

## Case Study 2: Improving E-Mail Marketing Response

Due Week 8 and worth 160 points

Read the following case study.

A company wishes to improve its e-mail marketing process, as measured by an increase in the response rate to e-mail advertisements. The company has decided to study the process by evaluating all combinations of two (2) options of the three (3) key factors: E-Mail Heading (Detailed, Generic); Email Open (No, Yes); and E-Mail Body (Text, HTML). Each of the combinations in the design was repeated on two (2) different occasions. The factors studied and the measured response rates are summarized in the following table.

Table: Improving E-Mail Response Rate

Run	Heading	Email Open	Body	Replicate	Response Rate
1	Generic	No	Text	1	46
2	Detailed	No	Text	1	34
3	Generic	Yes	Text	1	56
4	Detailed	Yes	Text	1	68
5	Generic	No	HTML	1	25
6	Detailed	No	HTML	1	22
7	Generic	Yes	HTML	1	21
8	Detailed	Yes	HTML	1	19
1	Generic	No	Text	2	38
2	Detailed	No	Text	2	38
3	Generic	Yes	Text	2	59
4	Detailed	Yes	Text	2	80
5	Generic	No	HTML	2	27
6	Detailed	No	HTML	2	32
7	Generic	Yes	HTML	2	23
8	Detailed	Yes	HTML	2	33

Write a two to three (2-3) page paper in which you:

1. Use the data shown in the table to conduct a design of experiment (DOE) in order to test cause-and-effect relationships in business processes for the company.
2. Determine the graphical display tool (e.g., Interaction Effects Chart, Scatter Chart, etc.) that you would use to present the results of the DOE that you conducted in Question 1. Provide a rationale for your response.
3. Recommend the main actions that the company could take in order to increase the response rate of its e-mail advertising. Provide a rationale for your response.
4. Propose one (1) overall strategy for developing a process model for this company that will increase the response rate of its e-mail advertising and obtain effective business process. Provide a rationale for your response.

Your assignment must follow these formatting requirements: