**Analytics Results Test**

Please create a spreadsheet that presents the results of the three emails whose statistics are provided below. Each email should be on a separate row. Your spreadsheet should include the following columns from the email statistics:

* Send date
* Subject line
* Sent count
* Number of opens
* Number of clicks
* Number of gifts
* Total Raised

You should also include the following statistics as columns. Please generate them by formulas in the function bar:

* Open rate (opens/sent)
* Clicks/sent
* Clicks/opens
* Gifts/sent
* Gifts/opens
* Gifts/clicks
* Average gift (total raised/gifts)

Finally, please also include a row that totals each statistic across the emails. Please be mindful that the totals and averages accurately reflect the aggregate amount. When appropriate, please generate through formulas.

Once you are finished making the spreadsheet, please answer the following questions. Please use the spreadsheet for questions 1-3. Please highlight your answer and give an explanation for questions 4-5.

**Email Data Results**

|  |  |  |
| --- | --- | --- |
| Send Date: 4/30/15  Subject line: Only You  Sent: 418,328  Opens: 62,676  Clicked: 3,486  Gifts: 103  Total raised: $3,189 | Send Date: 4/26/15  Subject line: before midnight  Sent: 417,767  Opens: 66,396  Clicked: 2,941  Gifts: 224  Total raised: $1,478 | Send Date: 4/23/15  Subject line: got a sec  Sent: 415,714  Opens: 64,347  Clicked: 2,289  Gifts: 71  Total raised: $1,283 |

**Questions Answer**

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

Table

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Note: Rounded my answer to 2 decimal places.

**My work: [7.616% - 2.955%] / 2.955% = 157.78% increase from “only you” to “before midnight”.**

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.

**Answer: [300 \* 0.24% ] = 88,235 opens**

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

**Answer:**

Ranking scale: 1 – Best, 2 – Average, 3 – Worst

“Only You” ranked as **#1**. If we are solely looking at total revenue average gift $, then “Only You” group wins. No doubt this group has higher revenue.

“Got a sec” ranked as **#2**. Though, the group’s total raised amount is lower, the average gift size is higher compared to “before midnight”. This shows that “got a sec” group is focusing on heavily on marketing strategy for customer/prospect engagements and they are not losing customers they are ADDING new customers that are giving less. It’s a worthwhile to spend some time to look at age groups stats to see who they are targeting and do campaign reach outs.

“Before midnight” ranked as **#3**. The average gift size is way lower than other 2 groups. If we look at the data there is a lot more activity within “before midnight” group but need to focus on action items and come up with strategy to better target the right audiences.

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:

I believe this depends on what we are measuring and valuing. If we are looking at Average Gift size and total revenue, then “this is crazy” email group wins. But one thing we need to consider is the number of gifts recipients in that case “one more minute” email group has more gifts meaning this group is focused on building/ forging relationships. In this particular case, clients would be concerned because average gift size dropped by -40% from “this is crazy” to “one more minute” with in comparison the total revenue raised for “one more minute” is way lesser than “this is crazy” group- meaning in some way the company could be existing losing lifetime customers, they could be attracting younger age group and possibly adding new customers that are giving less. If the average gift size value goes down while your total revenue raised is going up, then it is a good sign.

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:

Table

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I believe “one more minute” wins performed **Better** and “can’t stop hitting the refresh” performed **Worse**. In the above table, “one more minute” group has 40 responses [33,251 \* 0.12%] in total compared to 27 responses [33,160 \* 0.08%] from “can’t stop hitting refresh” group.

The 0.12% response rate implies that “one more minute” group has lot more customer engagement meaning it takes a customer/prospect way more time to write and reply to a message than a single click on a link. This shows higher engagement from the email recipients.

I ranked “one more minute” group as Better because there still potential scope to improve the open rate.

As we can see from the “can’t stop hitting” group’s response rate is way lower, but the email open rate is 7,295 [ 33,160 \* 22%] compared to “one more minute” group of 7,116 [33,251 \* 21.40%].

For “one more minute” to be Much better ranked they need to focus a bit more on open rate improvisation. Few action items to consider 1) segment the email list 2) improvise the subject lines 3) special personalization specific to individuals 4) sending emails at better timing for your recipients.