



**ENVOYER UN EMAIL
SIMPLE DANS MARKETO**



INTRODUCTION

OBJECTIFS

- APPRENDRE A CRÉER UN PROGRAMME D'EMAILING SIMPLE
- **Envoyer un email simple** : Newsletter, annonce, voeux, etc.
 - Email simple = pas de landing page, pas de formulaire. Les liens de l'email pointent vers le blog ou le site
 - Pourquoi ? Le reporting de ce programme est fait pour supporter l'envoi d'un seul email
 - Si vous souhaitez faire plus qu'envoyer juste un email, utilisez le type programme "Défaut" dans lequel vous pouvez incorporer un programme de type email
- **Envoi du premier email d'un programme événement ou défaut**
- Envoyer un email avec **A/B testing**

PREREQUIS

- Un Channel pour les programmes de type email correctement configuré
- Un modèle – Template – d'email
- Un ciblage

ERREURS FREQUENTES

- Pas de “Period Cost”, ce qui rend l’analyse entre programmes impossible
- Pas de gestion des statuts du programme Email et donc absence des Smart Campaigns qui font progresser le statut
- Logique complexe dans un programme de type Email qui corrompt le reporting



CHANNEL: EMAIL

CHANNEL: EMAIL

Si vous n'avez pas de channel pour les programmes d'email, créez-en un :

- Allez dans admin => channels => créer un nouveau channel (ou éditer si vous souhaitez en modifier un existant)
- Complétez les étapes du channel comme indiqué ci-contre et n'oubliez pas de mettre l'étape Cliqué en succès
- Sauvegardez

Edit Channel

Channel: * Email (batch)

Applies to: Email

Analytics Behavior: Normal (requires period cost)

Program

To reorder, change the step number

| Status | Step | Success | Hide | Delete |
|------------|------|-------------------------------------|------|--------|
| Membre | 5 | <input type="checkbox"/> | ⊖ | ✖ |
| Envoyé | 10 | <input type="checkbox"/> | ⊖ | ✖ |
| Rebondi | 15 | <input type="checkbox"/> | ⊖ | ✖ |
| Ouvert | 20 | <input type="checkbox"/> | ⊖ | ✖ |
| Cliqué | 30 | <input checked="" type="checkbox"/> | ⊖ | ✖ |
| Désinscrit | 50 | <input type="checkbox"/> | ⊖ | ✖ |

ADD STEP

Warning: Do not copy labels from one field to another, this will rename the status in existing Smart Campaigns

CANCEL SAVE



An open book with a semi-transparent text overlay. The book is open, showing two pages with faint, illegible text. The pages are white, and the binding is visible in the center. The book is resting on a dark wooden surface. The text overlay is a dark, semi-transparent horizontal band across the middle of the image, containing the text 'CRÉER LE PROGRAMME D'EMAILING' in white, bold, uppercase letters.

CRÉER LE PROGRAMME D'EMAILING

CREER LE PROGRAMME D'EMAILING

- Aller dans Activités Marketing, et créer un dossier “push emails” (suivez votre convention de nommage si applicable)
- Créer un nouveau programme de type email: nom, type email, choisir le channel email et associer les tags

The screenshot displays a marketing software interface with a sidebar on the left containing a tree view of 'Marketing Activities'. The main area shows a 'Marketing Activities' dashboard with a 'NEW PROGRAM' button. A modal dialog box titled 'New Program' is open, showing the following configuration:

- Campaign Folder: ML - 2018 - Push Emails Demo
- Name: MLeb.2018.05.email demo
- Program Type: Email
- Channel: Email (batch)
- Agences: Paris
- Interne - Externe: Externe
- Practices: Digital Marketing
- Description: (empty text area)

At the bottom of the dialog, there are 'CANCEL' and 'CREATE' buttons. A purple arrow points from the 'New Program' button in the main interface to the 'New Program' dialog box.

CREER LE PROGRAMME D'EMAILING

- Aller dans “configuration” pour ajouter un “period cost”

The screenshot displays the MerlinLeonard software interface. The top navigation bar includes the user name 'MerlinLeonard', notification counts, and user profile 'Sylvain Davril'. The main menu shows 'Marketing Activities...' with a sub-menu for 'MLeb.2018.05.email demo' containing 'Smart List', 'Setup', 'My Tokens', and 'Members'. The 'Setup' tab is active, showing a 'Summary' view with the following details:

- Channel: Email (batch)
- Agences: Paris
- Interne - Externe: Externe
- Practices: Digital Marketing
- Settings: If person has reached communication limits: Block non-operational emails

A purple callout box highlights the 'Channel' and 'Tags' information, stating: "Les infos sur le channel et les tags sont disponibles ici".

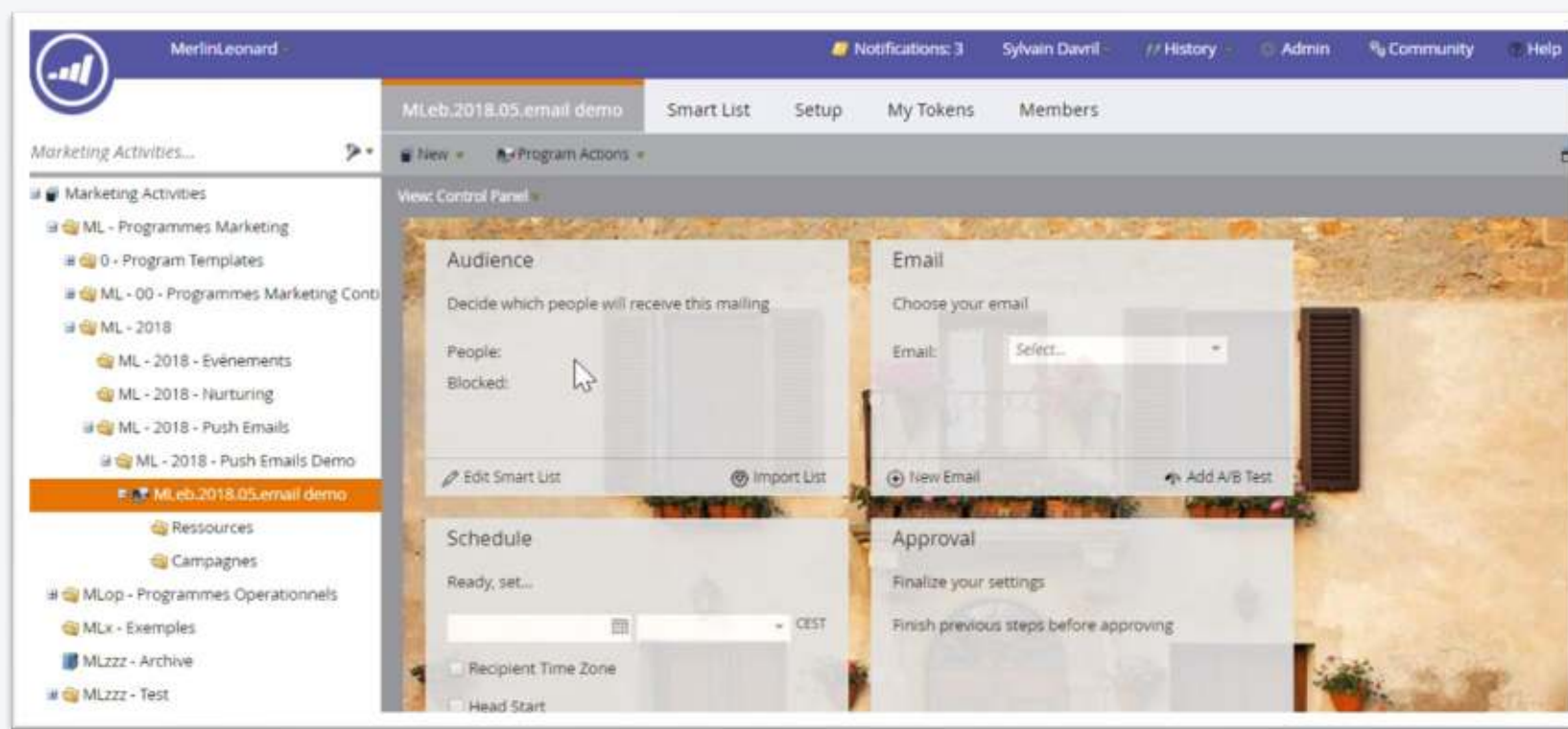
On the right side, a 'New Cost' dialog box is open, showing the following fields:

- Program Month: 5/2018
- Period Cost (EUR): 100
- Note: (empty text field)

The 'New Cost' dialog has 'CANCEL' and 'SAVE' buttons at the bottom right. A purple callout box at the bottom right explains: "Pour ce type de programme, les coûts correspondent au temps passé sur le programme. Nous suggérons de mettre un nombre par défaut, tel que 100, pour TOUS les programmes de ce type afin de pouvoir les comparer entre eux."

CREER LE PROGRAMME D'EMAILING

- Si vous cliquez sur votre programme, vous pouvez accéder le panneau de configuration du programme: déterminez votre cible, quel email envoyer, la programmation de l'envoi et approuvez votre campagne.

