

One planet ,  
one people . . .  
step softly.

At Unisoxx we keep emphasis on our shared experience. We keep our thinking universal by providing you with a shopping experience that doesn't try to define you in any terms other than your own.

Even while shopping for the humble sock.



# Questions:

What updates are needed to the MarTech stack?

What tracking tags are needed?

Is the brand appealing to the intended market?

How is the company performing in sales?

How are the luxury products performing?

How is the website performing?



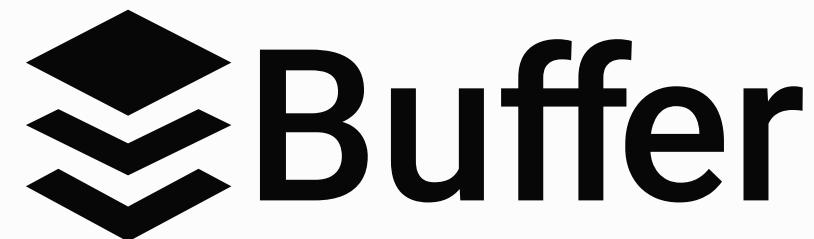
We adjusted the **MarTech stack** settling on a **monthly cost of 64€**.

What updates are needed to the MarTech stack?

A	B	C	D	E	F	G	H	I	J	K
MarTech Stack Monthly Cost	€64.00									
Customer Relationship Management										
Pipedrive										
Price	Weighting	Score	% Score	Additional Info						
	20%									
Is there a free version?		1	0.2	no						
Plan cost for the next tier?	30%	4	1.2	14.90 euro a month						
Workflow Integration										
Shopify Integration	20%	4	0.8	possible integration with app						
Automations										
Ecommerce	5%	5	0.25	Integrated with 300+ third party apps						
Focus on ecommerce	25%	2	0.5	More sales focused, B2B						
Klaviyo										
Score	% Score	Additional Info								
Yes. 500 monthly emails sends. Mobile push notifications (free beta)										
150 free monthly SMS/MMS credits										
Includes applicable SMS carrier fees										
Email support for first 60 days	5	1								
\$45 a month, 1,001 - 1,500 contacts, 15,000 monthly email sends, plus the free plan	3	0.9								
integration built in	5	1								
Integrated with 300+ third party apps, template library	5	0.25								
Extremely B2C ecommerce focused	5	1.25								



