	Checklist
☐	Define your hypothesis and goal metric.
☐	Choose ONE variable to test per experiment.
☐	Determine and randomize your test segments.
☐	Calculate required sample size using a calculator.
☐	Confirm email versions are ready and reviewed.
☐	Ensure no other campaigns are overlapping during the test period.
☐	Decide how long the test will run (min 24-72 hrs).
☐	Set your success criteria (e.g., 10% lift).
☐	Set up tracking and dashboard/report log.
☐	Schedule or launch the campaign.