



How to Run Experiments in HubSpot

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Operating System	1Q17 Units	1Q17 Market Share (%)	1Q16 Units	1Q16 Market Share (%)
Android	327,163.6	86.1	292,746.9	84.1
iOS	51,992.5	13.7	51,629.5	14.8
Other OS	821.2	0.2	3,847.8	1.1
Total	379,977.3	100.0	348,224.2	100.0

Source:Gartner (May 2017)

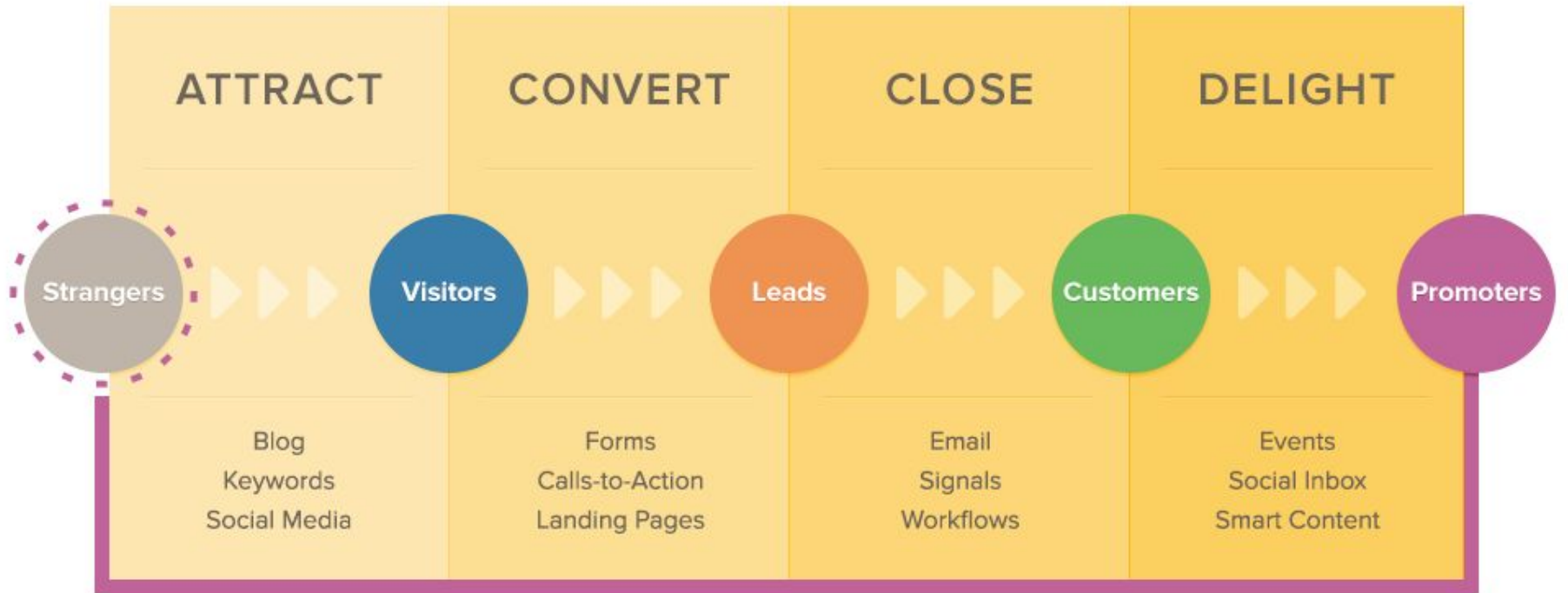
For the rest of the hour, I
have to compete with **every**
piece of **technology** out
there.

When you leave this room,
so do you.

A close-up photograph of a yellow pencil standing out from a crowd of other colored pencils. The yellow pencil is in sharp focus, pointing upwards, while the other pencils in various colors (blue, red, green, purple, etc.) are blurred in the background. An orange horizontal band is overlaid across the middle of the image, containing the text "So, how do you stand out?".

So, how do you stand out?

Inbound Marketing Framework



Only **28%** of marketers are **satisfied** with their conversion rates.

It's more than **likely** that your team falls into that **unsatisfied** bucket.

Best Channels for Experiments

- Email
- Workflows
- Landing Pages
- Site Pages
- Call-to-Actions
- Blog
- Ad Campaigns
- Forms



How do you run an effective experiment?



