



Driving Strategic Marketing Decisions with Data

INSIGHTS FOR 2MARKET'S GLOBAL MARKETING MANAGER

PRESENTED BY ANNORA NG, DATA ANALYST

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Breaking down the Business Problem

To address 2Market's business challenges, we focus on three key questions:

What are the key demographic factors influencing purchase behaviour?

Objective: Identify **high-value customer segments** to target with **tailored campaigns** and materials.

What are the high-performing product categories?

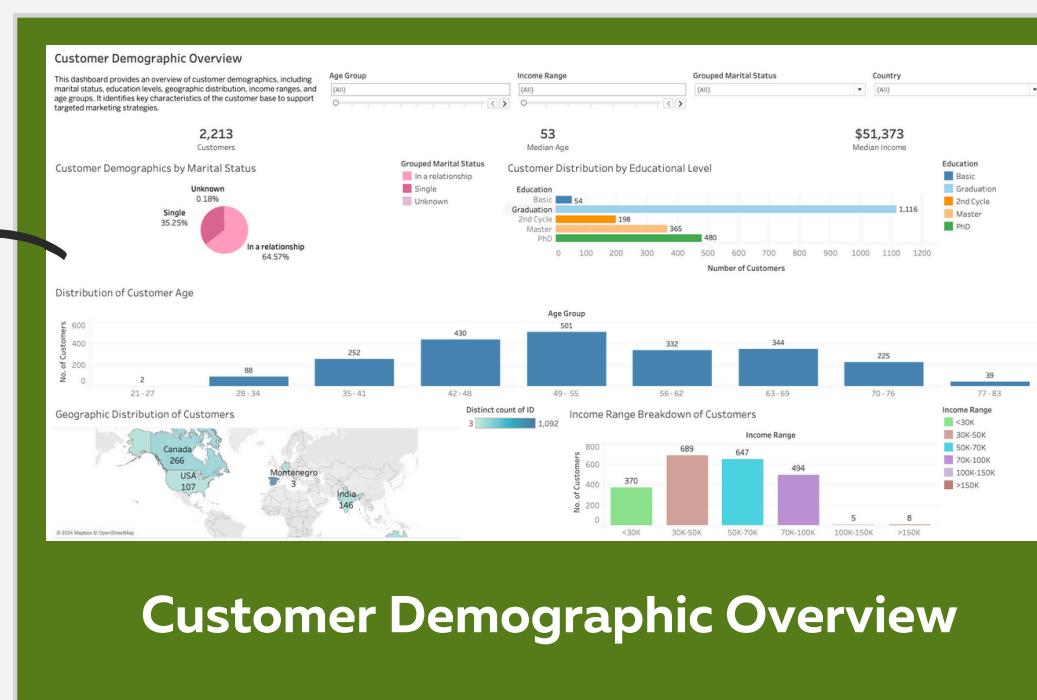
Objective: Highlight **top-performing product categories** to focus inventory and product-placement strategies.

Which advertising channels are the most effective?

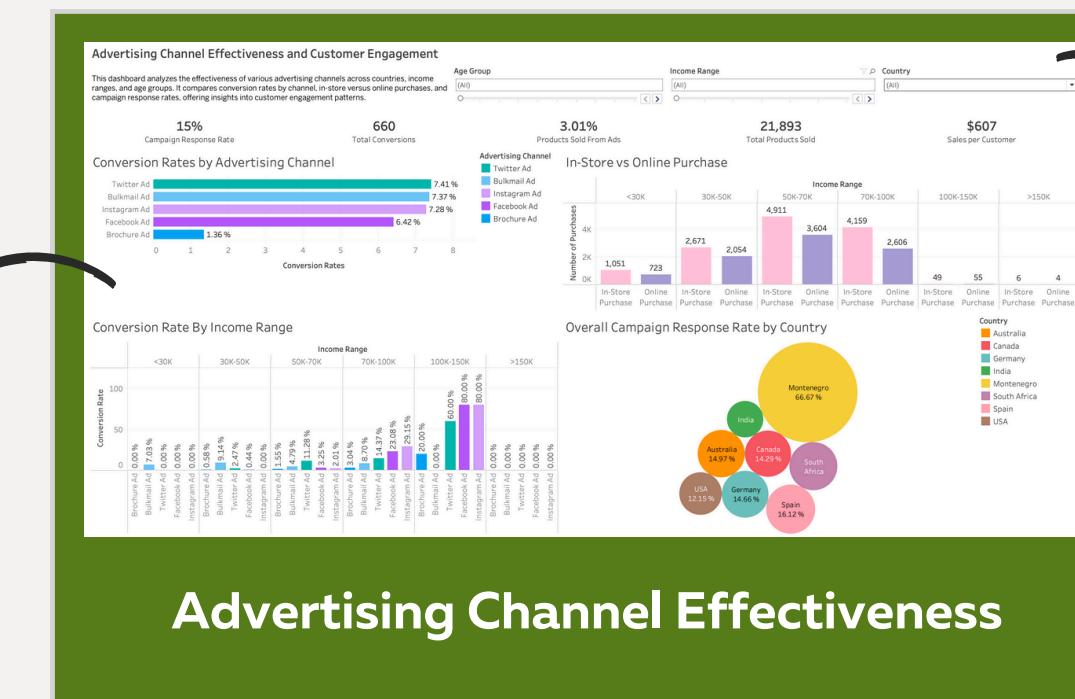
Objective: Evaluate **advertising channel performance** to **optimize resource allocation** and improve conversion rates.

Interactive Dashboards for Decision-Making

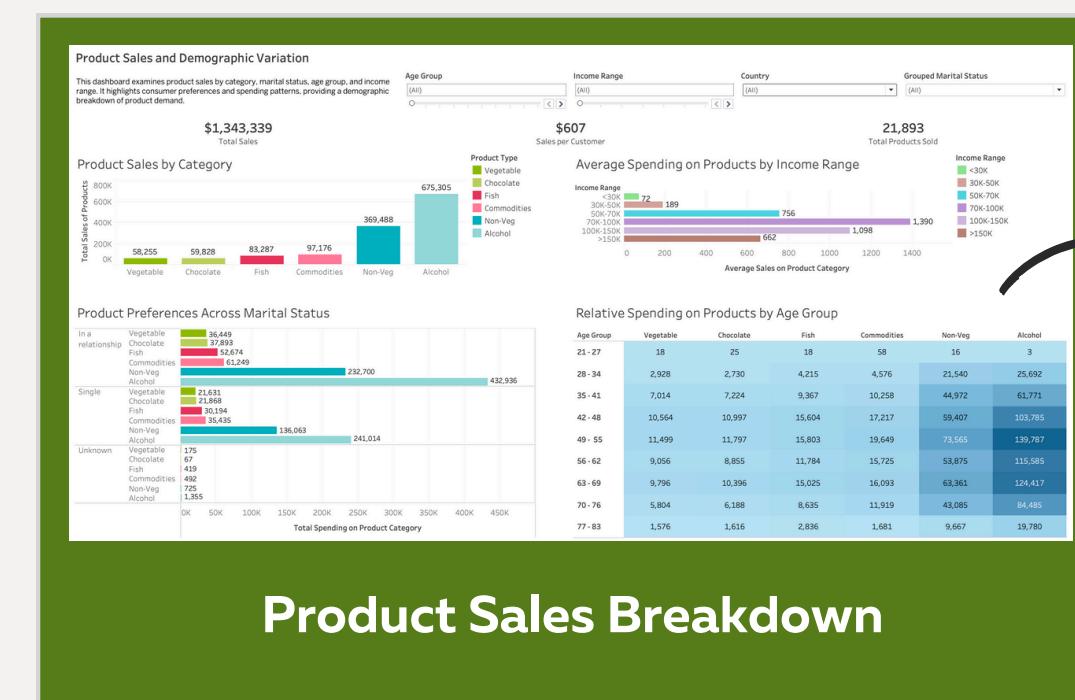
Explore trends by
Demographic Factors to
refine targeting strategies



Identify which channels work best for different Demographics to guide Advertising Strategy



Age Group	Vegetable	Chocolate	Fish	Commodities	Non-Veg	Alcohol
21 - 27	18	25	18	58	16	3
28 - 34	2,928	2,730	4,215	4,576	21,540	25,692
35 - 41	7,014	7,224	9,367	10,258	44,972	61,771
42 - 48	10,564	10,997	15,604	17,217	59,407	103,785
49 - 55	11,499	11,797	15,803	19,649	73,565	139,787
56 - 62	9,056	8,855	11,784	15,725	53,875	115,585
63 - 69	9,796	10,396	15,025	16,093	63,361	124,417
70 - 76	5,804	6,188	8,635	11,919	43,085	84,495
77 - 83	1,576	1,616	2,836	1,681	9,667	19,780