Content Creation



Social Media Management



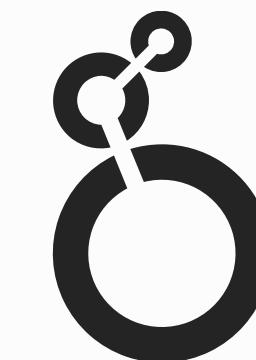
Customer Relationship Management



Analytics



Consent Manager Provider



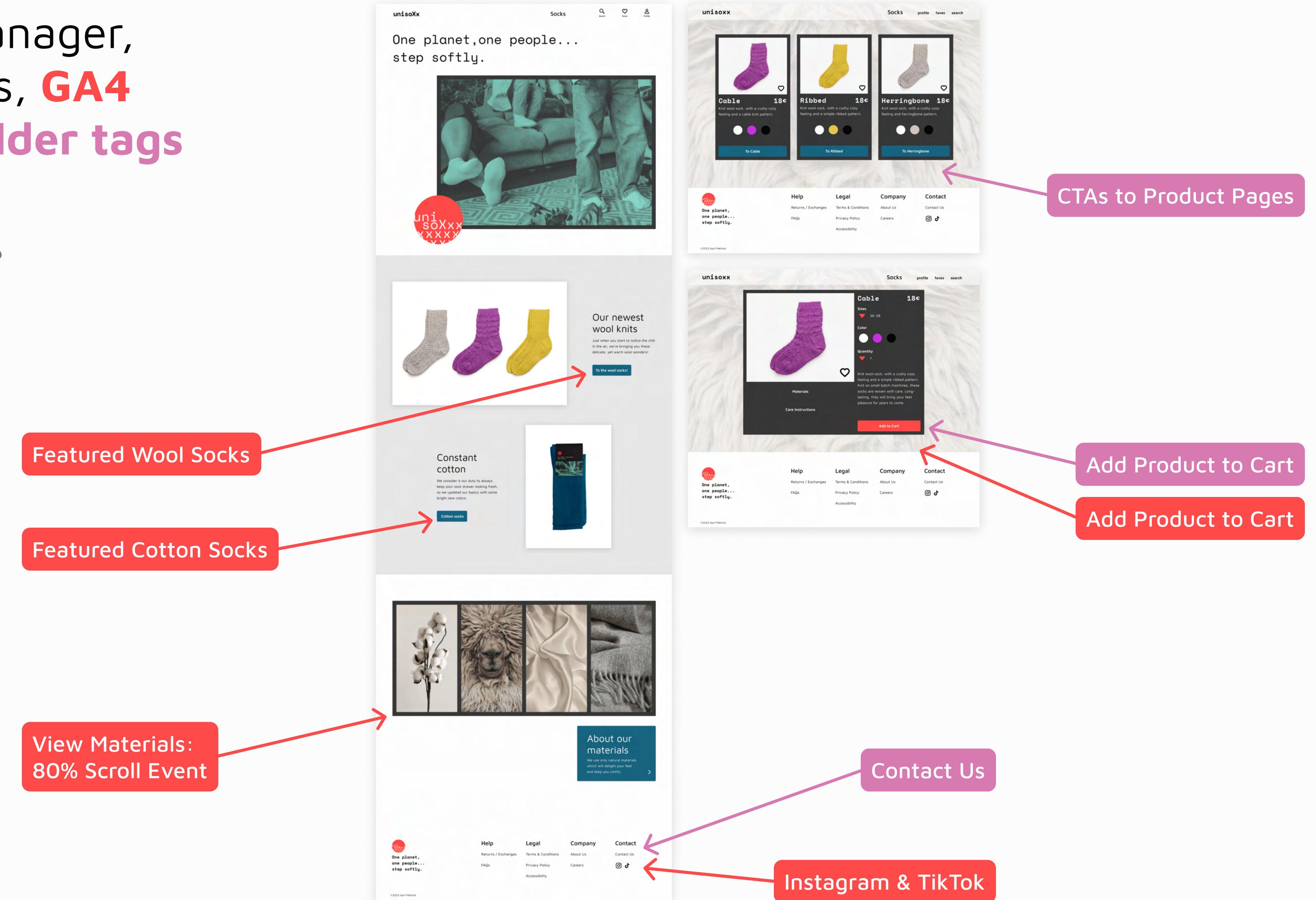
Visualization



Automation

Using Google Tag Manager,  
I added MarTech tags, **GA4**  
**Events** and **placeholder tags**  
for future tracking.

What tracking tags are needed?



# Four data sets from three different departments.

# The data

The screenshot shows a Google Sheets document titled "latest Unisoxx Data Set Sample". The interface includes a top navigation bar with File, Edit, View, Insert, Format, Data, Tools, Extensions, and Help menus. A toolbar below features various icons for search, print, and format tools, along with zoom controls (100%, \$, %, .0, .00, 123) and a formula editor (Default...). The main workspace displays a table with 12 columns labeled A through L. Column A is the primary key, and column L is a calculated column. The first few rows of data are as follows:

	A	B	C	D	E	F	G	H	I	J	K	L
1	customer_id	transaction_id	transaction_date	item_id	quantity	price	category	product name	color	month	comb	
2	10000001	1000000001	01/01/2021		1	1	8	Cotton	Basic	White	1	Basic
3	10000001	1000000001	01/01/2021		3	2	8	Cotton	Basic	White	1	Basic
4	10000002	1000000002	01/02/2021		4	2	8	Cotton	Basic	Black	1	Basic
5	10000002	1000000002	01/03/2021		7	1	8	Cotton	Basic	Grey	1	Basic
6	10000003	1000000003	01/04/2021		1	1	8	Cotton	Basic	White	1	Basic
7	10000004	1000000004	01/05/2021		4	1	8	Cotton	Basic	Black	1	Basic

The bottom navigation bar includes tabs for Inventory, Customer Information, Billing (selected), and Campaign Analytics, along with page navigation and explore options.

