**Experiment Design**

The Engagement Marketing Team is designing an email campaign to 1 million customers. Their goals are to increase customer retention and decrease subscription cancellation. The insights team is helping them to achieve the goal and succeed in the test.

1. Propose an outline of testing plan. Please be specific about the details of your design. Details can include but not limited to primary KPIs to measure, sample selection method, test cadence to achieve a statistical significant result.
2. Suppose you concluded that the test was successful. With the test result, you are about to communicate to the marketing team. What kind of insights would you present and what would be your recommendations?

Now the Acquisition Marketing Team will be launching a campaign to acquire customer through targeting people that have shown interest on Audible but have not converted yet. The insights team is brought into the conversation to help the business understand what would be a good campaign.

1. Before the campaign, you are asked to design what would be considered “measures of success” for the campaign. What KPIs would you define to measure its success? Consider that the goal will be acquiring as many customers as possible (short-term), but making sure we create sustained value for the company by acquiring customer that would remain with Audible for a long time (long-term).