

# Dataset Description

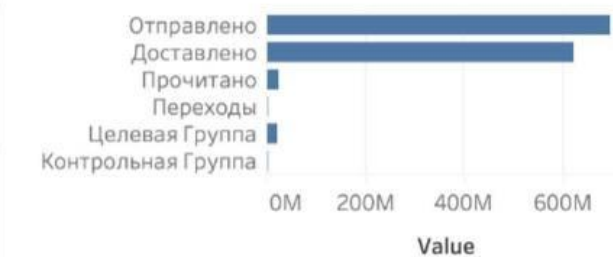
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- Campaign Overview
- Engagement Metrics
- Segmentation Insights
- Sales Performance
- Financial Analysis
- Control Group Comparisons

## Overall Volume of Message Funnels



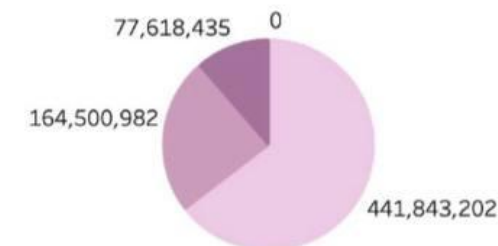
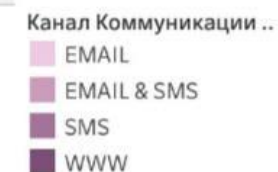
## Conversion into purchase in groups of clients