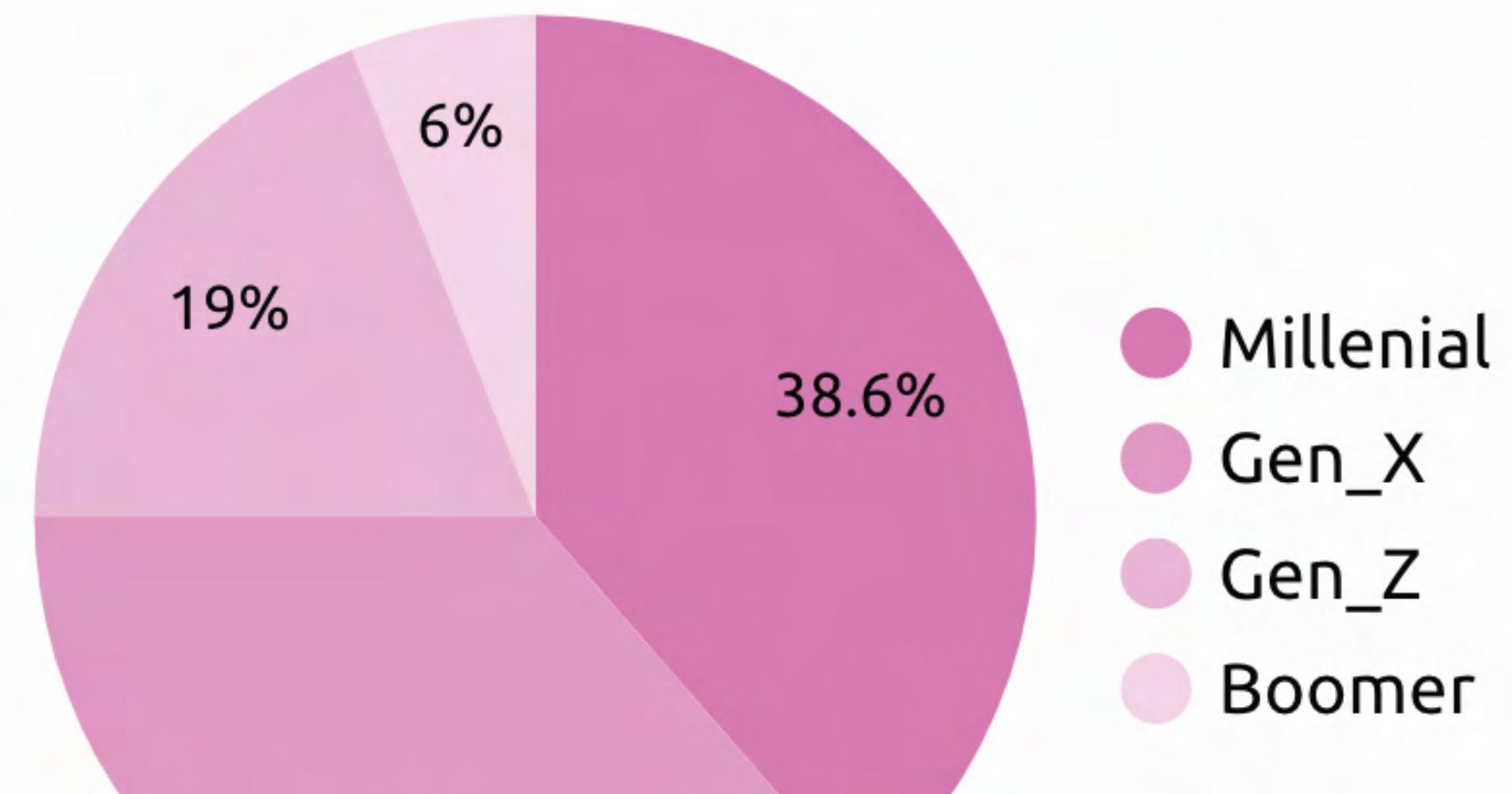
# Millennials and Gen X top the customer base.

Is the brand appealing to the intended market?

