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The Impact of Email Marketing on Property Availability Update for a Portuguese Startup

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Abstract

This paper analyses an email campaign – "availability push" – sent to the supply side of the marketplace: landlords. We find that the delivery of the emails increased the update of the properties' availability by the landlords by 34,15%, the opening increased by 24,96%, and the click by 18,16%. Overall, 3112 offers were updated with this campaign, out of which 84 were considered as out of platform, representing a gain of 2,7% to the company, just with these offers. This campaign was a huge success for the company, and the findings on this paper tend to analyse what influences this success.

Keywords: Email Marketing, Email Campaigns, Landlords.

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Introduction

Throughout a 3-month period, a research was conducted in one of Portugal's biggest startups: an online platform whose business is a marketplace for landlords and tenants looking for a home in Europe.

The company's primary source of revenue is the service fee, charged to tenants at the time of the booking; and the commission fee, deducted from the landlord's first month of rent following a tenant's move-in. The difference between these two fees is that the one charged to tenants is a one-time service fee, charged at the moment their booking is accepted by the landlord, while the one charged to landlords is a fee that is calculated based on the length of the contract.

One of the biggest problems of this company is to guarantee that landlords have their properties' availability correctly updated on their listing, meaning whether the available dates that appear on each listed property on the company's website are, in reality, the dates in which the room/property is vacant and free to be booked. Most of the times, landlords do not update their properties' availability when the room is booked, and only do so when they are in need of finding a new tenant.

The main topic of this research was to develop an automated email campaign, sent to every landlord who had their properties marked as available from that moment up until the following 45 days, as well as to those who had not updated their properties' availability in the 30 days prior to the sending of the email, to every city in which the company offers supply.

In the end, we will be facing 4 scenarios:

i) The landlord received the email and updated the property's availability

ii) The landlord received the email and did not update the property's availability

iii) The landlord did not receive the email and updated the property's availability

iv) The landlord did not receive the email and did not update the property's availability

After this analysis, several variables related with the offer will be analysed to create the "perfect offer", meaning an offer that is most likely to have its availability up to date. The variables are: (a) if the landlord has had a booking paid in the past or not; (b) if the landlord is out of platform or not; (c) the rental price of the offer; (d) if the landlord is a resident landlord or not, i.e. the landlord lives in the same property they have listed; (e) if the offer has partial utility bills or not; and (f) if the offer has all utility bills included or not.

Literature Review

There has not been any study that directly analyses this object of study. To simplify, in this paper it is considered that having the availability of the offer updated is similar to having engaged customers (i.e. landlords).

Email marketing is usually used to refer to: sending email messages with the purpose of enhancing the relationship of a merchant with its current or previous customers to encourage customer loyalty and repeat business; or to sending email messages with the purpose of acquiring new customers or convincing current customers to purchase something (RALUCA, 2017).

Email marketing is used in order to inform potential customers and current clients by the use of the internet, and it is the most popularly used element of the web (PANTEA and POP, 2010).

One of the many needs of a company is establishing a close relationship with its customers. The establishment and maintenance of this relationship is one of the main activities of an email marketing campaign. Email marketing brings a huge contribution to any company with minimal promotional costs, and it is very easy to use (CAMELIA, 2016).

One of the many implications in email marketing is setting goals and establishing clear objectives. In order words, CRM Managers need to clearly define why an email marketing campaign is being sent, and what is its end goal. In this case, the campaign was sent so that landlords updated the availability on their listings on their own.

The company should also examine the click to open rate from the call-to-action in the email. Having a high open rate does not necessarily mean that the campaign was successful; one should consider the click rate, the outcome, and also the unsubscriptions that resulted from that specific campaign, as this might be harming the relationship of the company with its customers. For instance, the customer might feel that the information they received was not appropriate; they might be tired of receiving emails from the company; they might want to end the relationship with the enterprise; amongst others.

Following this phase, CRM Managers need to efficiently use the company's database to create segmented mailing lists; this way the message being transmitted will be correctly targeted to the recipient. For this research, the following was considered: a) all landlords

in the company's core cities; b) who were not key accounts, i.e. landlords with usually more than 20 offers; c) who had offers available in the following 45 days of the sending of the email; and d) who had not updated offers in the 30 days prior to the email.

After collecting the mailing lists, it is time to create the email, also referred to as the building phase (WATJATRAKUL and DRENNAN, 2005). This function includes composing the email message, defining clear and objective subject lines, having appropriate call-to-actions (customised, if possible), and providing copy that delivers the intended message to the recipient.

As with any other marketing activity - and this one is no exception – email marketing has both advantages and disadvantages.

The main advantages include: i) easy recovery of investment; ii) having accurate statistics to measure the impact of the campaign; iii) being fast and efficient, as it allows a company to reach a broad range of people in a very short time; and iv) it can be customised.

The main disadvantages include: i) risk of the email not reaching its recipient; ii) high rate of unopened emails; iii) losing touch with customers as they might unsubscribe or opt out of receiving future emails; and iv) when sending emails, some of its content might not be displayed to the recipient , i.e. the device on which the recipient is reading the email might not support special features included in the email.

Data Description

In this section, the variables used in the model will be described.

Updated – If the landlord updated the availability or not (binary);

Delivered – If the email was delivered to the landlord or not (binary);

Opened – If the email was opened by the landlord or not (binary);

Clicked – If the landlord clicked on the CTA button on the email or not (binary);

BP – If the landlord has had a booking paid or not (binary);

OOP – If the landlord / offer is marked as out of platform or not (binary). Reason for landlords to be marked as OOP in the company's database are as follows:
i) landlord no longer owns the property; ii) duplicated property; iii) property occupied for a long period; iv) landlord no longer wants to work with the company; v) duplicated landlord; vi) unresponsive landlord; vii) landlord disagrees with business model; viii) landlord disagrees with the commission charged; ix) the account is disabled; x) the landlord has received a significant amount of complaints from tenants; xi) the landlord is unsatisfied with the number of bookings received;

Rent – Rental price of the property (numerical);

LR – If the landlord lives in the property or not (binary);

Partial_bills_included – If the offer has partial utility bills included or not (binary). This means whether the offer has just one or only part of the utilities bills included in the rental price or not;

All_bills_included – If the offer has all utility bills included in the rental price or not (binary).

Conceptual Framework

In this stage, we will define the conceptual framework of this study. We will essentially indicate the variables we considered for this research (inputs), what we did with them (process), the variables used, and the end goal (output).

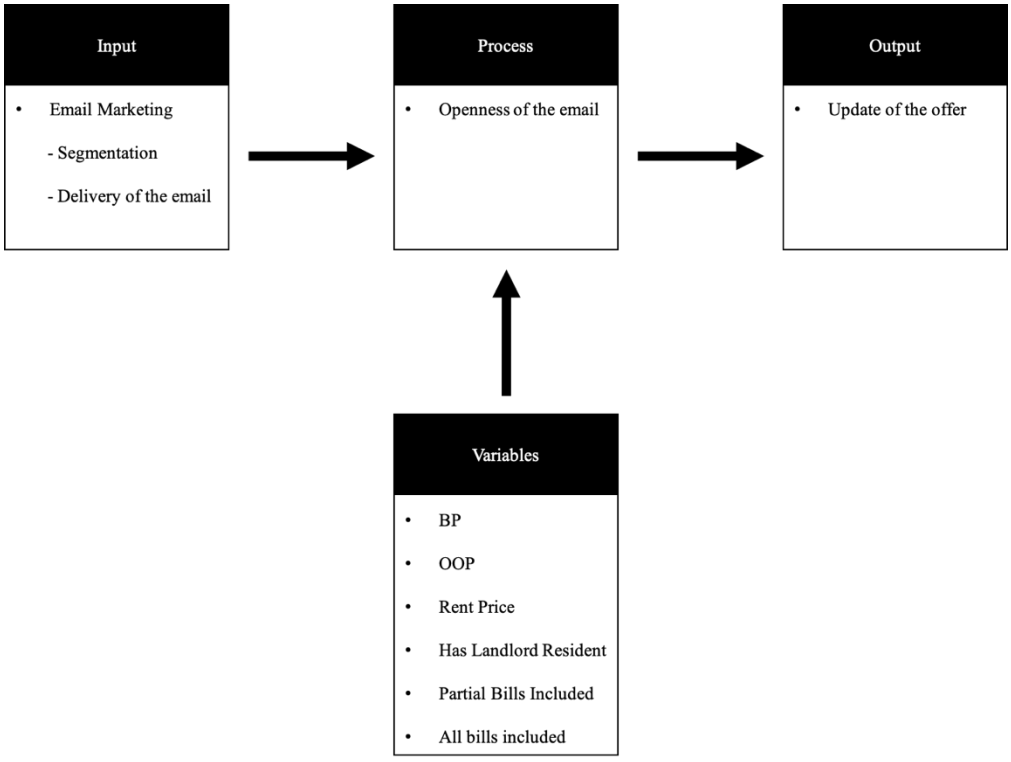

Figure 1 - Conceptual Framework

For the segmentation of the mailing list, all the landlords who had their offer available in the 45 days following the date the email was sent, and who did not update its availability in the 30 days prior to the email, were considered.

The goal of this analysis is to understand whether the open rate and the click-through rate of the email received by the landlord motivates them to update the availability on their offers by themselves. The impact of the delivery alone will not be studied, as other variables would need to be analysed, such as the subject line, the pre-header, etc..

Following the research, and whether or not the sending of this email to the mailing list described above impacts the availability on the offer, it will be discussed whether certain characteristics of the landlord and the offer have a significant weight on having its availability updated, having as basis the delivery of the email.

