

2Market Customer Analysis

Investigating Demographics, Behaviour and Advert Efficacy
& Upcoming Campaign Recommendations



General Campaign Recommendations:

The customer:

- Foster customers in their thirties.
- Sell to those between 45 and 75.
- Aim for the higher educated.
- Lean into couples and customers with families.

The product:

- Focus in on alcohol and the non-vegetable items.
- Seek to specialise on certain categories and types within these classifications.

The approach:

- Drop the brochures.
- Tailor ads according to age. Consider who else is in the home.
- Education matters. In which spaces are people spending the most time.

The Outcome:

- Promote sales, not behaviour.



Who are the 2Market customers?



What do they buy?



What prompts do they respond to?



What does their response look like?



Demographic Summary

International Benchmarks

Country	Number of Customers	Average National Salary	Median Customer Salary	Median National Age	Median Customer Age
Australia	115	59,408	51,315	37.5	52
Canada	222	59,050	53,741	41.8	52
Germany	93	58,940	51,876	47.8	51
India	117	11,353	49,514	28.7	49
Montenegro	1	12,600	70,515	39.6	29
South Africa	278	17,760	52,236.5	28	52
Spain	916	42,859	50,803.5	43.9	52
United Stat..	91	77,463	55,801	38.5	52

Salary Calc

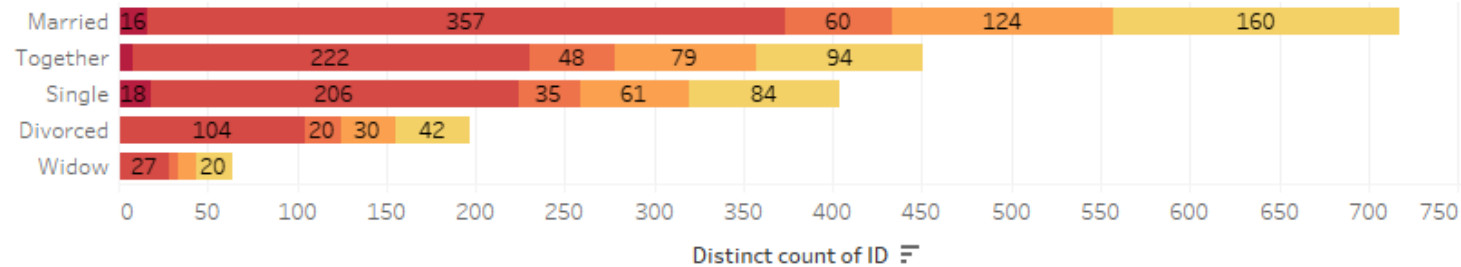


Country

- ☒ (All)
- ☒ AUS
- ☒ CA
- ☒ GER
- ☒ IND
- ☒ ME
- ☒ SA
- ☒ SP
- ☒ US

Demographic Overview

Marital Status



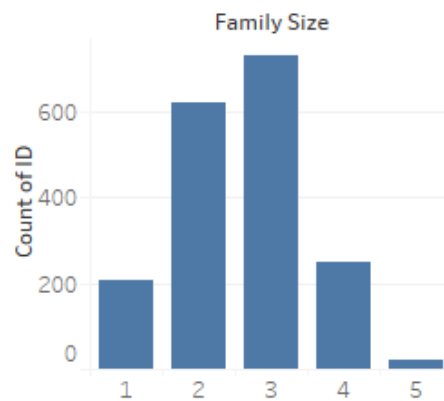
Education

- PhD
- Master
- 2n Cycle
- Graduation
- Basic

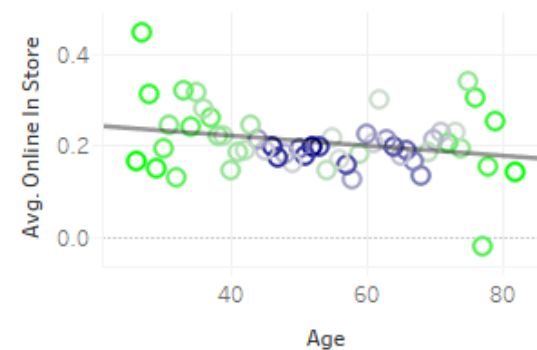
Marital Status

- ☒ (All)
- ☒ Divorced
- ☒ Married
- ☒ Single
- ☒ Together
- ☒ Widow

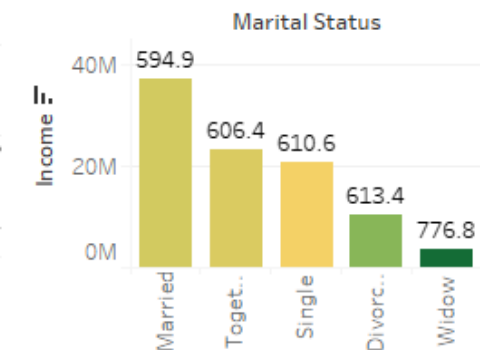
Family Size



In Store (positive) vs Online (negative) ratio.