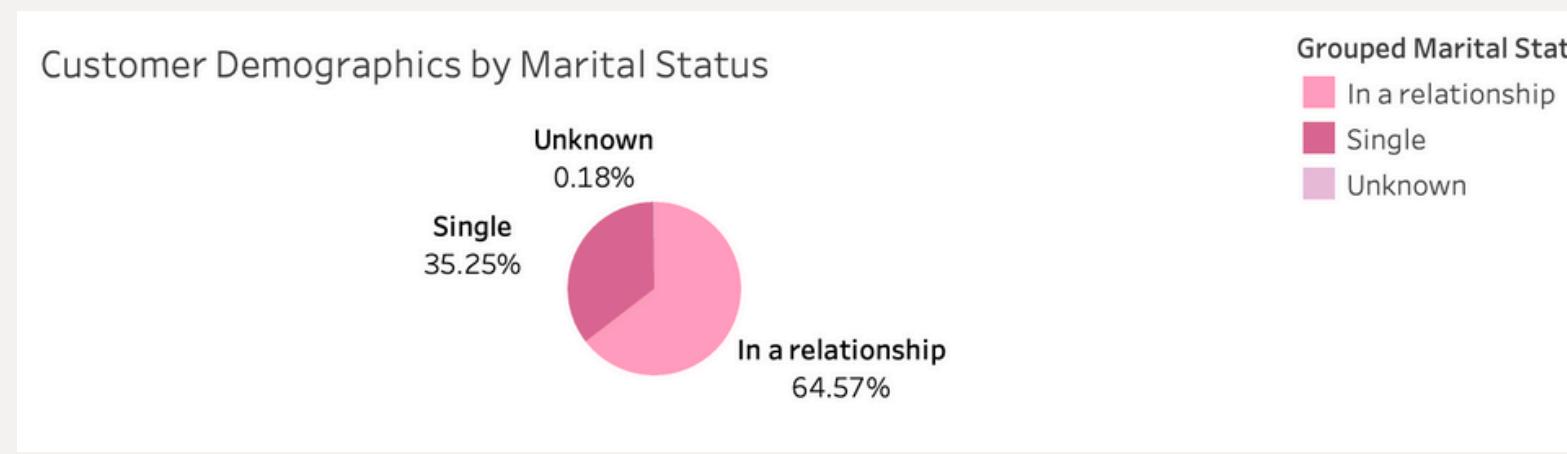
Who are 2Market's Customers?

2,213
Customers

53
Median Age

\$51k
Median Income

65% of customers are in a relationship



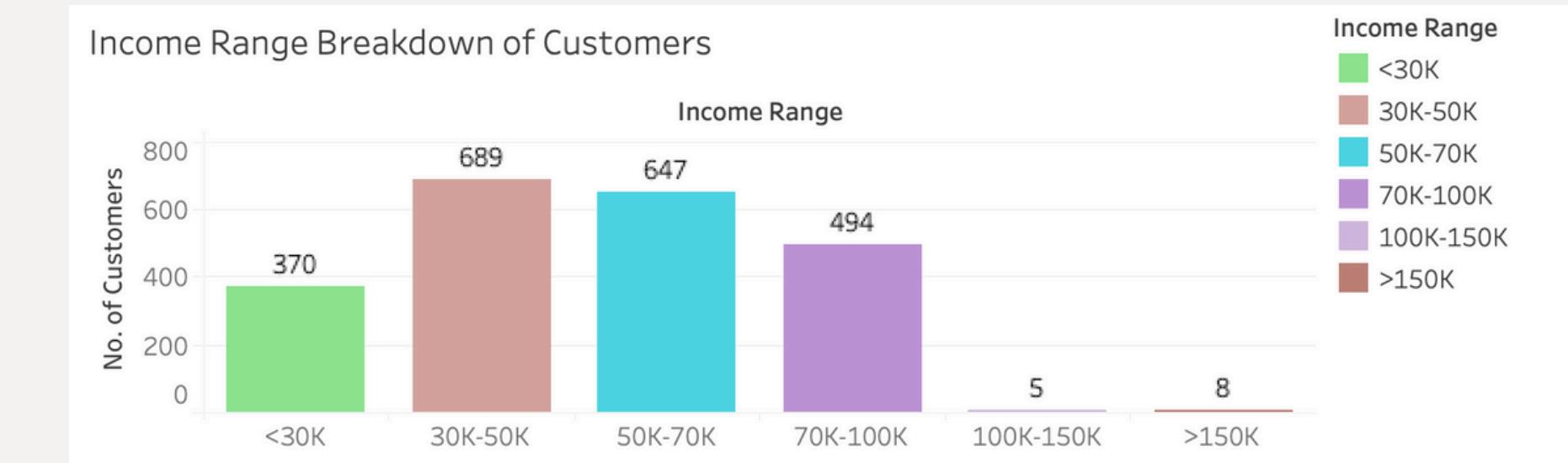
97% of customers hold a Graduation Level Education or higher



Spain accounts for **49%** of customers



Main Income Groups earns **\$30k-70k** annually, followed by **\$70k-100k**



Understanding these demographics will guide tailored advertising strategies

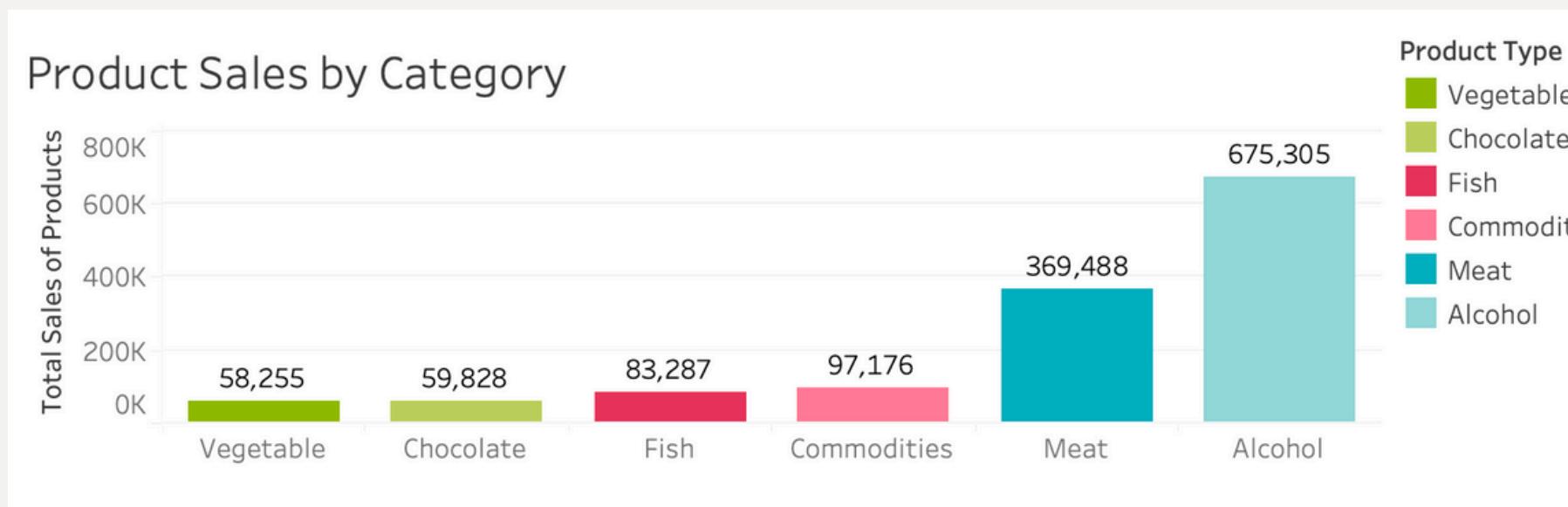
What do 2Market's customers buy?

