



DATA-DRIVEN MULTI-CHANNEL MARKETING SOLUTION

CONTROL GROUPS



What Are Control Groups?

Control Groups allow ZinMobi users to analyse how successful an SMS or Push Notification campaign was by taking a fraction of your campaign audience – known as the Control Group – and excluding them from receiving the outgoing campaign but still tracking their purchase behaviour. The Control Group conversion rates can then be compared and contrasted with

the non-Control Group conversion rates to determine if the SMS or Push Notification campaign had a significant impact on customer purchase behaviour.

Control Groups can be a % of your audience, % of your audience up to a maximum number or an actual number. They can be set for Standard Campaigns and Auto Campaigns.

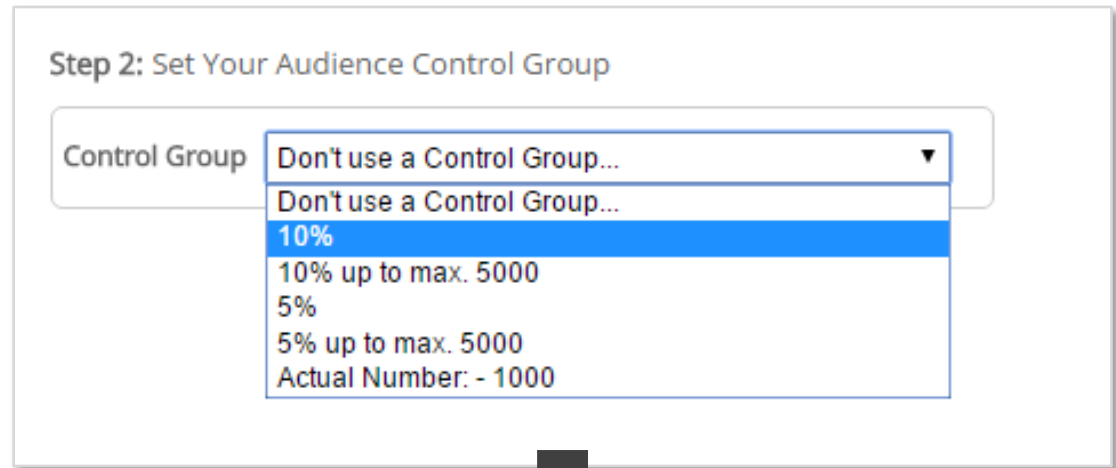
[Continue Reading to find out How to Use Control Groups →](#)

How to add a Control Group to a Standard Campaign:

1. Go to the Send A Message screen.
2. Craft your message.
3. Select your Control Group size from the Control Group dropdown.
4. Define Your Audience.
5. Set your Send Date & Time.
6. Click Send/Schedule.

How to add a Control Group to an AutoText Campaign:

1. Go to the Send A Message > Manage AutoTexts.
2. Set your send day/time parameters.
3. Craft your message
4. Select your Control Group size from the Control Group dropdown.
5. Define Your Audience.
6. Click Save.



Control Group: 5%					
Sent	26/11/2015 18:00	18:00	140505 7394	Per Message Credit: 1 Message: This weekend get 1/2 price Sirlon Steak & Lamb Chops/Rack, USA Biscuit Tin2 for €10, Tropicana Orange Juice €1, Pringles 2 for €3, Goodfella Pizza €2.50, 12 can Guinness Slab ONLY €25! Unsub txt REMOVE to 50015	36737 1116

Getting Started

Control Groups are a ZinMobi premium feature. To have Control Groups added to your account please contact your Account Manager or email support@zinmobi.com.

Comparing Standard Campaign Conversions:

1. Go to Send A Message > Message History
2. Find the message you wish to view results for.
3. Click the Summary Report button.
4. Compare your Control Group vs. Non-Control Group metrics.

Comparing AutoText Campaign Conversions:

1. Go to Send A Message > Manage AutoTexts
2. Find the AutoText you wish to view results for.
3. Click the Summary Report button.
4. Select the date range you want to view results for.
5. Compare your Control Group vs. Non-Control Group metrics.

AutoText Campaign Summary
✕

“2. Opening WOW Offer”

From Date 📅

To Date 📅

Delivery Metrics

Total Messages Sent	
Total Messages Delivered	
Total Messages Failed	
Delivery %	

Control Group Metrics

Total Control Group Audience	
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Conversion Metrics

Number of Conversions	
Conversion %	
No. of Control Group Conversions	
Control Group Conversion %	

Opt Out Metrics

Number of Opt Outs	
Opt Out %	

Refresh

Standard Campaign Summary
✕

This weeked get 1/2 price Sirloin Steak & Lamb Chops/Rack, USA Biscuit Tin 2 for €10, Tropicana Orange Juice €1, Pringles 2 for €3, Goodfellas Pizza €2.50, 12 can Guinness slab ONLY €25! Unsub txt REMOVE to 50015

Delivery Metrics

Total Audience	140505
Total Messages Sent	140505
Total Messages Delivered	138042
Total Messages Failed	775
Delivery %	98.00%

Speed Metrics

Time to Send all Messages (HH:MM:SS)	00:19:15
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Control Group Metrics

Total Control Group Audience	7394
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Conversion Metrics

Number of Conversions	36475
Conversion %	25.96%
No. of Control Group Conversions	1116
Control Group Conversion %	15.10%

Refresh
Close