A laptop is open on a desk, displaying a data dashboard. The dashboard features several bar charts and a table with columns for 'Name', 'Value', and 'Status'. The background is a blurred office interior with red walls and modern lighting. An orange banner is overlaid across the middle of the image, containing the text 'Step 1) Decide what you're going to test'.

Step 1) Decide what you're going to test

What are good tests to run?

Thank You Page vs. Follow-up Email for **Offers**

Trial vs Demo **Offerings**

Short Forms vs. Long Forms on **Landing Pages**

Image vs. No Image on **Emails** and **Landing Pages**

Landing Page **Layout**

Forward to a Friend and **Social** Sharing on TYP

The **Color** of Your "Submit" Button

Timing and posting of **emails and offers**

Email, Offer and Blog **Headlines**

Re-engage inactive subscribers

Personalization

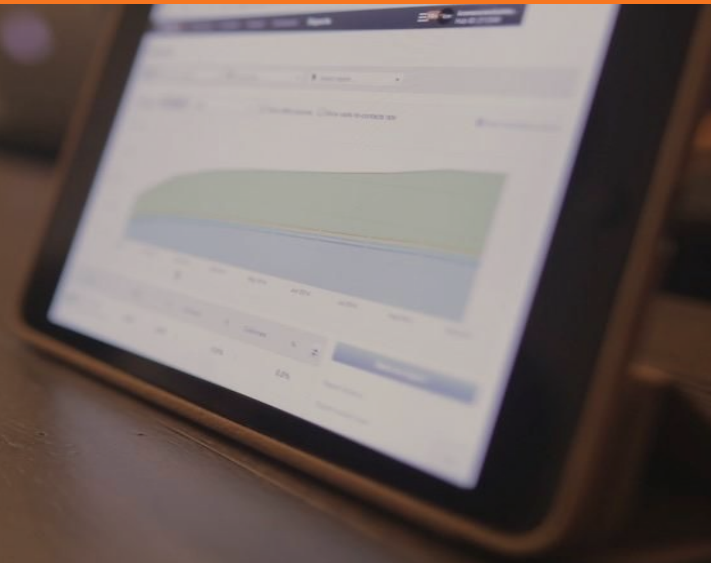
Plain text vs. HTML **emails**

Sender and Author **Headshots**

"Submit" Button **Copy**

A blurred background of a meeting room. In the upper center, a whiteboard displays a simple smiley face drawn with white markers. The rest of the room, including people and furniture, is out of focus.

Step 2) Figure out the goal of your test and decide how to measure it.





SENT

4,647,070

▼ 11.73%

OPENED

874,711

▼ 2.73%

CLICKED

114,171

▼ 16.53%

CLICK %

246%



Top Emails ⓘ



Name	Click %
1. EMEA UKI DFM (en) GWH GWH London June 2016 - Exec Breakf...	40%
2. EMEA UKI DFM (en) GWH GWH London June 2016 1 Week Remi...	33.79%
3. NAM VARF Internal Email to Sales - AP WEEKLY_06.06.16 (Clone)	29.29%
4. EMEA UKI DFM (en) GWH GWH London June 2016 1 Day Remin...	22.48%
5. Global (en) Final CRO Hangout Email 060116	18.84%

A/B Distribution

You have chosen a 50/50 split for your A/B test.

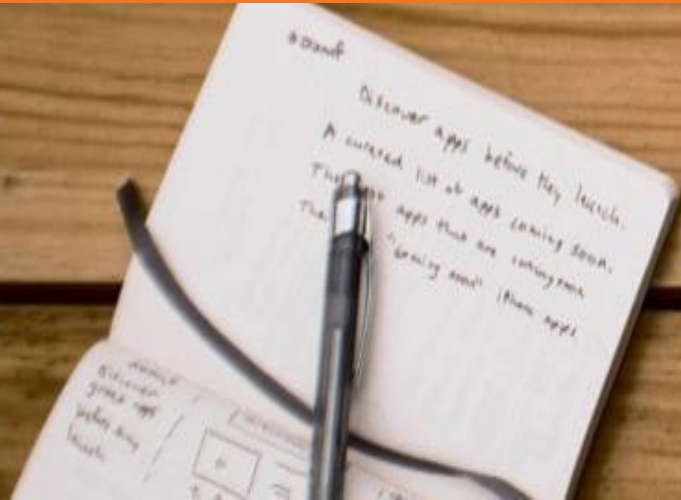


Clicked Links

Link	Total
http://offers.hubspot.com/advertising-advice-from-the-experts-webinar	
92.9%	79
97.6%	83
https://twitter.com/steeens11	
5.9%	5
1.2%	1
http://www.hubspot.com	
1.2%	1
1.2%	1