Income: culmulative and average VS Avg Spend



Avg. Income

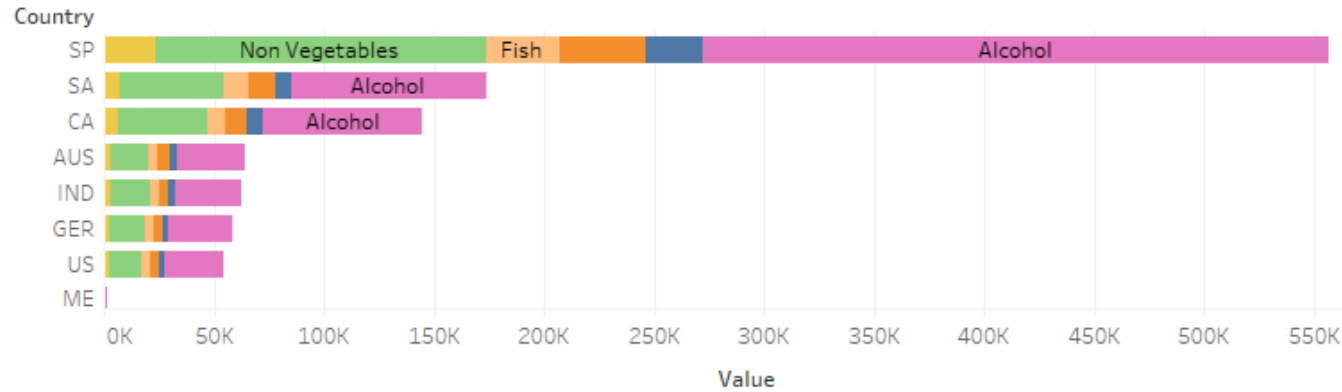


Total Spend

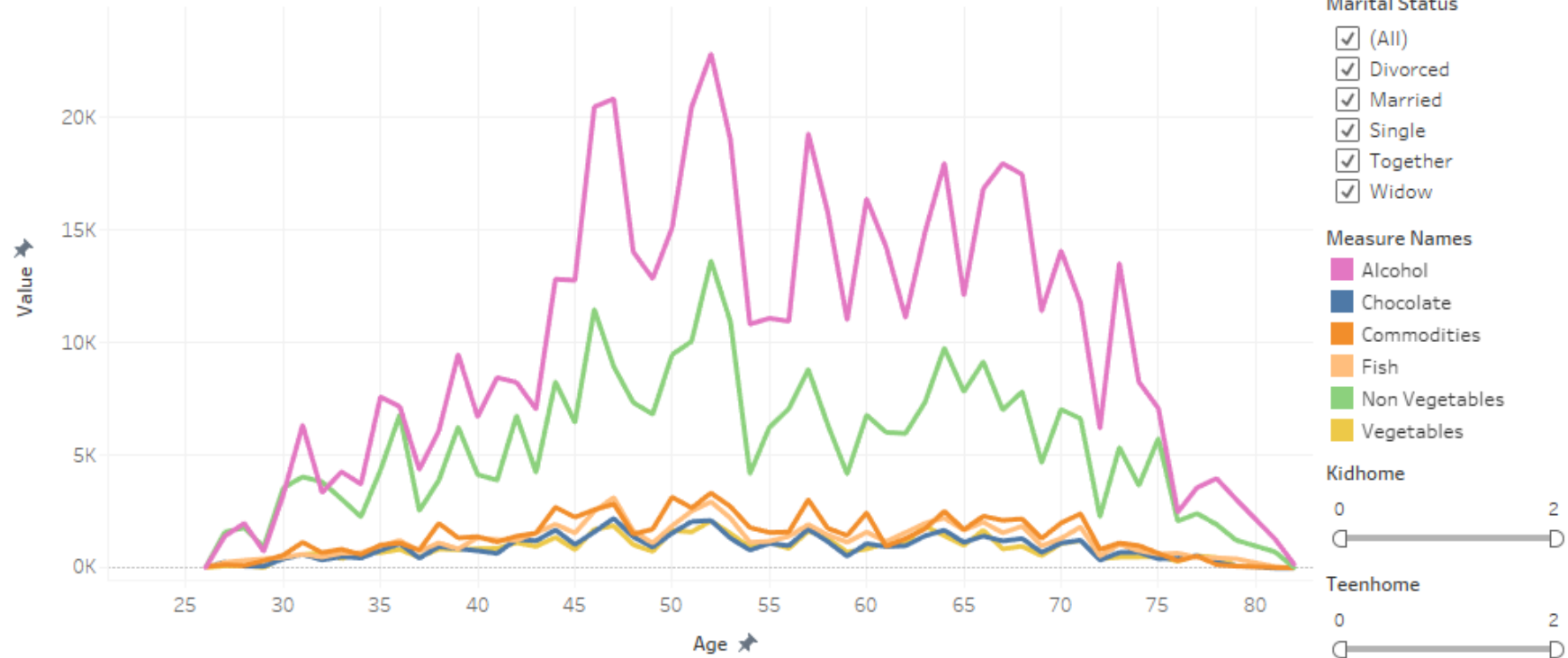


Purchasing Behaviour

Spending By Demographic

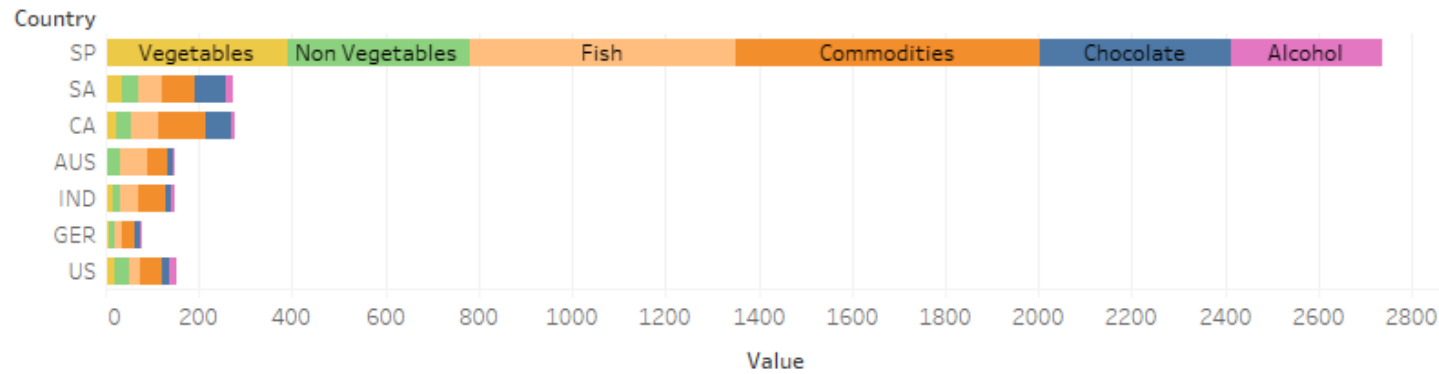


Spending By Age



Purchasing Behaviour

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Measure Names

- Alcohol
- Chocolate
- Commodities
- Fish
- Non Vegetables