For this research, the following variables will be analysed:

- Landlord lives in the property or not;
- Value of the rent of the offer;
- The offer has all utility bills included or not;
- The offer has partial utility bills included or not;
- Number of bookings paid the offer had in the past.

Preliminary Findings

There are almost 52,000 offers in the platform and a sample of more than 20% was observed to test the impact of this campaign.

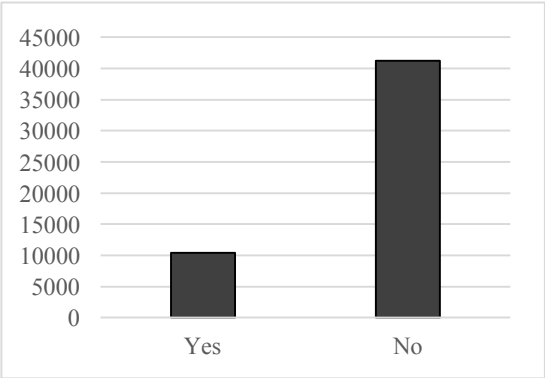

Figure 2 - Was the email delivered?

From the 10,449 emails delivered to landlords, it is now important to analyse the open rate, and afterwards, the click rate of the emails, seeing as having a high open rate does not necessarily mean that the goal of the campaign was met.

The "delivered", "opened" and "clicked" variables are subnests, meaning that all "clicked" emails were opened, and all "opened" were delivered. This was sustained with a simple cross tabulation of the three binary variables (Appendix 1).

We can conclude that 58% of the landlords who received the email showed interest in it, seeing as they opened the email, which probably meant that its subject line caught their

attention. The emails were sent in the language spoken in the city where the landlord owns their property, and contained the name of the landlord on it, as the company decided to customise the email to create empathy with the client. Used moderately and adequately, this technique has proven that it can make customers feel more engaged with the company.

Among landlords who opened the email, more than 60% clicked on a link in the email. From the data given by the CRM platform the company uses, it is not possible to know for sure whether the click was on the CTA[1] button or on other parts of the email (footer, logo, unsubscribe button, etc.). In order to have more accurate data, a cross tabulation (see table below) was performed to analyse the percentage of updates that originated from these clicks.

Clicked * Updated Cross tabulation					
			Updated		Total
			0	1	
Clicked	0	Count	40564	7457	48021
		% within clicked	84.5%	15.5%	100.0%
		% within updated	95.3%	81.8%	92.9%
		% of Total	78.5%	14.4%	92.9%
	1	Count	2021	1655	3676
		% within clicked	55.0%	**45.0%**	100.0%
		% within updated	4.7%	18.2%	7.1%
Total		% of Total	3.9%	3.2%	7.1%
		Count	42585	9112	51697
		% within clicked	82.4%	17.6%	100.0%
		% within updated	100.0%	100.0%	100.0%
		% of Total	82.4%	17.6%	100.0%

Table 1 - Clicked vs Updated Cross Tabulation

It can be observed that 45% of landlords who clicked on a link in the email finished the process by themselves, meaning that they updated their properties' availability on their

[1] CTA – Call to Action

own, and in the table on Appendix 2, we can see that only 1,7% of clicks originated an unsubscription.

In order to explore our data, we will construct a decision tree, as this is an excellent validation tool for exploratory and confirmatory classification analysis[2]. As exploratory evidence on which variables should be in the set of mediators, the decision tree[3] below was constructed.