Description & Variations	Segment	Email Variation	Seg Size	Status	Delivered	Opens	(OR%)	Clicks
[Reports] - Clicking "Email This Report"								
Workflow 1		Feature	8	Last Sent 6/21	8	3	37.50%	0
Workflow 2		Direct	25	Last Sent 6/27	25	17	68.00%	4
Test Variation 3	Testing Subject Line	Expert Advice	15	Last Sent 7/15	15	3	20.00%	1
Test Variation 4	Testing Subject Line	Growth	15	Last Sent 7/18	15	8	53.33%	2
[Reports] - Creating Deals Views in HubSpot CRM								
Workflow 1		Direct	199	Last Sent 6/27	199	96	48.24%	13
Test Variation 1	Testing Subject Line	Expert Advice	319	Last Sent 7/15	318	174	54.72%	15
Test Variation 2	Testing Subject Line	Growth	123	Last Sent 7/18	123	59	47.97%	5
[Ads] - Clicking on "Paid Search or Social" in Sources								
Workflow 1		Feature	127	Last Sent 6/23	114	42	36.84%	3
Workflow 2		Direct	362	Last Sent 6/27	361	192	53.19%	24
Test Variation 1	Testing Subject Line	Expert Advice	242	Last Sent 7/18	241	131	54.36%	13
Test Variation 2	Testing Subject Line	Growth	173	Last Sent 7/15	173	90	52.02%	11
[Ads] - Creating a UTM in the tracking URL builder with "paid search"								
Workflow 1		Direct	989	Last Sent 7/18	988	467	47.27%	55
[Website] - Clicking "Make Smart" on a landing page								
Workflow 1		Feature	746	Last Sent 6/27	744	351	47.18%	11
Test Variation 1		Expert Advice	531	Last Sent 7/18	529	210	39.70%	5
Test Variation 2		Growth	286	Last Sent 7/15	286	135	47.20%	9

Step 3) Set your control and treatment



Version “A”

- **Control** Variable
- You **shouldn't** change this version
- Gather statistics and data about this send **before** you experiment

Version “B”

- **Treatment** Variable
- Change **ONE** thing about this piece of content
- Gather statistics and data about this send **during** your experiment



Step 4) Create your test and release it into the world.

Things to Consider when Experimenting

- Timing is **very** important
- Select a **subset** of your database that you want to target
- You **can't test everything** at once, take it one step at a time
- Make sure that you **don't stop** sending your control variable
- Keep track of metrics on a **regular** basis
- Set the **duration** of the experiment in advance
- Run your experiment by **someone** and see what they think
- It's just as important to **test** new experiments, as it is to do a re-test

Sending options



Send now

Your email will be sent immediately.



Schedule for later

Schedule a future time and date to publish your email.



Smart Send

Schedule your email to adjust to each recipient's local time zone. [Learn more](#)

You're scheduling this email as a Smart Send

A total of 100% of your recipients are in another time zone.



Make sure to keep timing consistent

07/28/2016



3:30 pm



Check recipient time zones ▲

Recipients

Recipient's time zone

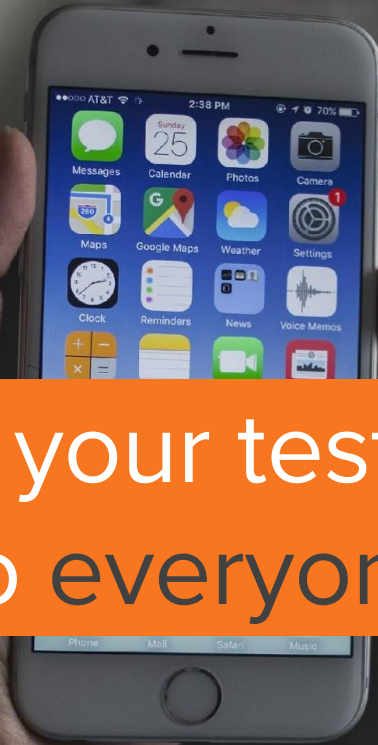
Scheduled time *

1

Central European Time (UTC+02:00)

July 28 2016 9:30 AM

* In your HubSpot time zone - Eastern Time (UTC-04:00)





Step 5) Promote your test – but maybe not to everyone.