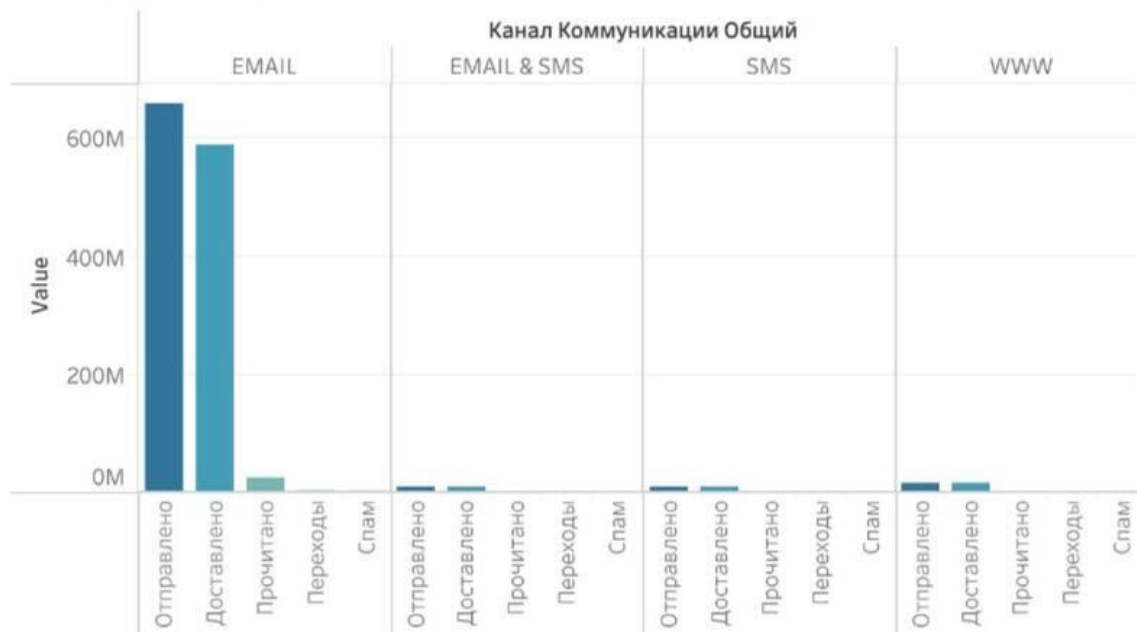
Avg. TargetGroupConv 11,63%

Avg. ControlGroupConv 11,10%

## Volume of extra sales per channel



## Message funnels per channel and month

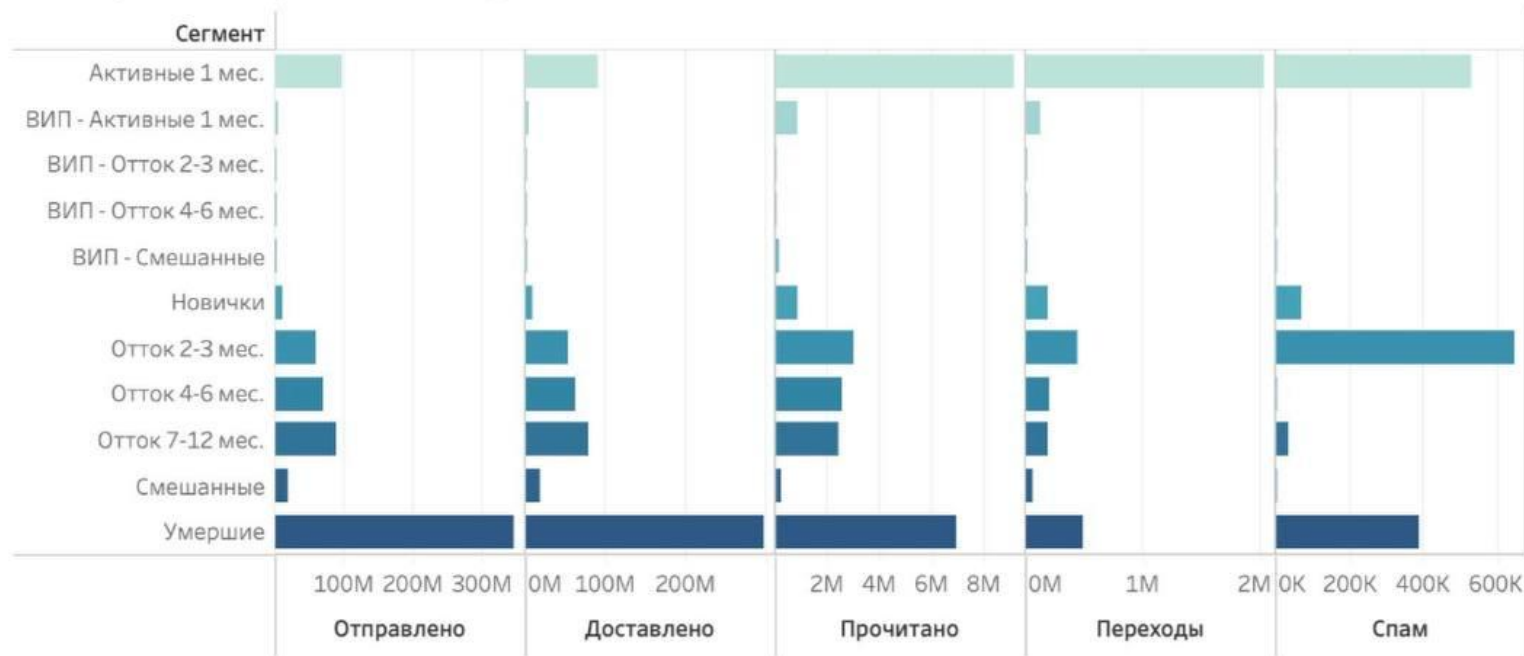


