

# Testing Email Subject Lines Case Study

## pivotalTESTING Communications Test



### Situation

- Marketing Group for Fortune 50 computer manufacturer needed to **ensure marketing emails were being opened** by potential B2B customers
- Many email subject created, but group unsure if any were **interesting or effective** in getting target to actually open the information



### Insights and Model

- Gathered feedback on eight email subject lines by interviewing **technology purchase influencers**
- Determined **which were most effective** – which was most liked, which would encourage the respondent to open, and which would be deleted
- Identified keywords which were both interesting and boring, as well as **recall of phrases**
- Delivered **results within 48 hours**



### Outcome

- Using the information provided, marketing team was able to use most interesting subject lines, **ensuring more opens and more clicks to the website**
- Marketing team also able to **tailor future subject lines** using test results to ensure more receptive audience