Suggest best subject line

- Show the number should choose for subject line

- Subject line: Personalization - f(x)

- f(x) = a + b(x) + p and show the number of people who choose to use it beside

+ a are characters that are nearly identical to the input characters, sorted in decreasing order by user.

+ ∀b ∈{x > 5} with 5 is the best result

+ p data set result of campaign include the [algorithms](https://www.google.com/search?rlz=1C1CHBF_enVN849VN849&q=algorithms&spell=1&sa=X&ved=0ahUKEwjchJqvsOvjAhV37nMBHQmDCjoQkeECCCwoAA) for request, deliver, open, click, spam, bounce => calculate

+ Click: number of Emails Clicked

+ Open: number of Emails Opened

+ Request: number of Email Addresses Sent

+ Deliver

+ Spam

+ Bounce: number of Email Addresses Bounced

* **Deliver rate** = ((Number of Email Addresses Sent – Number of Email Addresses Bounced) /Number of Email Addresses Sent) \* 100%
* **Open Rate** = (Number of Emails Opened /(Number of Emails Sent – Number of Emails Bounced)) \* 100%
* **Click rate** = (Number of Emails Clicked /(Number of Emails Sent – Number of Emails Bounced)) \* 100%

P(a): Open rate

P(b): Click rate

P(c): Deliver rate

P1: Open without click

P2: Open and click

* + If: P1 = > P2 =
  + about 15%-20%
  + Good
  + If: P1 = > P2 =
  + about 10%-15%
  + Great
  + If: P1 = > P2 =
  + about 5%-10%
  + Perfect

Rank and classify that campaign rely on the result of P()