\$1,343,339
Total Sales

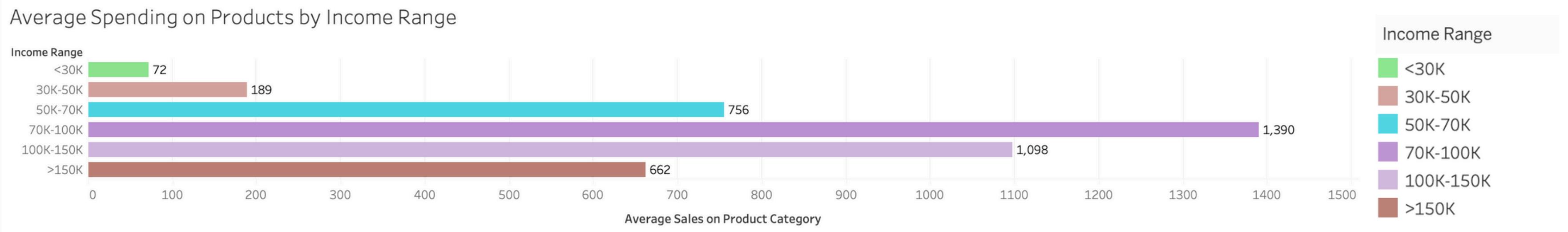
\$607
Sales per Customer

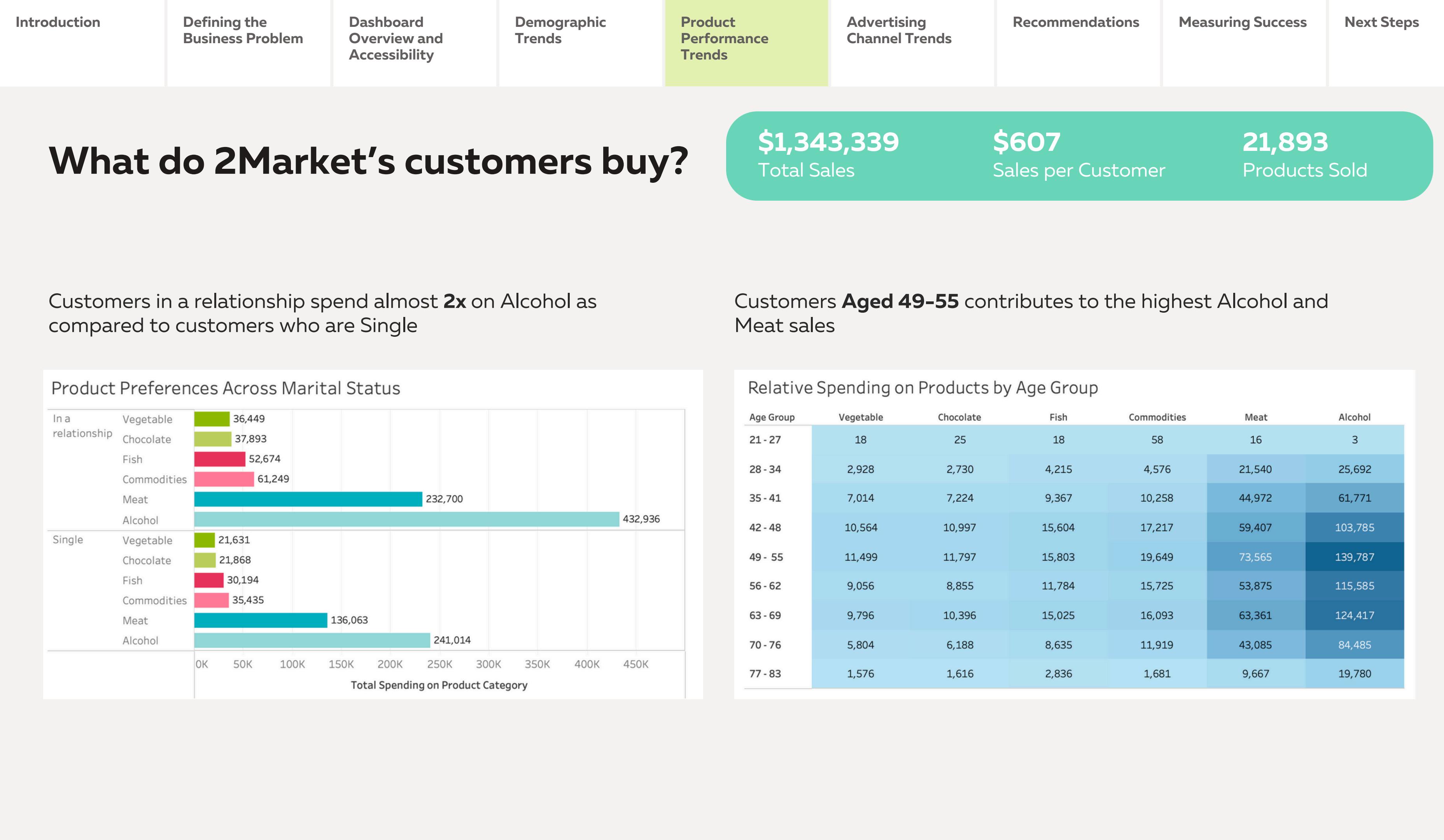
21,893
Products Sold

Alcohol and **Meat** are consistently the top-performing categories



51% of sales comes from customers in the **\$70k-100k** Income Group





Introduction	Defining the Business Problem	Dashboard Overview and Accessibility	Demographic Trends	Product Performance Trends	Advertising Channel Trends	Recommendations	Measuring Success	Next Steps
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Which channels perform best?

Twitter Ads provides broad reach and contribute to the highest conversion rates overall