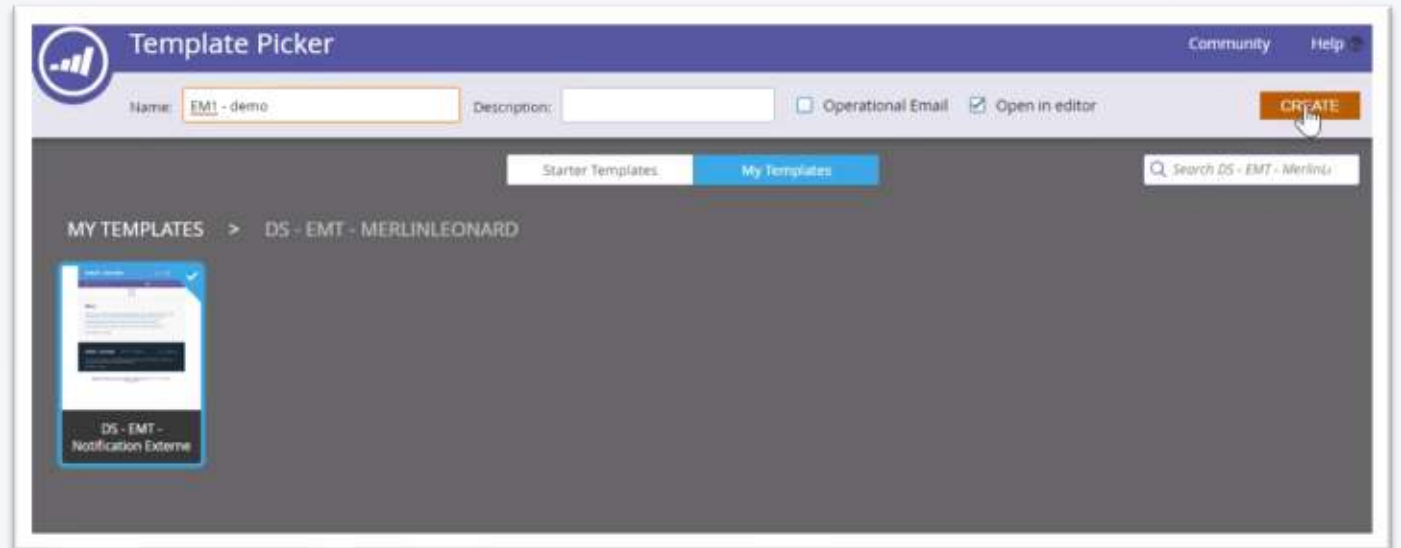
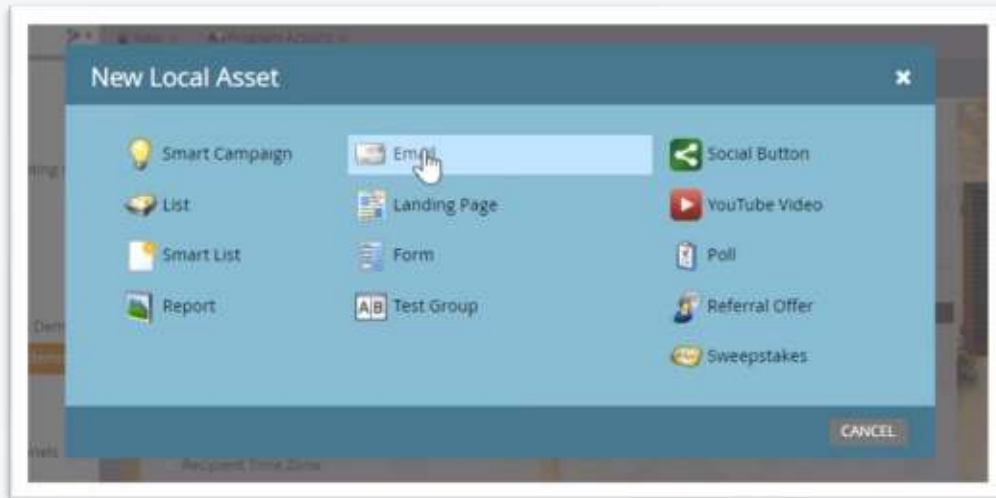


A photograph of a desk setup. In the background, a silver laptop is partially visible. In the foreground, a white keyboard and a white mouse are on a dark wooden desk. A silver tablet is lying flat, displaying a calendar for the year 2015. The calendar is a grid with months from JAN to DEC. The text "CREER L'EMAIL" is overlaid in the center of the image.

CREER L'EMAIL

CREER L'EMAIL

- Maintenant, créez un nouvel email, en utilisant un modèle existant :



CREER L'EMAIL

- Ajoutez un expéditeur, son adresse email et un objet
- Éditez l'email selon vos besoins/envies

The screenshot shows a web-based email creation tool. The top navigation bar includes a logo, the title 'MLeb.2018.05.email demo.EM1 - demo', and links for 'Community' and 'Help'. Below this is a secondary bar with 'Email Actions', 'Email Settings', and 'Edit Code' options, along with a status indicator 'Auto-saved: 14 May 17:31 CEST' and a 'Preview' button.

The main editing area is divided into two sections. The top section is a dark grey header with the following fields:

- From:** Sylvain Davril
- From Address:** sylvain.davril@merlinleonard.com
- Reply-to:** sylvain.davril@merlinleonard.com
- Subject:** Test à mes camarades

The bottom section is a light grey content area. It features a blue header with the 'MERLIN LEONARD' logo and social media icons for LinkedIn, Facebook, Twitter, and YouTube. Below the logo is a purple bar containing a phone number '+33 (0)663313015' and an email address 'contact@merlinleonard.com'. A dashed box indicates a placeholder for an image. At the bottom of the content area, the word 'Merci.' is displayed.

On the right side, there is a 'Content' panel with tabs for 'All' and 'Dynamic'. It lists various content blocks that can be added to the email, such as 'Logo_Header Empty', 'Linkedin_Header Empty', 'Facebook_Header Empty', 'Twitter_Header Empty', 'Youtube_Header Empty', 'Phone_Header +33 (0)663313015', 'Mail_Header contact@merlinleonard.com', and 'imageHeader'.

At the bottom of the interface, there are tabs for 'HTML' (selected) and 'Text'.

CREER L'EMAIL

- N'oubliez pas d'éditer la version texte de votre email :

The screenshot shows an email creation tool interface. At the top, the title bar reads "MLeb.2018.05.email demo.EM1 - demo" with "Community" and "Help" links. Below the title bar, there are navigation options: "Email Actions", "Email Settings", and "Edit Code". The main area is divided into two panes. The left pane shows the email header fields: "From: Sylvain Davril", "From Address: sylvain.davril@merlinleonard.com", "Reply-to: sylvain.davril@merlinleonard.com", and "Subject: Test à mes camarades". Below these fields are two checkboxes: "Copy From HTML" (unchecked) and "Automatically copy from HTML" (checked). The right pane is titled "Content" and contains a list of content blocks: "Logo_Header Empty", "Linkedin_Header Empty", "Facebook_Header Empty", "Twitter_Header Empty", "Youtube_Header Empty", "Phone_Header +33 (0)663313015", "Mail_Header contact@merlinleonard.com", and "imageHeader". The bottom pane is the text editor, showing the HTML code for the email body. The code includes links to the company website, LinkedIn, Facebook, Twitter, and YouTube, followed by a phone number and a contact email. The text body starts with "Hello" and a Latin phrase: "Dein Syria per speciosam interpatet diffusa planitiem. hanc nobilitat Antiochia, mundo cognita civitas, cui non certaverit alia advectiois ita adfluere copis et internis :". The "Text" tab at the bottom of the editor is highlighted with a blue box.

From: Sylvain Davril

From Address: sylvain.davril@merlinleonard.com

Reply-to: sylvain.davril@merlinleonard.com

Subject: Test à mes camarades

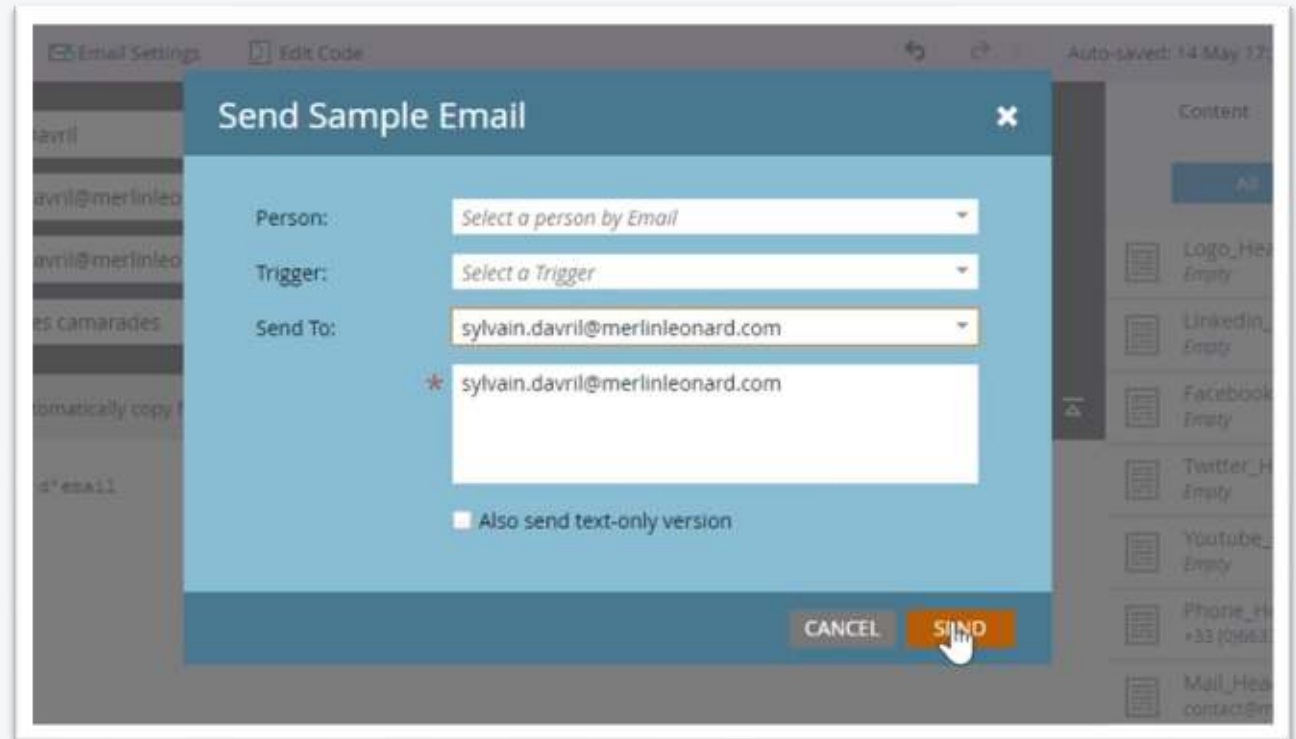
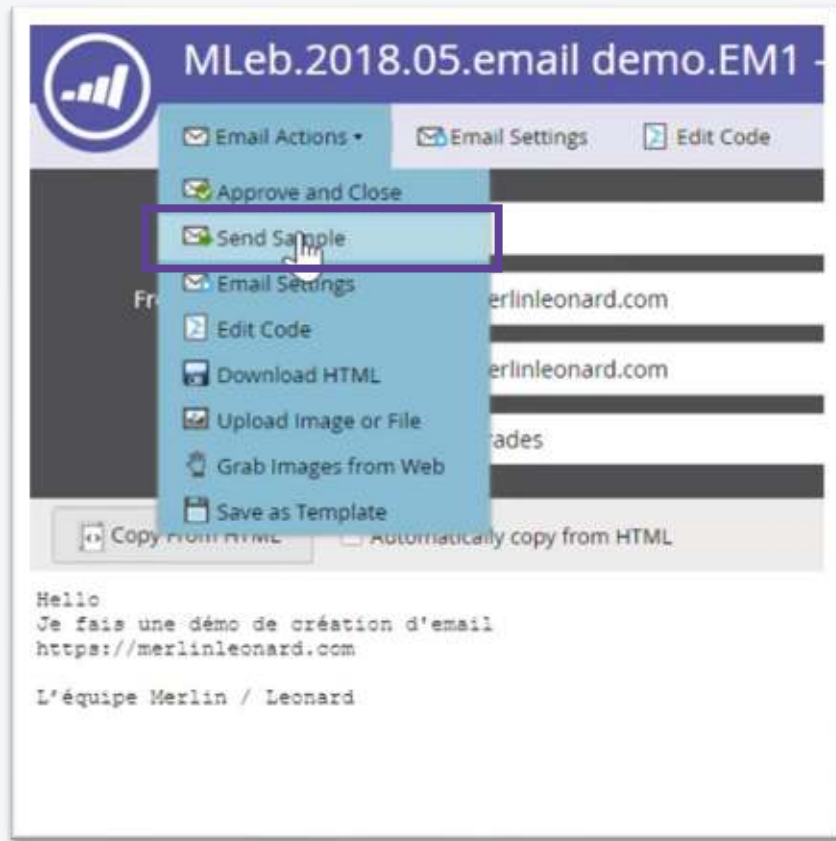
Copy From HTML Automatically copy from HTML

```
<[[http://www.merlinleonard.com]]> <[[https://www.linkedin.com/company/merlin-14C34A9cnaard/]]>  
<[[https://www.facebook.com/MerlinLeonard/]]>  
<[[https://twitter.com/MerlinLeonard]]>  
<[[https://www.youtube.com/channel/UCR1of0G6xj9SSelg1fY2Qe0]]>  
+33 (0)6 <[[tel:+33 (0)0 00 00 00]]>63313015  
contact@merlinleonard.com <[[mailto:contact@merlinleonard.com]]>  
Hello  
Dein Syria per speciosam interpatet diffusa planitiem. hanc nobilitat Antiochia, mundo cognita civitas,  
cui non certaverit alia advectiois ita adfluere copis et internis :  
https://merlinleonard.com <[[https://merlinleonard.com]]>  
Soleo saepe ante oculos ponere, idque libenter crebris usurpare sermonibus
```

