

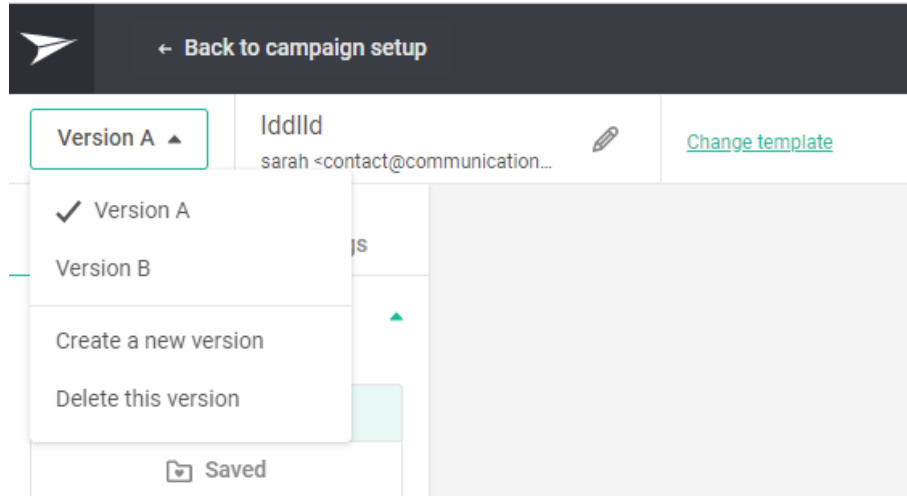
Advanced Mailjet functionalities

I. A/B Testing

Try out different versions of your newsletter to ultimately send the most impactful one !

Step 1 : Traditional campaign creation with multiple versions

- Complete all the steps of a traditional campaign creation (cf. [Campaigns](#))
- Go to "Design email" and click on "Version A" in the left upper corner of the screen
- You can "**create a new version**" in which you modify certain elements like the subject or the images (n.b. possibility to create up to 10 different ones)



Step 2 - Define number of recipients and criteria of success

- Define the **percentage of recipients** you want to send version A and B

blocked URL

- **Election mode** : Decide if you want to analyze the results of your 2 versions automatically or manually
- **Criteria of success** : Decide what element will determine which version is the winning one

blocked URL

- **Time** : Choose when you want to send the winning version to the rest of your contact (e.g. 5 hours after you send the A/B versions, the winning version will be sent to the remaining contacts)

i Each version is sent to a **small but equal number of recipients** from your initial contact list.

E.g. You have a contact list of 100 contacts. You can decide to send your newsletter versions to 20% of this list. If there are 2 versions it means 10 people will receive version A and 10 people will receive version B.

Please choose when you want to send the winning version to the rest of your contacts.

Schedule the winning version

- A specific time after sending the initial test:

5 Hour(s)

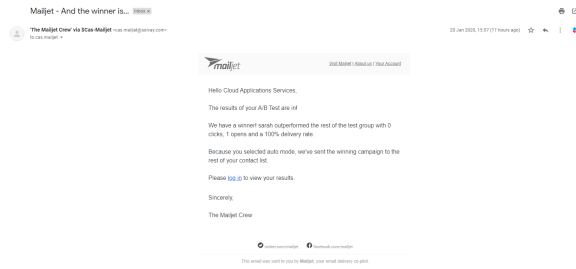
- At a set date:

01/21/2020 at 02 : 41 AM PM

You can schedule your campaigns up to 60 days in advance

Step 3 - Sending of your campaign

When the A/B testing is completed (see time), you will receive an **email from Mailjet announcing which version is the winning one based on your success criteria.**



!Be aware! In automatic mode the A/B test needs to run at minimum 1 hour before the winning version can be determined

- **In automatic mode** : the winning version will be automatically sent to the remaining contacts of your initial list.
- **In manual mode** : after you analyze the results of your two versions you can manually send your winning version to the remaining contacts.

II. Automation

Design automated workflows by defining triggers and delays between them. This way you automate your emailing and ensure you keep pace with critical dates and contact updates.

Step 1 - Select an automation scenario

Go to **“Automation”, “My workflows”, “Create workflow”**

- Select an **automation scenario**

blocked URL

- Decide on **basic information** (contact list, title,...)

3 types of workflows :

- Welcome
- Update property
- Date

Step 2 - Create your workflow

- **Trigger :**
 - A new contact is added to the list
 - Contact property (changes or becomes equal to)
 - Dates (start,..)
- **Customize your workflow** by adding as many steps in the workflow as needed.
 - Always create a new automation template (see picture below). It will allow you to select an existing template and modify it. One newsletter = One template.
 - Edit the **subject, sender name/address in the newsletter builder**
 - Click on **“save and add to workflow”**.
 - Set the delay you want to apply between each newsletter

!Be aware !

When you activate a campaign you can't edit it anymore. However, there exists a **loophole** :

Go to "Automation", "My automation templates", select the exact template you created for your workflow and modify it. The update version will be automatically sent in the future.

Customize your workflow



Compose your automation workflow adding emails and wait steps.

Select the date the workflow should start

Workflow start date: Save

Wait:

WELCOME TO MAILJET
[[DATA-FIRSTNAME]] - MAILJET GUIDE,
SURVEY & WEBINARS SUBSCRIPTION!

FROM NAME
Solvay Business Services

FROM ADDRESS
ms@communication.solvay.com

YOUR LOGO
Mailjet Welcome

Date

TITLE
sarah A/B test date

LANGUAGE
English

TIMEZONE
(GMT+01:00) Paris, Brussels,
Copenhagen, Madrid

CONTACT LIST
SOLVAY CONTACTS

SEGMENT
-

RECIPIENTS
35495

blocked URL

Add another email to send in the workflow

- **Review and activate**