## Month of Дата Рассылки

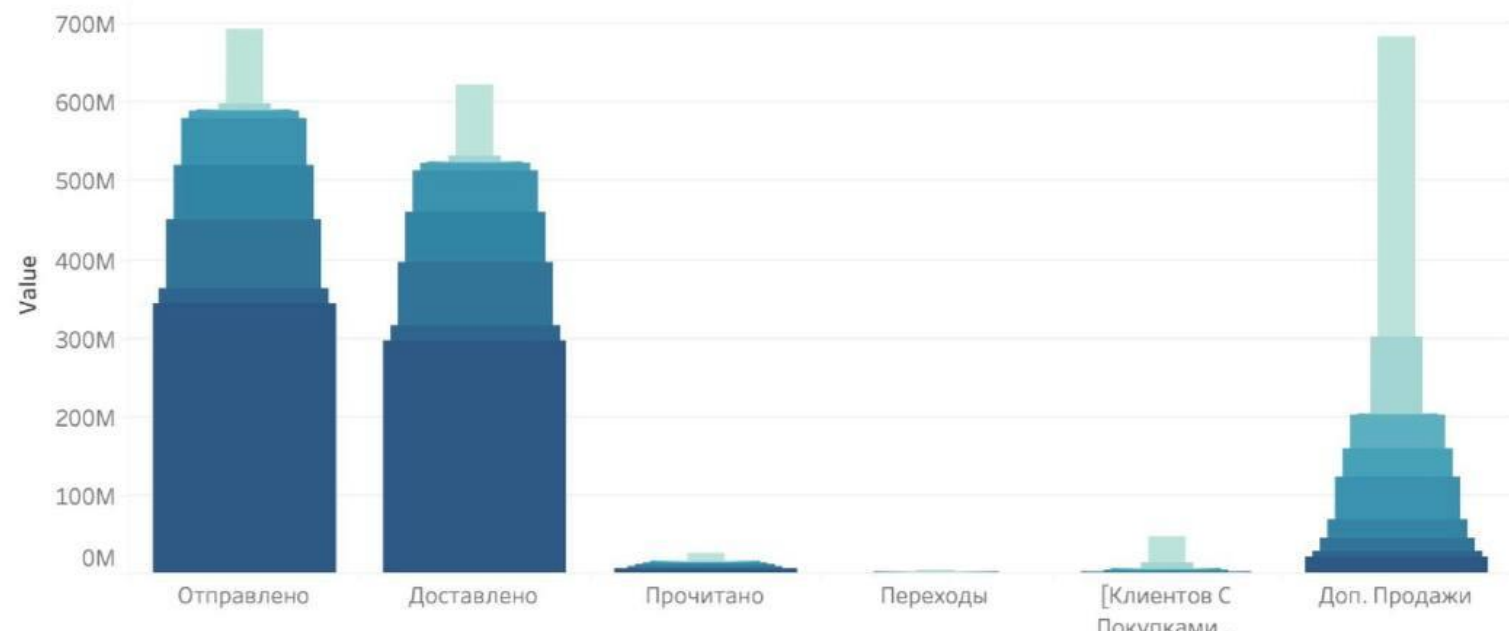
- ☒ January
- ☒ February
- ☒ March
- ☒ April
- ☒ May
- ☒ June
- ☒ July
- ☒ August
- ☒ September

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Message funnels by customers segments