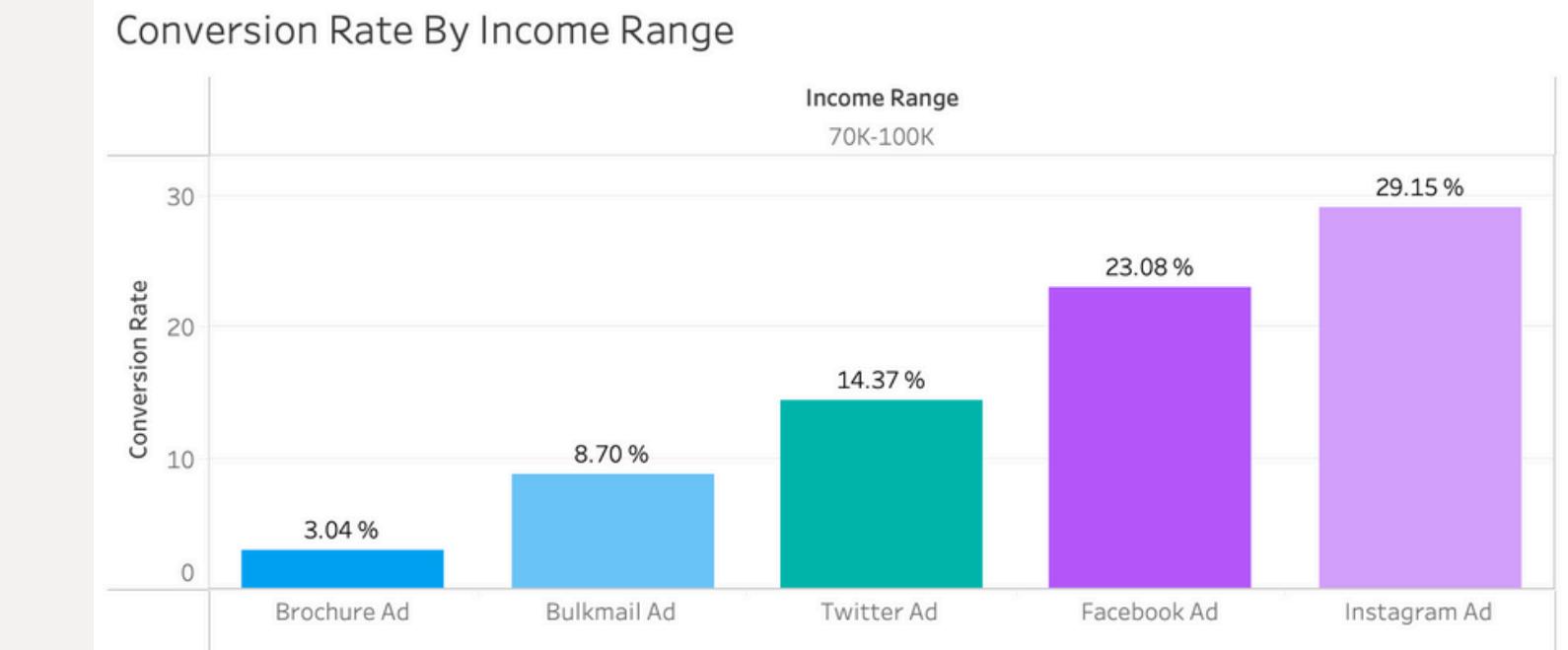
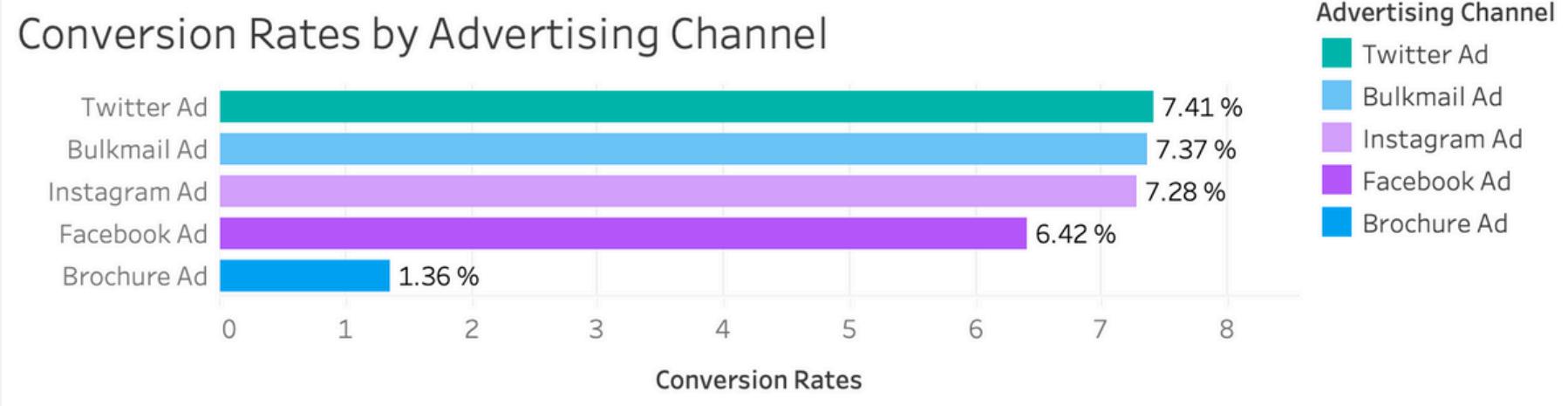
15%
Campaign Response Rate

660
Total Conversions

3%
Ad-Driven Purchase

However, for Income Group of **\$70k-100k**, Facebook Ads and Instagram Ads play a big role in driving conversions

