**Analytics Results Test**

**Questions**

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

increase = new number - original number

increase = .07616457 - .02954676

increase = .04661781

% increase = increase / original number \* 100

= .04661781 / .02954676 \* 100

= 157.776385634 % increase

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.

gift/open ratio = 0.0033737

opens \* gift/open ratio = 300

opens = 300 / 0.0033737

opens = 88923.14

at least 88924 openings would be required to reach 300 gifts.

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

From best to worse is subject line: “only you”, “before midnight” and “got a sec”

All 3 emails sent out about the same amount of emails and got about the same amount of opens, however the number of clicks, number of gifts and total raised are what vary in the results.

“Only You” is the best because it raised the most amount of money and has the highest average gift.

“before midnight” is the next best because it got the most number of gifts, had the highest gifts per click and raised the 2nd most money.

“got a sec” is the worst performance because it raised the least amount of money and received the least amount of gifts.

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 |

Explanation: The client should not be concerned about the drop in average gift because in fact they have received more gifts. There is still potential that next time each gifter gives more money. If the number of gifts and raised money both reduced then the client should be worried.

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) Much better

**b) Better**

c) About the same

d) Worse

e) Much worse

Explanation:

increase = new number - original number

increase = .12 - .08

increase = .04

% increase = increase / original number \* 100

% increase = .04 / .08 \*100

= 50% increase

The response rate for one more minute is 50% better than the response rate for can’t stop hitting refresh. If the percentage was over 100% I would say that it is much better . If the percentage was around 10% I would say it is about the same.