HTML **Text**

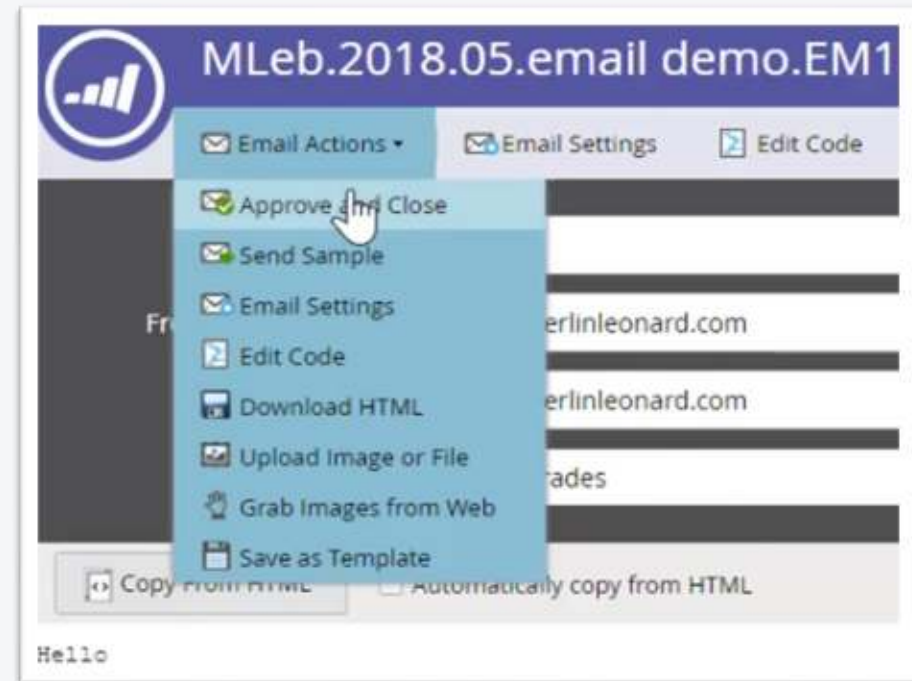
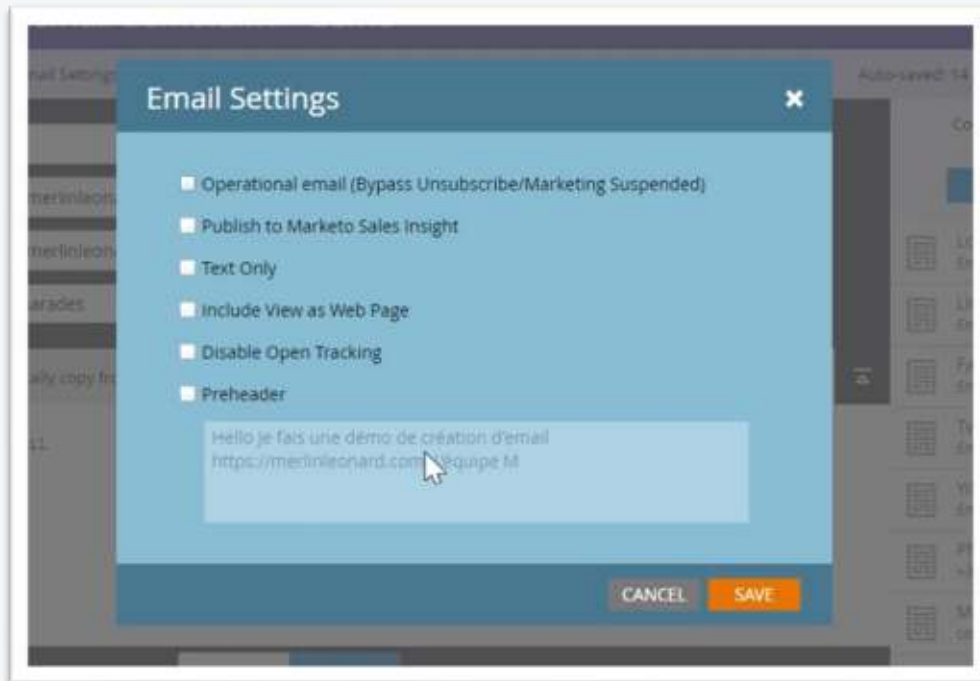
CREER L'EMAIL

- Envoyez-vous un échantillon de l'email :



CREER L'EMAIL

- Mettez à jour les paramètres de l'email selon vos besoins
- Approuvez et fermez l'email



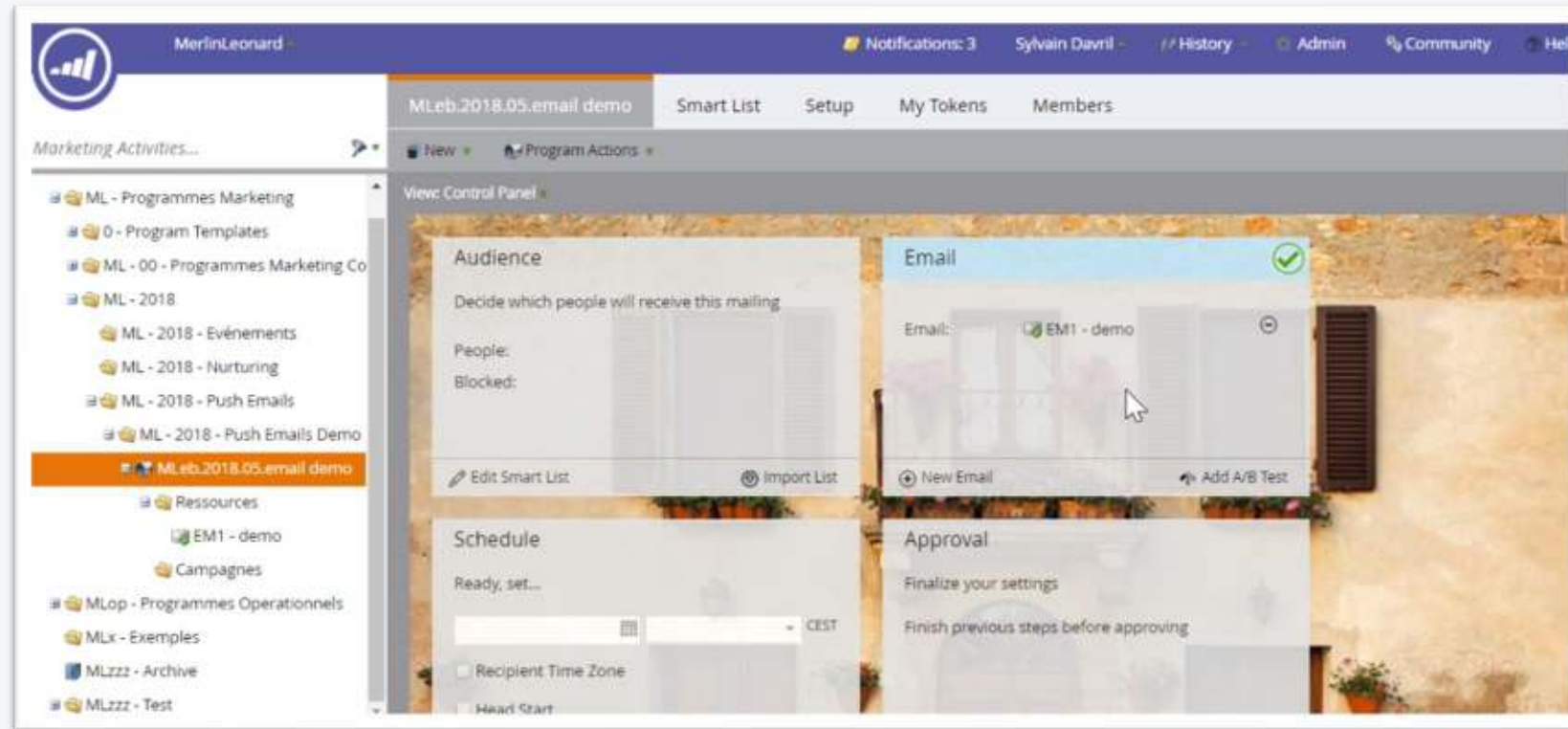


CONFIGURER LE PROGRAMME D'EMAILING

CONFIGURER LE PROGRAMME D'EMAILING

Sélectionner l'email

- Sélectionnez votre email dans le panneau de configuration du programme :



CONFIGURER LE PROGRAMME D'EMAILING

Définir la cible

- Sélectionnez votre audience cible en entrant les critères de la liste intelligente (ici nous envoyons l'email à une liste spécifique) :

The screenshot displays a marketing software interface. The top navigation bar includes the user name 'MerlinLeonard', notification counts, and user information. The main content area is titled 'MLeb.2018.05.email demo' and features tabs for 'Smart List', 'Setup', 'My Tokens', and 'Members'. A sidebar on the left lists various marketing activities, with 'MLeb.2018.05.email demo' selected. The central panel shows a filter configuration for a smart list named '1 - Member of List'. The filter is set to 'Person: in' with the value 'LD - SL - Liste ML pour test'. A modal window titled 'Audience' is overlaid on the right, showing a green checkmark, the text 'Audience', and statistics for 'People: 3' and 'Blocked: 0'. At the bottom of the modal are buttons for 'Edit Smart List' and 'Import List'.