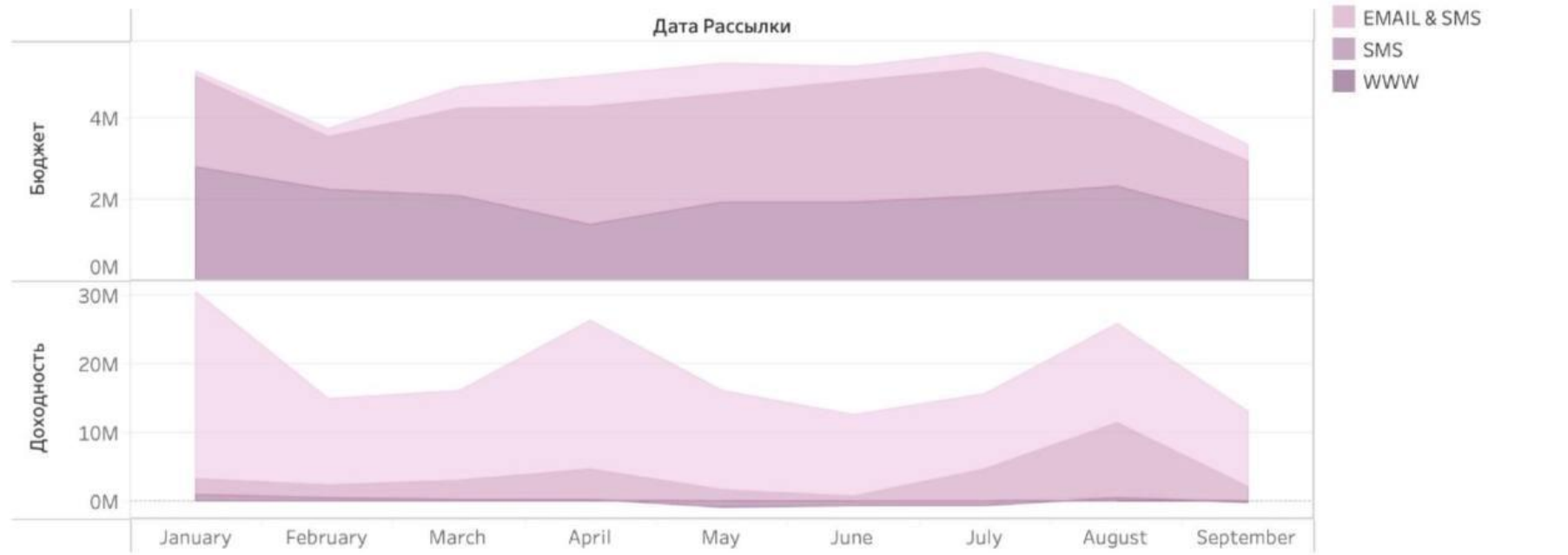


Conversion into purchase and extra revenue by customers segment

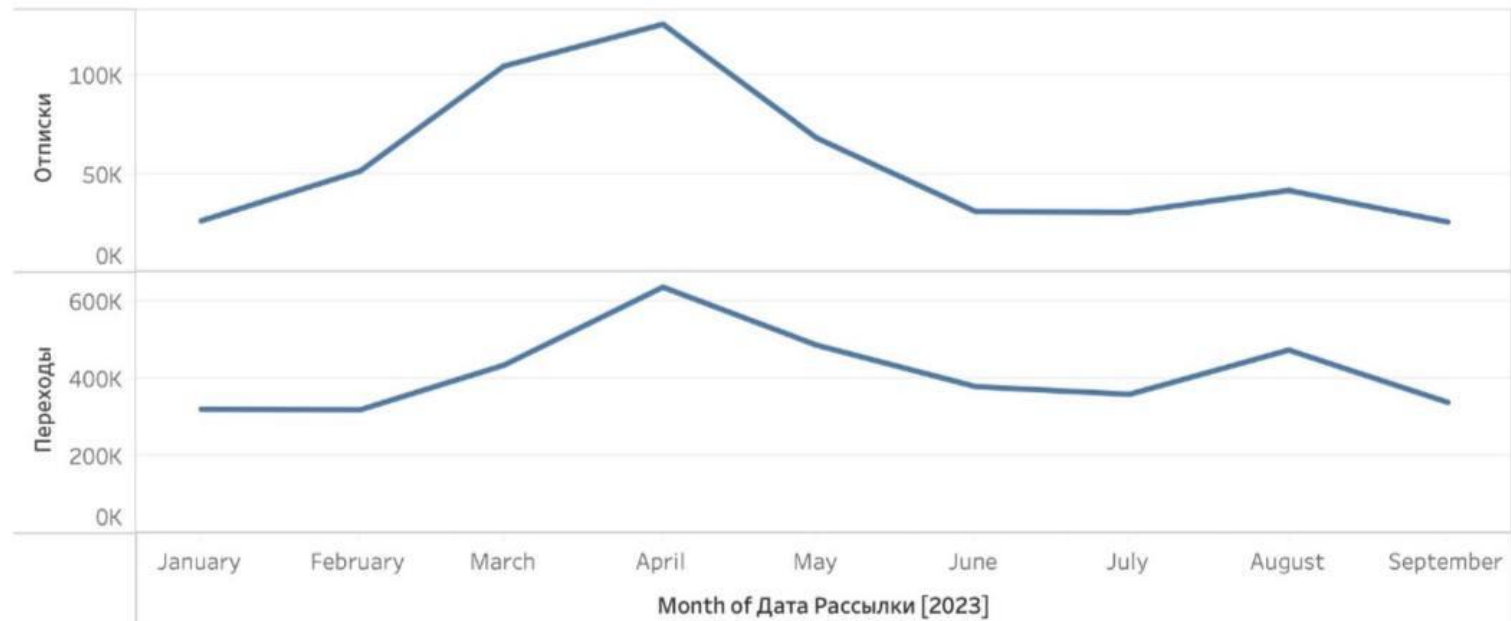


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## Budget and Revenue by Channels



