Case 10 - Findings

1. Did the campaign finish over budget or under budget?
2. Did the test groups beat the control group in all rates, or only in some?
3. Did the campaign achieve its goal of increasing inbound rates?
4. Did one template perform better than the other?
5. Did the number of days past due have any impact on the rates?
6. If you found differences in the groups, you may consider performing simple statistical tests to determine whether the differences are significant.
7. Based on the results, would you recommend more letter campaigns? Why?