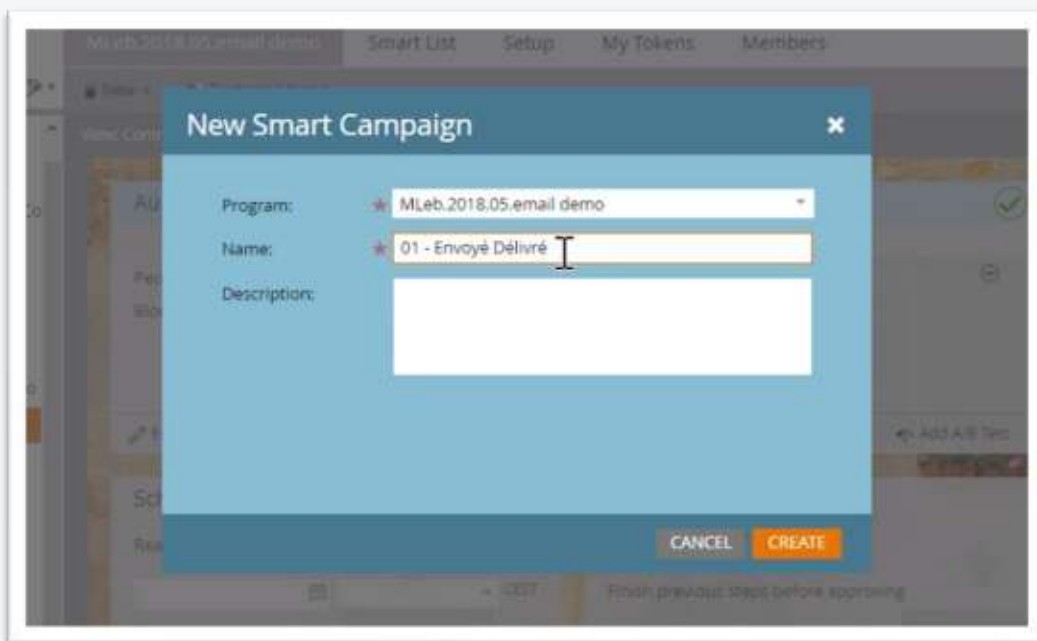
CONFIGURER LE PROGRAMME D'EMAILING

Campagnes intelligentes

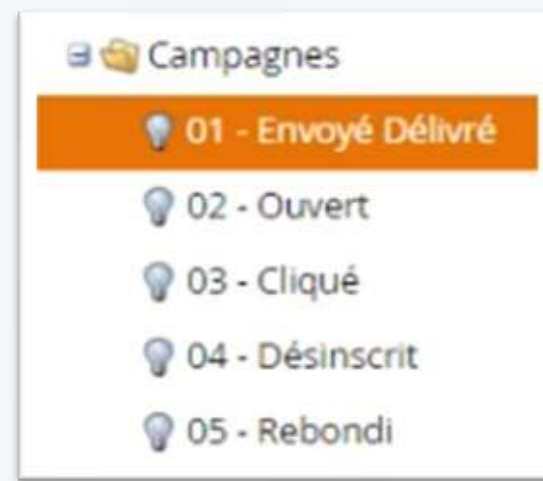
- Nous devons créer les campagnes intelligentes pour faire progresser le statut du lead dans le programme :
 - 01 – Envoyé Délivré
 - 02 – Ouvert
 - 03 – Cliqué
 - 04 – Désinscrit
 - 05 – Rebondi

ATTENTION !

En cas d'A/B Testing, il ne faut pas oublier de sélectionner les emails tests et les mettre dans les smart list de ces smart campaigns ! (pour bien enregistrer le statut de progression)



The screenshot shows a 'New Smart Campaign' dialog box. The 'Program' dropdown is set to 'MLEb.2018.05.email demo'. The 'Name' field contains '01 - Envoyé Délivré'. The 'Description' field is empty. At the bottom, there are 'CANCEL' and 'CREATE' buttons. The background shows a CRM interface with tabs for 'Smart List', 'Setup', 'My Tokens', and 'Members'.

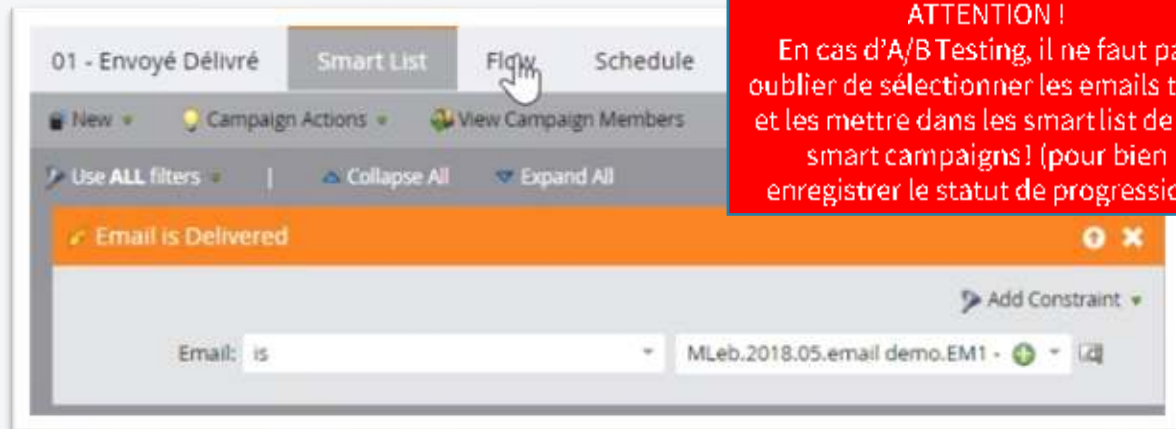


CONFIGURER LE PROGRAMME D'EMAILING

01 Envoyé Délivré

1

Liste intelligente : utiliser le déclencheur “email est délivré”, sélectionner l’email

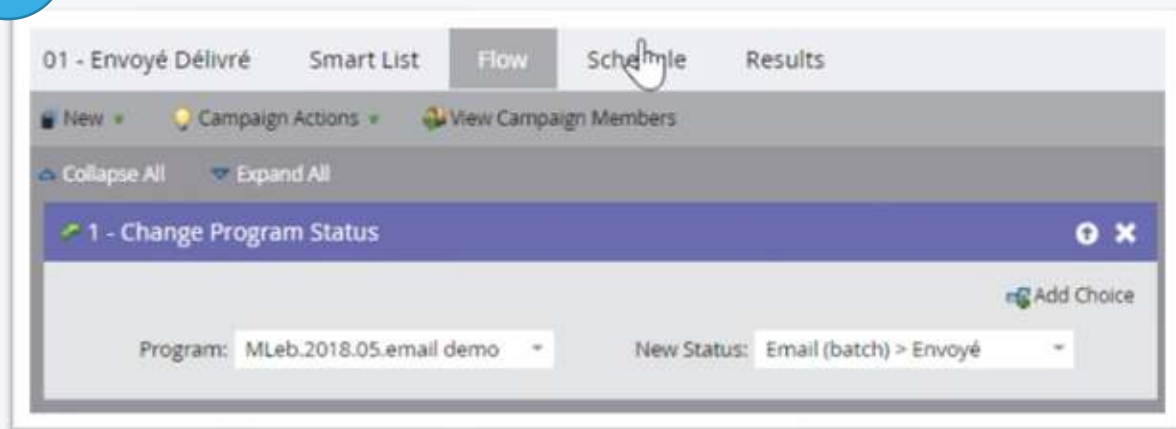


ATTENTION !

En cas d'A/B Testing, il ne faut pas oublier de sélectionner les emails tests et les mettre dans les smartlist de ces smart campaigns ! (pour bien enregistrer le statut de progression)

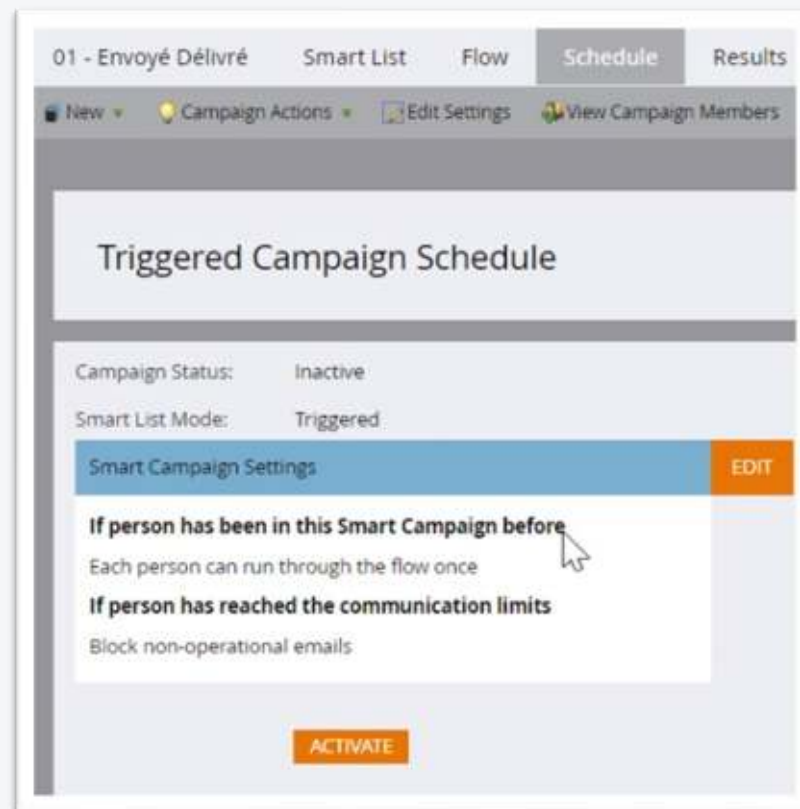
2

Flux : utiliser le changement de statut de programme, changer à “envoyé”



