



# 10 Email Split Tests You Should Be Running to Increase Profitability

To get an even better view into the effectiveness of your email campaigns, drill deeper, and test and track more specifically...

- ✓ Subject lines
- ✓ Body copy of the email
- ✓ Offer
- ✓ Call to action
- ✓ Text vs. HTML
- ✓ Graphics and layout
- ✓ Personalization & merge codes
- ✓ Best time of day to mail
- ✓ Best day of the week to mail
- ✓ Best day of the month

Read the full article at [www.emailedelivered.com/email-split-testing](http://www.emailedelivered.com/email-split-testing)