- Vegetables

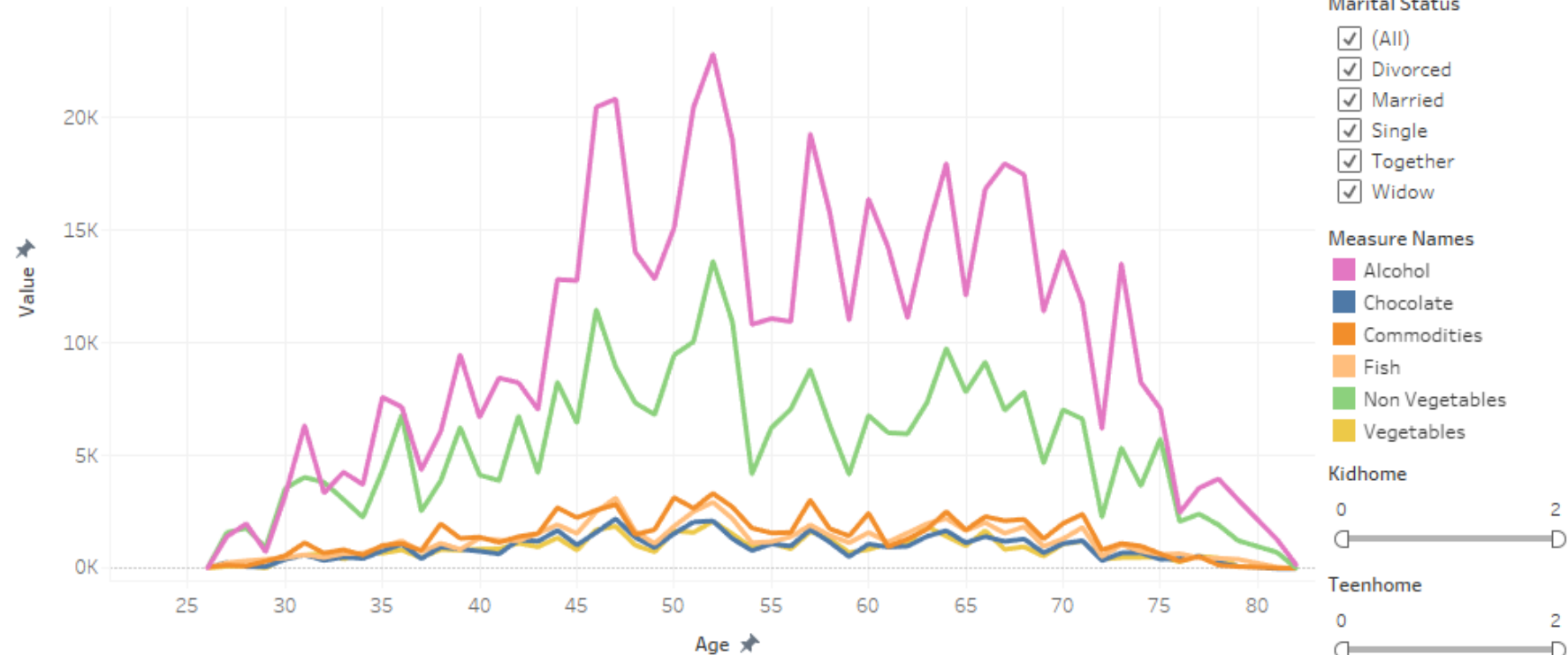
Kidhome

- 0 2
-

Teenhome

- 0 2
-

Spending By Age



Ad Conversion

Conversion by Education

Education	Cohort Size	Brochure Ads	Bulkmail Ads	Fb Ads	Insta Ads	X Ads
Basic	44.0	0.0	4.0	0.0	0.0	0.0
Graduation	916.0	12.0	68.0	69.0	66.0	69.0
2n Cycle	168.0	2.0	15.0	10.0	8.0	9.0
Master	305.0	2.0	20.0	18.0	25.0	27.0
PhD	400.0	6.0	31.0	26.0	32.0	41.0