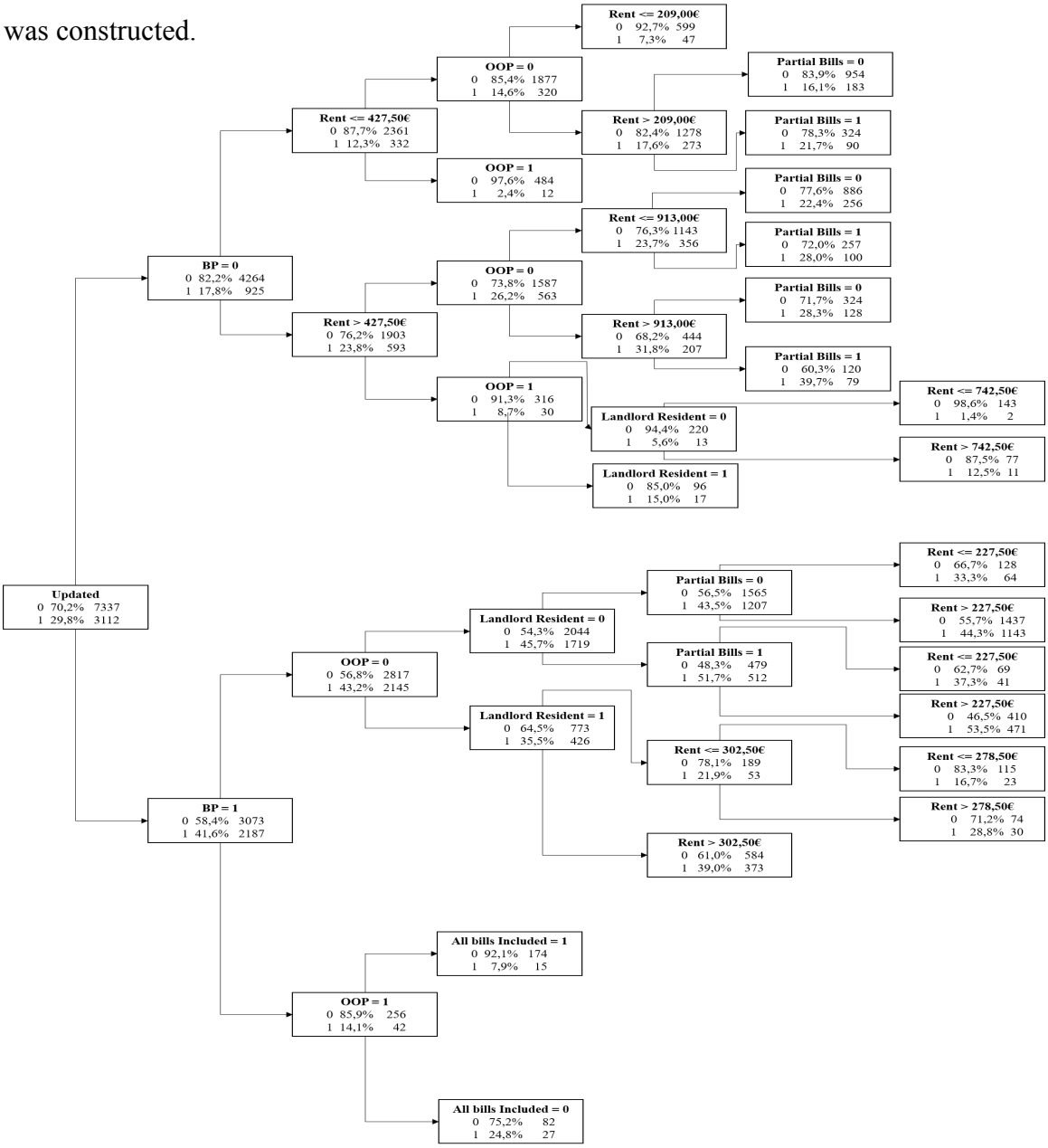

Figure 3 - Decision Tree with Update as the dependent variable

[2] Definition taken from the IBM website: goo.gl/9FX9Zk
[3] Decision tree constructed using the CRT method, and without cross validation

Depending on the situation, the variable presented in the next node of the tree varies. The most important variables that were considered were whether the offer had had a booking paid or not, and the second most important variable is dependent on the previous one. For example, for offers who had had at least one booking paid, meaning that the landlord accepted a reservation through the platform in the past, it is crucial to know whether the landlord is still active on the platform or not, rather than the rent price in case they have not had a booking paid, and if they are still in the platform (OOP = 0), there is a 43,2% probability that they update the availability on their offer.

The updates coming from landlords who are out of platform constitute an important managerial implication from this email campaign. Since the company's database has no segmentation on the reasons[4] one is considered as OOP, it is not possible to deepen our research on this topic. However, from the tree it can be concluded that offers that do not have all utility bills included, and landlords who are marked as OOP and have received at least one booking paid in the past, have a 24,8% chance of updating the availability of their property on their own.

Some possible explanations for this to happen are the following: i) the property suddenly became vacant, and it is ready to be booked; ii) the landlord changed his mind and decided to work with the company; iii) The landlord started reacting to the company's communication, and wants to receive bookings through the platform; amongst others.

Moving on to the overall availability of the offers (Figure 5), since June 2018, only 18% of the offers had their availability updated by the landlords themselves (month in which the internship started); the remaining 82% did not have their availability updated by the

[4] Reasons of OOP described on the data description section

landlord, which might mean that they opted to call the company in order for an agent to update their offer on their behalf; or it might mean that they simply chose not to update the availability on the offer.

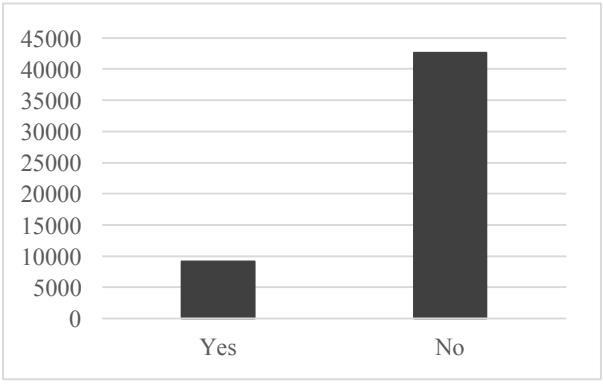

Figure 4 - Was the offer updated by the landlord himself after June?