Unisoxx Ads

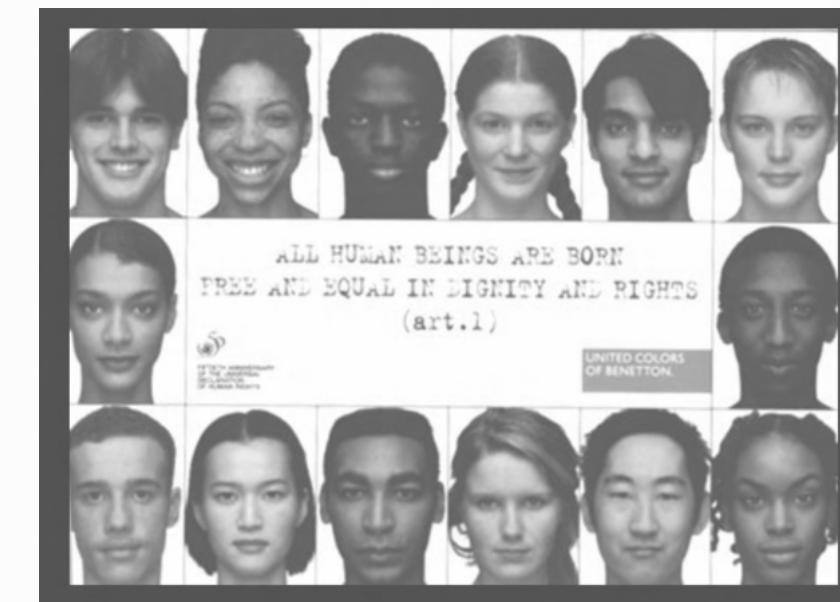


## Customers by Generation



- Millenial
- Gen\_X
- Gen\_Z
- Boomer

80s & 90s Ads



**71%** of registered customers  
**completed a transaction** in  
Q1 and Q2.

Is the brand appealing to the intended market?

Total Registered  
Customers

184

Customers with  
Transactions

150

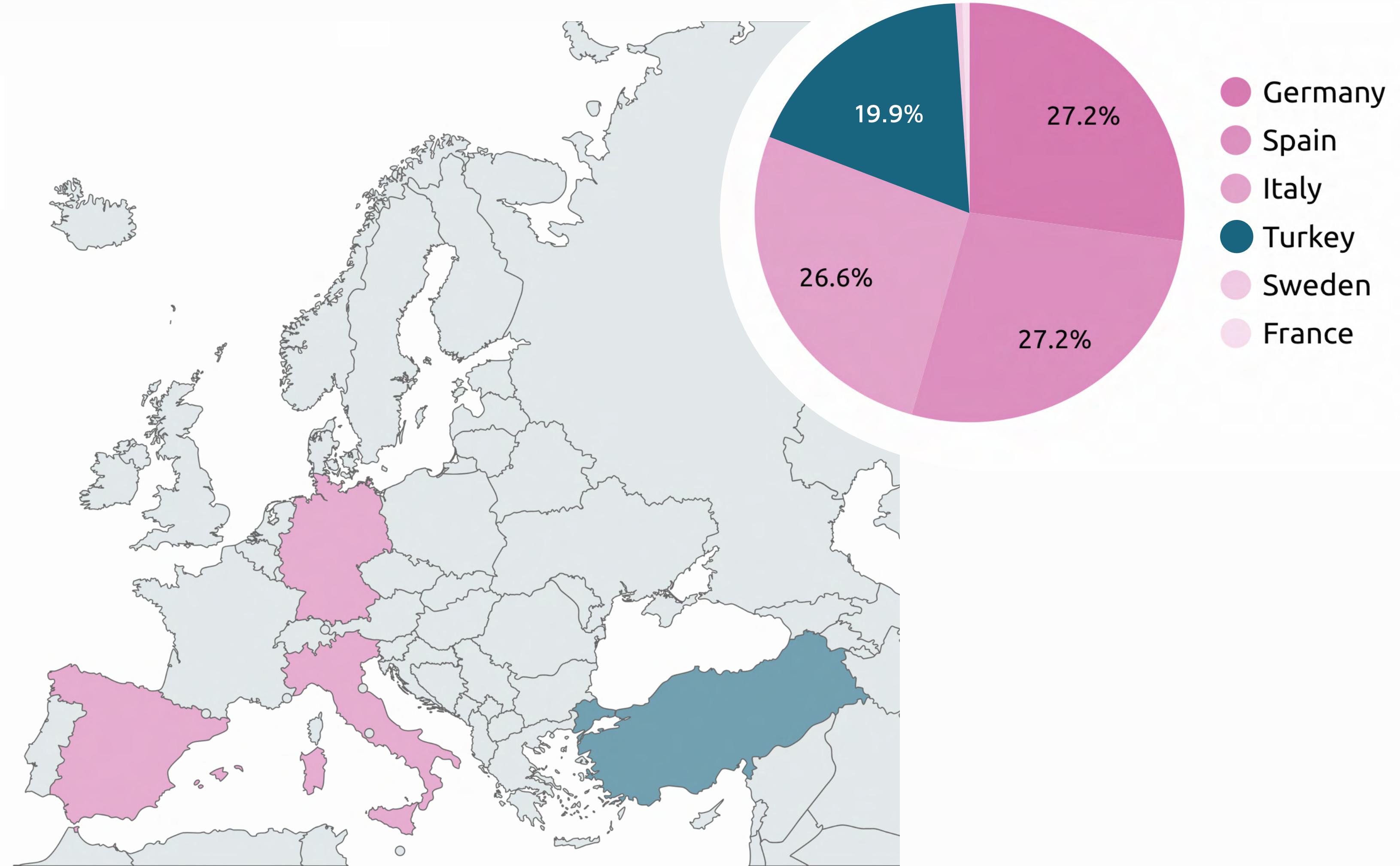
**Repeat customers** account for **57%** of combined revenue for Q1 and Q2.

