The Lab Routine

SAMPLE DATA, NOT REAL RESULTS **Sample brand:** Sample Co., a small-batch home goods shop

A steady routine for testing one change at a time, learning from it and keeping what works. Small tests, honestly recorded.

WHAT IT IS
A test backlog and a test log. It keeps ideas in order, forces a clear question before each test and records what you learned, including the tests that failed.

HOW TO USE IT
1. Add every idea to the backlog. 2. Pick one. 3. Write the question and the metric first. 4. Run it for full weeks. 5. Decide, record and move on.

GROUND RULES
Change one thing. Decide the metric before you look. Judge by clicks, replies and orders, not opens. Do not stop early because of a good or bad day.

Test sizes that fit a small list

UNDER 5,000 CONTACTS	5,000 TO 25,000	OVER 25,000
Test big changes: offer, subject idea, send time. Use whole-week comparisons.	Split A and B by half. Run until each side has at least a few hundred clicks.	Use a split and a holdout. Check lift against the control.

Small differences on small lists are usually noise. When in doubt, repeat the test.

Test backlog

SAMPLE DATA

Keep every idea. Score it by likely impact and effort, then take the top one.

IDEA	HYPOTHESIS	AUDIENCE	METRIC	PRIORITY
Cart reminder at 4 hours	A later reminder feels less pushy and converts better	Cart abandoners	Orders per 100 sent	High
Plain text welcome	A personal note raises replies	New subscribers	Replies and clicks	High
Shipping cost in the reminder	Showing cost early cuts checkout drop-off	Cart abandoners	Checkout completion	High
Fewer sends to inactive	Cutting frequency lowers complaints	Inactive 120 days	Complaint rate	Medium
Subject with a question	A question gets more clicks	Engaged list	Click rate	Low

Test log

SAMPLE DATA

Record every test, even the ones that did nothing. The record is what makes the routine valuable.

TEST	DATES	RESULT	DECISION	WHAT WE LEARNED
Cart reminder at 4 hours	Sample: 4 weeks	Version B up 8 percent on orders	Keep	Later timing suits this audience
Plain text welcome	Sample: 3 weeks	Replies up, clicks flat	Keep	Replies are the win, not clicks
Subject with a question	Sample: 2 weeks	No clear difference	Drop	Not worth more effort
Fewer sends to inactive	Sample: 6 weeks	Complaints down 20 percent	Keep	Roll out to all lapsing

Action plan and review rhythm

SAMPLE DATA

Turn what you found into a short list. Fix the highest impact items first, and give every item an owner and a date.

#	ACTION	LINKED FINDING	EFFORT	IMPACT	OWNER	DUE
1	Run the shipping cost test next	Backlog priority	Low	High	Email manager	Week 1
2	Set a monthly 30 minute review of the log	Test log	Low	Medium	Marketing lead	Week 1
3	Roll out reduced frequency to all lapsing contacts	Test log	Medium	Medium	Email manager	Month 1
4						

Review rhythm

WEEKLY
Check the running test. Do not change it mid-run.

MONTHLY
Decide, record and pick the next test.

QUARTERLY
Review what you learned. Retire ideas that kept losing.

Next: the EE Index brings every model together into one score.