Social Media [User Guide](#) | [Daily Checklist](#)

[Inbox \(100+\)](#) [Monitoring](#) [Publishing](#) [Reports](#) [Settings](#)

HubSpot CRM Mentio... SATID HubSpot Contacts se... HubSpot Customers f... **photobooths** More ▾ +

Interacting as: 


 **Frank Visgatis**
@frankvisgatis
[+ Twitter](#)


The better the buying experience, the better your chances of winning.
hubs.ly/H03DM4Y0 @Entrepreneur #sales

[← Reply](#) [↻ Retweet](#) [♥ Like](#) [✉ Forward](#) [🗨 Share](#) [🔗 Link](#)

[Customer \(View Contact\)](#)

Do your followers engage better on LinkedIn or Twitter?



 **Michels Corp**

Michels Stone offers a variety of interior accents for your home. such as granite- a

Ads

Create campaign

Dashboard Paid Campaigns Settings

Last 30 days

All g in

SPEND \$2,981.29 ROI 37%



HubSpot provides tools like Social Inbox and the Ads Add-On

Conversions



Han Solo

Windo

3370

Chew E. Bacca

Darth Maul

Rey Skywalker

Boba Fett

Leia Skywalker

Lando Carlkriissian

Kylo Ren

Networks

Network	Cost	Impressions	Clicks	Conversions	Customers	ROI
 AdWords	\$11,265.13	233,773	5,313	227	29	983%
 LinkedIn	N/A	34,733	110	2		%
Totals	\$11,724.17	268,506	5,423	229		

Customers

Lori Levesque

Bernadette Pierce

Gabriel Flores

Mitch Plys

Bob Clark

Maggie Blake

Hanna Zhao

Dan Martin

Create List of all contacts

Experiment with Sponsored Updates

Campaign Performance

\$125,000

\$100,000

A close-up, shallow depth-of-field photograph of a person's hands typing on a silver laptop keyboard. The person is wearing a dark, patterned sleeve and a brown watch. The background is a bright, out-of-focus office environment with windows and other people. An orange banner is overlaid across the middle of the image, containing white text.

Step 6) Gather enough data until it's significant.

A/B Distribution

You have chosen a 50/50 split for your A/B test.

50%

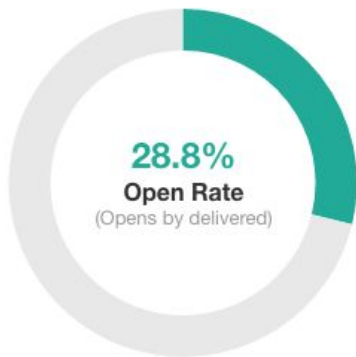
Version A

(Sent to 2,114 recipients)

[Preview](#)

Subject Line

Advertising Advice from the Experts

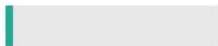


28.8%

Open Rate

(Opens by delivered)

4% Click Rate
(Clicks by Delivered)



13.8% Click-through Rate
(Clicks by Opened)



50%

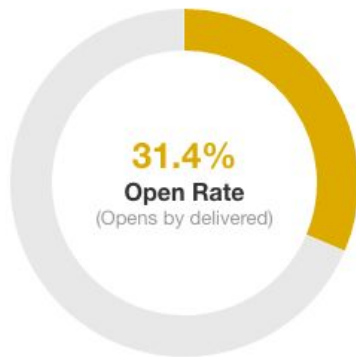
Version B

(Sent to 2,115 recipients)

[Preview](#)

Subject Line

Advertising Advice from the Experts

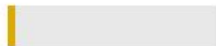


31.4%

Open Rate

(Opens by delivered)

4% Click Rate
(Clicks by Delivered)



12.7% Click-through Rate
(Clicks by Opened)



Two helpful tools



A/B Split Test Significance Calculator

ARE YOUR RESULTS SIGNIFICANT?