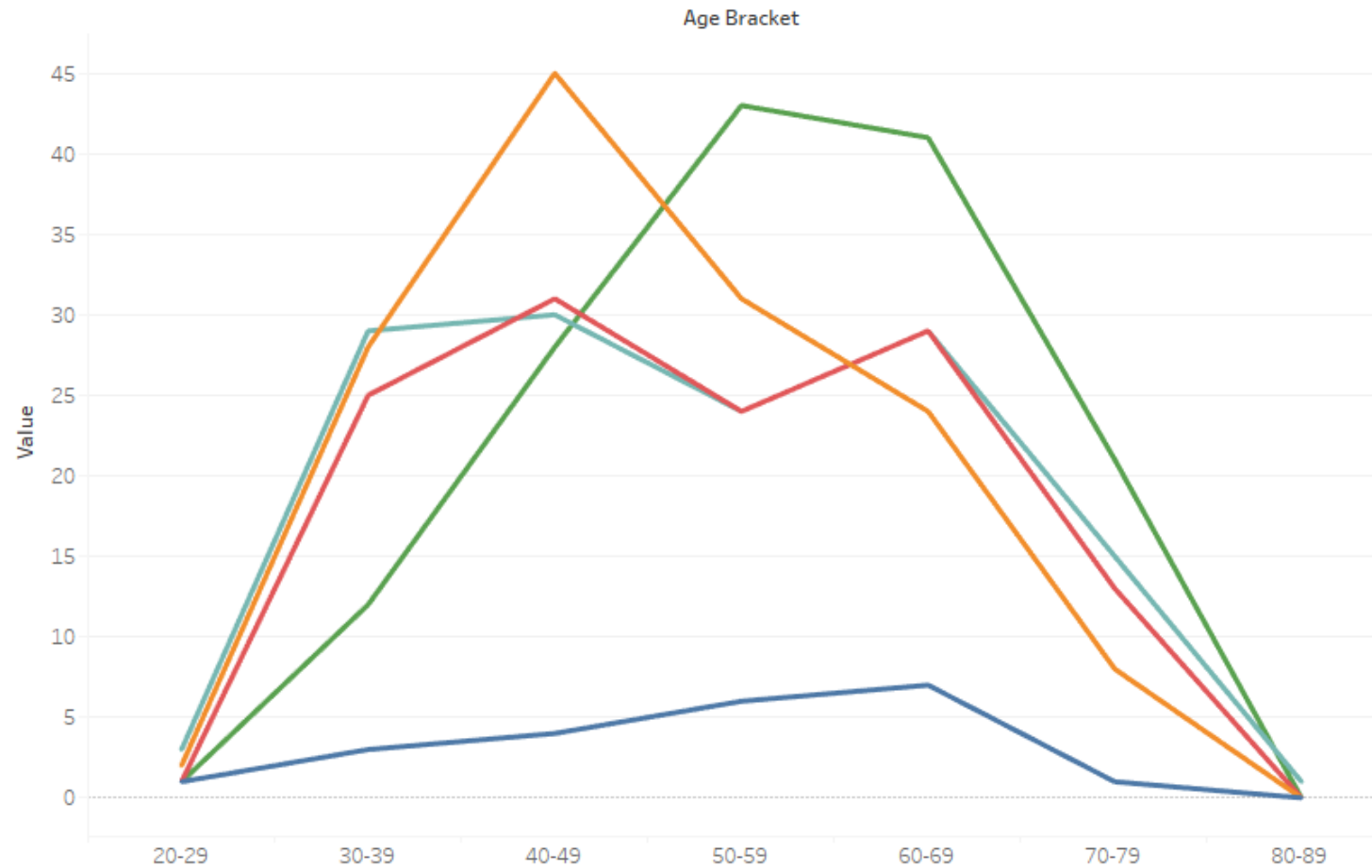
Dependents

- ☒ (All)
- ☐ Kids & teens
- ☐ Kids only
- ☐ No kids or teens
- ☐ Teens only

Measure Names

- Brochure Ads
- Bulkmail Ads