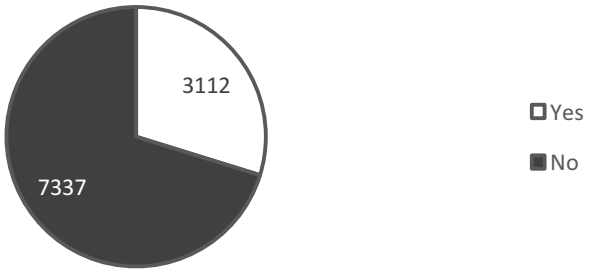

Figure 5 - Number of updates that the delivery of the email generated

From the figure above, it is possible to conclude that out of 10,449 landlords who were asked to update their properties' availability, more than 34% chose to do so. This is just based on the delivery of the email. However, the delivery of the email is not enough on its own to justify the availability update, as the landlord has not read anything other than the subject line and the pre-header of the email.

The subject line used in the email was the following: "Guarantee the occupation of your property from {month}[5], {fname}[6]!"

If one must consider the opening of the email as the only cause of the availability update, 2154 landlords, out of 5778 who opened the email, updated the availability of their properties on their own (figure 7). With this assumption, it can be argued that a landlord opened the email, ignored it, and only decided to update the availability of their property when needed, for example once a tenant's rental contract comes to an end.

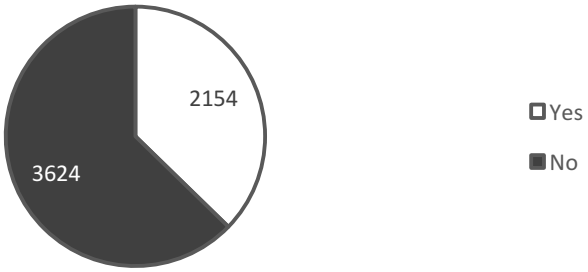

Figure 6 - Number of updates that the opening of the email generated

While our managerial final goal is on "clicking", the reason the mediator ("opened") is important is because the landlord has been exposed to the content of the email, and knows that the offer is not up to date, and the chances of having a booking are low in case the availability is not updated.

It is crucial to understand whether what drives "updated" is different from what drives "opened", since this will inform us about heterogeneous responses to the email marketing campaign.

[5] {month} is a pre-field text on the HTML of the email that inserts the next month's name

[6] {fname} is a pre-field text on the HTML of the email that inserts the first name of the landlord

To understand whether both of these variables are different or not, a decision tree with the dependent variable “opened” will be analysed (figure below), as this will allow us to explore our data.

The tree below, with “opened” as the dependent variable, is not the same as the one presented previously, with “updated” as the dependent variable. This confirms that the variables that affect “update” differ from those that affect “opened”. For instance, partial utility bills is no longer a variable on the tree, rather all utility bills included is. The dispersion of the variables on the tree and the probability of each scenario occurring is significantly different, however the overall classification of both trees do not differ that much, as can be seen in table below.

Classification						
	Predicted - Dependent variable "Updated"			Predicted - Dependent variable "Opened"		
Observed	0	1	Percent Correct	0	1	Percent Correct
0	42585	0	100,00%	45641	0	100,00%
1	9112	0	0,00%	6056	0	0,00%
Overall Percentage	100%	0,00%	82,40%	100%	0,00%	88,30%

Growing Method: CRT

Table 2 – Overall Classification of the decision tree with “Updated” and “Opened” as dependent variables

Both of these results can be considered accurate, however neither are good enough to form a prediction, since they do not forecast the “1’s”. In order words, these trees better predict what does not affect “update” or “open”, rather than what does affect them.

