

Results

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Tracking email open rates across our campaigns

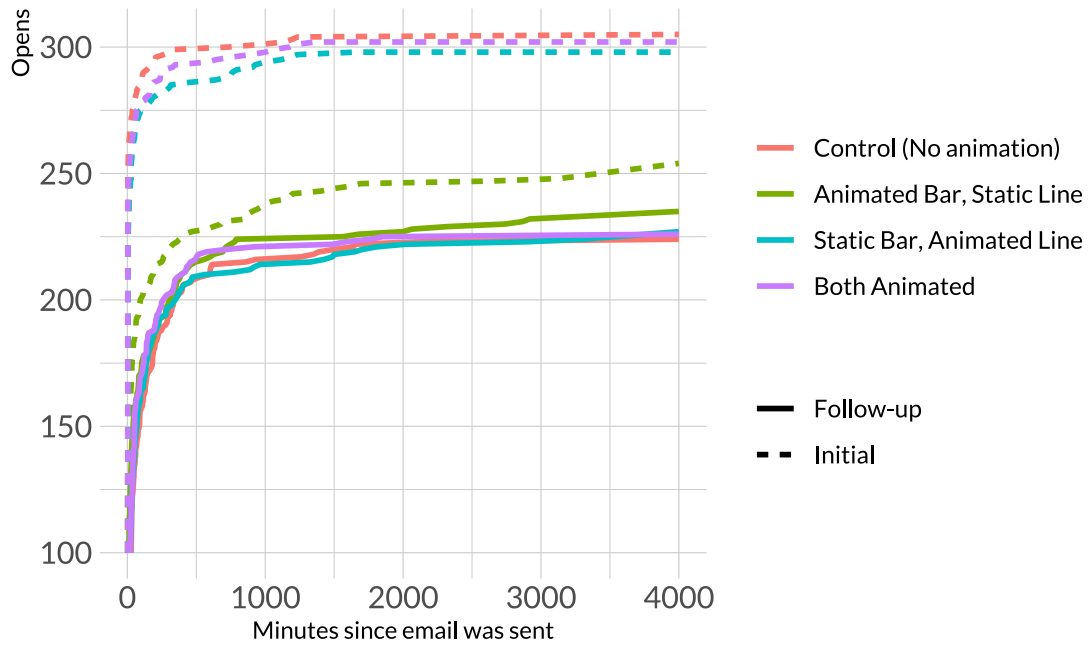


Table 1: Summary of Response Statistics Across Groups

	Set	Treatment Group	Opened email a second time	Form click rate	Form Fills
1	Follow-up	1	29.46%	0.95%	
2	Follow-up	2	22.13%	0.63%	
3	Follow-up	3	27.31%	0.63%	
4	Follow-up	4	26.99%	0.32%	
5	Initial	1	64.59%	2.84%	0.76%
6	Initial	2	43.31%	2.53%	0.82%
7	Initial	3	56.38%	1.27%	0.19%
8	Initial	4	60.26%	1.9%	0.19%

Table 2: Pairwise comparisons using t-tests, pooled SD, and Bonferroni corrections

	Comparison Group	Control (No animation)	Animated Bar, Static Line	Static Bar, Animated Line
1	Animated Bar, Static Line	1	NA	NA
2	Static Bar, Animated Line	1	0.9	NA
3	Both Animated	1	0.892	1