based on the campaign metric you select:

- **Open rate** - The number of messages opened.
- **Click-through rate** - The number of messages that result in the recipient clicking a link in the message.
- **Conversion rate** - The number of messages that result in the recipient making a purchase. (See [Understanding Conversion Tracking](#) for more information about conversion tracking in campaigns.)
- **Unsubscribe rate** - The number of messages that result in the recipient unsubscribing.
- **Unique open rate** - The total number of unique opens by a recipient based on the delivered email campaign message.
- **Responder rate** - The rate of unique responders, where *responders* is the number of unique recipients who clicked on one or more links.

In Manual mode, you designate the winning version after Responsys notifies you that the test has finished.

CREATING AND RUNNING AN MVT CAMPAIGN

1. Use the Email Message Designer to create the campaign and the HTML message, then click **More > Version Test**.
2. Create up to 8 versions using the variant editor. You can vary subject lines, from names, and content regions.
3. In the Program Designer, add the **Send email campaign** activity. Select an MVT campaign to use (indicated by an  icon), and then click the **Enable multivariate testing** checkbox. Complete the **Multivariate testing** section.
4. Publish the program and review the version status results on the Analyze tab in the Program Designer for metrics and winner selection.
5. View the detailed test results of completed Multivariate Tests using interactive dashboards.

For step-by-step instructions, see [Using Multivariate Testing \(MVT\) for Email Campaigns](#).

For information on standard reporting, see [Multivariate Tests Dashboard](#).

RESOURCES

Free Training Videos

- [Multivariate Testing Course](#)
- [How to Get Started with Responsys](#)

Help Documentation

- [How to Use Multivariate Testing \(MVT\)](#)
- [How to Run Multivariate Tests \(MVT\)](#)

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