



Introducing:

Vanilla versus Sriracha Email A/B test



VS



Hypothesis:

“Creative, clever content does better than straightforward, plain content”



Vanilla

**It's Women in Sales Month at
Sales Hacker!**

Spicy

**XX Chromosomes Are for
Closers**

SPICY (12.68%)		VANILLA (9.72%)	
Subject Line	Open Rate	Subject Line	Open Rate
Should Customer Success Reps Carry a Quota? Gainsight CEO Nick Mehta Weighs in	13.32%	Gainsight CEO Nick Mehta on the Customer Success Metric all IPO'd Companies Use	7.79%
What Does Zoominfo's Acquisition of Datanyze Signal to the Industry?	15.18%	How High-Performing Sales Teams Scale Past \$50M	7.78%
XX Chromosomes Are for Closers	14.22%	It's Women in Sales Month at Sales Hacker!	8.53%
Thirsty for Leads? Vet Data Providers Using This Diet Soda Approach	8.0%	New Ebook: Three Red Flags from So-Called Data Providers	14.76%