3

Programmation : passer dans le flux une fois, et activer la campagne

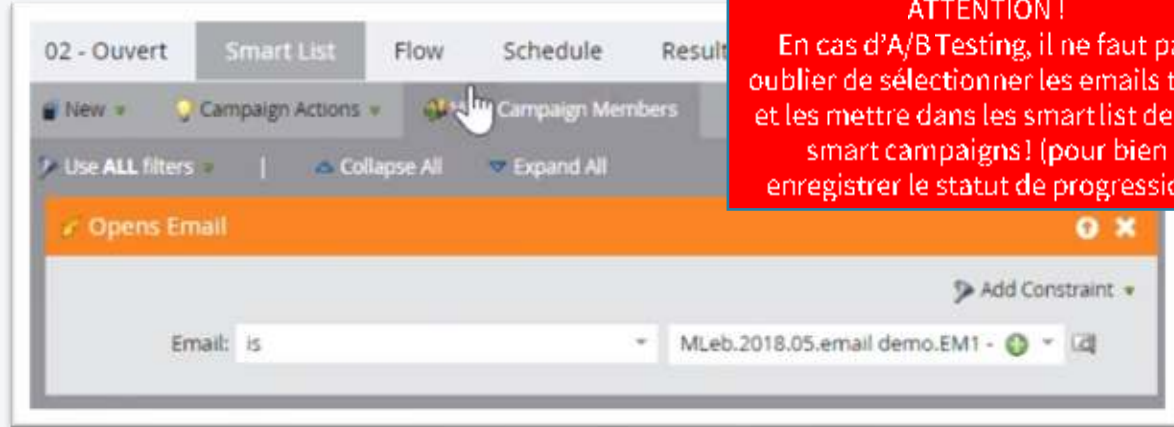


CONFIGURER LE PROGRAMME D'EMAILING

02 Ouvert

1

Liste intelligente : utiliser le déclencheur “ouvre email”, sélectionner l'email

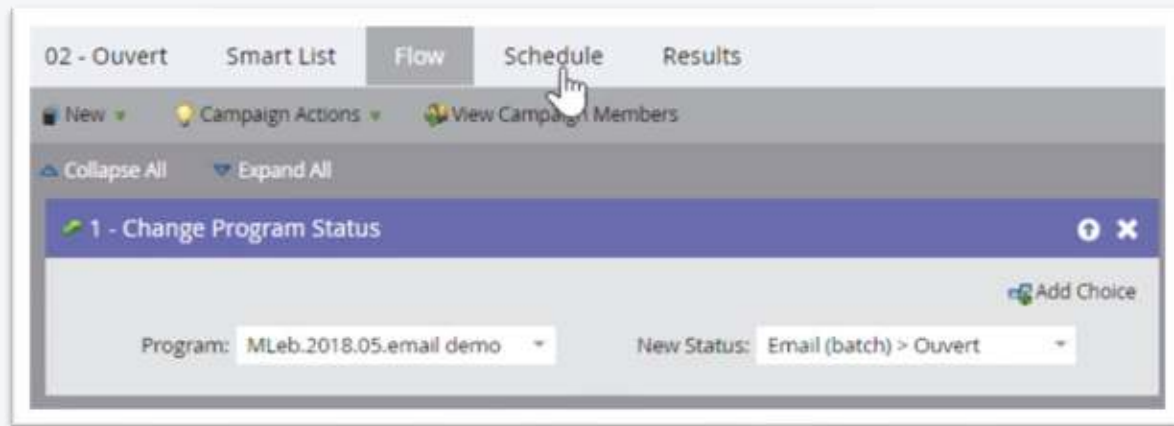


ATTENTION !

En cas d'A/B Testing, il ne faut pas oublier de sélectionner les emails tests et les mettre dans les smartlist de ces smart campaigns ! (pour bien enregistrer le statut de progression)

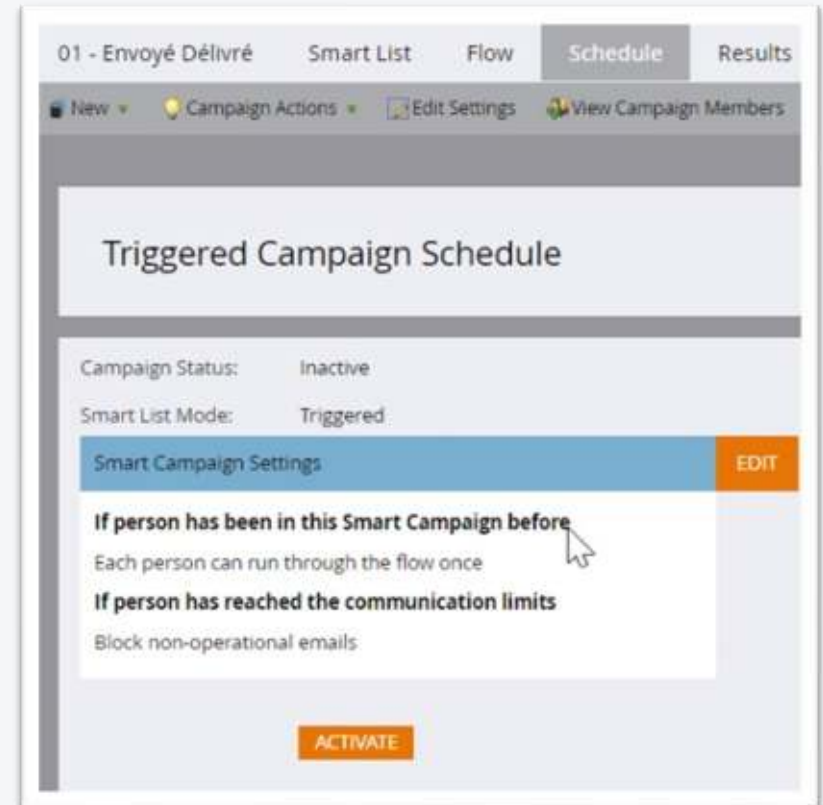
2

Flux : utiliser le changement de statut de programme, changer à “ouvert”



3

Programmation : passer dans le flux une fois, et activer la campagne



CONFIGURER LE PROGRAMME D'EMAILING

03 Cliqué

1

Liste intelligente : utiliser le déclencheur "clique lien dans email", sélectionner l'email et le lien à cliquer (ou à ne pas cliquer). Dans notre cas nous allons mettre "lien n'est pas le centre de préférence" car ce lien implique un souhait de désinscription par nature

03 - Cliqué | Smart List | Flow | Schedule | Results

New | Campaign Actions | View Campaign Members

Use ALL filters | Collapse All | Expand All

Clicks Link in Email

Add Constraint

Email: is MLeb.2018.05.email demo.EM1

Link: is not http://go.merlinleonard.com/Cent

ATTENTION !

En cas d'A/B Testing, il ne faut pas oublier de sélectionner les emails tests et les mettre dans les smartlist de ces smart campaigns ! (pour bien enregistrer le statut de progression)

2

Flux : utiliser le changement de statut de programme, changer à "cliqué"

03 - Cliqué | Smart List | Flow | Schedule | Results

New | Campaign Actions | View Campaign Members

Collapse All | Expand All

1 - Change Program Status

Add Choice

Program: MLeb.2018.05.email demo

New Status: Email (batch) > Cliqué

3

Programmation : passer dans le flux une fois, et activer la campagne

01 - Envoyé Délivré | Smart List | Flow | Schedule | Results

New | Campaign Actions | Edit Settings | View Campaign Members

Triggered Campaign Schedule

Campaign Status: Inactive

Smart List Mode: Triggered

Smart Campaign Settings | EDIT

If person has been in this Smart Campaign before

Each person can run through the flow once

If person has reached the communication limits

Block non-operational emails

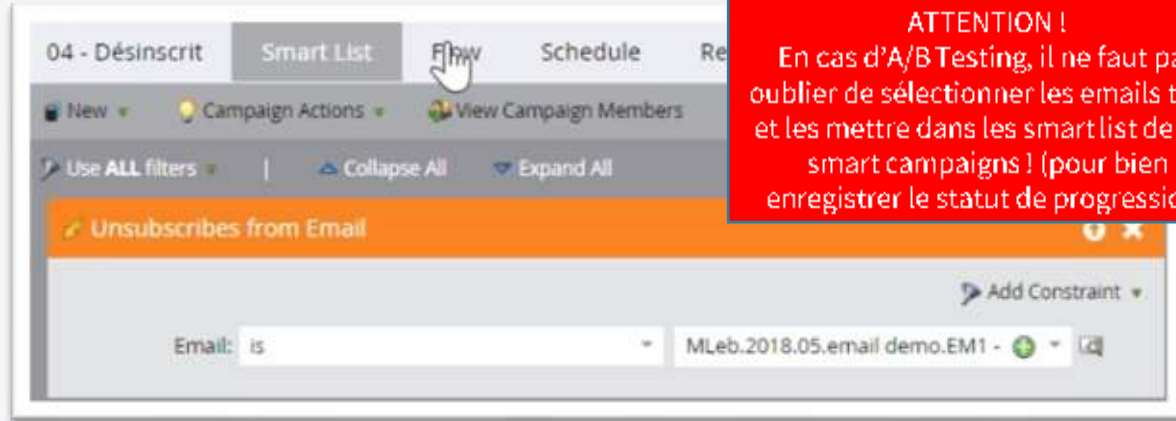
ACTIVATE

CONFIGURER LE PROGRAMME D'EMAILING

04 Désinscrit

1

Liste intelligente : utiliser le déclencheur “désinscrit de l'email”, sélectionner l'email. Cela fonctionne si vous utilisez le lien système de désinscription de Marketo

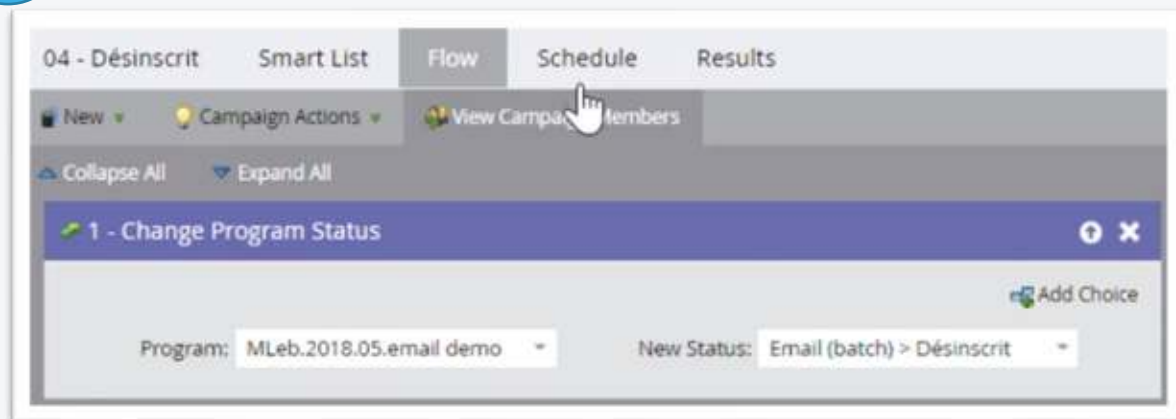


The screenshot shows the 'Smart List' configuration interface for a campaign named '04 - Désinscrit'. The 'Flow' tab is selected, and a filter is applied: 'Email: is MLeb.2018.05.email demo.EM1'. A red callout box is overlaid on the right side of the interface.

