

refyld



Ironhack Final Project

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Refyld

Consommer responsable
ne devrait pas être
un *privilege*.

HOW IT WORKS:

Natural and sustainable products made in France, 100% rechargeable and sold at cost price thanks to a simple annual membership.

THE MISSION:

Profiling the clients
Targetting Ads

THE DATA

Newsletter
Facebook insights
Ads report



Newsletter

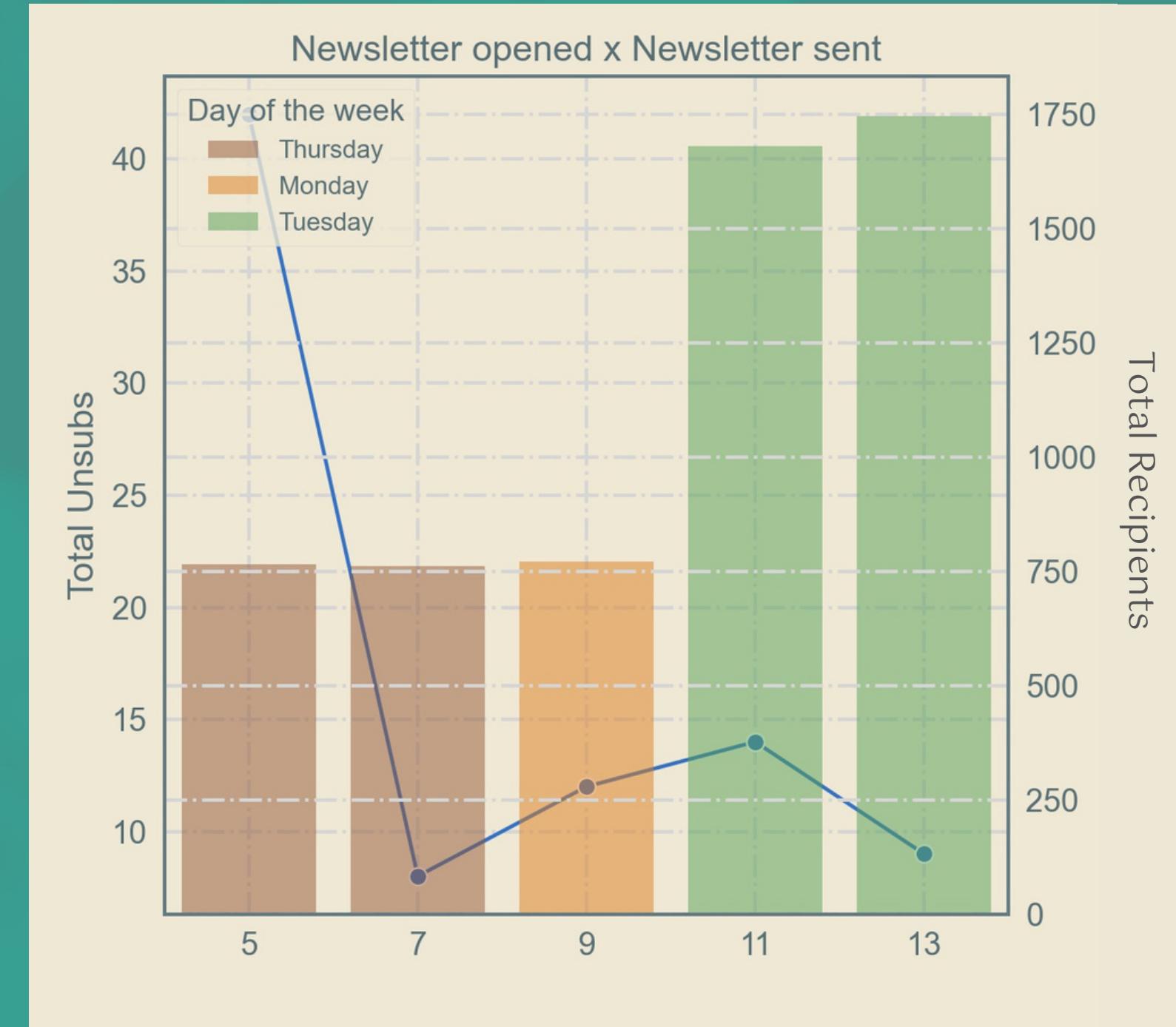
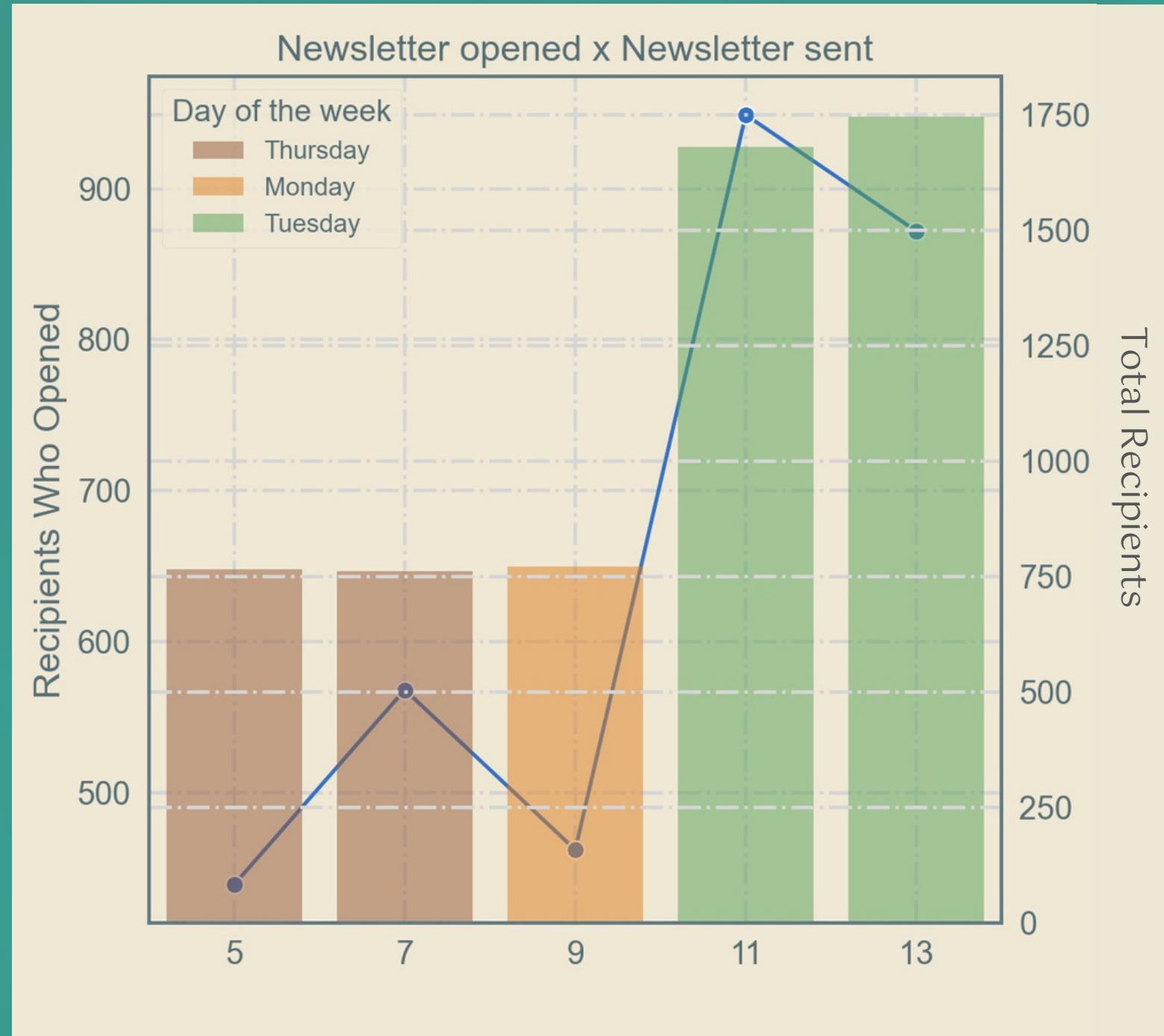
Number of Subscribers

