

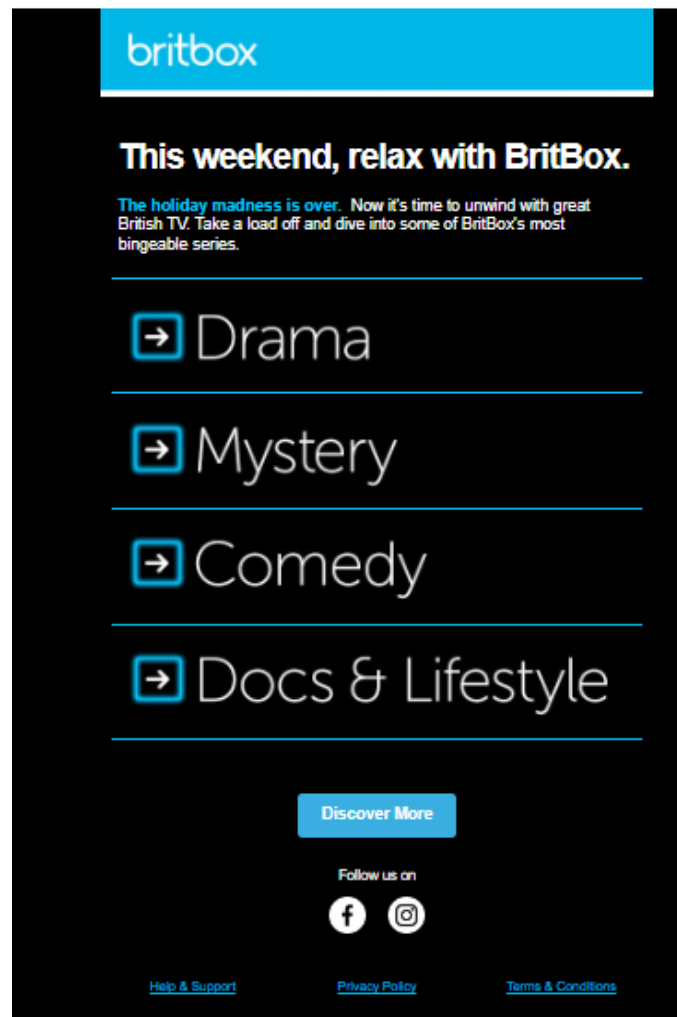
# Email Marketing & A/B Testing

Developed an A/B testing campaign for a subscription video on demand service, BritBox.

Version B: Various genres and no images or focused titles leading to a "discover more" page on site.

Version D: Various genres featuring images of leading talent leading to a discover more page on site.

**Version B: 56.7%** Version D: 54.6%. The test showed that regardless of the talent featured, the audience was drawn and captivated by the simplistic design which allowed more options for personal choice for this campaign.



Source: BritBox