	Control	Variation
Number of Visitors	<input type="text" value="600"/>	<input type="text" value="700"/>
Number of Conversions	<input type="text" value="100"/>	<input type="text" value="150"/>
P-value	<input type="text"/>	
Significant?	<input type="text"/>	

CALCULATE SIGNIFICANCE

A/B Test Sample Size Calculator

Powered by Optimizely's Stats Engine

Baseline Conversion Rate

40 %

Your control group's expected conversion rate. [\[?\]](#)

Minimum Detectable Effect

5 %

The minimum relative change in conversion rate you would like to be able to detect. [\[?\]](#)

Statistical Significance

95%

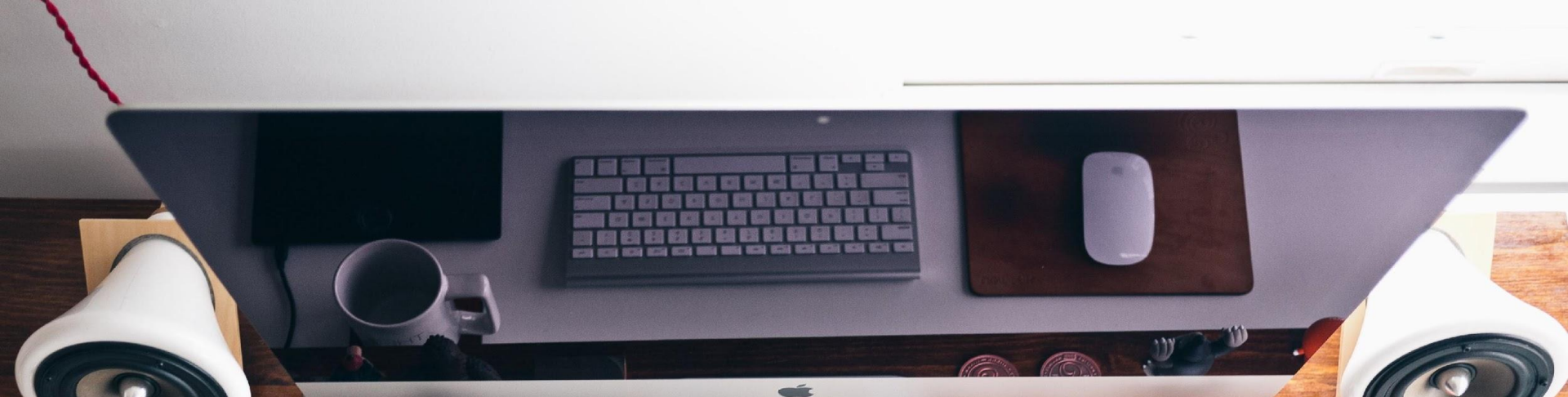
[Edit](#)

95% is an accepted standard for statistical significance, although Optimizely allows you to set your own threshold for significance based on your risk tolerance. [\[?\]](#)

Sample Size Per Variation

8,200

Analyzing and learning from your results, is just as important as setting up the experiment in the first place.



