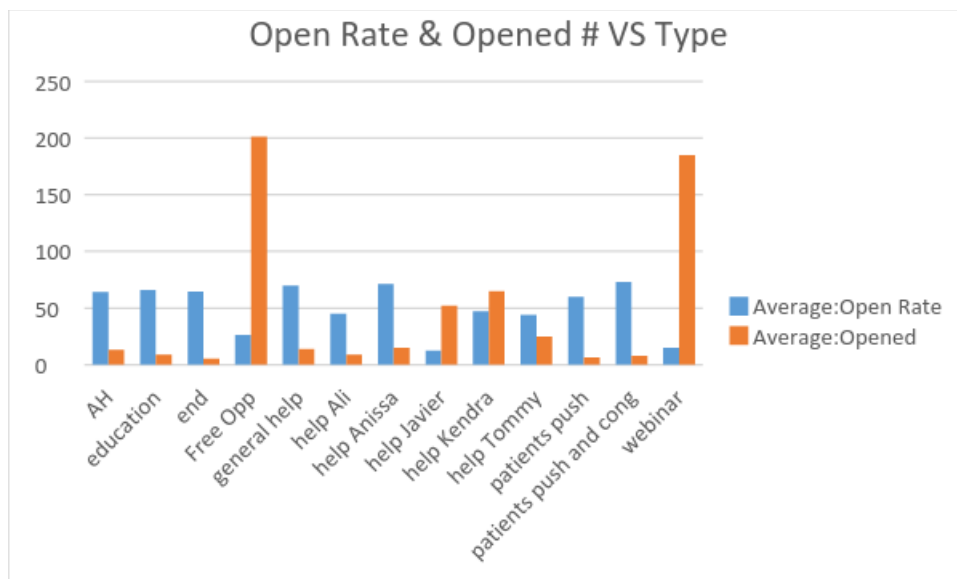
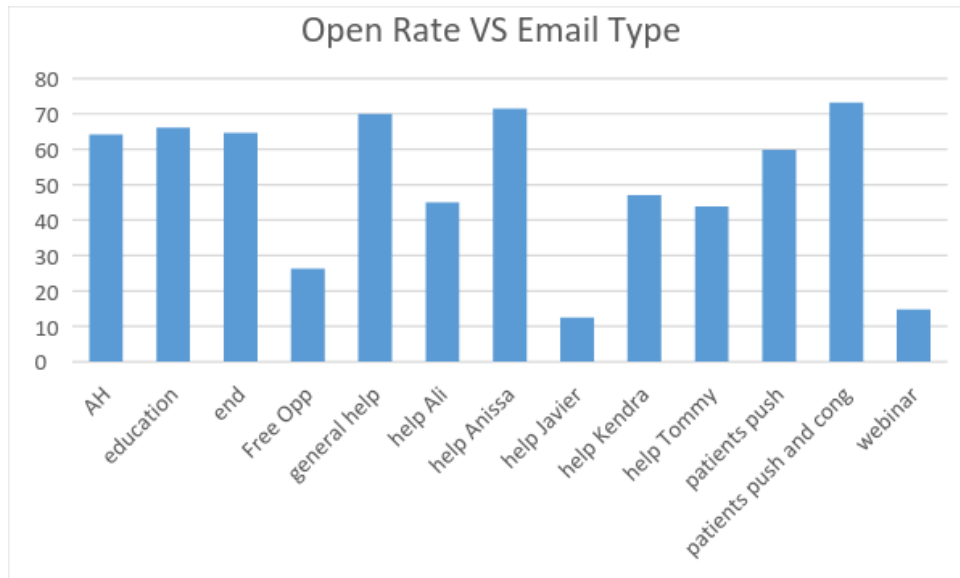


