

Project: Launching an E-commerce Brand with Email Marketing

Interpret Email Performance Data and A/B Testing Insights

Instructions: Use this template to add responses to the task, **Interpret Email Performance Data and A/B Testing Insights**.

1. Campaign performance comparison

Which campaign performed the best and why?	
Which campaign performed the worst and why?	
Recommend two Improvements for future campaigns	

2. Email copy

Which variant performed better overall and why?	
What does the open rate difference suggest about subject lines?	
How might the different 'sent times' (10 AM vs. 6 PM) have influenced the results?	
What change would you recommend for the next test?	