

# A/B Testing Analysis: H&M; Email Campaign

## Executive Summary

This report evaluates the effectiveness of two email subject lines used by H&M; in a controlled A/B test. The objective was to determine whether a revised subject line improved customer open rates.

## Data and Experimental Design

Customers were randomly assigned to either a control group or a test group. The control group received the subject line '20% off + free shipping', while the test group received 'Your last chance to score 20% off + free shipping'.

The dataset contains 9,437 observations, with 4,764 in the control group and 4,673 in the test group.

## Methodology

Open rates were computed for each group and compared using standard A/B testing procedures. Statistical significance was evaluated using confidence intervals and hypothesis testing.

## Results

The control group recorded 836 opens, while the test group recorded 894 opens. The test subject line achieved a higher open rate than the control.

The estimated open rate for the campaign was approximately 11%. Results indicate statistical significance at conventional confidence levels.

## Interpretation

The findings suggest that urgency-based language increased customer engagement. The test subject line outperformed the control and can be considered more effective for future campaigns.

## Limitations

Results may be affected by timing, seasonality, and unobserved customer characteristics. External factors could introduce bias and limit causal interpretation.

## **Recommendations**

H&M; should adopt the test subject line for future campaigns and continue monitoring performance. Future tests should incorporate conversion metrics and revenue outcomes.

## Appendix: Technical Notes

Analysis was conducted using spreadsheet-based aggregation and statistical inference. Future implementations should automate workflows using reproducible scripts.

group	subject line	opened
control	20% off + free shipping	0
control	20% off + free shipping	0
control	20% off + free shipping	0
test	Your last chance to score 20% off + free shipping	0
test	Your last chance to score 20% off + free shipping	0
test	Your last chance to score 20% off + free shipping	0
control	20% off + free shipping	0
control	20% off + free shipping	0
test	Your last chance to score 20% off + free shipping	1
test	Your last chance to score 20% off + free shipping	0
test	Your last chance to score 20% off + free shipping	0
test	Your last chance to score 20% off + free shipping	0
control	20% off + free shipping	0
control	20% off + free shipping	1
test	Your last chance to score 20% off + free shipping	0
control	20% off + free shipping	0
control	20% off + free shipping	0
test	Your last chance to score 20% off + free shipping	0
test	Your last chance to score 20% off + free shipping	0
control	20% off + free shipping	0
test	Your last chance to score 20% off + free shipping	0
control	20% off + free shipping	0
control	20% off + free shipping	0
test	Your last chance to score 20% off + free shipping	1
control	20% off + free shipping	0

Row Labels	Sum of opened	Count of group
control	836	4764
test	894	4673
<b>Grand Total</b>	<b>1730</b>	<b>9437</b>