Number of Reading

Number of Unsubscribers



Newsletter



Facebook Insights

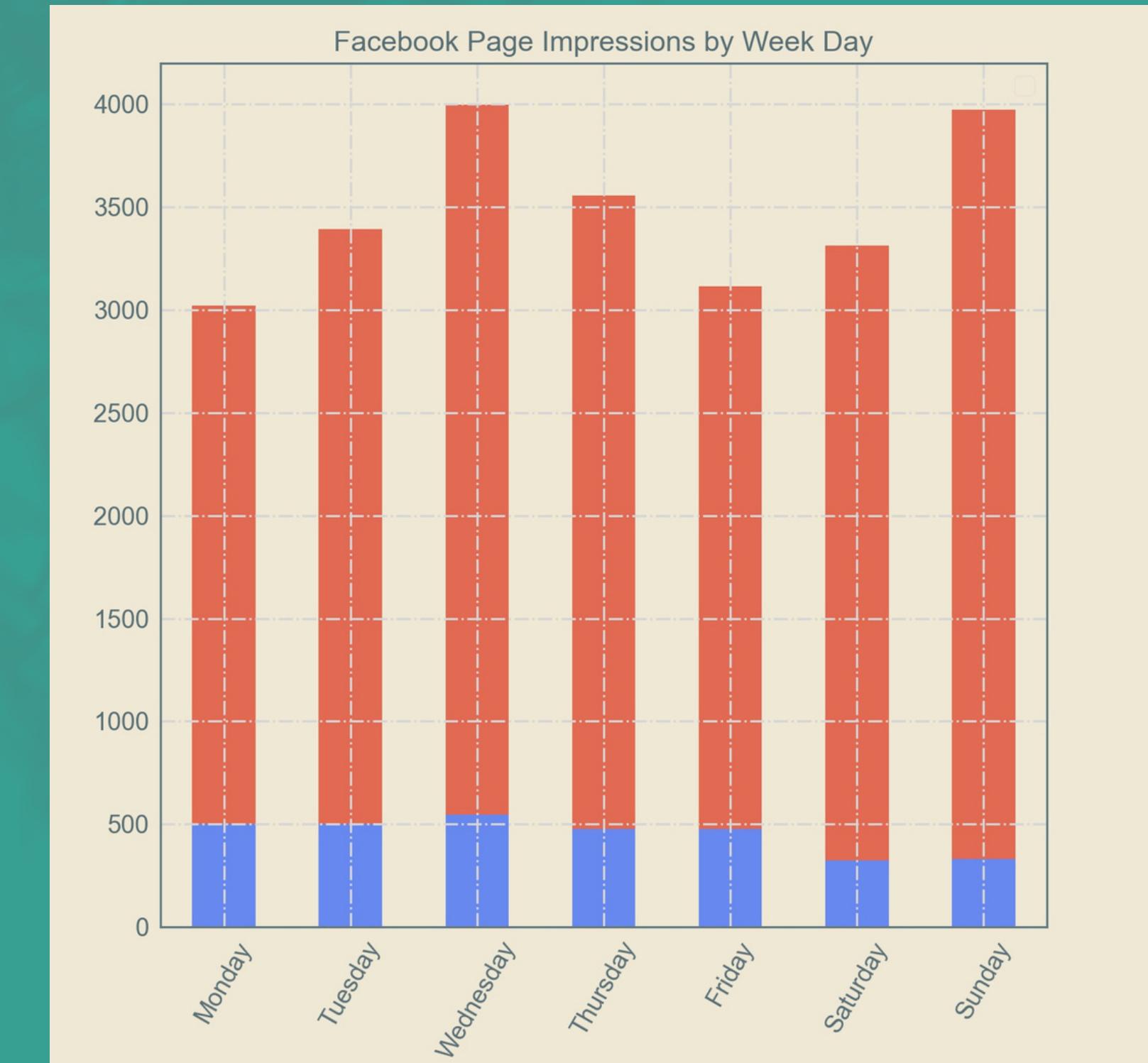
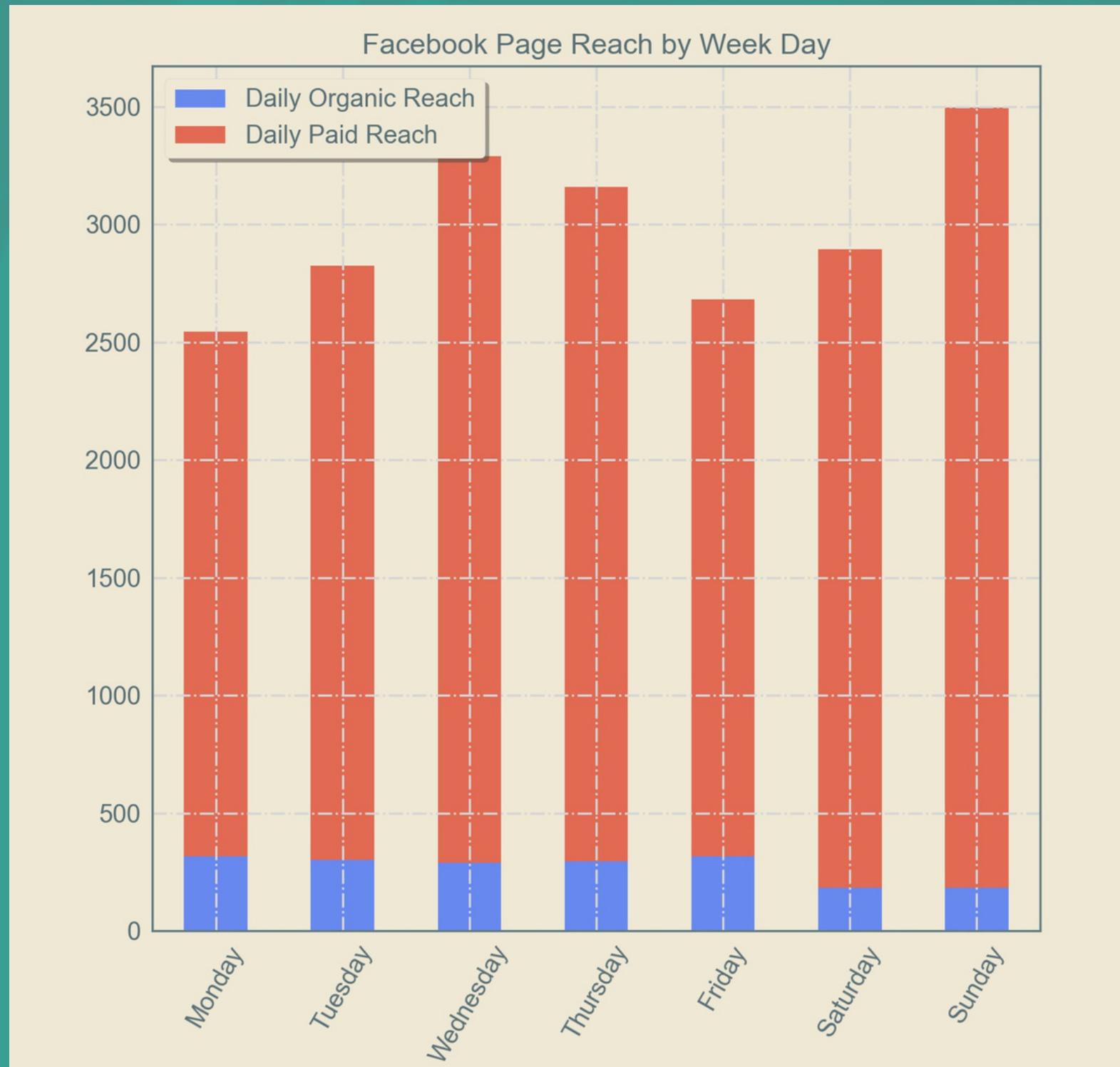
PAGE & POST :