Step 7) Investigate your entire marketing funnel



Take a look at **closed loop** reporting

Ads

Create campaign

Dashboard Paid Campaigns Settings

All networks

1/18/2016 - 3/23/2016

SPEND \$52,467.37 ROI 399%

IMPRESSIONS
4,890,427
across All networks only

0.7%

CLICKS
32,634

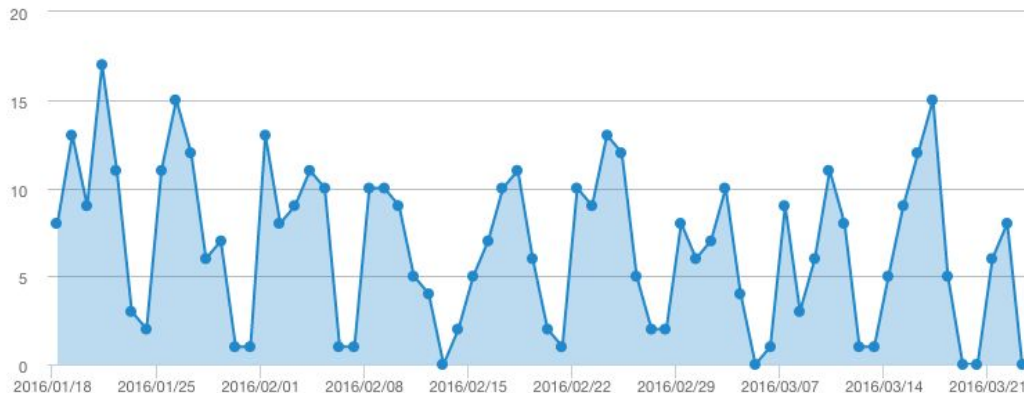
2.8%

CONVERSIONS
909
\$57.72 each

21%

CUSTOMERS
190
\$276.14 each

Customers



CUSTOMERS

Meghan Hughes
John Bedor
John Maczynski
Greg Hensel
Meghan Jagnow
ALINE TELES PEDRELLI
Ezequiel Soares
Fabiane Gomes
Reuben Metcalfe
carol Kamercia

Create List of all contacts

Email Performance ⓘ



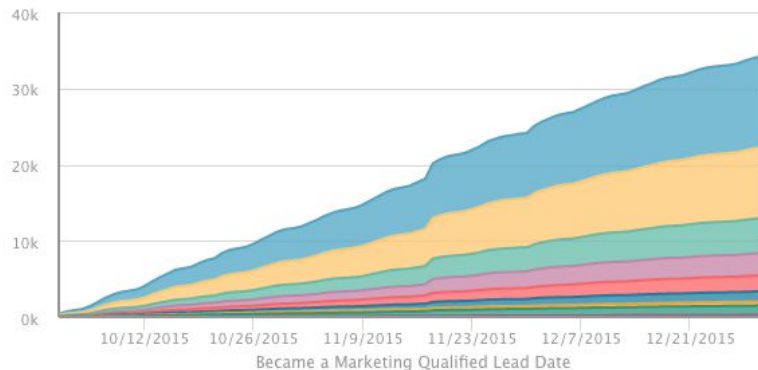
SENT
24,917,834
▲ 6.56%

OPENED
3,783,874
▼ 3.15%

CLICKED
361,873
▼ 1.05%

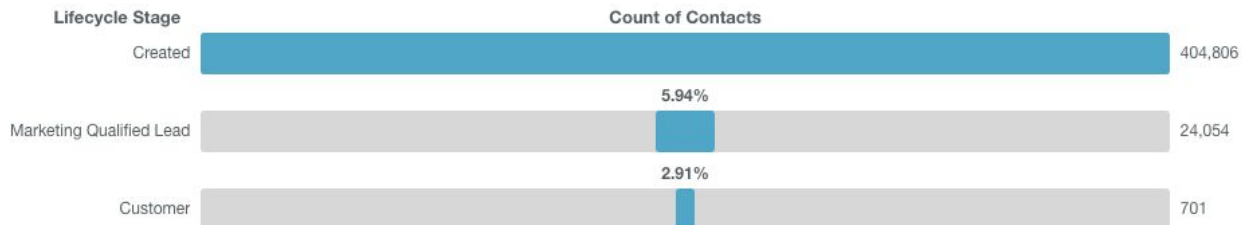
CLICK %
1.45%
▼ 7.14%

New Marketing Qualified Leads ⓘ



- Organic Search
- Direct Traffic
- Other Campaigns
- Email Marketing
- Referrals
- Offline Sources
- Paid Search
- Social Media
- Paid Social

Contact Lifecycle Funnel ⓘ

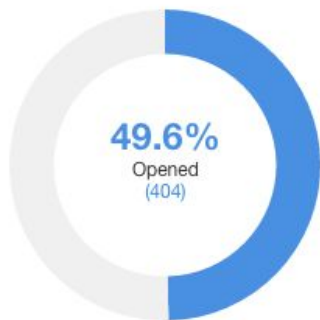


Overview

815
Sent**99.9%**
814
Delivered**49.6%**
404
Opened**8.7%**
71
Clicked**0.1%**
1
Contacts Lost

Engagement

Everybody's favorite metric: opens and clicks. Your opened percent is based on the number of contacts delivered to; click-through rate is based on the number of opens. [Learn more](#)



Based on Delivered (814)



Based on Opened (404)