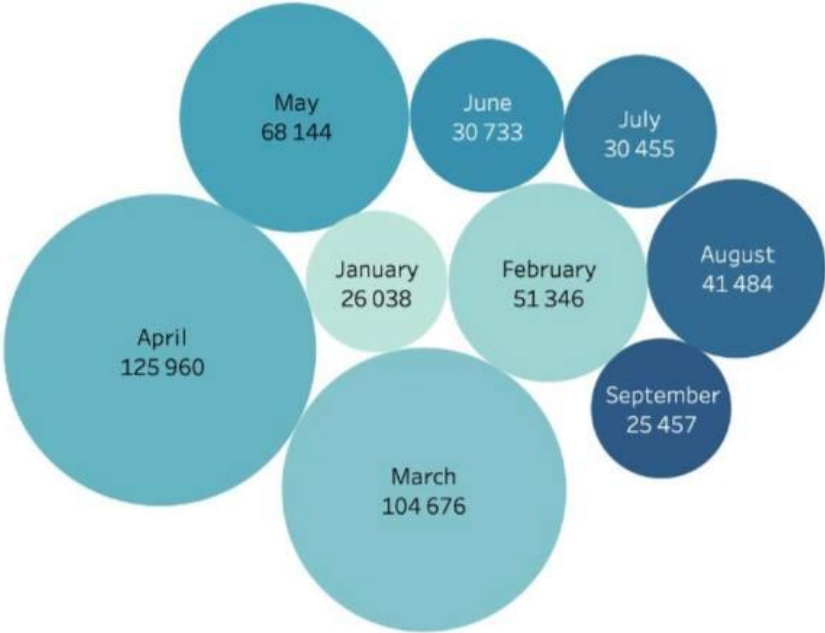
## Unsubscribed after Clicked



Number of Distinct Sent Messages by months



Number of Unsubscribed Clients per Segment



Number of Clients per segment

Сегмент	Дата Рассылки									Grand Total
	January	February	March	April	May	June	July	August	September	
Активные 1 мес.	8 144 965	4 816 858	4 275 615	4 454 656	4 886 162	4 564 387	4 336 307	4 827 329	3 767 853	44 074 132
ВИП - Активные 1 мес.	690 012	714 106	564 728	1 103 696	924 067	902 689	851 719	1 132 968	814 485	7 698 470
ВИП - Смешанные	104 867	72 168	124 262	71 755	115 948	128 376	61 978	174 030	49 143	902 527
Новички	706 223	275 667	238 424	275 292	354 088	262 290	253 877	288 306	233 788	2 887 955
Смешанные	262 015	79 555	108 896	171 185	106 421	67 743	77 831	314 611	246 109	1 434 366
Grand Total	9 908 082	5 958 354	5 311 925	6 076 584	6 386 686	5 925 485	5 581 712	6 737 244	5 111 378	56 997 450

Number of Clients who left per Segment

Сегмент	Дата Рассылки									Grand Total
	January	February	March	April	May	June	July	August	September	
ВИП - Отток 2-3 мес.				1 474	1 154	3 369	6 296	8 051	5 235	25 579
ВИП - Отток 4-6 мес.							850	2 553	1 134	4 537
Отток 2-3 мес.	737 921	901 931	1 269 597	1 455 985	1 194 472	796 332	807 823	912 471	635 395	8 711 927
Отток 4-6 мес.	420 518	337 201	500 753	1 633 704	2 631 577	1 878 556	2 619 534	2 019 363	1 184 063	13 225 269
Отток 7-12 мес.	1 293 044	782 560	637 004	780 648	1 665 950	1 792 003	2 362 137	2 978 170	2 972 996	15 264 512
Умершие	8 669 514	8 619 504	10 654 915	14 925 500	16 726 908	11 244 756	8 064 211	9 487 735	8 720 523	97 113 566
Grand Total	11 120 997	10 641 196	13 062 269	18 797 311	22 220 061	15 715 016	13 860 851	15 408 343	13 519 346	134 345 390

# Insights and Conclusions

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- **Targeted Engagement Yields Higher ROI:** Campaigns targeted at specific segments like "VIP - Mixed" and "Newbies" demonstrated higher engagement and sales, indicating a need to further refine segmentation and personalization strategies for improved return on investment
- **Critical Role of Read and Click-Through Rates:** A direct correlation was observed between the campaigns with higher read rates and click-through rates and those achieving superior sales performance. This emphasizes the importance of compelling content and effective calls-to-action to drive conversions
- **Financial Analysis Reveals Opportunity for Optimization:** Detailed financial metrics, including campaign budget versus additional sales and profitability, highlighted opportunities for cost optimization. Campaigns with a higher budget did not always correlate with proportionately higher sales, suggesting a review of spending efficiency



# Insights and Conclusions

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- **Control Group Comparisons Validate Campaign Effectiveness:** The comparison between targeted campaign outcomes and control group performance provided concrete evidence of the campaigns' effectiveness in driving additional sales, underscoring the value of controlled testing environments for marketing strategies
- **Segment-Specific Sales Impact:** The data showed that VIP and mixed segments generated significantly higher sales compared to other segments, suggesting that focusing on high-value customer segments can substantially increase revenue
- **Opportunities for Growth and Improvement:** The analysis of missed additional sales and unsubscriptions highlights areas for improving campaign targeting and content relevance, reducing opt-out rates, and unlocking potential sales opportunities