Reach
Impressions

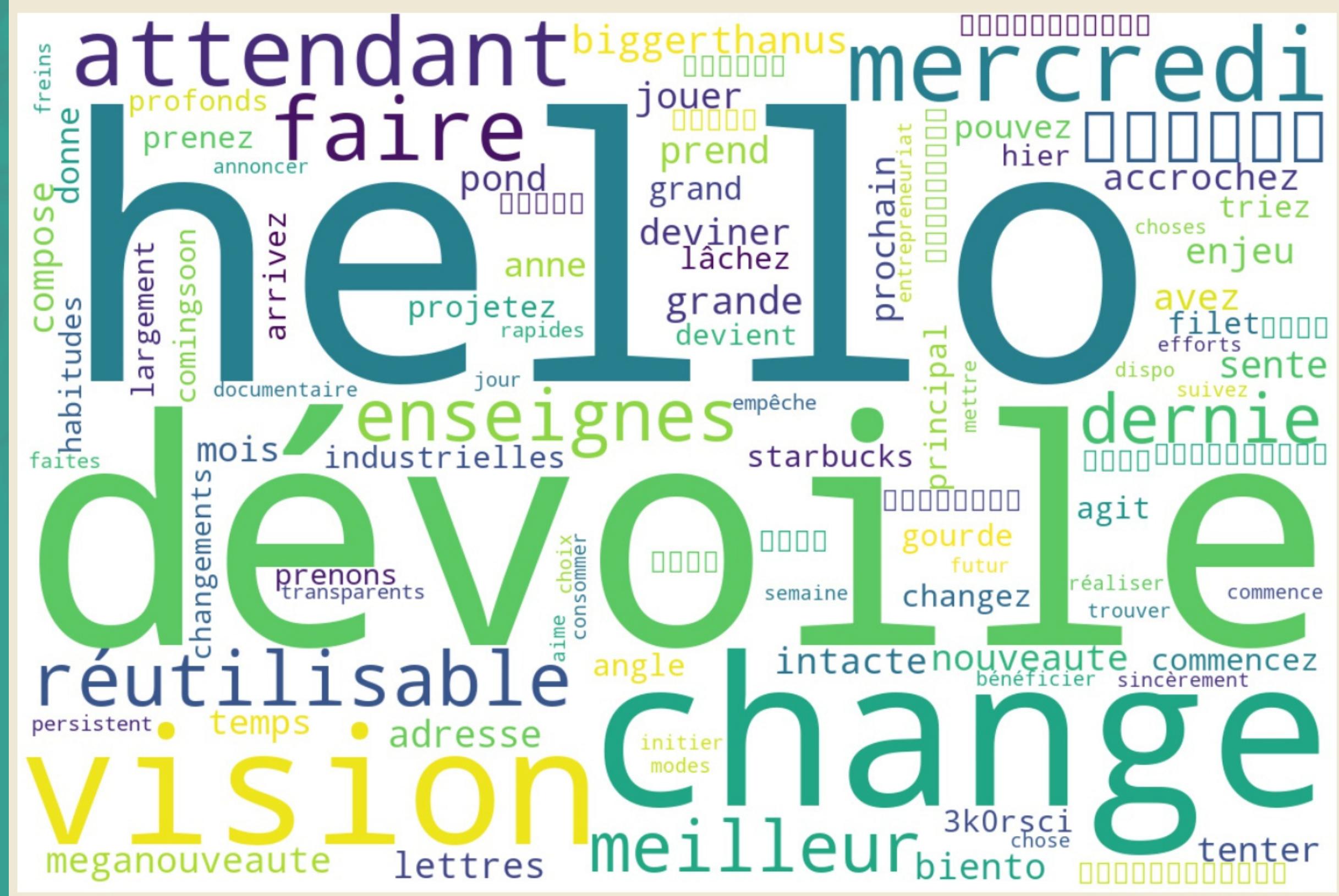
Post Types
Audience



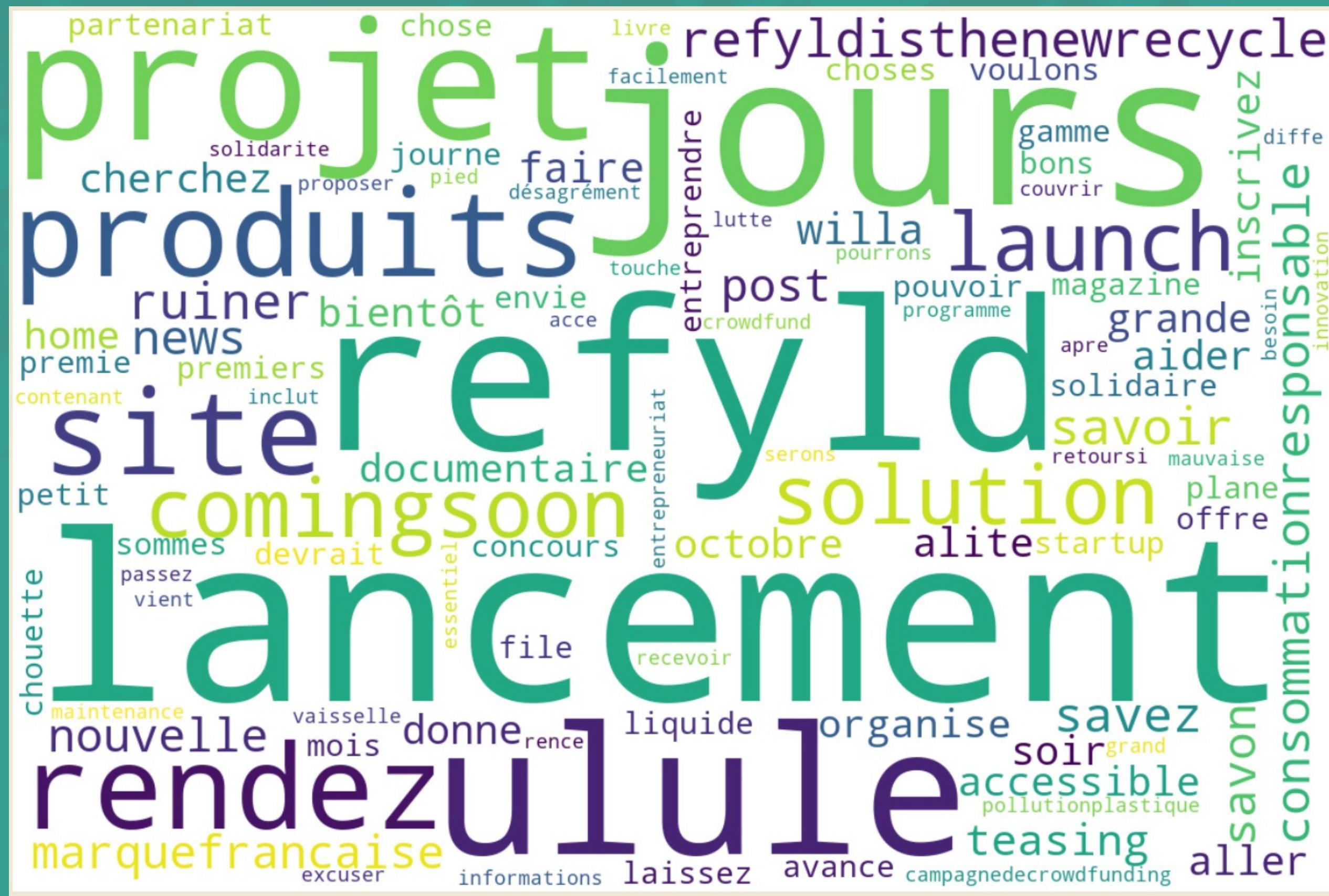