Is the brand appealing to the intended market?

Number of Singles	Number of Repeats	Revenue from Repeats	Total Revenue
105	45	1,996	3,466

**Even customer spread** in three markets with a **fourth** off to a **great start**.

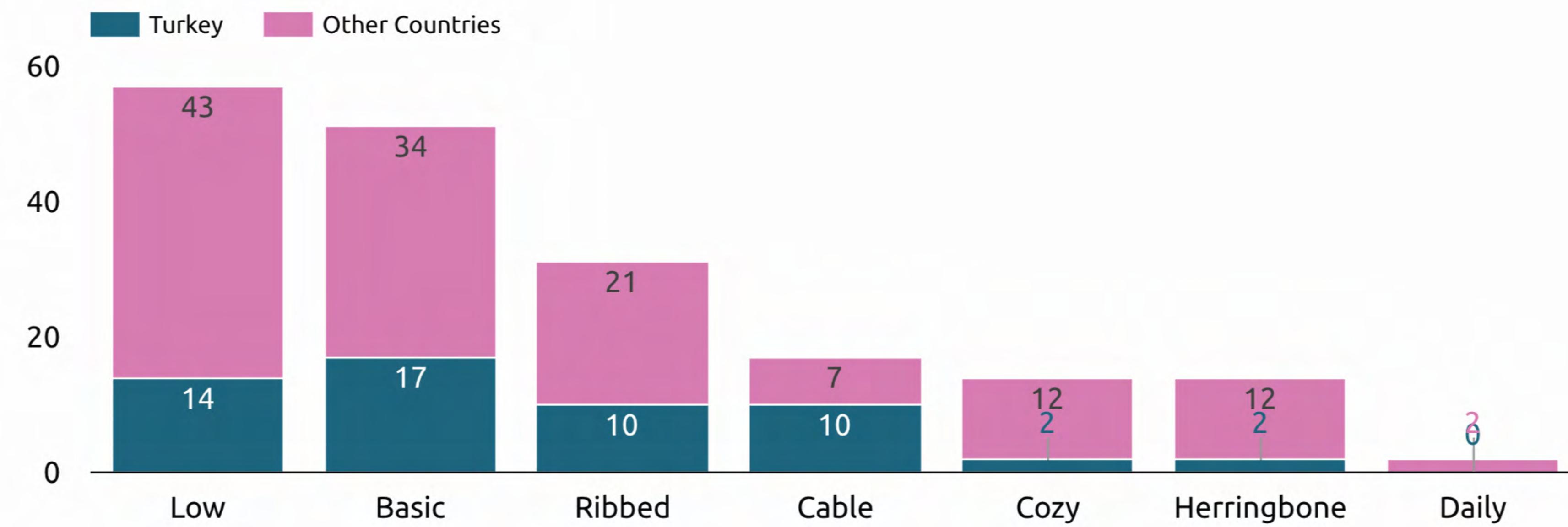
How is the company performing in sales?