- Fb Ads
- Insta Ads
- X Ads

Conversion by Age and Dependent



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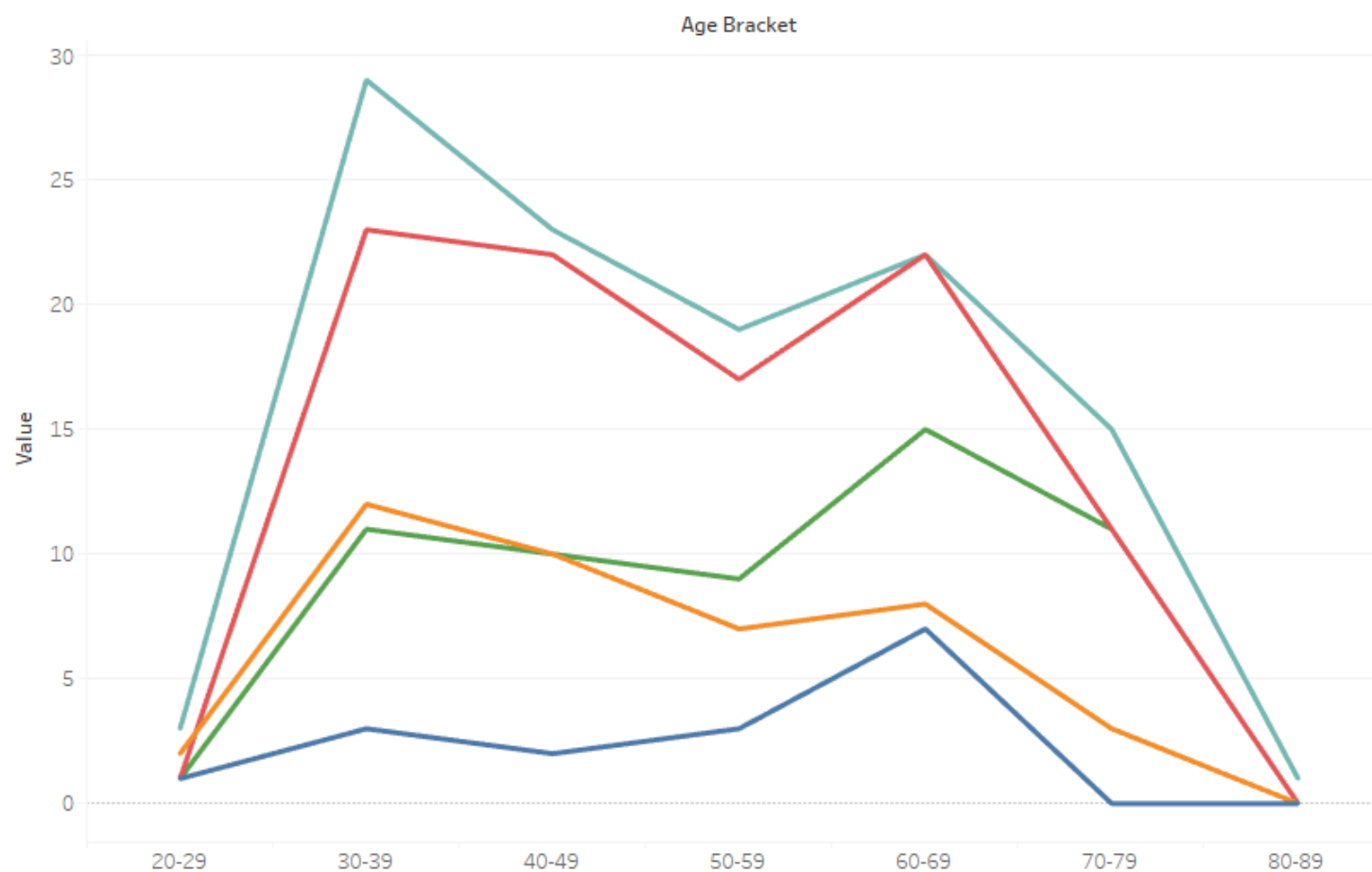