Facebook Page : Reach x Impressions



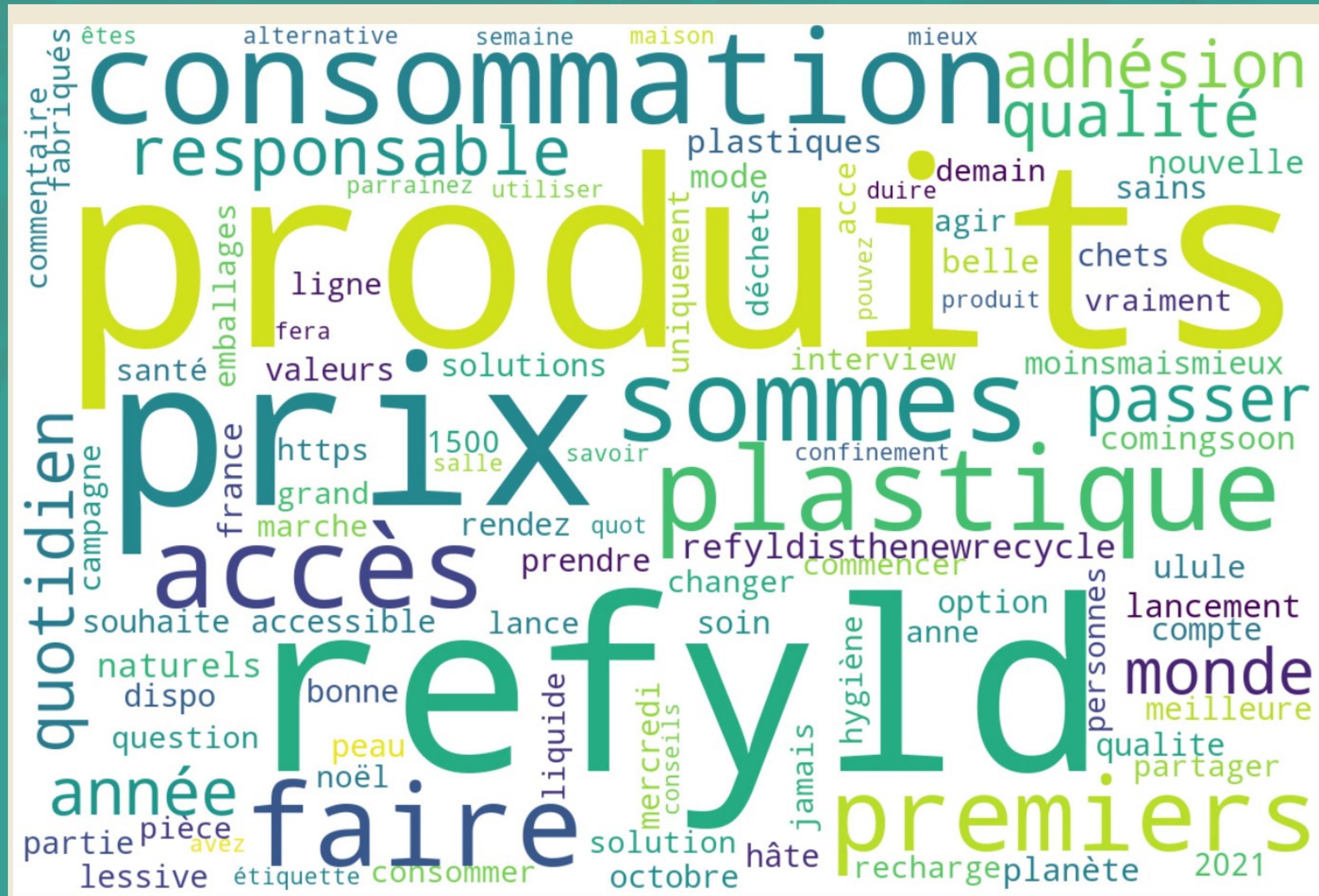
Brand Disclose



