Analytics Results Test

Please create a spreadsheet that presents the results of the three emails whose statistics are provided below. Each email should be on a separate row. Your spreadsheet should include the following columns from the email statistics:

- Send date
- Subject line
- Sent count
- Number of opens
- Number of clicks
- Number of gifts
- Total Raised

You should also include the following statistics as columns. *Please generate them by formulas in the function bar:*

- Open rate (opens/sent)
- Clicks/sent
- Clicks/opens
- Gifts/sent
- Gifts/opens
- Gifts/clicks
- Average gift (total raised/gifts)

Finally, please also include a row that totals each statistic across the emails. Please be mindful that the totals and averages accurately reflect the aggregate amount. When appropriate, please generate through formulas.

Once you are finished making the spreadsheet, please answer the following questions. Please use the spreadsheet for questions 1-3. Please highlight your answer and give an explanation for questions 4-5.

Email Data Results

Send Date: 4/30/15
Subject line: Only You
Sent: 418,328
Opens: 62,676
Clicked: 3,486
Gifts: 103
Total raised: $3,189

Send Date: 4/26/15
Subject line: before midnight
Sent: 417,767
Opens: 66,396
Clicked: 2,941
Gifts: 224
Total raised: $1,478

Send Date: 4/23/15
Subject line: got a sec
Sent: 415,714
Opens: 64,347

Clicked: 2,289
Gifts: 71
Total raised: $1,283

Questions

1. By what percentage did the gifts/clicks ratio improve from “only you” to “before midnight”? Please show your math.

> While the prompt asks for percent change from “only you” to “before midnight”, “before midnight” was sent on April 26, 2015, four days before “only you” on April 30, 2015.
>
> The below accounts for email send date:
> = (new_value - old_value)/old_value
> = (2.95% - 7.62%) / 7.62%
> = -61.21%
>
> The below is % change from “only you” to “before midnight”:
> = (before_midnight - only_you) / only_you
> = (7.62% - 2.95%) / 2.95%
> =158.3050847%

2. In the email “before midnight,” if the gift/open ratio held steady, how many opens would be required to reach 300 gifts? Please show your math.

> = gifts goal / (gifts/open ratio)
> = 300 / 0.34%
> = 88,923.21429
> = 88,923 opens

3. Please rank the emails in order of best to worst performance and please explain why you selected that order.

- Assuming $ raised, regardless of how many people and where is the primary goal as opposed to a call to action other than donating. (Why I define hypothesis– fundraising emails not only email a campaign or org might send. An example of a non-fundraising primary goal is event rsvps. I have a background in Progressive electoral primaries, sometime the fundraising goal is to rise money from as many people as possible rather than as much money possible. This to some shows collective power > $ power.
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4. Should the client be concerned about the drop in average gift from the “this is crazy” email to the “one more minute” message? Please explain your answer.

Subject	**Gifts**	**Raised**	**Average Gift**
one more minute	70	$2,109	$30.13
this is crazy	51	$2,543	$49.86

Explanation:

> It depends. Assuming both emails were sent to the same or equivalent audience and that number of gifts took priority over $ raised, then no–percent change in gifts increased by 37.3%. If $ raised took priority

over the number of gifts, then maybe. While the average gift decreased by 39.6%, money raised only decreased by 17.1% as the number of gifts increased.

Had the average gift changed by a great amount of $, then maybe it would be worthy of concern.

5. How would you say the response rate for the “one more minute” message compares to the “can’t stop hitting refresh” message? Please explain your answer and show your math.

Subject	Sent	Open Rate	Response Rate
one more minute	33,251	21.4%	0.12%
can’t stop hitting refresh	33,160	22.0%	0.08%

a) Much better
b) Better
c) About the same
d) Worse
e) Much worse

Explanation:

Depends on economies of scale.

Subject	Sent	Diff	% Change	Open Rate	Diff	% Change	Response Rate	Diff	% Change
one more minute	33,251	-	-	21.4%	-	-	0.12%	-	-
can’t stop hitting refresh	33,160	91	-0.27%	22.0%	-0.60%	2.80%	0.08%	0.04%	-33.33%