# Statistics Report:

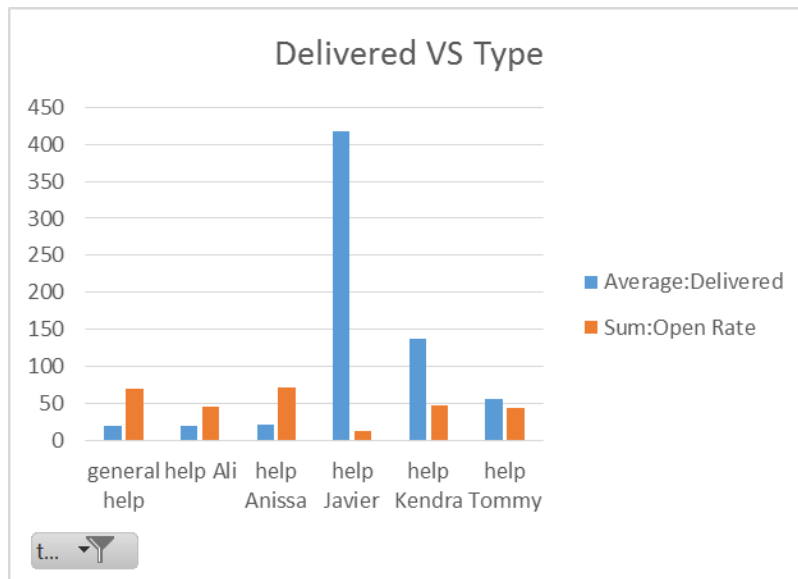
## *Performance of Email Campaign Classified by Subject Type*



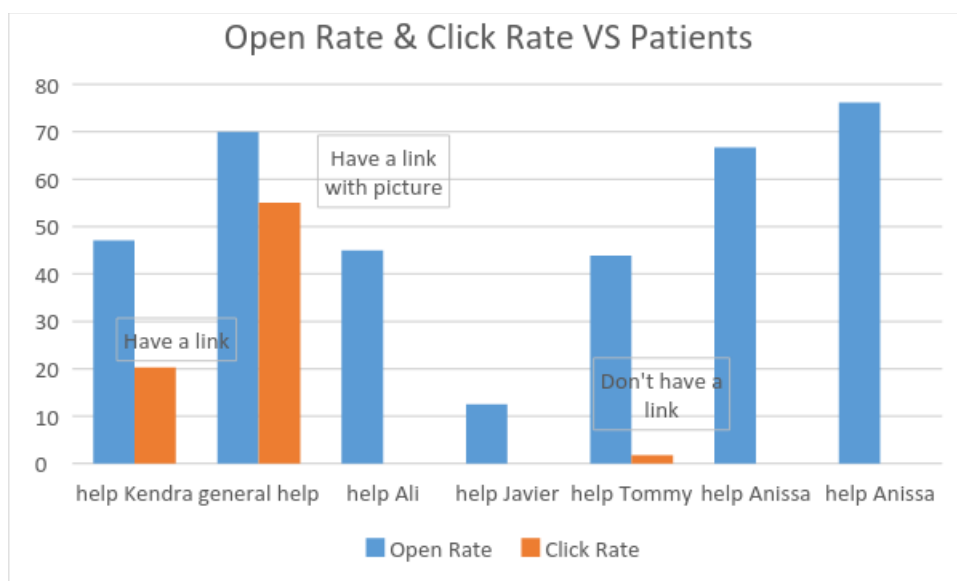
In general, the more emails sent in each email campaign, the less the open rate is. So we need to take this factor into consideration when evaluating the performance of the emails.

There's some email that push patients and congratulate them and some just push patient (final push friday)

