From: Association of Strategic Marketing <customerservice@associationofmarketing.net>
To: Mayer, DougDougMayer@gov.sc.gov
Date: 4/14/2015 12:42:21 PM
Subject: The ABCs of A/B Testing

Don't Miss Out on this Free Webinar - Last Chance to Register.

The ABCs of A/B Testing
Date: April 15, 2015
Time: 1pm ET

You can't always count on what has worked in the past. Market conditions are constantly changing and so are your buyers, so marketers need to proactively adapt to changes and embrace new tactics. But with constant pressures to increase demand and revenue, you can't afford to throw darts in the dark.

A/B testing has become an important tactic because it gives you the data you need for decision-making, so you can develop and evolve your campaigns with more confidence.

Join Aaron Bolshaw and James Patterson, both of Act-On Software as they discuss how to conduct an A/B test and share real examples and successes that you can act on today.

In this webinar you will learn:

•The basics of A/B testing

•The do's and don'ts for implementing A/B tests

•How to decipher your test results

•Real examples of A/B tests

•And so much more!

Key Agenda Points

- The Basics of A/B Testing
- The Do's and Don'ts for Implementing A/B Tests
- How to Decipher Your Test Results
- Real Examples of A/B Tests
- And so Much More!

Register Now.

Sponsored by:

Presented by:
Aaron Bolshaw, Act-on Software, Inc. James Patterson, Act-on Software, Inc.

Can't attend? No problem. Register any way and we'll send you the recording to watch at your leisure. Don't forget to forward this email to your colleagues who could benefit from the program.

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