Questions:

1. The gift/clicks ratio went from `2.95%` in **only you** to `7.62%` in **before midnight**. Hence the percentage increase x is such as `2.95(1+x)=7.62` which means `x=1.58=158%`

2. If the gift/open ratio held steady in the **before midnight** email, then in order to reach `300` gifts, we should have x opens such as `224/66396=300/x`. Hence, `x = 88923.2`. In conclusion, we should have **88924 opens** since 88923 opens would only lead to 299 gifts

3. The email performance is directly indicated by the raised money. The *number of gifts* (and subsequently *gifts/sent, gifts/opens, gifts/clicks, average gift*) are less relevant as they can be influenced by the email's rhetoric. If we consider the remaining metrics (*Total Raised, Open Rate, Clicks/Sent, Clicks/Opens*), the **Only You** email is the most performant, then **before midnight** and lastly **got a sec**

4. The **one more minute** message have seen both **Total Raised** and **Average Gift** decline. Hence, the client should be concerned by the drop in average gift and has to review the campaign. Even if the company's goal was to have more smaller gifts, it still didn't achieve the same total amount as in the **this is crazy** message

5. The response rate for the **one more minute** is `(0.12/0.08-1)=50%` higher than the **can't stop hitting refresh** message. If we assume that a *much better* rate means at least 30% increase, then **one more minute** rate is much better than the **can't stop hitting refresh** one.