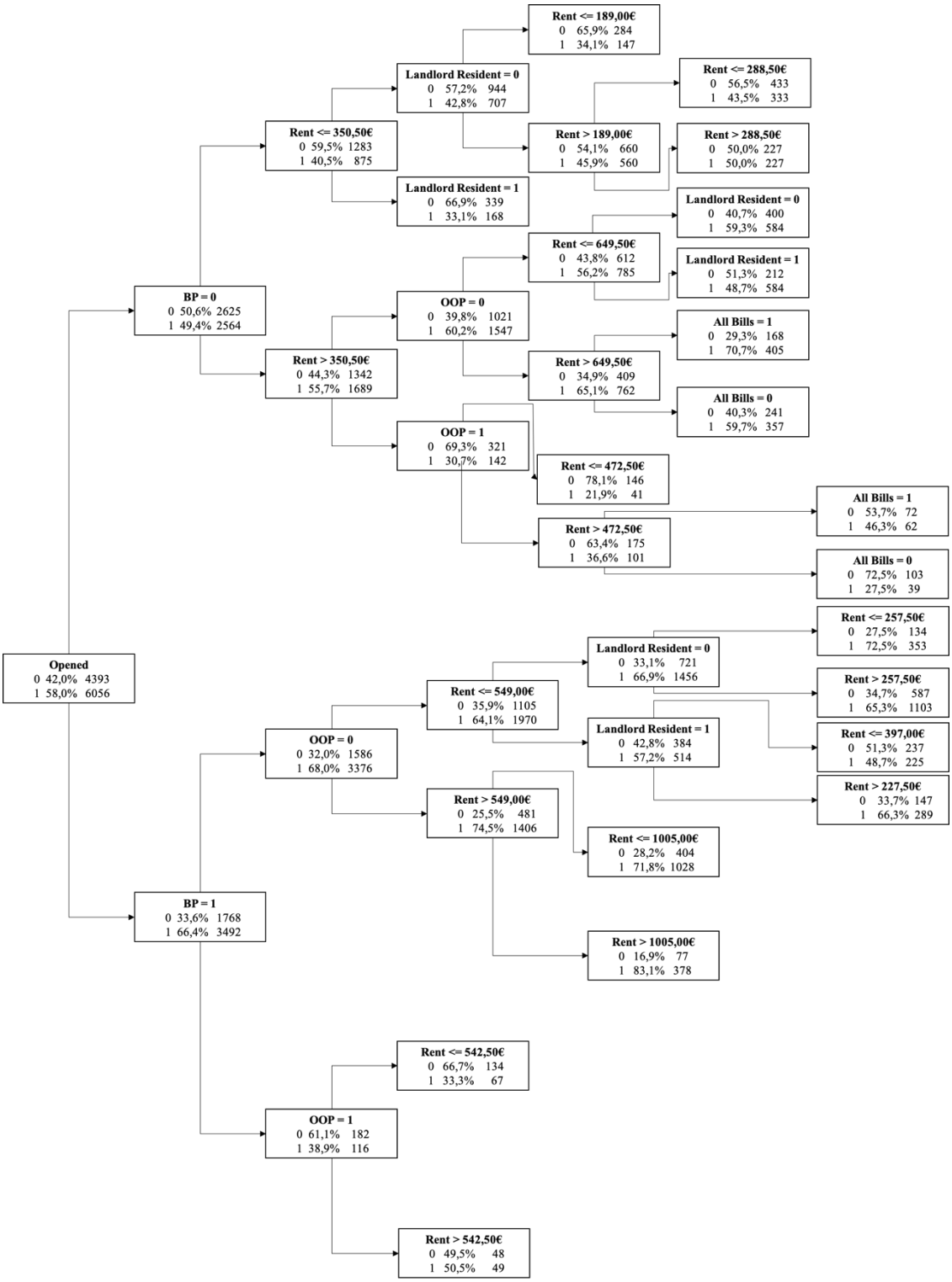

Figure 7 - Decision Tree with Opened as the dependent variable

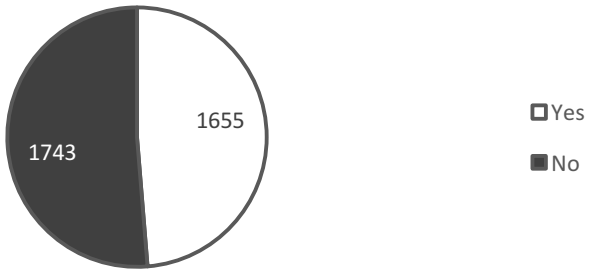

Figure 8 - Number of updates that the click of the email generated

Considering now whether the landlord clicked on a link in the email or not, 1645 "updated" originated from the landlords who clicked on a link in the email, meaning that almost 50% of clicks originated an update.

These results, however, must be tested if, in the long run, they will have the same outcome. To do so, a linear regression[7] was performed (results in the following pages).

To conclude this section of preliminary findings, the causal effect between "update" and "opened" will be analysed considering the values from the figure below.

Opened * Updated Cross tabulation					
			Updated		
			0	1	Total
Opened	0	Count	38803	6838	45641
		% within opened	85.0%	15.0%	100.0%
		% within updated	91.1%	75.0%	88.3%
		% of Total	75.1%	13.2%	88.3%
	1	Count	3782	2274	6056
		% within opened	62.5%	37.5%	100.0%
		% within updated	8.9%	25.0%	11.7%
		% of Total	7.3%	4.4%	11.7%
Total		Count	42585	9112	51697
		% within opened	82.4%	17.6%	100.0%
		% within updated	100.0%	100.0%	100.0%
		% of Total	82.4%	17.6%	100.0%

Table 3 - Opened vs Updated Cross Tabulation

[7] A linear regression was performed because most of our variables are binary, meaning that they have only two values (1 or 0)

For the computation of the causal effect, the following equation will be estimated: P[Opened \ Update] – P[Opened \ Not Update]. Replacing this with the values from above, it is possible to measure the causal effect by 16,1% (25% - 8,9%). This can be interpreted as having a 16,1% probability of "opened" causing the update of the properties' availability by the landlord.

