

Marketing Report

2020-11-05

FY21 Email Analytics: Application Generation A/B Testing

Description

THE PURPOSE OF THIS REPORT is to:

- Explore results of the AB testing that was initiated to App Gen Email campaigns.
- Look at historical metrics for App Gen Email Campaigns for a baseline of App Gen performance.
- Determine when the results of an AB test are statistically significant and changes are ready for deployment.

[This article](#) may be informative for adopting a workflow.

Findings

Data

SendDate	TestConditions	OpenRate	ClickRate	UnsubRate	BounceRate
09/23/2020 18:00	FY21 Adult App Gen ? Email 01 (Version A)	15.56%	2.33%	0.00%	0.77%
09/23/2020 18:00	FY21 Adult App Gen ? Email 01 (Version B)	15.50%	2.71%	0.00%	0.39%
09/24/2020 18:00	FY21 Adult App Gen ? Email 01 (Version B)	14.81%	1.92%	0.19%	0.00%
09/30/2020 18:01	FY21 High School App Gen ? Email 03 (Version A)	18.06%	1.86%	0.66%	0.00%
09/30/2020 18:01	FY21 High School App Gen ? Email 03 (Version B)	16.67%	2.27%	0.40%	0.40%
10/01/2020 18:02	FY21 High School App Gen ? Email 03 (Version B)	16.43%	1.74%	0.80%	0.66%
10/13/2020 18:00	FY21 Adult App Gen ? Email 02 (Version A)	16.23%	0.75%	0.00%	0.00%
10/13/2020 18:01	FY21 Adult App Gen ? Email 02 (Version B)	15.85%	1.13%	0.00%	0.00%
10/13/2020 18:04	FY21 High School App Gen ? Email 04 (Version A)	17.79%	1.40%	0.51%	0.38%
10/13/2020 18:04	FY21 High School App Gen ? Email 04 (Version B)	15.76%	2.41%	0.64%	0.38%
10/14/2020 18:01	FY21 Adult App Gen ? Email 02 (Version B)	17.33%	1.51%	0.38%	0.56%
10/14/2020 18:04	FY21 High School App Gen ? Email 04 (Version B)	18.61%	1.84%	0.38%	0.51%
10/27/2020 18:00	FY21 High School App Gen ? Email 05 (Version A)	26.00%	1.17%	0.12%	0.81%
10/27/2020 18:00	FY21 High School App Gen ? Email 05 (Version B)	28.37%	0.82%	0.23%	0.93%
10/28/2020 18:00	FY21 Adult App Gen ? Email 03 (Version A)	11.90%	2.23%	0.00%	0.00%
10/28/2020 18:00	FY21 Adult App Gen ? Email 03 (Version B)	16.36%	2.97%	0.00%	0.00%
10/28/2020 18:00	FY21 High School App Gen ? Email 05 (Version A)	27.60%	1.17%	0.53%	0.81%
10/29/2020 18:00	FY21 Adult App Gen ? Email 03 (Version A)	13.75%	1.49%	0.19%	0.55%

Margin Figures

Images and graphics play an integral role in Tufte's work. To place figures in the margin you can use the

Save an Image to Email & Compose and Send an Email

The plot to the side will be included in an email.

Table 2: A subset of mtcars.

	mpg	cyl	disp	hp	drat	wt
Mazda RX4	21.0	6	160	110	3.90	2.620
Mazda RX4 Wag	21.0	6	160	110	3.90	2.875
Datsun 710	22.8	4	108	93	3.85	2.320
Hornet 4 Drive	21.4	6	258	110	3.08	3.215
Hornet Sportabout	18.7	8	360	175	3.15	3.440
Valiant	18.1	6	225	105	2.76	3.460

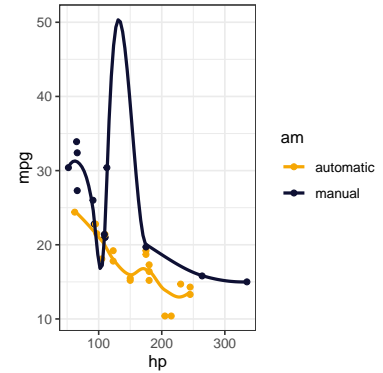


Figure 1: MPG vs horsepower, colored by transmission.

FY20 Facebook Display

Facebook display CTR continues to drop.

Sidenotes

FY20 Instagram Display

Instagram display CTR continues to be above baseline.

FY20 Optimized Display

FY20 Programmatic Display

FY20 LinkedIn Display

Hard to tell the benefits of optimization. Programmatic display CTR is very robust, well above the USM benchmark. LinkedIn display CTR is very robust, well above the national benchmark.

Conclusions

- Facebook has not published benchmarks for this platform. View and completion rates are **slightly down** from this same quarter FY19, but the website has far more unique pageviews.
- In general, [FB Newsfeed](#) CTR overall experienced a 24% drop from July, 2017 - July, 2018.
- Two

[Wrike Project Details](#)

[Github Repository](#)

Notice that there is no number preceding the note. $x \in [a, b]$

$$\frac{d}{dx} \left(\int_a^x f(u) du \right) = f(x).$$