

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
Grand Total	1730	9437