Questions

1. By what percentage did the gifts/clicks ratio improve from "only you" to "before midnight"? Please show your math.

A.   The Gifts / Click ratio was at 2.95% in *Only You*. It increased to 7.62% in '*before midnight*'. Therefore the increase was [(7.62 - 2.95) / 2.95] = **158.30%**.

2. In the email "before midnight," if the gift/open ratio held steady, how many opens would be required to reach 300 gifts? Please show your math.

A.   The gifts acquired were 224 for 66396 opens. If the ratio of 0.34% held steady, we would see 300 gifts at [(66396 * 300) / 224] ~= **88923** opens.

3. Please rank the emails in order of best to worst performance and please explain why you selected that order.

A.   The rank would be from best to worst:

   1. before midnight
   2. Only You
   3. got a sec

All the emails had comparable open rates. However, the click rate drastically drops off to 0.55% for **got a sec**. It is the **worst** among the lot. Then we have *Only You* which is *middling*. It had a good rate of clicks per opens and poor gifts per opens. It is quite average. The best has to be before midnight which has an average of clicks per sents, but more than double the rate of gifts per opens. Further analysis can of course be done based on the Average Gift value and the Total raised, but it would be better to rate of response for mass acquisitions.

4. Should the client be concerned about the drop in average gift from the "this is crazy" email to the "one more minute" message? Please explain your answer.

Subject	Gifts	Raised	Average Gift
one more minute	70	$2,109	$30.13
this is crazy	51	$2,543	$49.86

A.   I would be just slightly concerned as the number of gifts received in *one more minute* is larger, which would bring down the average value of the gift. However, the difference in the raised among is only about $400 (15% decrease), which is not too concerning. Also, we have limited data, so it would be too premature to make a call before we can gather all the other metrics like clicks, sents, and opens (if they are part of the same process).

5. How would you say the response rate for the "one more minute" message compares to the "can't stop hitting refresh" message? Please explain your answer and show your math.

Subject	Sent	Open Rate	Response Rate
one more minute	33,251	21.4%	0.12%
can't stop hitting refresh	33,160	22.0%	0.08%

A.   It is much better. The difference is a [(0.12 - 0.08) / 0.08] = 50% increase while the open rate was just 2.7% poorer in *can't stop hitting refresh* as compared to **one more minute**.