This ranking is consistent when narrowed down by Countries



Note: **51%** of sales comes from customers in the **\$70k-100k** Income Group

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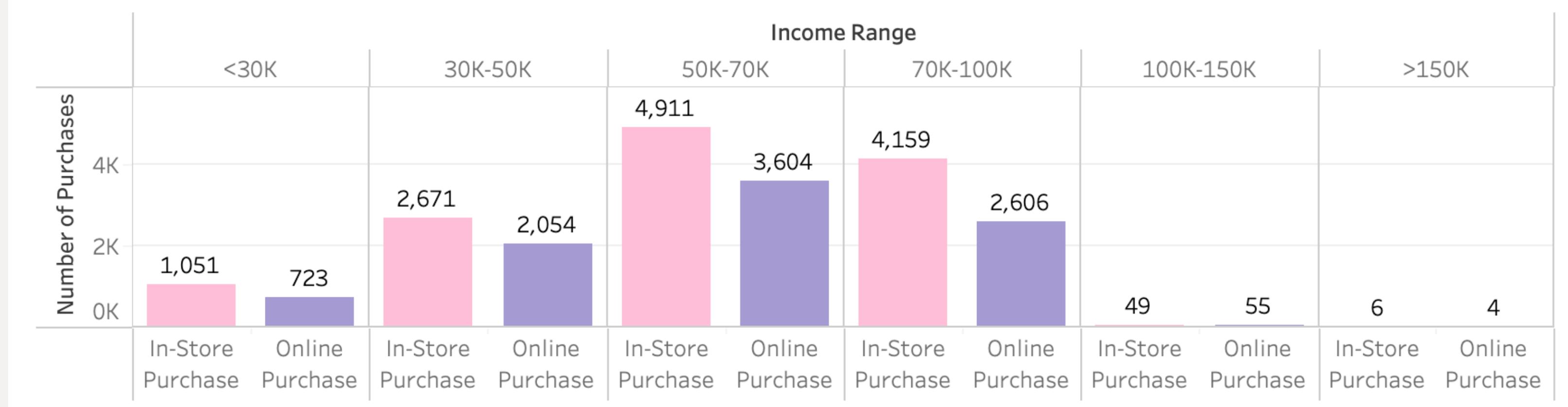
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Campaign Response Rate

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Total Conversions

3%
Ad-Driven Purchase

Overall, In-Store Purchase consistently performs better than Online Purchase

In-Store vs Online Purchase



Recommendation 1: Invest in Customers in a relationship with High Income and Education Levels

Rationale:

65% of customers are in a relationship

51% of total sales come from customers in the **\$70k-100k** income group

97% of customers have a Graduation or higher education level



Tailor advertising materials to appeal to the **\$70k-100k** income group and **highly educated** customers in a relationship

1

Highlight product quality, premium value, and exclusive offers in 30% of new campaigns

2

Use sophisticated and professional visuals that align with the interests of educated, high-income customers

3

Implement **2 targeted campaigns per quarter** focused on this group's buying behavior

Recommendation 2: Reallocate Advertising Budget to Prioritise Instagram & Facebook Ads

Rationale:

Although Twitter Ads has the highest conversion rates overall, the \$70k-\$100k income group shows the best conversion rates on **Instagram Ads** and **Facebook Ads**

Brochure Ads consistently demonstrate low conversion rates and should be discontinued to optimize ad spend efficiency.

Consider the following reallocation:



Instagram Ads: **35%** of total ad spend to leverage the highest conversion rates



Facebook Ads: **25%** of total ad spend for strong performance in the target group



Twitter Ads: **20%** of total ad spend to retain overall strong conversion rates



Bulkmail Ads: **10%** of total ad spend as they continue to perform well for specific demographics



Reserve **10%** for testing new digital campaigns to explore other high-potential advertising opportunities

Recommendation 3: Prioritise High-Performing Products and In-Store Dominance

Rationale:

Alcohol and **Meat** are consistently the best-selling product categories

In-Store purchases consistently outperform online purchases across all income ranges



Enhance in-store strategies to boost sales in **Alcohol** and **Meat** sections:

1

Launch in-store tasting events or experiential campaigns to engage high-value customers

2

Introduce bundle promotions for Alcohol and Meat items to increase cross-selling by 15% in Q3

3

Create eye-catching physical displays and signage for these categories to attract foot traffic

Defining Success Metrics and Timelines



Key Performance Indicators (KPIs)

Channel Effectiveness

Achieve a **15% increase** in Instagram and Facebook Ads conversion rates for the \$70k-100k income group by **Q2 2025**

Product Revenue

Drive a **20% revenue growth** in Alcohol and Meat categories by **Q3 2025** through in-store promotions

Customer Engagement

Improve **Net Promoter Score (NPS)** by **5 points** by **Q4 2025** through tailored advertising materials

Marketing ROI

Achieve a **15% increase in ROI** by reallocating Ad spend to high-performing channels by **Q2 2025**

Defining Success Metrics and Timelines

Monitoring Approach



Data Attribution Improvement

Implement robust data tracking mechanisms to link ad spend directly to conversions, ensuring precise attribution and enhancing campaign ROI analysis.