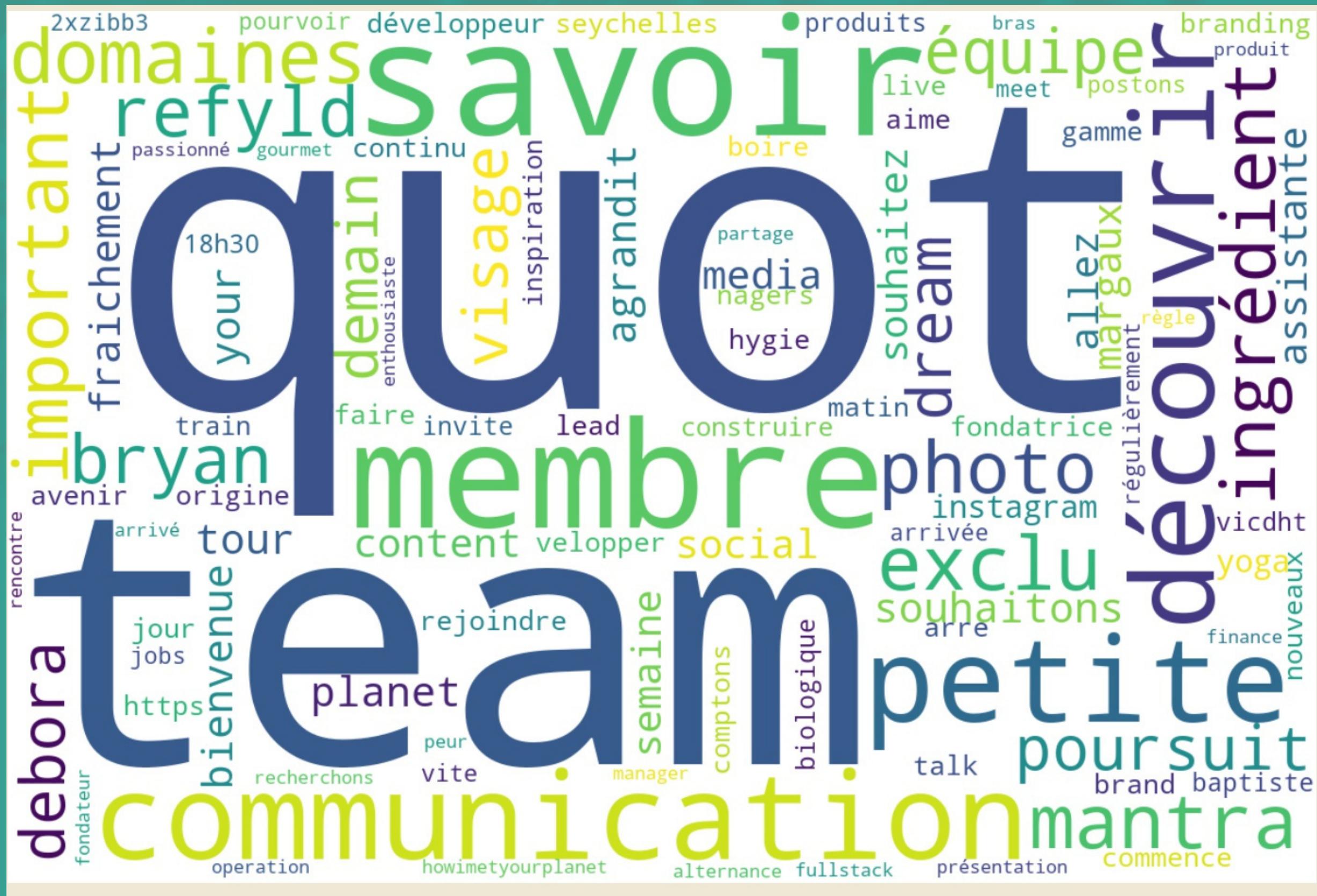
Brand Launch



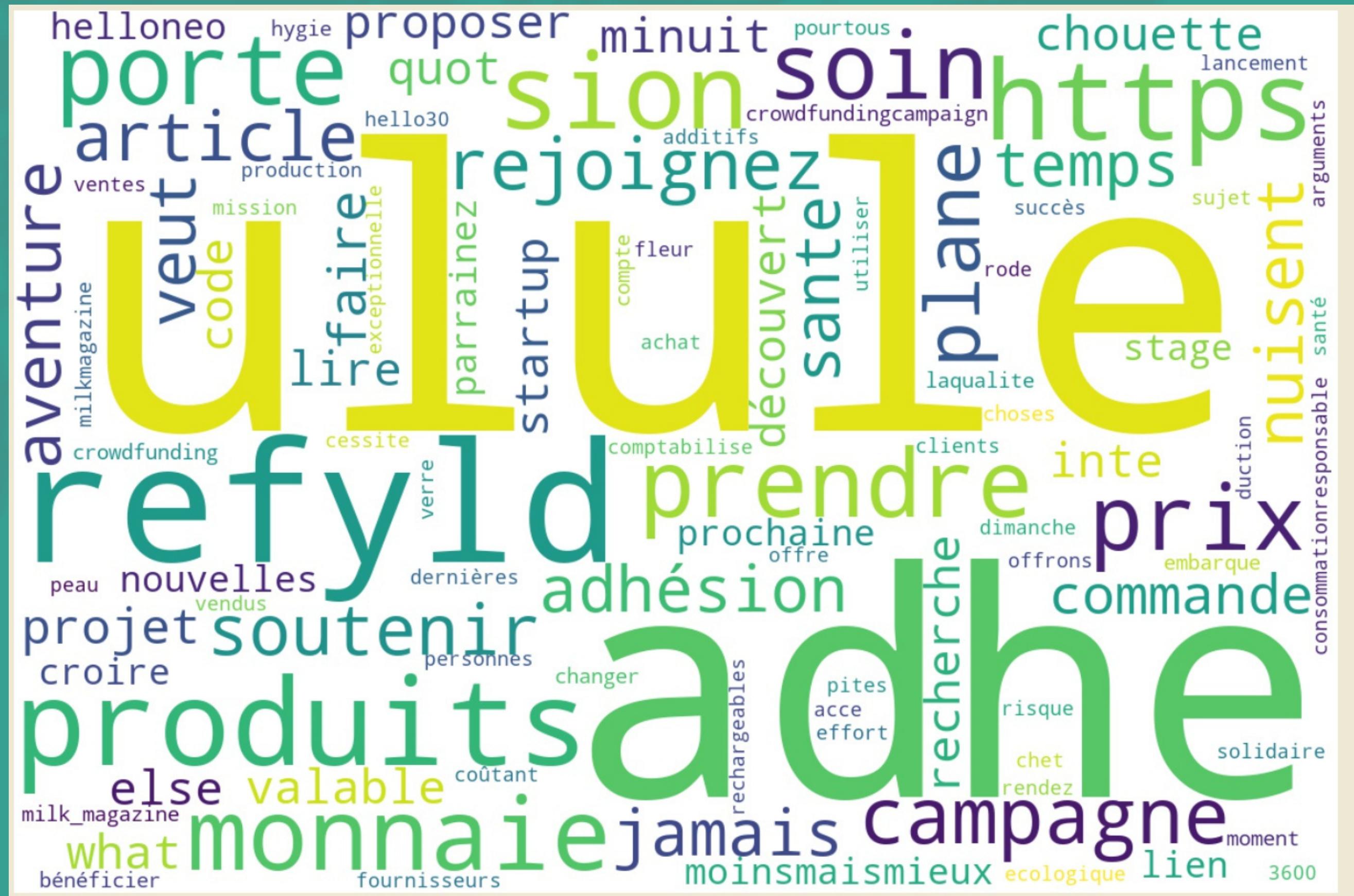