ATTENTION !
En cas d'A/B Testing, il ne faut pas oublier de sélectionner les emails tests et les mettre dans les smartlist de ces smart campaigns ! (pour bien enregistrer le statut de progression)

2

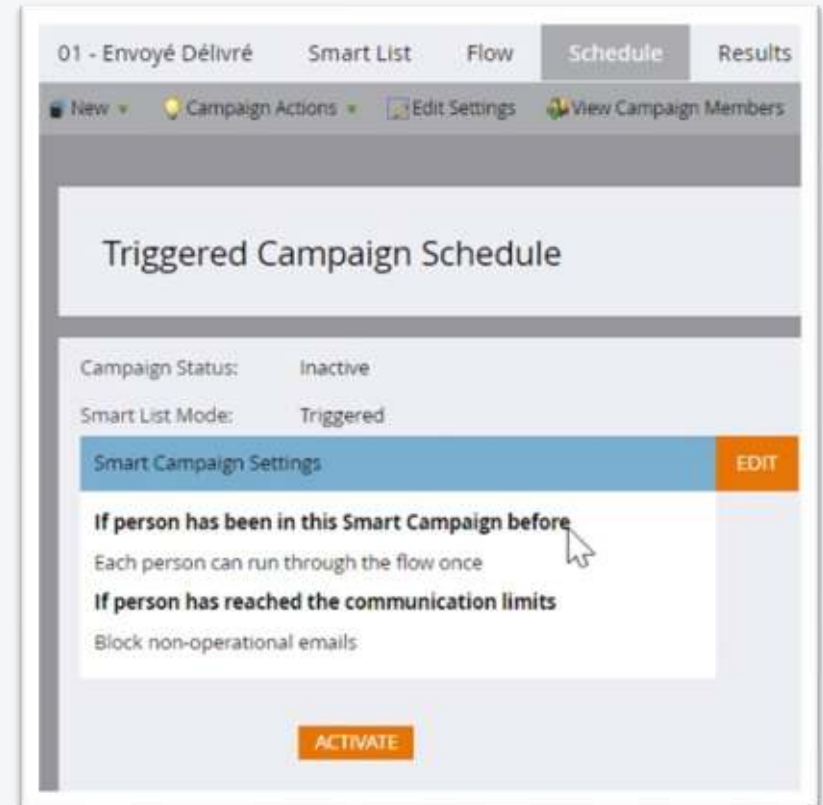
Flux : utiliser le changement de statut de programme, changer à “désinscrit”



The screenshot shows the 'Flow' configuration interface for a campaign named '04 - Désinscrit'. The 'Flow' tab is selected, and a step is configured: '1 - Change Program Status'. The 'Program' is set to 'MLeb.2018.05.email demo' and the 'New Status' is set to 'Email (batch) > Désinscrit'.

3

Programmation : passer dans le flux une fois, et activer la campagne



The screenshot shows the 'Schedule' configuration interface for a campaign named '01 - Envoyé Délivré'. The 'Schedule' tab is selected, and the campaign status is set to 'Inactive'. The 'Smart List Mode' is set to 'Triggered'. The 'Smart Campaign Settings' section is expanded, showing the following conditions:

- If person has been in this Smart Campaign before
- Each person can run through the flow once
- If person has reached the communication limits
- Block non-operational emails

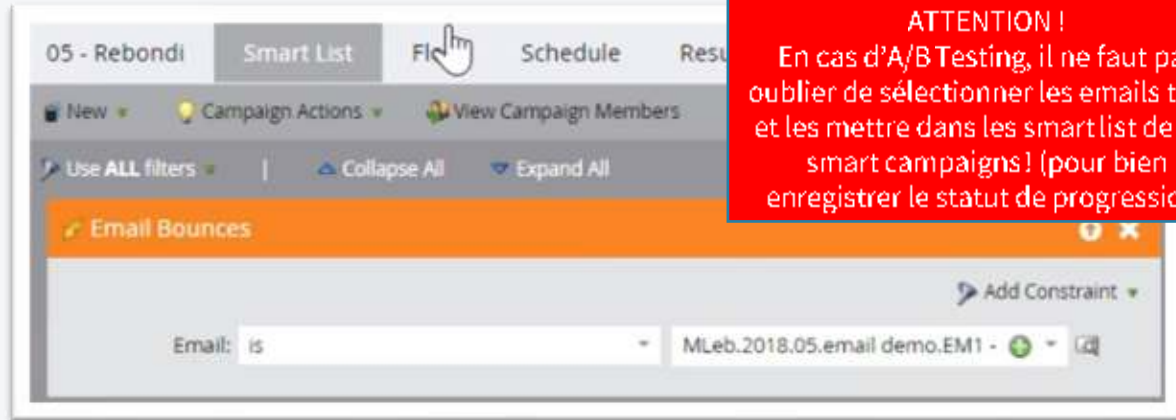
An 'ACTIVATE' button is visible at the bottom of the configuration.

CONFIGURER LE PROGRAMME D'EMAILING

05 Rebondi

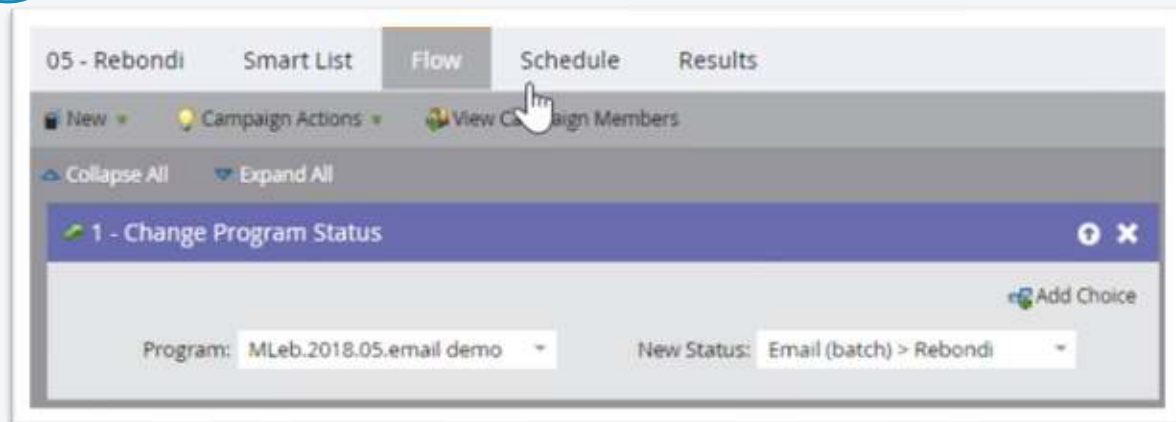
1

Liste intelligente : utiliser le déclencheur “email rebondi”, sélectionner l’email



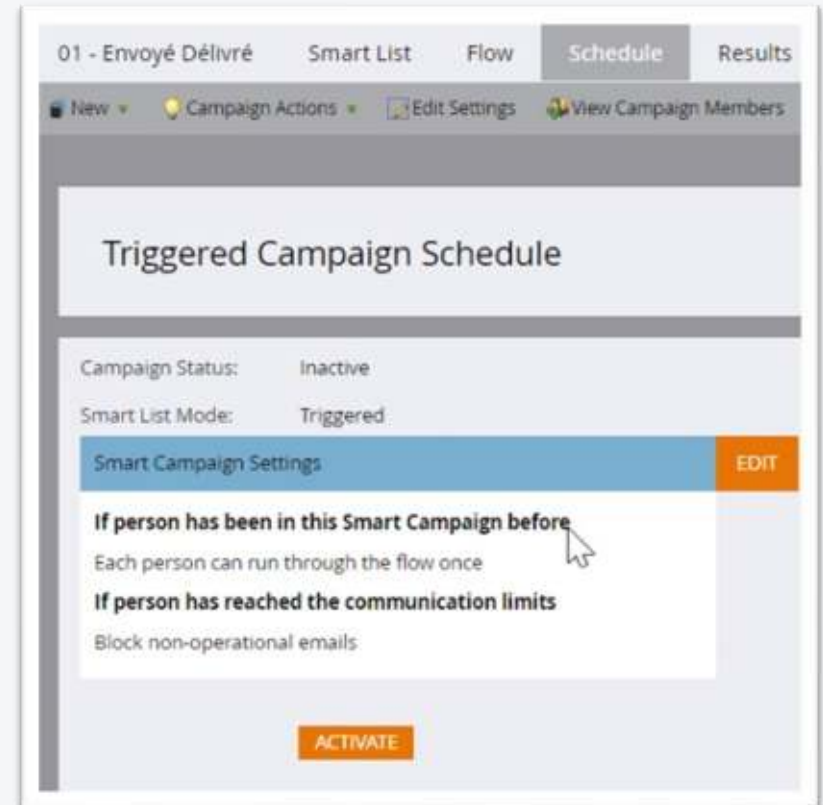
2

Flux : utiliser le changement de statut de programme, changer à “rebondi”



3

Programmation : passer dans le flux une fois, et activer la campagne

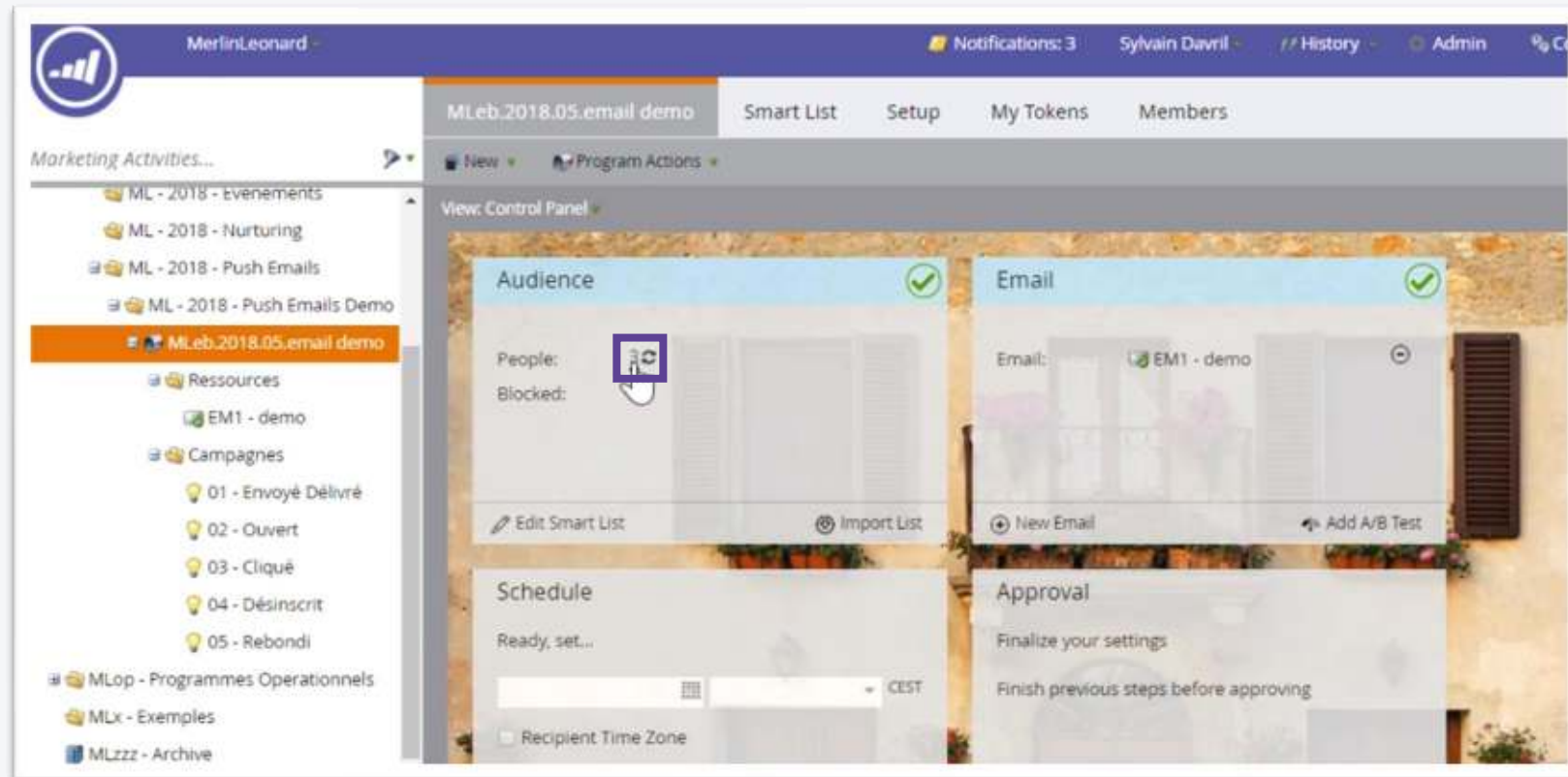


An open book with a semi-transparent text overlay. The book is open, showing two pages of text. The text is in French and appears to be a letter or a document. The text is centered on the pages. The background is a warm, brownish-orange color, suggesting a wooden surface or a lamp. The text is in a bold, black, sans-serif font.

