

## Analytics Results Test

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

$$0.07616456987 - 0.02954675846 = \text{increase of } 0.04661781141$$

$$0.04661781141 / 0.02954675846 = 157.78\% \text{ increase}$$

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.

$$300 / 0.003373697211 = 88,923 \text{ opens}$$

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

1. Only You

2. before midnight

3. got a sec

Got a Sec didn't perform as well as the other two with mainly lower ratios, number of gifts, and total raised. It was tight between Only You and before midnight as they were both balanced in leading the categories. There are two ways to look at best performance and if we look at user engagement, before midnight ended up having the highest number of gifts. However, if the cause was raising the most amount of money, Only You succeeds at raising over double that of before midnight.

4. No the client should not be concerned because though the average gift has decreased, the number of gifts have increased as well. Increasing the number of gifts could be beneficial in the long run and it would be best to view the stats after the next email before it draws concern.

5. B. The “one more minute” message does seem to be slightly better than that of the “can't stop hitting refresh” message by .04% which is about a difference of 13 responses. However, given that it is in relation to over 33,000 sent messages, it does not seem to be that significant of a difference.

$$33,251 \times .0012 = 40$$

$$33,160 \times .0008 = 27$$