- Emails that sent to friends and family

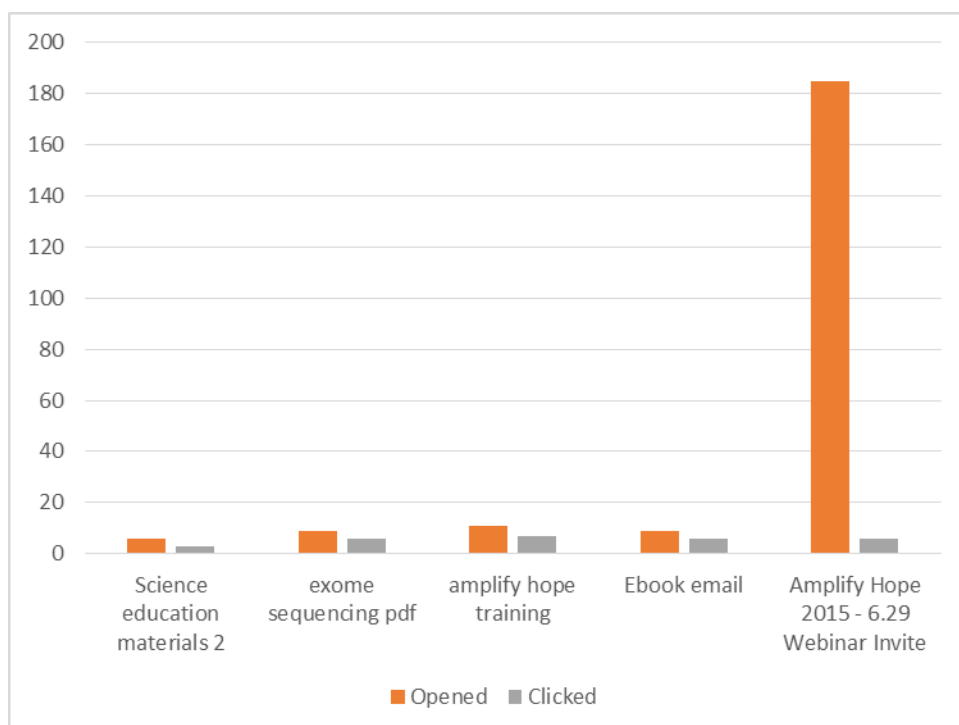
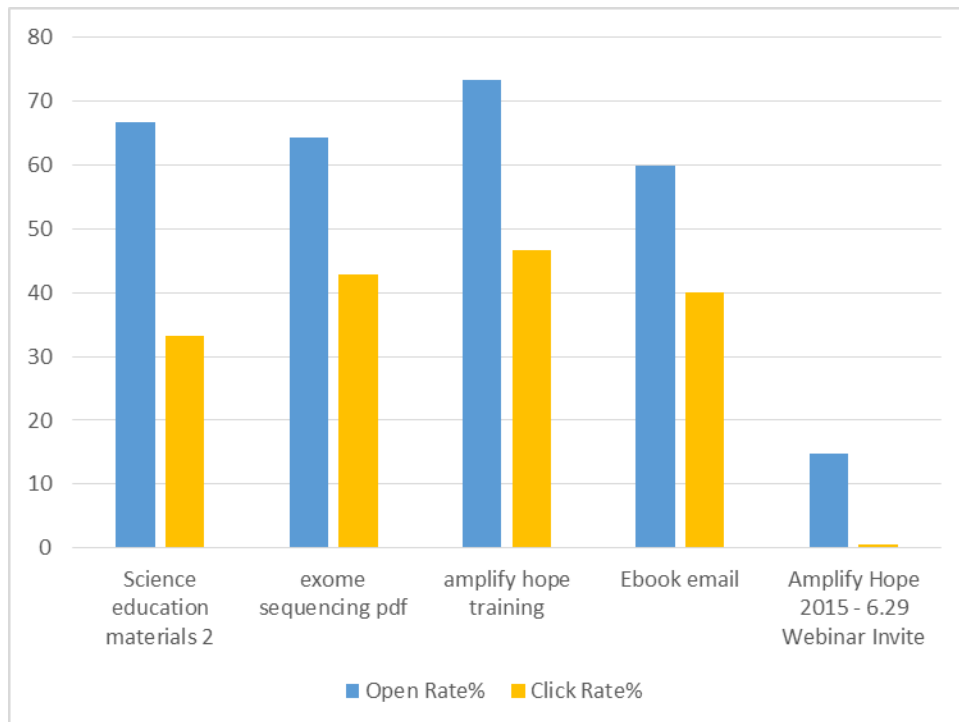


The email titled “Please Help Your Friend Raise Needed Funds” (general help) and the email helping Anissa are the more efficient than that helping Ali. **Kendra’s** email is more efficient than Javier’s, and even all other emails in this category considering its large number of email delivered.



More recipients that opened the email of general help click into the link than those for the email helping Kendra. The nature of the email as well as the link format (picture) might be the reason.

- Emails that related to training and webinar



The **webinar** email has the least conversion rate (click/open). **Science education materials 2** is the second least popular one with 50% click/open rate although it has the second highest open rate.

