

Lab Work 6: Email Marketing Campaign Design and Analysis

Objective

To create, schedule, and analyze an email marketing campaign for the e-commerce platform.

Tasks

1. Campaign Planning

a. Choosing a Product or Service

For this specific task, A product, MAXFIT81 MK910 FROST, which is a gaming keyboard, was chosen which is available on an ecommerce platform. The product was in sales with 50% off as a stock clearance sale.

Also, a new T-shirt was chosen for the active users of this platform.

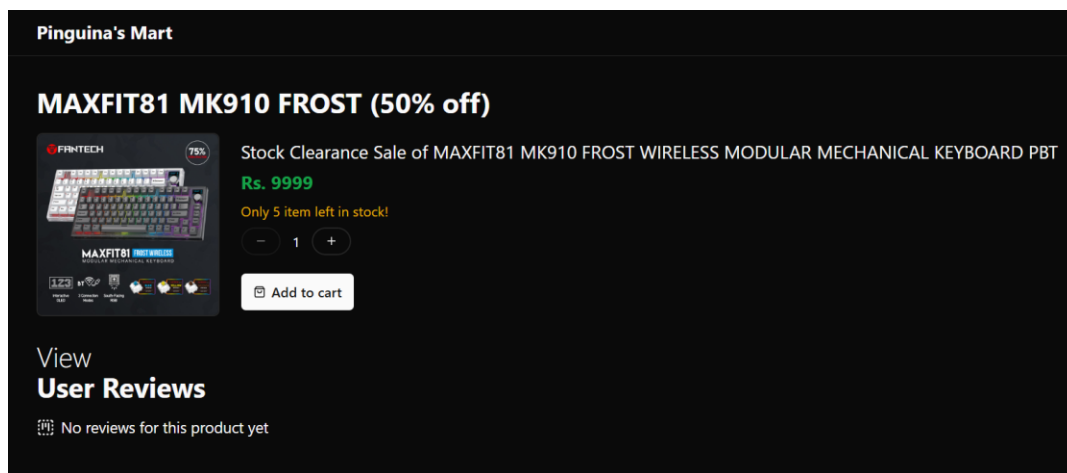


Figure 1: Clearance Sale for inactive customers

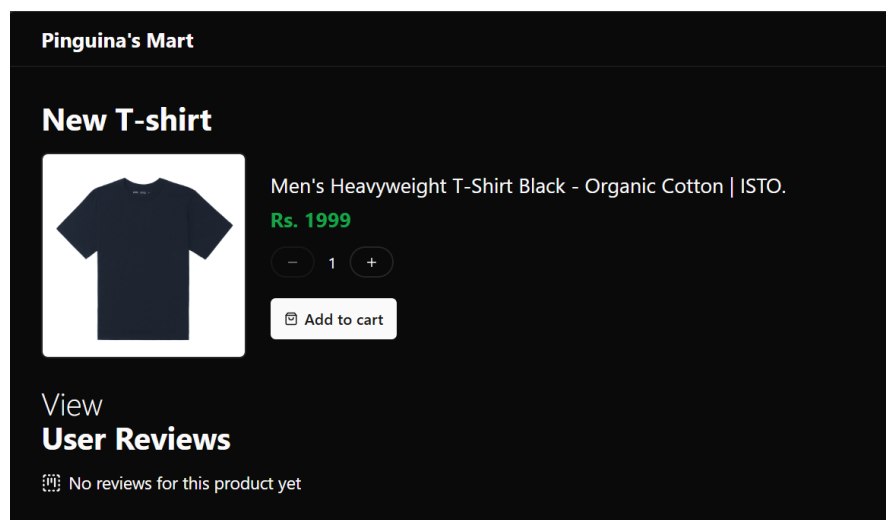


Figure 2: New T-shirt for active customers

b. Campaign Goal

The major goal of the campaign is to:

- Clear the remaining stock.
- Re-engage inactive customers.
- Notify existing active customers about new products.

c. The Target Audience

The target audience was our pool of customers, stored in the database, who haven't purchased in the last 30 days, and customers who have bought in the last 30 days.

Audience Segmentation

The customers from the database were divided into two segments, one was high-valued customers, who have purchased from the store in the last 30 days, and inactive customers who haven't purchased in the last 30 days.