KPI Tracking

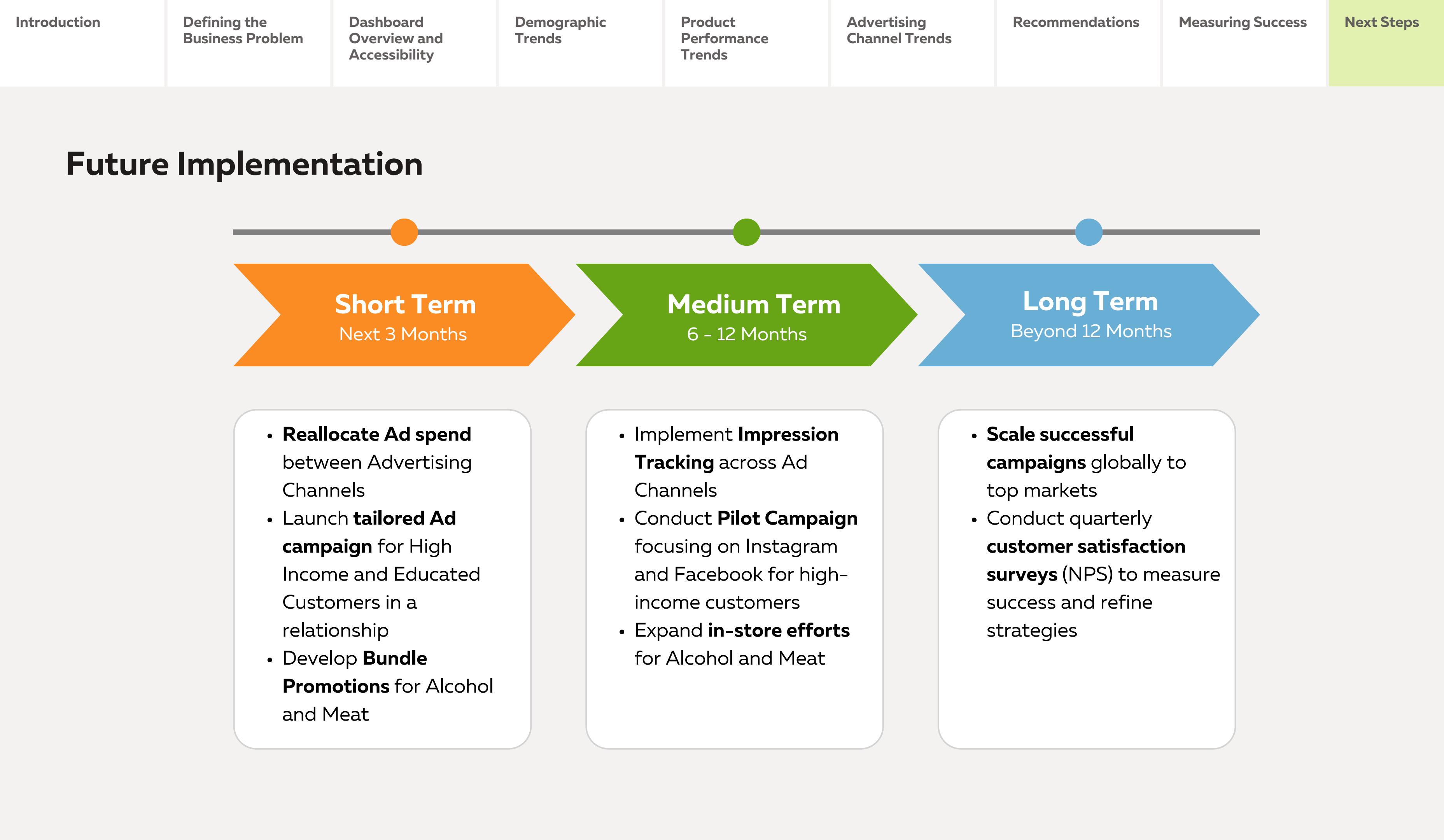
Use updated Tableau dashboards to track KPIs monthly, focusing on income-specific and channel-specific performance.



Quarterly Reviews

Conduct quarterly reviews to evaluate progress, identify trends, and refine strategies if needed.

These approaches will ensure we track performance, refine strategies, and maximize ROI.





Thank You

I welcome any questions or feedback to help 2Market achieve its growth goals