## *Engagement of the Patients and Number of their Donors*

Campaign	Shares	Number of donors	Total donations	Platforms	Date
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Anissa	49	25	2076	YouCaring	10/15
Tommy	43	6	275	YouCaring	
Ali	1.5K	47	5844	YouCaring	
Charlie	486 11T	74	5700	CrowdRise	6 teams
Angela	67 F 14T	3	200	CrowdRise	
Fedor	89F 19T	6	870	CrowdRise	2 teams
Javier	72	2	150	Indiegogo Life	
Kendra	76	37	2825	Indiegogo Life	
Ria	55	8	460	Indiegogo Life	

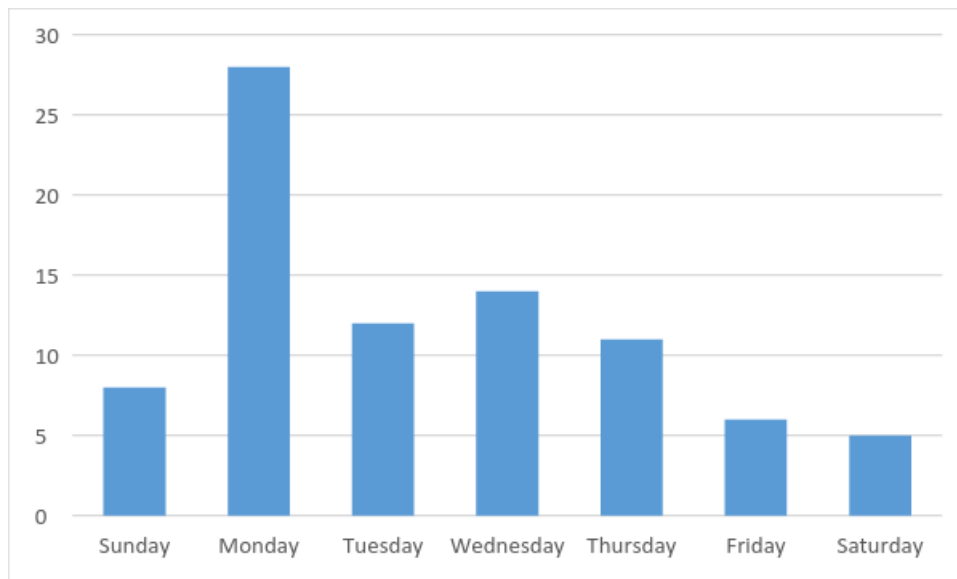
	Email	A H training	Ebook	Science education	Help sent	Help delivered	Help opened	shares	# of donors	\$ Amount
Anissa	speechpaths@yahoo.com	0	2	2	21	21	16	49	25	2076
Tommy	Not found	-	-		66	57	25	43	6	275
Ali	<a href="mailto:hmed306@umn.edu">hmed306@umn.edu</a> ? / <a href="mailto:alleenaali@yahoo.com">alleenaali@yahoo.com</a> ?	N o t sent	N o t sent	Not sent	20	20	9	1500	47	5844
Charlie	<a href="mailto:nikki.tait@yahoo.com">nikki.tait@yahoo.com</a> ??	2	1	2	None	none	None	486+11=497	74	5700
Angela	a n g e l a @strydersstory.com	2	2	0	None	None	None	67+14=81	3	200
Fedor	fedor.gavrilov@gmail.com	2	2	2	None	None	None	89+19=108	6	870
Javier	javier_rodarte@hotmail.com	2	2	1	589	417	52	72	2	150
Kendra	kendraz@centurytel.net	H a r d bounce	H a r d bounce	H a r d bounce	168	138	65	76	37	2825
Ria	Not found	-	-	-	None	none	none	55	8	460

In training:  
Delivered but not opened---0  
Opened but not clicked—1  
Clicked—2