Deliverability

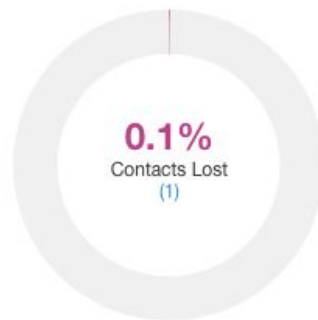
The mailman delivers, and so do you. This is the percent of emails successfully delivered to inboxes out of all contacts you tried to reach. [Learn more](#)



Based on Sent (815)

Contacts Lost

Where did our love go? Percent of contacts marked as ineligible for future sends due to unsubscribes, spam reports or hard bounces. [Learn more](#)



Based on Sent (815)

17,563 Selected	3,105 Not Sent	14,458 Sent	14,048 Delivered	790 Opened	64 Clicked	5 Unsubscribed	0 Marked as spam	55 Hard Bounced	Soft Bounced (Pending)
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[Export](#)[List Actions](#) ▼

Clicked

The number of unique recipients who clicked on any link in your email, excluding the Unsubscribe and Subscription Preferences links.

 Combine similar links ?

Recipient	Action	
Raul Victor (raul@avipec.com.br)	Clicked (http://br.hubspot.com/blog/dicas-de-marketing-movel-testadas-p...)	Show details ▼
Rodrigo Huhn (rodrigo@cirios.com.br)	Clicked (http://br.hubspot.com/blog/dicas-de-marketing-movel-testadas-p...)	Show details ▼
MARCIO FONSECA (marcio.fonseca@emof.com.br)	Clicked (http://br.hubspot.com/blog/dicas-de-marketing-movel-testadas-p...)	Show details ▼
lucianosolba@hotmail.com.br	Clicked (http://br.hubspot.com/blog/dicas-de-marketing-movel-testadas-p...)	Show details ▼
Verônica Martins (veronica@libris.com.br)	Clicked (http://br.hubspot.com/blog/dicas-de-marketing-movel-testadas-p...)	Show details ▼
Anna Bella Bernardes (annabella@na5.com.br)	Clicked (http://br.hubspot.com/blog/dicas-de-marketing-movel-testadas-p...)	Show details ▼
Ally Datas (ally@datas.com.br)	Clicked (http://br.hubspot.com/blog/dicas-de-marketing-movel-testadas-p...)	Show details ▼



Help

$\Delta V = V_f - V_i = I R$
 $V = \sqrt{\frac{T}{P}}$ $\alpha = \frac{V^2}{R}$
 $\gamma = x^2 - 4x + 5$
 $\frac{-(-4) \pm \sqrt{(-4)^2 - 4(1)(5)}}{2(1)}$
 $4 \pm \sqrt{16 - 20}$

CC(O)CNC=O
 $\epsilon = \frac{(0 + \psi)^2 + \left(\frac{1}{2} \log \left| \frac{B}{A} \right| \right)^2}{\dots}$
 $\int x^{\sum A(k)} dx = z \frac{5}{\sqrt{\pi}}$

A triangle with vertices A, B, C and sides a, b, c. Angles are labeled with Greek letters.

A graph with a grid showing a curve. Y-axis labels: 400, 500.

Step 8) Iterate on your findings!

$\frac{4 + 2i}{2} \rightarrow 2 + i$
 $\frac{4 - 2i}{2} \rightarrow 2 - i$
 $5(3x - 1) - 7(2x - 4) = 35$
 $15x - 5 - 14x = 35$
 $\sin\left(\frac{a}{2}\right) = \pm \sqrt{\frac{1 + \cos a}{2}}$
 $7100 \Omega \cos\left(\frac{a}{2}\right) = \pm \sqrt{\frac{1 - \cos a}{2}}$
 $\tan\left(\frac{a}{2}\right) = \frac{1 - \cos a}{2} = \frac{\sin a}{1 + \cos a}$

A circuit diagram with resistors R1, R2, R3, R4, R5 and a voltage source $\frac{V}{I} = R$.


A flowchart showing relationships between POLICY STRATEGY, Secondary, OUTPUT, and TOOL.

A graph showing a line graph with 'YEAR' on the x-axis and '\$' on the y-axis.

$5(2x - 1) = 3(x + 1)$

Are we currently running experiments at
HubSpot?

Definitely!