As **Turkey** books its **first transactions**, we see a **126% increase** in quantity sold for Q2.

How is the company performing in sales?

Q2 Quantity Sold by Product



**Low** is the **top seller** by quantity  
with Basic in second, making  
**cotton** the **top category**.

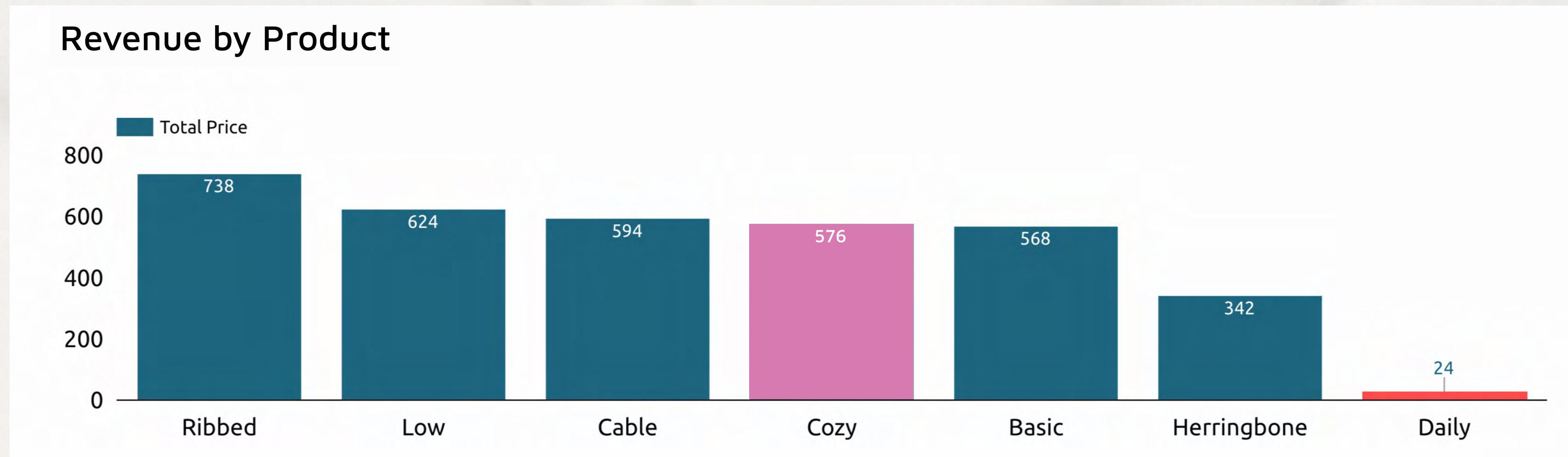
How is the company performing in sales?



**Cozy** is a **wait and see**.

**Daily** is **underperforming**.

How are the luxury products performing?



CTR calculations are promising  
with **50%** of users **adding**  
**viewed products** to their cart.

How is the website performing?

/low-cotton-sock

Product View Ratio  
36%

Add to Cart Ratio  
51%

Checkout Ratio  
30%

/basic-cotton-sock

Product View Ratio  
33%

Add to Cart Ratio  
50%

Checkout Ratio  
25%

/ribbed-wool-sock

Product View Ratio  
24%

Add to Cart Ratio  
49%

Checkout Ratio  
24%

# Recommendations:

- Sales are increasing with a large amount of returning customers. Continue to monitor the return customers.
- The Daily silk sock is underperforming and discontinuing it should be considered.
- Continue to track Cozy cashmere sock sales as customers become familiar with the brand and risk spending more.
- Look in to the Turkey campaign to get insights for future market launches.





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Thanks!