Produits Disclose



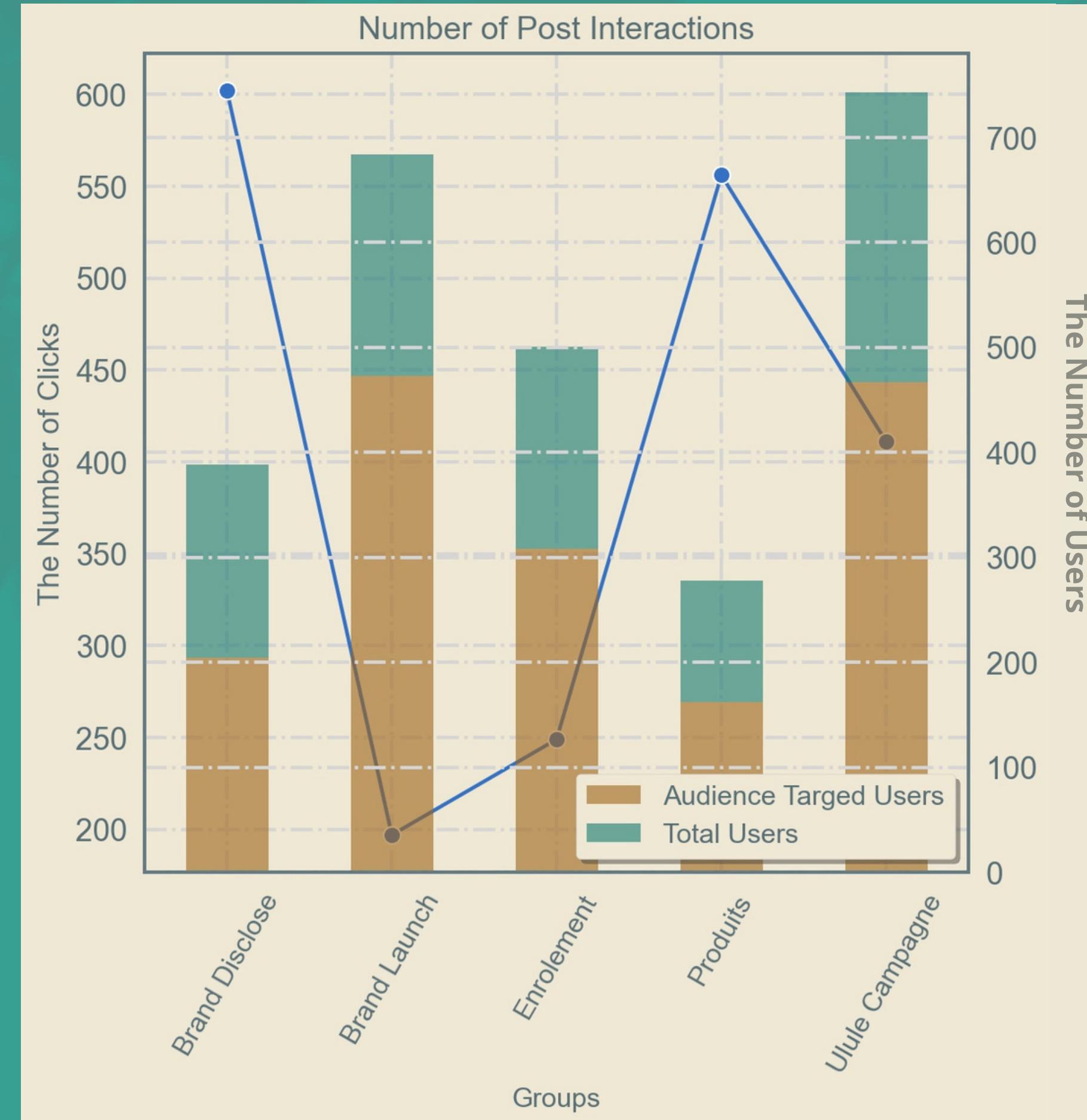
Enrolment



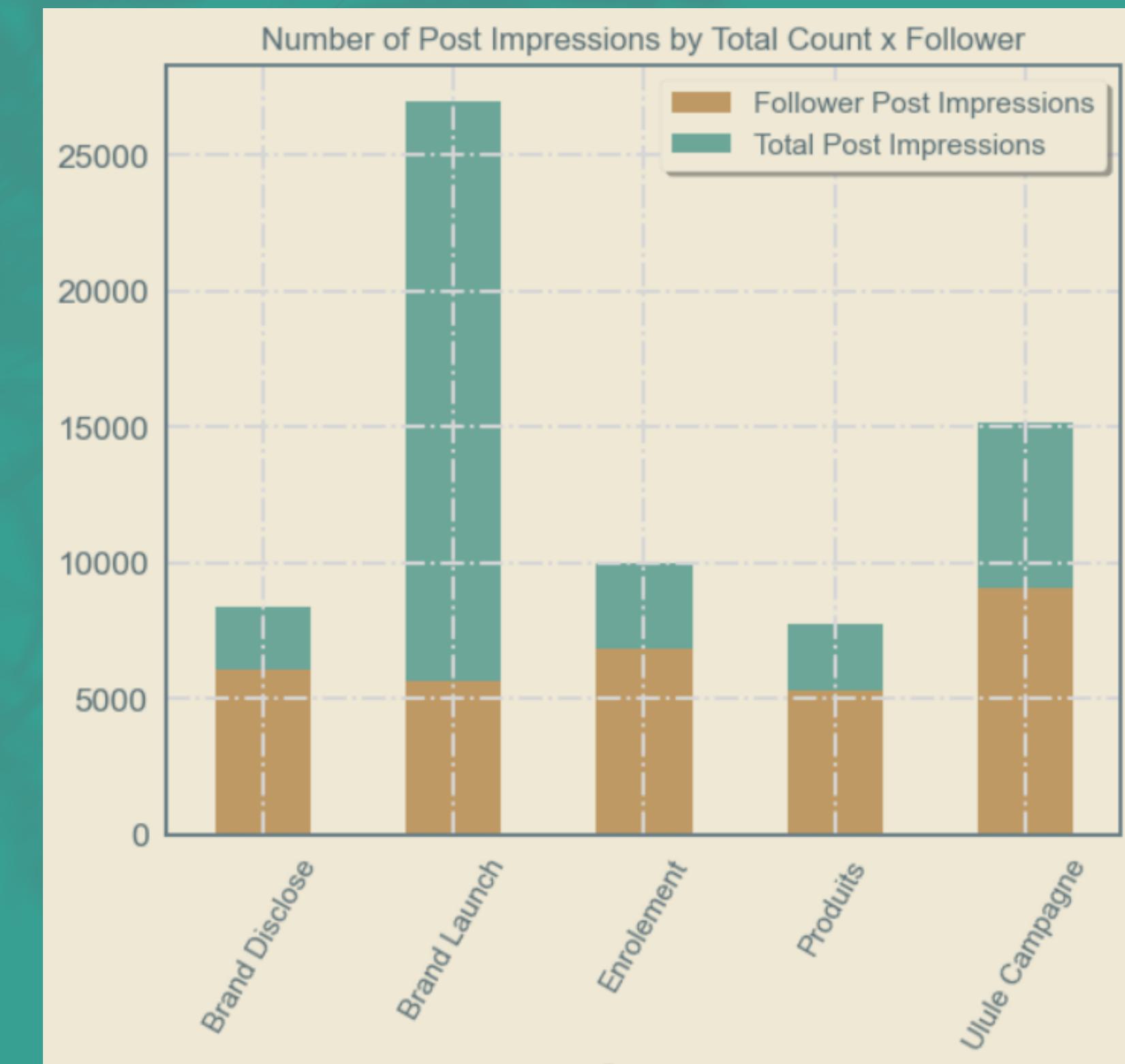