Segmentation Logic:

- Start from all users in DB.
- Check their Order history for the Gaming Keyboard.
- If they do not have an order for it in the last 30 days then add them to target list.
- If any customer have ordered in the last 30 days, add them to the high value target list.

The screenshot displays an 'Email Campaign' interface. At the top, it says 'Send targeted emails to different customer segments'. Below this, there's a 'Choose Product' dropdown menu currently set to 'MAXFIT81 MK910 FROST (50% off)'. Two tabs are visible: 'Inactive Users' (selected) and 'High Value Customers'. Under the 'Inactive Users' tab, it shows 'Inactive Users for MAXFIT81 MK910 FROST (50% off)' with a note '10 users found'. A list of four users is shown: Hank (hank@example.com), Bob (bob@example.com), Eva (eva@example.com), and Grace (grace@example.com). Each user has an 'Inactive' status label. At the bottom right, there is a button labeled 'Send Reactivation Offer'.

Inactive Users for MAXFIT81 MK910 FROST (50% off)	
Hank hank@example.com	Inactive
Bob bob@example.com	Inactive
Eva eva@example.com	Inactive
Grace grace@example.com	Inactive

Figure 3: List of inactive users

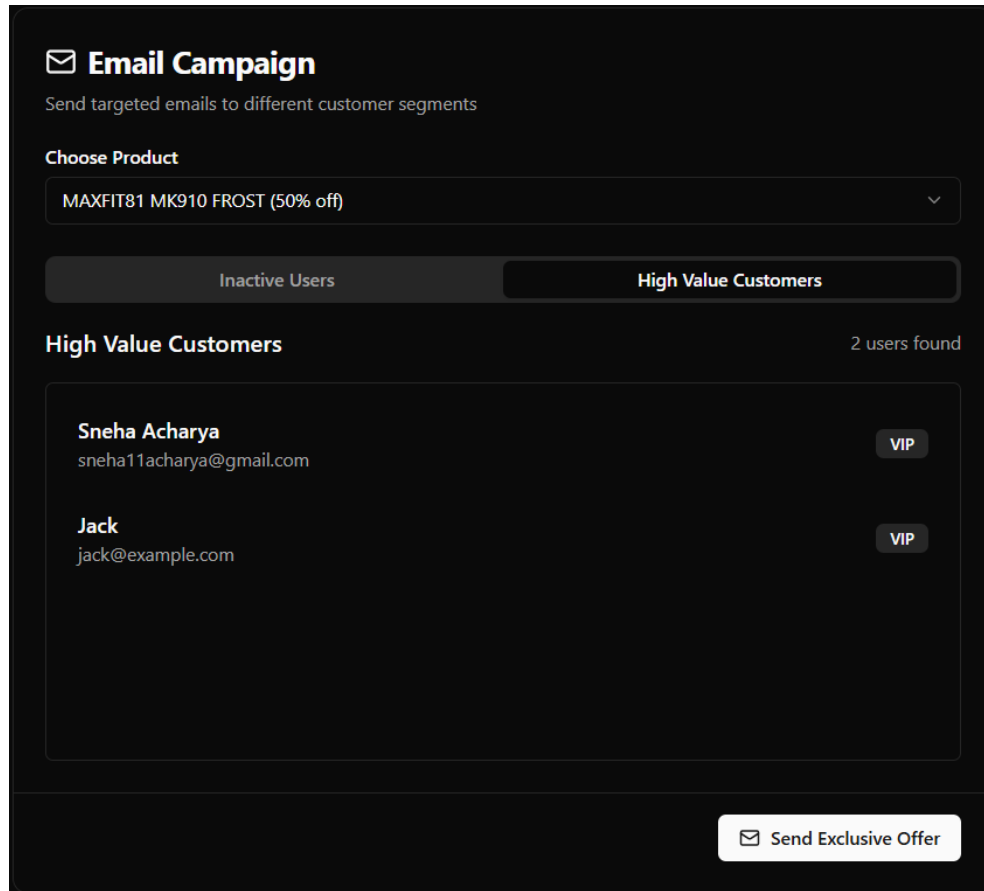


Figure 4: List of high-valued customer

2. Email Design

The email was designed using html from the nodemailer. The mail for both inactive and high valued customers are shown below:

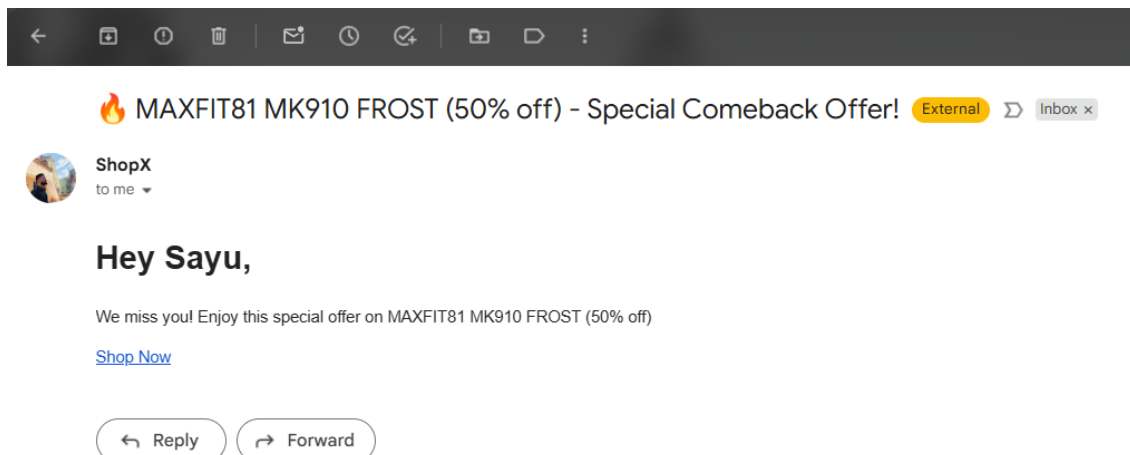


Figure 5: Email for inactive customers

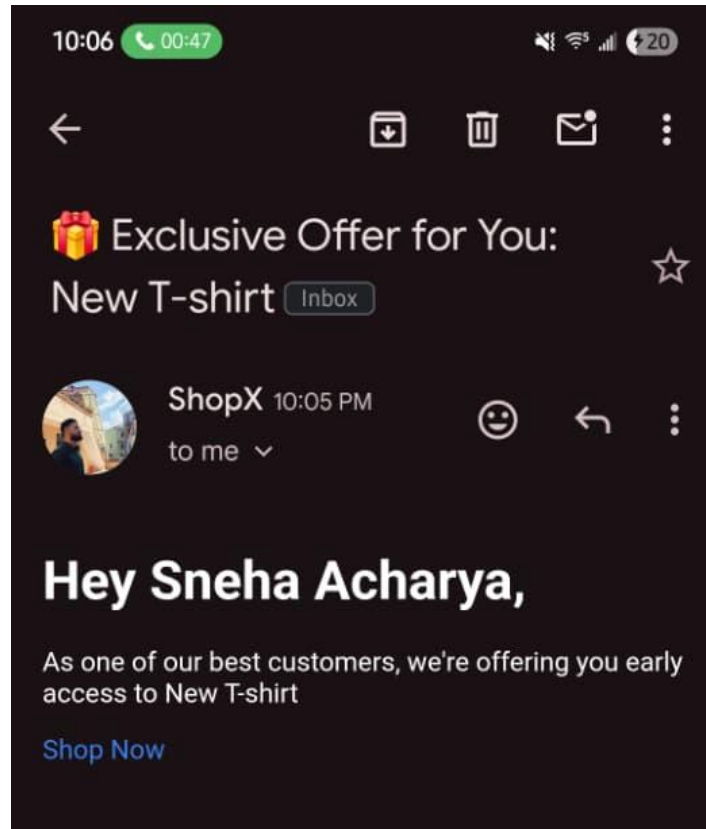


Figure 6: Email for high valued customers

3. Scheduling and Automation

- a. **Best Send Time:** Research says Tuesday/Thursday mornings work well for retail.
- b. **Follow-ups:** Mails can be sent after 3 days to those who didn't open.
- c. **Triggers:** Those with cart abandonment can be sent an email within 1 hour.