ENVOYER L'EMAIL

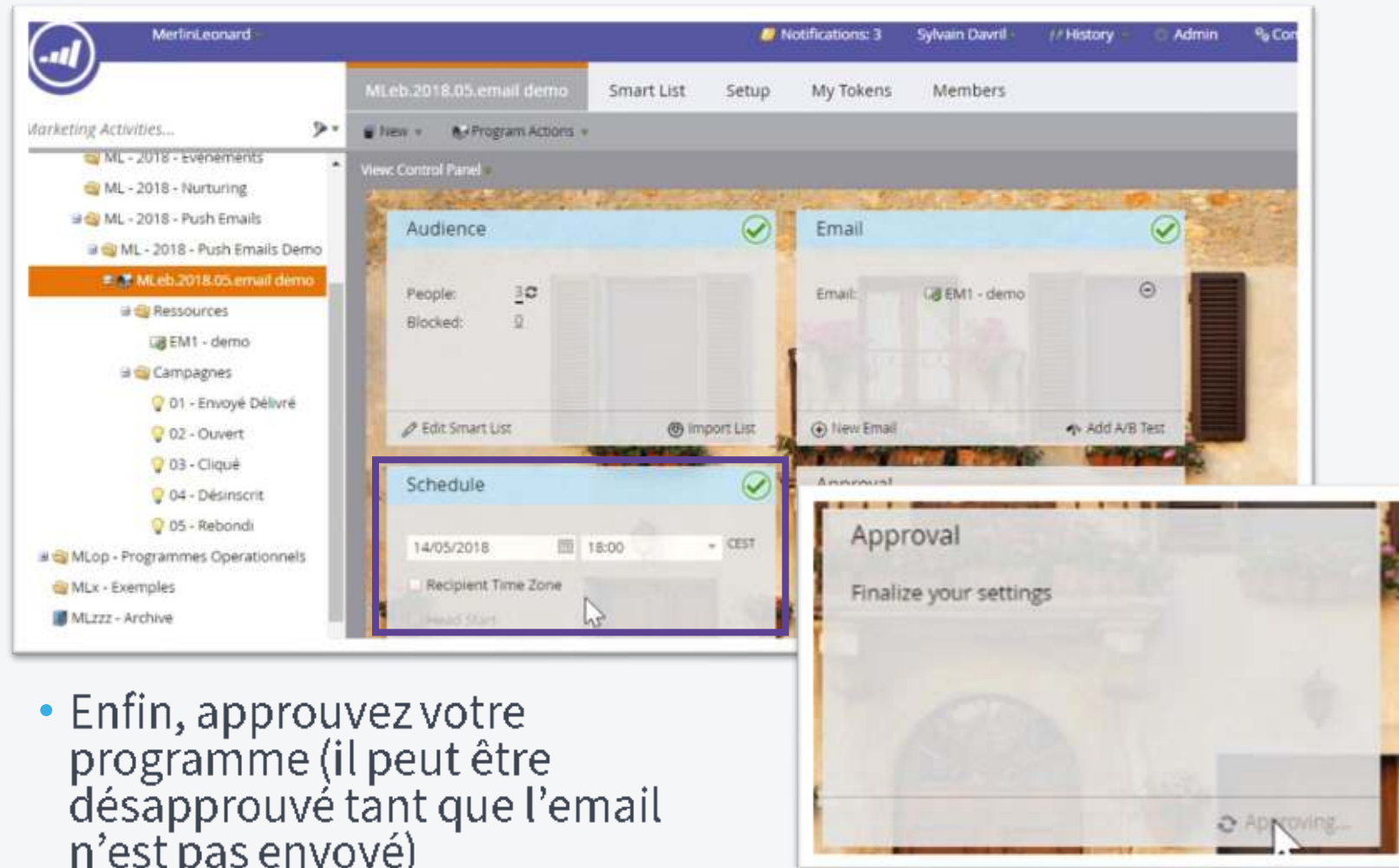
ENVOYER L'EMAIL

- Dans le panneau de configuration, vérifiez que votre audience cible soit correcte en cliquant sur le nombre de personnes



ENVOYER L'EMAIL

- Programmez ensuite l'envoi de votre email :



The screenshot displays the MerlinLeonard email marketing dashboard. The left sidebar shows a tree view of marketing activities, with 'MLeb.2018.05.email demo' selected. The main content area shows the 'View Control Panel' for this campaign, with three panels: 'Audience' (3 people, 0 blocked), 'Email' (EM1 - demo), and 'Schedule' (14/05/2018 at 18:00 CEST). The 'Schedule' panel is highlighted with a red box. Below the 'Schedule' panel, an 'Approval' dialog box is open, titled 'Approval' and 'Finalize your settings', with an 'Approving...' button at the bottom right.

- Enfin, approuvez votre programme (il peut être désapprouvé tant que l'email n'est pas envoyé)

An aerial, high-angle photograph of a large, modern library atrium. The space is multi-level, with several floors visible, each featuring long, white bookshelves filled with books. Blue armchairs are arranged in small clusters on the ground floor. A prominent white staircase with a glass railing is on the left side. The overall design is clean and minimalist, with a focus on open space and natural light. The text "A/B TESTING" is overlaid in the center of the image.

A/B TESTING

AJOUTER UN A/B TEST

- Le principe de l'A/B testing est de tester une hypothèse en envoyant deux versions d'un même email (différents objets, call to actions, dates d'envoi, heures d'envoi...)
- Ces hypothèses doivent être facilement mesurables pour que les tests puissent être reproduits : il ne faut donc tester qu'une chose à la fois !
- Pour vérifier si le test est concluant, on mesure la valeur p (ou p-value) : si celle-ci est inférieure à 0.05, le test est un succès.
- Habituellement, l'A/B testing s'intègre au mieux sur les programmes emails.
- Exemple d'hypothèses et de tests pour la newsletter AGF :



Feuille de calcul
Microsoft Excel

1

2

An open book with a semi-transparent text overlay. The book is open, showing two pages with faint, illegible text. The pages are white, and the binding is visible in the center. The book is resting on a dark wooden surface. The text overlay is in a bold, black, sans-serif font, centered on the pages.

LES TYPES D'A/B TESTING

TESTER L'OBJET

Test Settings

Variations

Test Type: Subject Line

Email: My Email 01

Subject Line:

- A. My Subject Line
- B. My Second Subject Line

A purple box highlights the 'B' variation and the '+' button to its right. A purple arrow points from the text 'Ajouter des objets supplémentaires' to the '+' button.

Objet de l'email
d'origine

Ajouter des objets
supplémentaires

Test Settings

Variations

Test Type: Subject Line

Email: My Email 01

Subject Line:

- A. My Subject Line
- B. My Second Subject Line

Test Sample Size

14% 86%

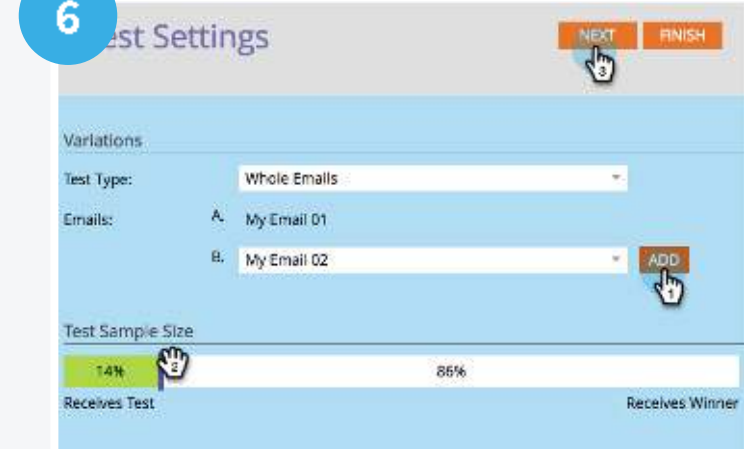
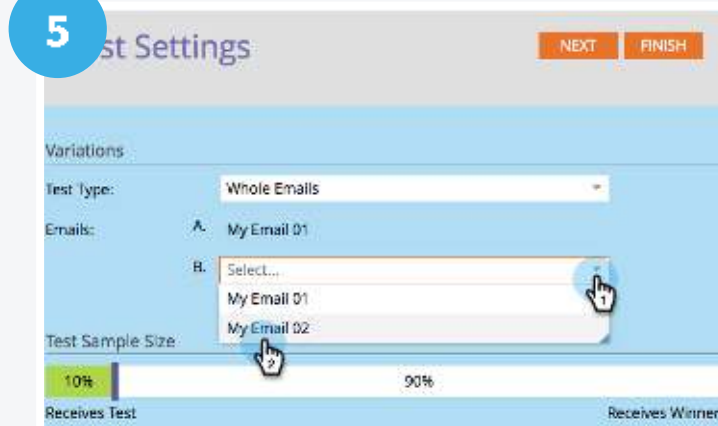
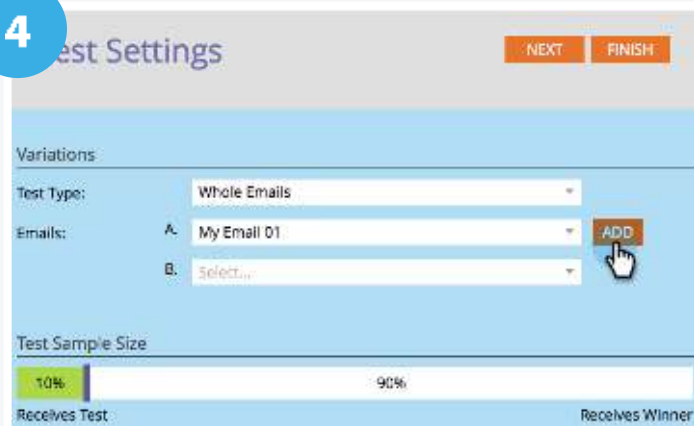
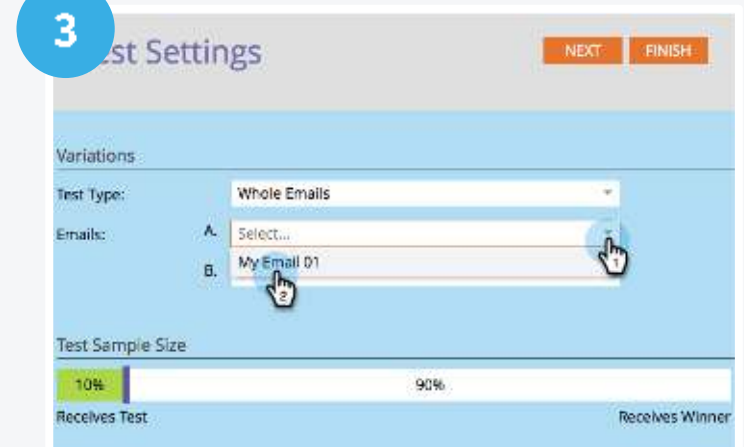
Receives Test Receives Winner

A purple box highlights the 'Test Sample Size' section. A purple arrow points from the text 'Taille du test par rapport à la cible : 100% = intégralité de la cible' to the progress bar.

