

## 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:  
$$= (\text{new\_value} - \text{old\_value}) / \text{old\_value}$$
$$= (2.95\% - 7.62\%) / 7.62\%$$
$$= -61.21\%$$

The below is % change from “only you” to “before midnight”:  
$$= (\text{before\_midnight} - \text{only\_you}) / \text{only\_you}$$
$$= (7.62\% - 2.95\%) / 2.95\%$$
$$= 158.3050847\%$$
$$= 158.3\%$$

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.

$$= \text{gifts goal} / (\text{gifts/open ratio})$$
$$= 300 / 0.34\%$$
$$= 88,923.21429$$
$$= 88,923 \text{ opens}$$

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

The below assumes total raised takes priority. Sometimes number of donors is prioritized over total raised to show collective support.

1. “Only You”
2. “before midnight”
3. “got a sec”

	Send Date	Subject line	Sent	Opens	Clicked	Gifts	Total raised
email_1	4/23/15	got a sec	415,714	64,347	2,289	71	\$1,283
email_2	4/26/15	before midnight	417,767	66,396	2,941	224	\$1,478
email_3	4/30/15	Only You	418,328	62,676	3,486	103	\$3,189
Total			1,251,809	193,419	8,716	398	\$5,950

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
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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:

Albeit just a 0.04% difference, the response rate for “one more minute” is better than that of the “can’t stop hitting refresh” message with a percent change of 50%.

Subject	Sent	Diff	% Change	Open Rate	Diff	% Change	Response Rate	Diff	% Change
can’t stop hitting refresh	33,160	-	-	22.0%	-	-	0.08%	-	-
one more minute	33,251	91	0.27%	21.4%	-0.6%	-3%	0.12%	0.04%	50%