DS 1.4.5

The problem:

Testing advertising emails A and B for a bathing suit company which will be sent in July to customers in different cities in the US. Summer months can vary depending on city however July is peak summer in most of the country.

The potential solution:

Sending ad email ‘A’ to customers in July will have the best click rate. This month will also have the greatest number of bathing suit sales.

The method of testing solution:

The effectiveness of email A and B will depend on the click rate and conversion rate. The two sample group will largely be similar however they will each contain a wide range in age, male and female, and location in the US. Whichever ad email is more successful will be used in August during the next bathing suit promotion.