

**Best (or Most Dramatic) Test You Learned From
Silver Consumer (tie)
AirTran Airways Email Template Test**

Brand/Client Side Team:
Andrew Chang, Heather Johnson, Charles Brewton

Vendors/Agencies:
e-Dialog

MarketingSherpa Summary – Why They Won:

This was, quite simply, a great example of testing done right – resulting in actionable changes that drastically increased clicks and cut the unsubscribe rate in half. Great job.

Sorry, the judges promised this winner that we would keep their results private. However, be assured that we have seen all the data and were thoroughly impressed!

From Their Nomination Form:

Both new templates outperformed the original control version with almost double the clickthrough rate. Although one goal of the testing was to create an e-mail template that would encourage A+ Rewards members to take advantage of more partner offers, we do not have conversion data for the partners. We can infer from the increased opens and clicks that exposure and interest in partner offers has increased.

Testing members' behavior over time has consistently yielded improved results, showing that with more relevant content, customers are staying engaged. Furthermore, while increased ticket sales were not the primary goal of the project, the incremental revenue has been a welcome bonus.

Pre-existing Creative

Member name points to the 'a+' logo.

Member number points to 'Dear Sharri Dee, A+ Member Number 2137125834'.

Main message points to the headline 'Announcing A+ Rewards Wireless — A New Way to Earn Reward Travel!'.

Call to action points to the text 'So visit www.aplusrewardswireless.com today...'.

Call to action points to the text 'This exclusive opportunity is only available online at www.aplusrewardswireless.com or by calling 1-888-843-0487...'.

Logos for Cingular, Sprint, Nextel, T-Mobile, and Verizon Wireless are displayed.

Bottom button: Find Out More

Updated Template

Header action button points to '+ my account | + reservations | + check in'.

Member level specific creative and background points to the 'a+ REWARDS faster. easier. more rewarding.' header.

Personalized member info points to the 'Account Summary' section for Sharri Dee.

Strong main message points to the headline 'TRIPLE A+ REWARDS CREDITS—ANY RENTAL, ANY VEHICLE'.

Message highlights points to the 'Articles This Month' section.

Quick link call to action points to the 'Quick Links' section.

Templatized message formatting points to the Hertz advertisement.

Strong creative call to action buttons points to the '+ reserve a car' button in the Hertz ad.

Templatized creative formatting points to the Danica Patrick advertisement.

