

Generic Landing Pages vs. Password Protected Landing Pages

June 2023

Hypothesis: A password protected landing page will receive more clicks than a generic landing page since it feels confidential and exclusive. The following results are based on June end-of-month email sends:

Control Group:

- Opens: 8,037
- Clicks: 95
- CTR: 1.18%
- Raised: \$1,441
- Donations: 41

Test Group: (Password Protected LP)

- Impressions: 7,983
- Clicks: 231
- CTR: 2.89%
- Raised: \$1,752
- Donations: 51

Key Takeaway: The password protected landing pages led to more clicks acquired and almost doubled the CTR. We will continue to test password protected landing pages to acquire more data on how these pages affect donations.

Generic EOM Landing Page



Password Protected EOM Landing Page

