Analytics

1. (7.62% - 2.95%) / 2.95% = 158%
2. 300 / 0.34% = 88,924
3. Only You > Got A Sec > Before Midnight

Reasoning:

We want to know the effectiveness of an email to solicit gifts. Because their open rate (opens / sent) are quite similar, around 15%. Their titles have similar effectiveness for receivers to open and read.

From the total raised / opens ratio, we could see that the email titled “Only You” has 2 cents higher in average gifts after opening than the other two.

From the total raised / clicks ratio, the email “Only You” is a clear winner, and the email “Got A Sec” is 6 cents higher in average gifts after clicking than the email “Before Midnight.”

1. It depends on the number of emails sent and the number of emails opened.

Assumption 1: the client cares about the total raised.

1. Both have same numbers of emails sent and opened.

The client should be concerned because the effectiveness of the email “one more minute” went down in terms of Raised/Opens.

1. Both have same numbers of emails sent.

* “one more minute” has lower open rate:

The client should be concerned about the effective of the title, but not be concerned about the contents of the email.

* “this is crazy” has lower open rate:

The client should be concerned.

Assumption 2: the client cares about the number of receivers that are willing to contribute.

1. Both have same numbers of emails sent and opened.

The client should not be concerned because the average number of gifts increases.

1. Both have same numbers of emails sent.

* “one more minute” has lower open rate:

The client should be concerned about the effective of the title, but not be concerned about the contents of the email.

* “this is crazy” has lower open rate:

The client should be concerned.

1. Response / Open:

“one more minute” = (33,251 \* 0.12%) / (33,251 \* 21.4%) = 0.56%

“can’t stop hitting refresh” = (33,160 \* 0.08%) / (33,160 \* 22.0%) = 0.36%

1. Much better

We want to compare the effective of the messages not the titles here, so we need to factor out the impact of the titles. By calculating the Response / Open ratio, we could know the percentage of response out of those receivers who opened. “one more minute” is much better than “can’t stop hitting refresh.”