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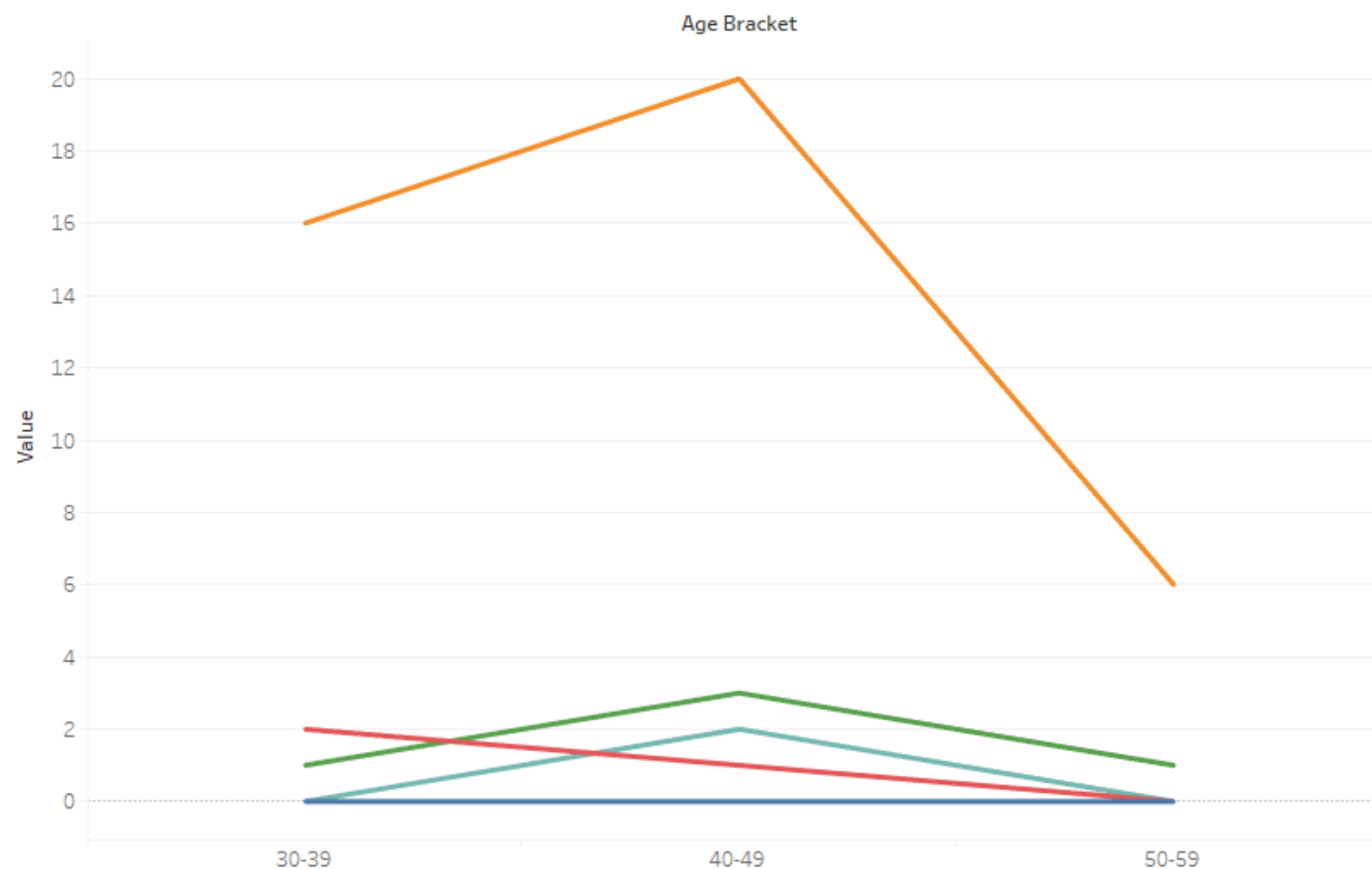
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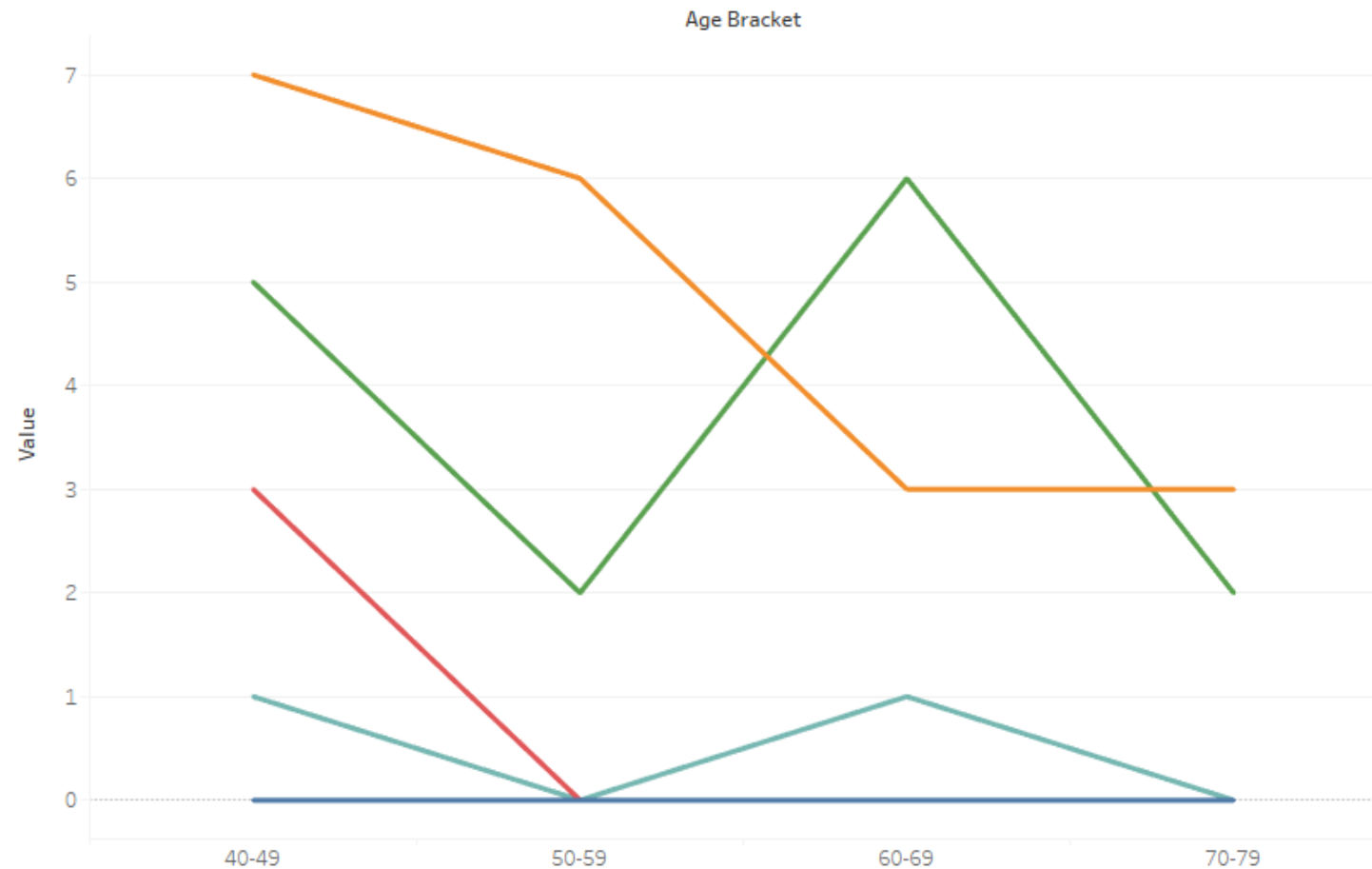
