

Measuring E-Mail Campaign Performance

Sample Analysis: Testing the Effect of Merchandise E-Mails on Customer Visits, Purchases

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I- Executive Summary

This analysis used the MineThatData e-mail test dataset, in which 64,000 customers were randomly assigned to receive an e-mail featuring men's merchandise, an e-mail featuring women's merchandise, or no e-mail. It tested whether the campaigns increased website visits, purchases, and spending, and how the two campaigns compared.

Both e-mail campaigns showed positive results compared with no e-mail. The men's merchandise e-mail showed the larger lift and generated more spending per customer than the women's merchandise e-mail.

II- Methodology

Differences in visit and purchase rates between the three randomly assigned groups were tested using two-group proportion tests, and differences in average spending using linear regression, with a resampling check on the spending comparisons.

III- Result and Interpretation

Results by E-Mail Campaign

Customer activity in the two weeks after the campaign

	No e-mail	Men's merchandise e-mail	Women's merchandise e-mail
Visited the website	10.6%	18.3%	15.1%
Made a purchase	0.57%	1.25%	0.88%
Average spend per customer	\$0.65	\$1.42	\$1.08
About 21,300 customers per group (n = 64,000). Demonstration analysis using public data.			

Website visits:

About 77 extra visits per 1,000 customers for the men's e-mail and 45 for the women's.

About 7 extra purchases per 1,000 customers for the men's e-mail and 3 for the women's.

Spending: The men's e-mail added about \$0.77 per customer (95% interval \$0.48 to \$1.06) and the women's about \$0.42 (interval \$0.14 to \$0.71)

IV- Recommendation

Continue the merchandise e-mail campaigns, prioritizing the men's merchandise campaign, and weigh the added spending against the cost of sending them.