A close-up photograph of a computer keyboard. The central focus is a large, rectangular key colored in a vibrant blue, with the word "Unsubscribe" printed on it in a white, sans-serif font. Surrounding this key are several other keys in a light grey or off-white color, including a key with a downward-pointing triangle, a key with the letter "A", a "Ctrl" key, and a key with the letter "Z". The lighting is soft, creating subtle shadows and highlights on the keys' surfaces.

Unsubscribe

We unsubscribed thousands of people from our blog



50 CTA DESIGNS
Ready for Customization

DOWNLOAD NOW »

FREE TEMPLATES

50 CUSTOMIZABLE CALL-TO-ACTION TEMPLATES

50 pre-designed CTA templates in PowerPoint to help you increase conversions on your website.

Experimenting with CTA Placement

COMMENTS ▾

Previously: [8 Ways to Better Engage Your Major Donors and Foundations](#)

Next up: [A 5-Minute Plan for Mastering LinkedIn Marketing \[Infographic\]](#)

Sending options



Send now



Schedule for later



Smart Send

Email frequency and timing

Your email will be sent immediately.

Schedule a future time and date to publish your email.

Schedule your email to adjust to each recipient's local time zone. [Learn more](#)

You're scheduling this email as a Smart Send

A total of 100% of your recipients are in another time zone.

When do you want to send it out?

07/28/2016



3:30 pm



Check recipient time zones ▲

Recipients	Recipient's time zone	Scheduled time *
1	Central European Time (UTC+02:00)	July 28 2016 9:30 AM

* In your HubSpot time zone - Eastern Time (UTC-04:00)

Home Page Optimization

CRM SOFTWARE
Close more deals with less work.
LEARN MORE


SALES SOFTWARE
Stop interrupting. Start selling.
LEARN MORE

REPORTING ADD-ON
All your reports in one place.
LEARN MORE

GENERATE LEADS, CLOSE DEALS & MANAGE YOUR PIPELINE WITH THE HUBSPOT GROWTH STACK

With HubSpot's marketing, sales, and CRM software, you can grow like a company twice your size while connecting like a real human being.

GET STARTED FREE versions of every HubSpot product. Start now and upgrade as you grow ↗



HTML emails to plain text emails

HubSpot

Automate your prospecting,
earn \$100,000 in 30 days.



Sounds too good to be true, right?

That's what we thought until new HubSpot users (just like you) began sharing their unique productivity tips to grow revenue.

[Learn More](#)

Try these 3 productivity tricks.

Learn how new HubSpot users (just like you) are growing their revenue:



"We earned \$100,000 in 30 days by automating our follow-up emails with HubSpot Sales. Now we generate twice the leads with half the effort -- all without waiting for referrals to trickle in."

[Learn More](#)

"My entire life since 2010 was cold calls. I made 70-100 calls a day. Since using HubSpot CRM, I would estimate our team spends 70% less time cold prospecting than before."



[Learn More](#)



"After using HubSpot, we cut our sales cycle in half, closing a \$50,000 deal in a matter of days versus weeks or months."

[Learn More](#)

Questions?

If you have questions about HubSpot just schedule a meeting with your inbound growth consultant — Caitlin.

[Schedule a Meeting](#)

Campaign Average
Opened: 42.5%
Clicked: 3%

Campaign Average
Opened: 52.9%
Clicked: 7.8%

Hi Sam,

As you're exploring HubSpot CRM, you'll probably start wondering about "best practices."

As a result, I wanted to share [3 tips from hyper-successful companies](#) using HubSpot:

- How this company broke their all-time revenue record (over five years old) by improving sales productivity by 70%.
- The secret for reducing prospecting by 10+ hours a week, while doubling lead volume, and cutting your sales cycle in half.
- VP of Sales shares magical follow-up email templates that generated \$100,000 in 30 days.

You can grab the tips here - <http://sales.hubspot.com/pro-crm-tips>

Remember, if you have any questions, don't hesitate to click reply or [schedule time for us to meet](#).



Sam Awezec

sawezec@hubspot.com

[\(888\) 482-7768](tel:(888)482-7768)

[Book time directly on my calendar](#)

HubSpot Inc. | 25 First St. Cambridge, MA 02139

[Unsubscribe from all future emails](#)

QUESTIONS?





THANK YOU!

Sam Awezec, HubSpot

[linkedin.com/in/samawezec](https://www.linkedin.com/in/samawezec)