Regression Analysis

Coefficients [a]

Model		Unstandardised B	Coefficients Std. Error	Standard Coefficients Beta	t	Sig
1	Constant	.145	.002		79.306	.000
	Delivered	.045	.006	.048	7.662	.000
	Opened	.069	.009	.059	7.312	.000
	Clicked	.190	.010	.128	19.400	.000

a. Dependent Variable: Updated

Table 4 - SPSS output with values of the regression with Dependent variable update and independent: delivered, opened and clicked

As the variables in this analysis are binary, a linear regression was performed to quantify the impact of the email in the availability of the offer. The values of the table above are not the same as the ones given by the computation of the causal effect, but this is normal, as more covariates were added to the analysis.

Analysing the sig value of the ANOVA table (appendix 3), it can be concluded that the model under analysis is significant, as p-value is less than alpha of 0,05. The significance of the model can be reported as the following: F (3, 51693) = 799,100, p = 0.000.

In the table above, we can observe that all our dependent variables are significant at a level of 5%, and that when a landlord clicks on a link in the email, the chances of having that properties' availability updated increases roughly by 20%.

Another conclusion that can be taken from the table is that the baseline update rate is 14,5%, "delivered" emails get a boost of 4.5% (14,5% + 4,5% = 19% total), "opened" an

extra boost of 6,9% (14,5%, + 4,5% + 6,9% = 25,9% total), and "clicked" a final boost of 19% (25,9% + 19% = 44,9% in total).

Two more regressions were performed to deepen this study. The first one is by including the variables OOP, BP, and has landlord resident (LR) to figure 9, and the second one is by adding interactions of these three variables with "delivered", "opened", and "clicked". This last regression aims to analyse whether the percentages on "delivered", "opened", and "clicked" differ across OOP, BP, and LR.

Coefficients [a]

Model		Unstandardised B	Coefficients Std. Error	Standard Coefficients Beta	t	Sig
1	Constant	.116	.003		44.385	.000
	Delivered	.049	.006	.052	8.505	.000
	Opened	.055	.009	.046	5.908	.000
	Clicked	.160	.010	.108	16.591	.000
	LR	-.12	.004	-.012	-2.901	.004
	BP	.118	.003	-154	36.131	.000
	OOP	-.111	.004	-.111	-25.941	.000

a. Dependent Variable: Updated

Table 5 - SPSS output with values of the regression with Dependent variable update and independent: delivered, opened, clicked, LR, BP and OOP

From the figure above, it is possible to analyse that all the variables are still statistically significant at a significance level of 5%. However, the probability of a landlord updating the availability of their property is much higher if they have had a booking paid in the past, rather than if they clicked on the CTA of the email they received. In fact, when a landlord has had a booking paid in the past, the chances of having their properties' availability updated increases by more than 35%, whereas when a landlord clicks on the CTA, the chances of having those properties' availability updated increases by just over 15%.

Two of the inserted variables have a negative effect on the equation; the first one is whether the landlord lives in the property or not, and the second one is whether the landlord is OOP or not. As seen previously, it is no surprise that landlords who are out of the platform have several reasons, as seen previously, not to update the availability of their property, thus the result is not alarming. On the other hand, by having a landlord resident in the property, the chances of them updating the availability are negative (-2,9%). The company should keep this variable in mind and analyse it, as more than 20% of the properties observed in this study have resident landlords.

Coefficients [a]

Model		Unstandardised B	Coefficients Std. Error	Standard Coefficients Beta	t	Sig
1	Constant	.120	.003		43.288	.000
	Delivered	.010	.009	.011	1.188	.235
	Opened	.060	.014	.051	4.277	.000
	Clicked	.206	.016	.139	13.243	.000
	LR	-.001	.004	-.001	-.222	.824
	BP	.102	.004	.133	28.036	.000
	OOP	-.105	.005	-.105	-22.897	.000
	Delivered* OOP	.001	.016	.000	.074	.941
	Delivered* LR	-.037	.013	-.021	-2.796	.005
	Delivered* BP	.118	.012	.094	9.907	.000
	Opened* OOP	-.062	.029	-.014	-2.171	.030
	Opened*LR	-.033	.022	-.013	-1.478	.139
	Opened*BP	.002	.019	.001	.118	.906
	Clicked* OOP	-.111	.040	-.015	-2.763	.006
	Clicked*LR	.012	.024	.004	.521	.602
	Clicked*BP	-.106	.020	-.058	-5.352	.000

a. Dependent Variable: Updated

Table 6 - SPSS output with values of the regression with Dependent variable update and independent variables created as a result of the interactions between delivered, opened and clicked with OOP, LR and BP

By creating dummy variables with two-way interaction on SPSS, it can be observed that several variables are not statistically significant at a 5% confidence level. These are: "Delivered", "LR", "Delivered*OOP", "Opened*LR", "Opened*BP" and "Clicked*LR". Thus, these will be dropped from the study.

