

# SMS Unicode Text Test



January 25 - February 28

**Hypothesis:** The unicode version (text including bold and/or italic characters) will yield higher click rates than a plain text message because it's more eye-catching and places more emphasis on the CTA.

We measured sends as the sample metric, and clicks as the testing metric. A total of 12 tests were run. Here are the aggregate stats from the 12 sends:

Control Group: This group received a plain text message

- Total sends 225,238
- Link clicks: 5,396
- Average CTR: 2.40%
- Number of donations: 506

Treatment Group: This group received a text that included bold and/or italic characters

- Total sends: 225,701
- Link clicks: 5,712
- Average CTR: 2.52%
- Number of donations: 397

**Key Takeaway:** Of the 12 tests executed, one of them yielded a 98.5% confidence level in favor of the plain text message. Only one test showed the unicode message outperforming with a 99.9% confidence level. The other 10 tests did not have a statistically significant result. While the unicode group yielded a slightly higher average click rate of 2.52%, the plain text group had a better conversion rate. This experiment suggests that text style does not have a significant effect on click rates or conversion rates, but can still be utilized intermittently for variation.

## Plain Text

Democrats and Neocons get us involved in never-ending wars accompanied by a blank check signed by taxpayers.

We're expected to police the world and provide unlimited resources to conflicts we have no business being a part of.

Rush in to stand with  , help him meet his end-of-month fundraising goal, & end the never-ending wars: [bit.ly/3KxlylB](http://bit.ly/3KxlylB)

Stop2End

## Unicode Text

Democrats and Neocons get us involved in never-ending wars accompanied by a blank check signed by taxpayers.

We're expected to police the world and provide unlimited resources to conflicts we have no business being a part of.

**Rush in to stand with  , help him meet his end-of-month fundraising goal, & end the never-ending wars: [bit.ly/3YY4N7t](http://bit.ly/3YY4N7t)**

Stop2End