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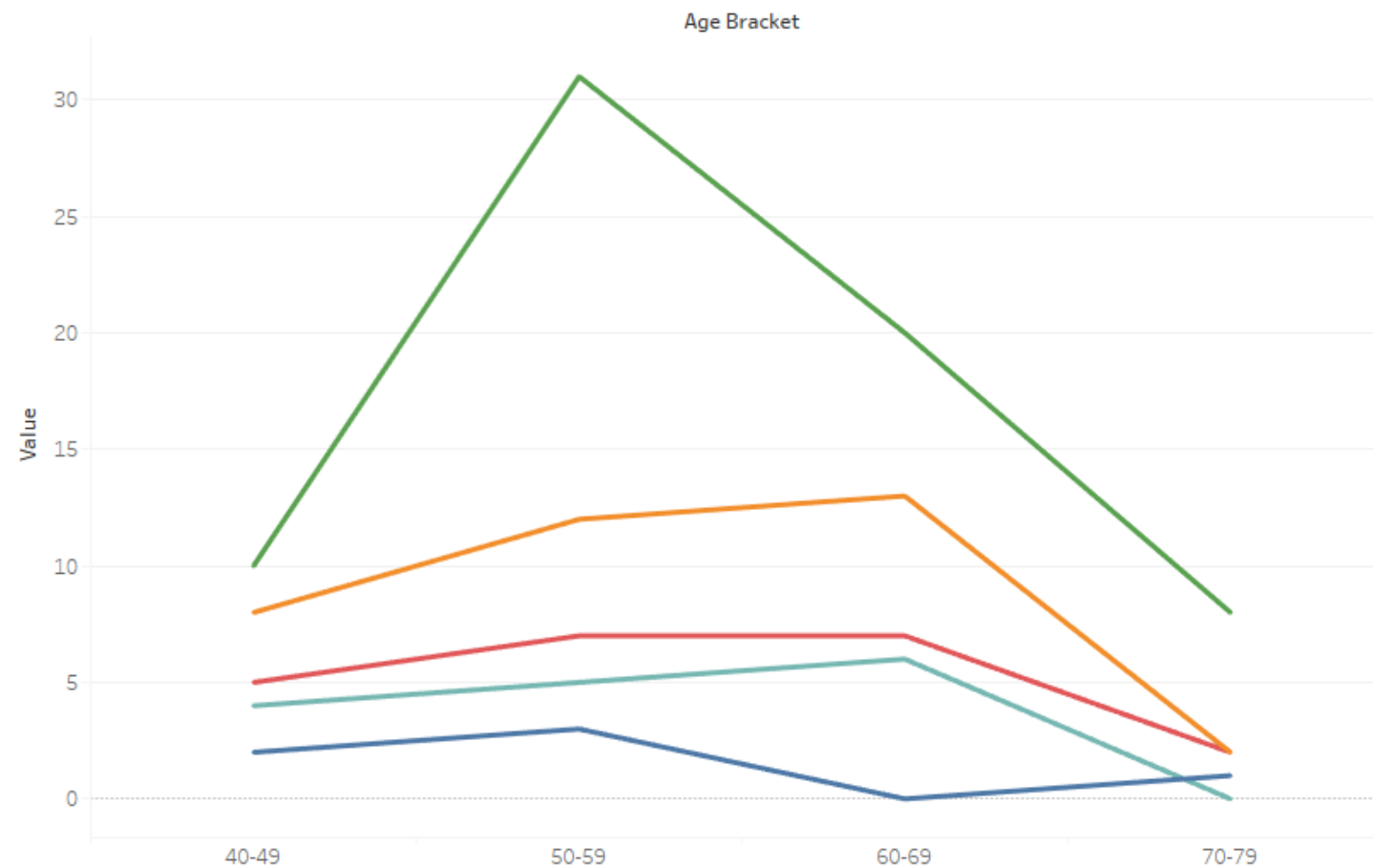
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Conversion by Age and Dependent