Automation Options:

In Nextjs we can use CRON jobs with node-cron for automation. This requires the server/code to be running 24*7 and is hard to automate in a local development. The process of sending emails to the customers now utilizes automation for gathering information on the inactive and high valued customer but the sending of mail is manually performed

For future integration, Utilization of Mailchimp automation workflows, helps to gather analytics and more robust features.

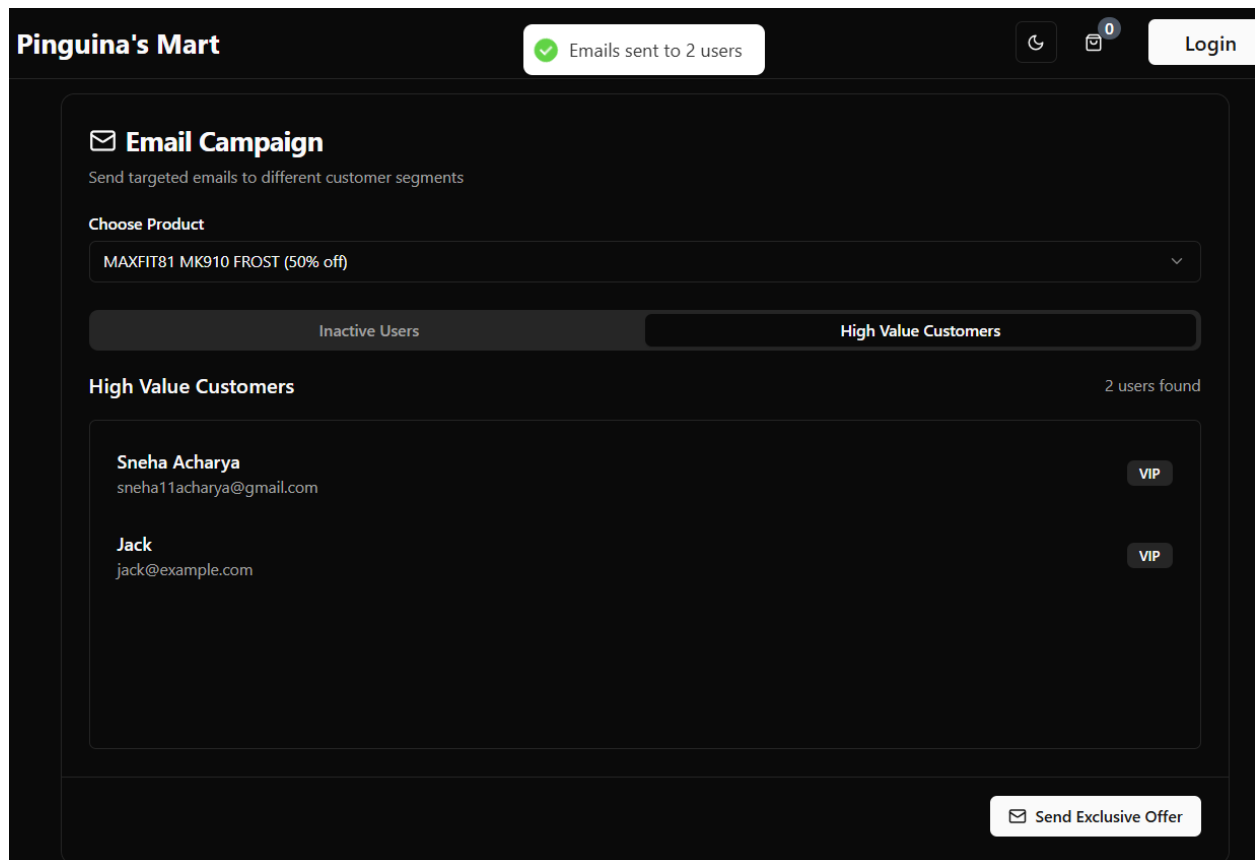


Figure 7: Success message for email

4. Campaign Performance Analysis

The use of nodemailer doesn't allow for analysis of mail's status. It only guarantees the delivery of the emails to the respective addresses.

Conclusion

The campaign effectively targeted users who hadn't purchased the Gaming Keyboard in the last 30 days, and who wanted to purchase new T-shirt using precise database queries and automated emails. This approach improved engagement, promoted the product, and demonstrated how targeted marketing can boost sales.