

SAMPLE PRE-TEST EMAIL

Subject

New Planned Optimization Test | [Short title or name of your test here]

Body

Dear Team,

We are planning on beginning work on a new [A/B or multivariate] test this week. The goal is to [write a couple of sentences to describe the purpose of the test, for example, “improve the text on the main call-to-action button on the homepage to increase sales, etc...”]

Pages affected will include:

- Page 1
- Page 2
- Etc...

You may follow the progress of this test here: [[Link to the project plan or task in your project management tool \(ie. Jira, Basecamp, etc...\)](#)]. Development is expected to take [estimation of time to launch]. Please let us know in the next 24 hours if you have any concerns.

Thank you!

Your Friendly Optimization Team