Subject Line A/B Testing Strategy

1. Objective

Define the primary goal of the A/B test (e.g., increase email open rates, improve subject line clarity, etc.).

2. Test Structure

- **Audience:** [Target segment or list name]
- **Sample Size:** [Number or % of list to test]
- **Test Duration:** [Start & End date]

3. Hypotheses

- **Control (A):** [Current subject line / approach]
- **Variant (B):** [New subject line or proposed change]
- **Rationale:** [Reason for testing this change]

4. Success Metrics

- Primary: Open Rate
- Secondary: Click-through Rate, Conversion Rate
- Other: Unsubscribe Rate, Spam Complaints

5. Test Plan

1. Segment audience and randomly assign to Group A & Group B.
2. Send identical emails with only subject lines different.
3. Monitor for a specified period.
4. Record key performance metrics for each group.

6. Sample Subject Lines

Variant	Subject Line	Notes
A (Control)	[Example: "Monthly Newsletter From Company"]	Original subject line in use
B (Test)	[Example: "Here's What's New This Month (Inside)"]	Proposed improvement

7. Analysis Plan

- Compare open rates and other metrics between A and B.
- If statistically significant difference, identify winning subject line.
- Document insights and recommended next actions.

8. Notes & Next Steps

[Capture learnings, suggest further tests or subject line themes to explore.]