



*Your boss should enroll you in the upcoming A/B testing mastery course. Customize this email template using the information gathered in your research.*

Hi \_\_\_\_\_,

I am writing to request training on learning more about A/B testing strategies. A/B testing is a crucial skill for anyone in the digital marketing and optimization space. If we can improve our testing strategy, even incrementally, the ROI would be huge. I already found a credible training company with a course on this subject. Details Below:

**Company Name:** CXL Institute, a leading training institution for conversion optimization, growth, and analytics.

**Curriculum:** it's a 4-week, 8-class course teaching A/B testing strategies. The instructor is an internationally recognized optimization expert who writes and gives talks on evidence-based growth, and who has founded a successful conversion agency.

Class 1: FACT & ACT process – the real value of running online experiments

Class 2: ROAR & Testing bandwidth calculations – where can you run experiments

Class 3: Customer behavior study – from data to insights to setting hypothesis

Class 4: Prioritization of hypothesis, prioritization of experiments

Class 5: Experiment set-up, design, build and measure (including stopping rules etc.)

Class 6: Analyzing and presenting experiment results

Class 7: Building up your knowledge database – what to collect and how to scale

Class 8: A/B-testing vs Multivariate Testing vs Bandits vs AI

**Cost:** \$499 one-time fee

**Training schedule and duration:** Live online classes in January, twice per week, 45-60 minutes per session.

There will be a test in the end, and I will get a certification of completion.

Bottom line: I think the company will get a strong ROI from this course. Understanding A/B testing is a precious tool, so if we can move the needle a little bit (bigger wins, better insights, etc) it means huge ROI for the business. We're learning from one of the best in the industry, too. I'd love to take this course.

Thank you,

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