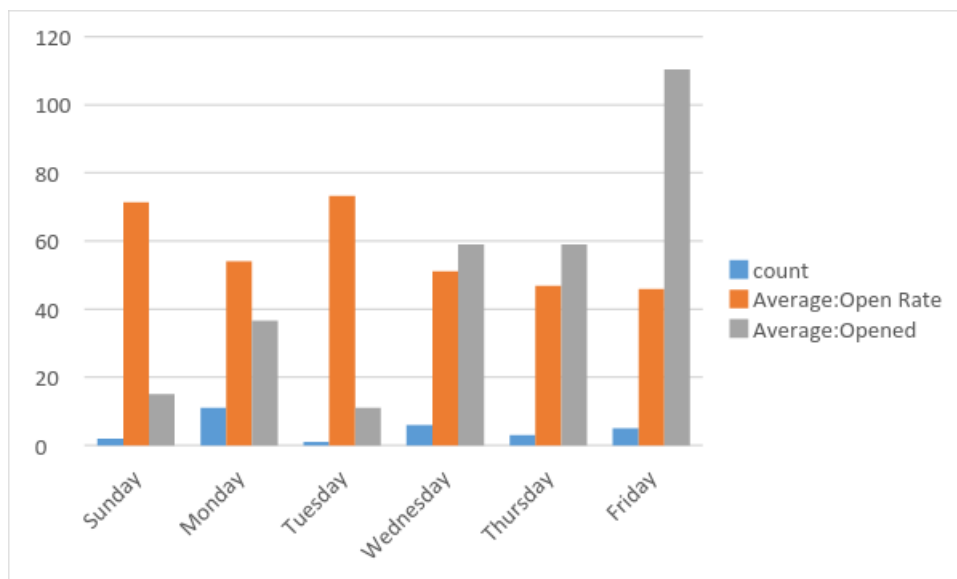
The comparisons below may give us some information. Generally speaking, there's no single action that guarantees a higher amount of fund raised.  
Engagement in training? Kendra VS Fedor  
Email sent to friends and families? Charlie VS Kendra and Javier, Kendra VS Javier  
Shares? Ali VS Charlie, Anissa VS Kendra

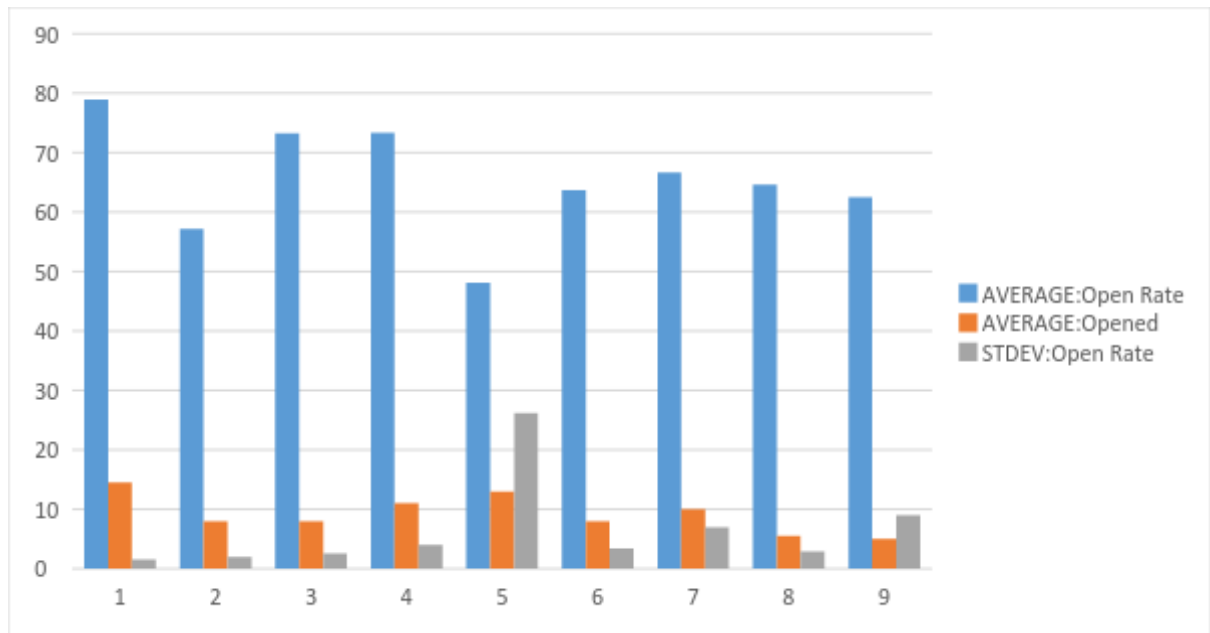
Of course, there's a lot of things that can't be reflected by data, like the content of their campaign pages, email itself—have a link or not?

## When Do People Give Money



## When the Emails Are Sent





We can't say which day has large open rate than others, because the data size is too small so that we cannot control other factors.