What can be concluded from the figure presented above is that "BP" and "Clicked" are the variables that most positively influence the update, and "OOP" is the only one that negatively influences "update". Another conclusion that can be taken is that all the significant interactions in the table negatively impact "update", except for "delivered*BP", which increases the chances of having the properties' availability updated by almost 10%.

Conclusion

Email marketing still plays an important role in a business. Whether it is to attract new customers, build stronger relationships with existing ones, or to directly increase the company's revenue. This company is no exception, and the emails sent as part of the availability push campaign helped it to have accurate availability of the properties on their platform, and consequently increase the number of bookings paid in that period, as well as decrease the number of rejected or expired bookings.

The sending of the email itself had a positive impact on the properties' availability, as more than 34% of the updates occurred in cases when the landlord received the email.

Several variables were tested to measure their impact on the properties' availability, and from this research, the most important ones are: i) whether the landlord has had a booking paid or not; ii) whether the landlord still has their offer live on the platform or not; and iii) whether the landlord lives in the property or not.

Given the fact that some properties might not have received booking requests prior to this email campaign, and consequently, the company might not have received the landlord's commission fee, it is recommended that the company considers an analysis on the impact that this email campaign has on their revenue. When doing so, the cost of sending the email should also be considered, seeing as efficient CRM platforms are usually expensive.

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Appendix

Appendix 1 – Simple cross tab, across delivered vs opened vs clicked

Opened * Delivered Cross tabulation					
			Delivered		
			0	1	Total
Opened	0	Count	41248	4393	45641
		% within opened	90.4%	9.6%	100.0%
		% within delivered	100.0%	42.0%	88.3%
	1	Count	0	6056	6056
		% within opened	0.0%	100.0%	100.0%
		% within delivered	0.0%	58.0%	11.7%
Total		Count	41248	10449	51697
		% within opened	79.8%	20.2%	100.0%
		% within delivered	100.0%	100.0%	100.0%

Opened * Clicked Cross tabulation					
			Clicked		
			0	1	Total
Opened	0	Count	45641	0	45641
		% within opened	100.0%	0.0%	100.0%
		% within clicked	95.0%	0.0%	88.3%
	1	Count	2380	3676	6056
		% within opened	39.3%	60.7%	100.0%
		% within clicked	5.0%	100.0%	11.7%
Total		Count	48021	3676	51697
		% within opened	92.9%	7.1%	100.0%
		% within clicked	100.0%	100.0%	100.0%

Appendix 2 – Email clicked vs unsubscriptions

Clicked * Unsubscription Cross tabulation					
			Unsubscribtion		
			0	1	Total
Clicked	0	Count	47876	145	48021
		% within clicked	99.7%	0.3%	100.0%
		% within unsubscription	93.0%	70.0%	92.9%
		% of Total	92.6%	0.3%	92.9%
	1	Count	3614	62	3676
		% within clicked	98.3%	1.7%	100.0%

	% within unsubscription	7.0%	30.0%	7.1%
	% of Total	7.0%	0.1%	7.1%
Total	Count	51490	207	51697
	% within clicked	99.6%	0.4%	100.0%
	% within unsubscription	100.0%	100.0%	100.0%
	% of Total	99.6%	0.4%	100.0%

Appendix 3 – Remaining SPSS output for regression #1 (Figure 11)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.211[a]	.044	.044	.373

a. Predictors: (Constant), clicked, delivered, opened

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	332.666	3	110.889	799.100	.000[b]
	Residual	7173.273	51693	.139		
	Total	7505.939	51696			

a. Dependent Variable: updated

b. Predictors: (Constant), clicked, delivered, opened

Appendix 4 – Remaining SPSS output for regression #2 (Figure 12)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.289[a]	.083	.083	.365

a. Predictors: (Constant), OOP, LR, delivered, bp, clicked, opened

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	626.356	6	104.393	784.358	.000[b]
	Residual	6879.583	51690	.133		
	Total	7505.939	51696			

a. Dependent Variable: updated

b. Predictors: (Constant), OOP, LR, delivered, bp, clicked, opened

Appendix 5 – Remaining SPSS output for regression #3 (Figure 13)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.296a	.087	.087	.364

a. Predictors: (Constant), clicked*BP , delivered*OOP, LR, BP, OOP, Clicked*OOP, Opened*LR, Delivered, Opened*OOP, Delivered*LR, Clicked*LR, Delivered*BP, Opened, Clicked, Opened*BP

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	655.882	15	43.725	329.891	.000b
	Residual	6850.057	51681	.133		
	Total	7505.939	51696			

a. Dependent Variable: updated
b. Predictors: (Constant), clicked*BP , delivered*OOP, LR, BP, OOP, Clicked*OOP, Opened*LR, Delivered, Opened*OOP, Delivered*LR, Clicked*LR, Delivered*BP, Opened, Clicked, Opened*BP