

pivotal TESTING CASE STUDY

IT Professionals – Email Subject Lines

Situation:

- Marketing Group for Fortune 50 **computer manufacturer** wanted to ensure potential B2B customers were opening marketing emails.
- Many email subject lines had been created, but the group was **unsure if any were interesting or effective** in getting the target to actually open the information.

Testing:

- Gathered feedback on **8 email subject lines** by interviewing **technology purchase influencers**
- Determined which were most popular, which would **encourage the respondent to open**, and which would be deleted.
- **Identified key words** which were both interesting and boring, as well as recall of phrases
- **Results delivered via interactive dashboard within 48 hours.**

Outcome:

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