Taille du test par rapport à la
cible : 100% = intégralité de la
cible

TESTER UN CHANGEMENT DE CONTENU

- Pour tester un call-to-action, une image, un changement dans le corps de l'email, il faut tester deux emails séparés :



TESTER L'ENVOYEUR

1

Test Settings

NEXT FINISH

Variations

Test Type: Subject Line

Email: Subject Line

Subject Line: A. Whole Emails

B. From Address

Date Line

Test Sample Size

10% 90%

Receives Test Receives Winner

2

Test Settings

NEXT FINISH

Variations

Test Type: From Address

Email: My Email 01

From Address: A. Mark Eto mark@eto.com

B. Reza Farpour reza@marketo.com

Test Sample Size

10% 90%

Receives Test Receives Winner

3

Test Settings

NEXT FINISH

Variations

Test Type: From Address

Email: My Email 01

From Address: A. Mark Eto mark@eto.com

B. Reza Farpour reza@marketo.com

Test Sample Size

14% 86%

Receives Test Receives Winner

TESTER LA DATE / L'HEURE D'ENVOI

1

Test Settings

Variations

Test Type: Subject Line

Email: Subject Line

Subject Line: A. From Address, B. Date/Time

Test Sample Size: 10% / 90%

Receives Test / Receives Winner

2

Test Settings

Variations

Test Type: Date/Time

Email: My Email 01

Date/Time: A. Name: Date/Time 1, 06/26/14, 3:32 PM PDT

B. Name: Date/Time 2, 06/25/14, 12 PM PDT

Test Sample Size: 10% / 90%

Receives Test / Receives Winner

3

Test Settings

Variations

Test Type: Date/Time

Email: My Email 01

Date/Time: A. Name: Date/Time 1, 06/27/14, 3:32 PM PDT

B. Name: Date/Time 2, 06/27/14, 9:30 AM PDT

Test Sample Size: 10% / 90%

Receives Test / Receives Winner

4

Test Settings

Variations

Test Type: Date/Time

Email: My Email 01

Date/Time: A. Name: Date/Time 1, 06/27/14, 9:30 AM PDT

B. Name: Date/Time 2, 06/27/14, 4:30 PM PDT

Test Sample Size: 10% / 90%

Receives Test / Receives Winner

5

Test Settings

Variations

Test Type: Date/Time

Email: My Email 01

Date/Time: A. Name: Date/Time 1, 06/27/14, 9:30 AM PDT

B. Name: Date/Time 2, 06/27/14, 4:30 PM PDT

Test Sample Size: 14% / 86%

Receives Test / Receives Winner



CHOISIR LE VAINQUEUR

CHOISIR LE VAINQUEUR

1

Winner Criteria

Winner Criteria:

- Opens
- Clicks
- Click to Open %
- Engagement Score
- Custom Conversion

Declare Winner:

- Automatic
- Manual

2

Winner Criteria

Winner Criteria:

- Opens
- Clicks
- Click to Open %
- Engagement Score
- Custom Conversion

Custom Conversion Rules

Declare Winner:

- Automatic
- Manual

Edit

2

My Email Program (Custom Conversion)

Smart List

Custom Conversion must have a trigger to activate

Use ALL filters | Collapse All | Expand All | Auto Save: no changes

Drag triggers and filters from the right

Triggers

- Fills Out Form

Fills Out Form

Pour « custom conversion », on peut choisir n'importe quel trigger disponible

3

Winner Criteria

Winner Criteria:

- Opens
- Clicks
- Click to Open %
- Engagement Score
- Custom Conversion

Declare Winner:

- Automatic
- Manual

A photograph of a desk setup. In the background, a silver laptop is partially visible. In the foreground, a white keyboard and a white mouse are on a dark wood-grain desk. A silver tablet is lying flat, displaying a calendar for the year 2015. The calendar is organized by month, with each month's grid in a different color: JAN (red), FEB (orange), MAR (yellow), APR (green), MAY (teal), JUN (blue), JUL (light blue), AUG (purple), SEP (pink), OCT (light purple), NOV (light blue), and DEC (light pink). The text '2015' is at the top left, and 'Calendar' is at the bottom center. The words 'Today' and 'Year' are also visible at the bottom corners of the calendar interface.

PLANIFIER LE TEST

TERMINER SON TEST

Attention : prévoir l'envoi plus tôt qu'habituellement, Marketo met du temps à traiter un A/B testing !

1

Schedule [BACK] [NEXT] [FINISH]

Send Test: 06/26/2014 3:37 PM PDT

Send Winner: 06/26/2014 3:37 PM PDT

Test Duration: 2 days

Send Notification To:

2

Schedule [BACK] [NEXT] [FINISH]

Send Test: 06/26/2014 3:37 PM PDT

Send Winner: 06/28/2014 9:30 AM PDT

Test Duration: 2 days

Send Notification To:

3

Schedule [BACK] [NEXT] [FINISH]

Send Test: 06/26/2014 9:30 AM PDT

Send Winner: 06/28/2014 9:30 AM PDT

Test Duration: 2 days

Send Notification To: mark@eto.com, reza@marketo.com

4

Finish [BACK] [CLOSE]

Summary

Test Type: Subject Line

Subject Lines: A. My Subject Line
B. My Second Subject Line

Test Sample Size: 14%

Winner Criteria: Opens

Send Test: Jun 26, 2014 9:30 AM PDT

Send Winner: Jun 28, 2014 9:30 AM PDT

Test Duration: 2 days

Send Notification To: mark@eto.com, reza@marketo.com

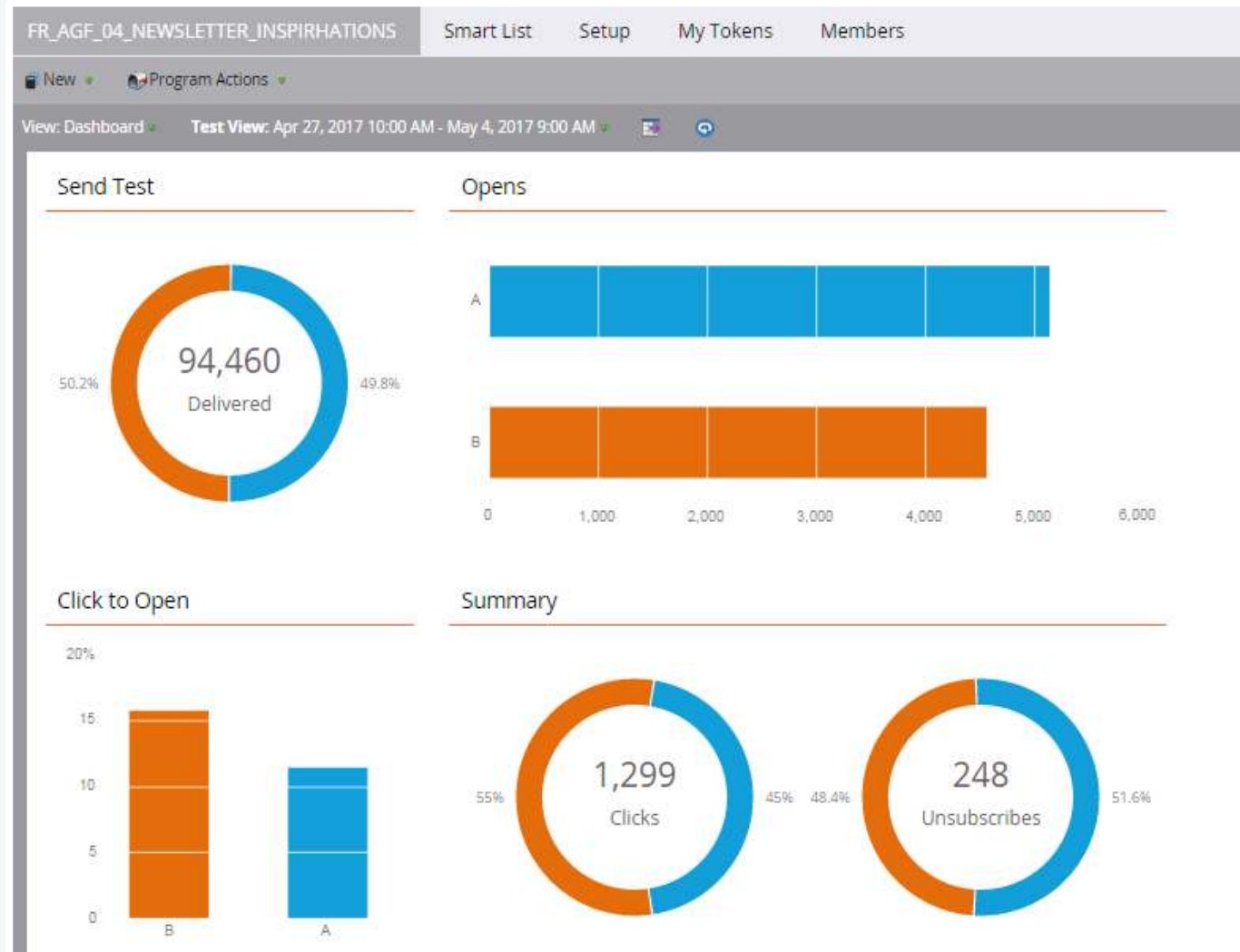


MESURER LES RÉSULTATS

The image is a composite. The background is a blurred laboratory setting with various glassware, including a large flask on the left and a smaller globe-like instrument on the right. In the foreground, a magnifying glass is positioned over an open book. The book's pages contain text and chemical formulas, including KCl , $CaCO_3$, KNO_3 , and K_2SO_4 . A pen lies across the book's pages. The text "MESURER LES RÉSULTATS" is superimposed in the center in a bold, dark font.

A/B TEST DASHBOARD

Attention : la vue des résultats n'est disponible que sur la durée du test définie précédemment (slide 40)



MERLIN / LEONARD