Ad Effect on Behaviour

Effect on Behaviour

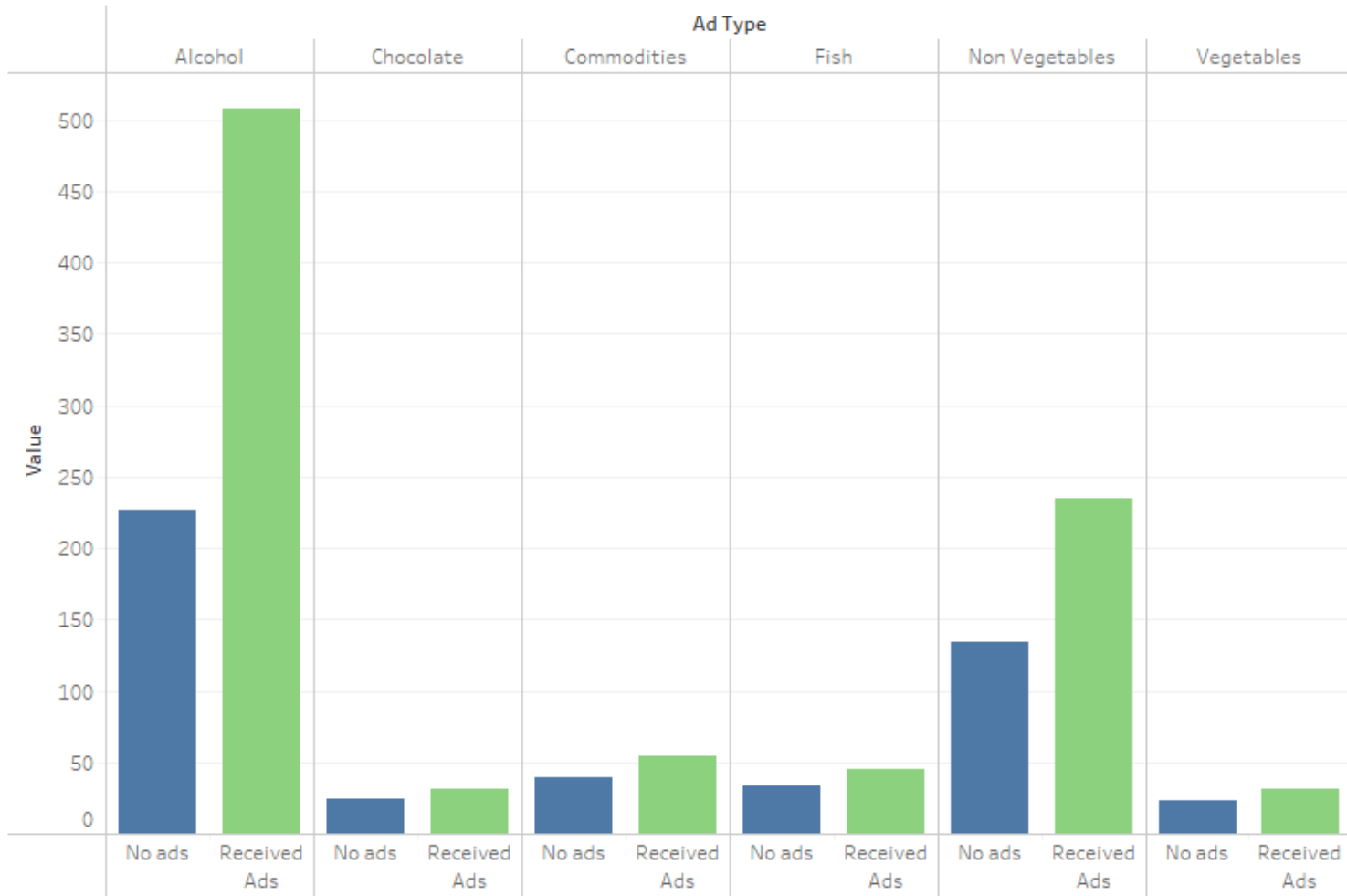
Ad Type	Avg Complaints	Avg Deals Purchased	Avg In Store Purchases	Avg Monthly Visits	Avg Online Purchases	Avg Recency	Avg Response
No ads	0.00	2.40	5.50	5.50	3.80	49.00	0.10
Received Ads	0.00	2.30	6.60	5.20	5.20	48.10	0.30

Ad Type

No ads

Received Ads

Effect on Spend



Specific Campaign Recommendations:

The customer:

- Aged 45 to 75.

The product:

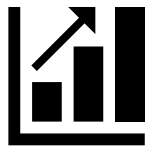
- Alcohol.
- Non-Vegetables Items.

The approach:

- Drop brochures entirely.
- Focus ads according to education and family.

The Outcome:

- Improved sales.



External Data Resources:

- OECD DATA, Average Wages, <https://data.oecd.org/earnwage/average-wages.htm>
- Forbes, “Average Salary In India By Age (2023)”, 2023, <https://www.forbes.com/advisor/in/business/average-salary-by-age/>
- Trading Economics, Montenegro Profile, <https://tradingeconomics.com/montenegro/wages>
- Briefly, “What is the average salary in South Africa in 2023”, <https://briefly.co.za/30142-what-average-salary-south-africa.html>
- World Population Review, <https://worldpopulationreview.com/country-rankings/median-age>