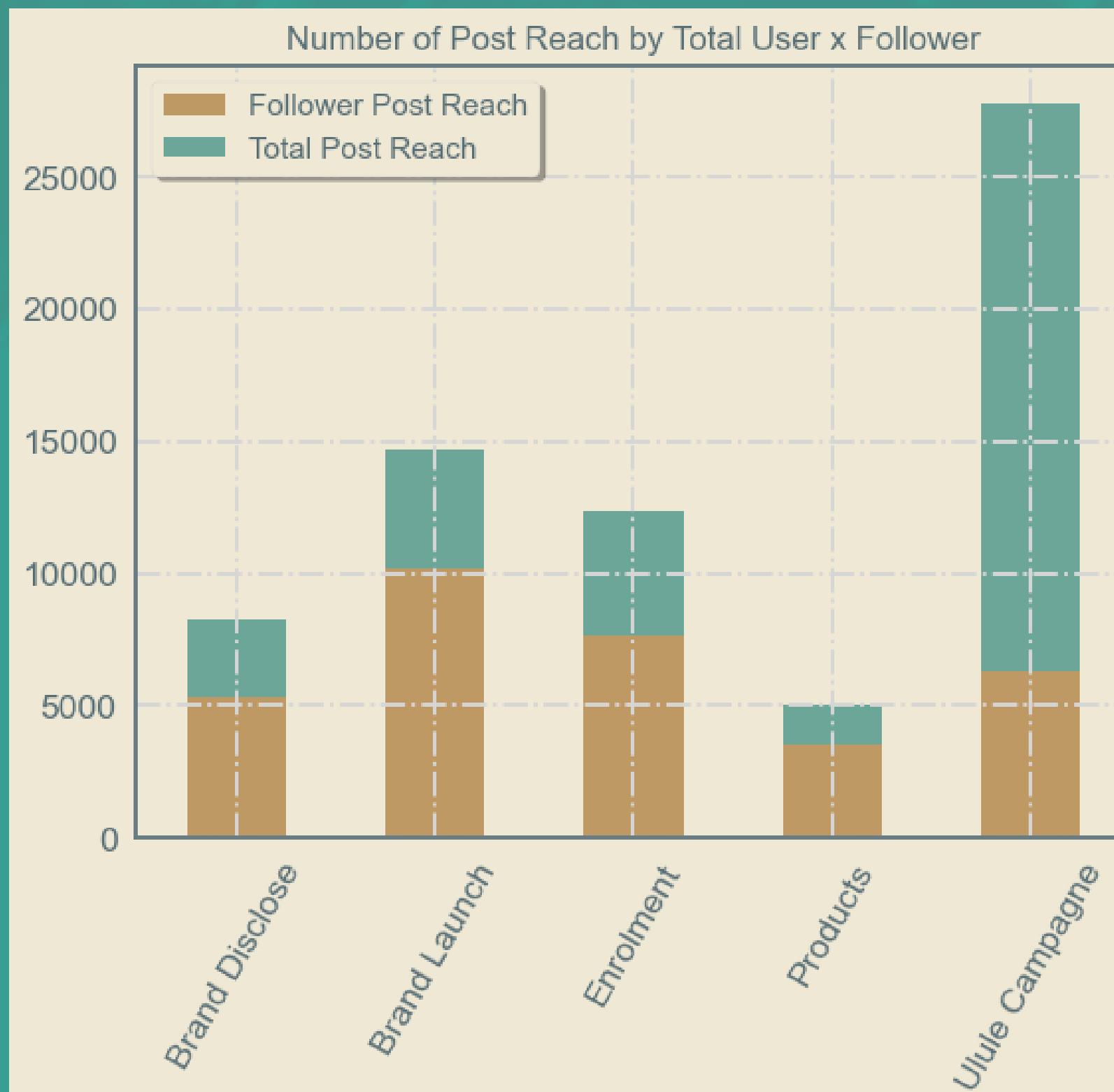
Ulule Campagne



Posts Audience



Facebook Post : Impressions x Reach

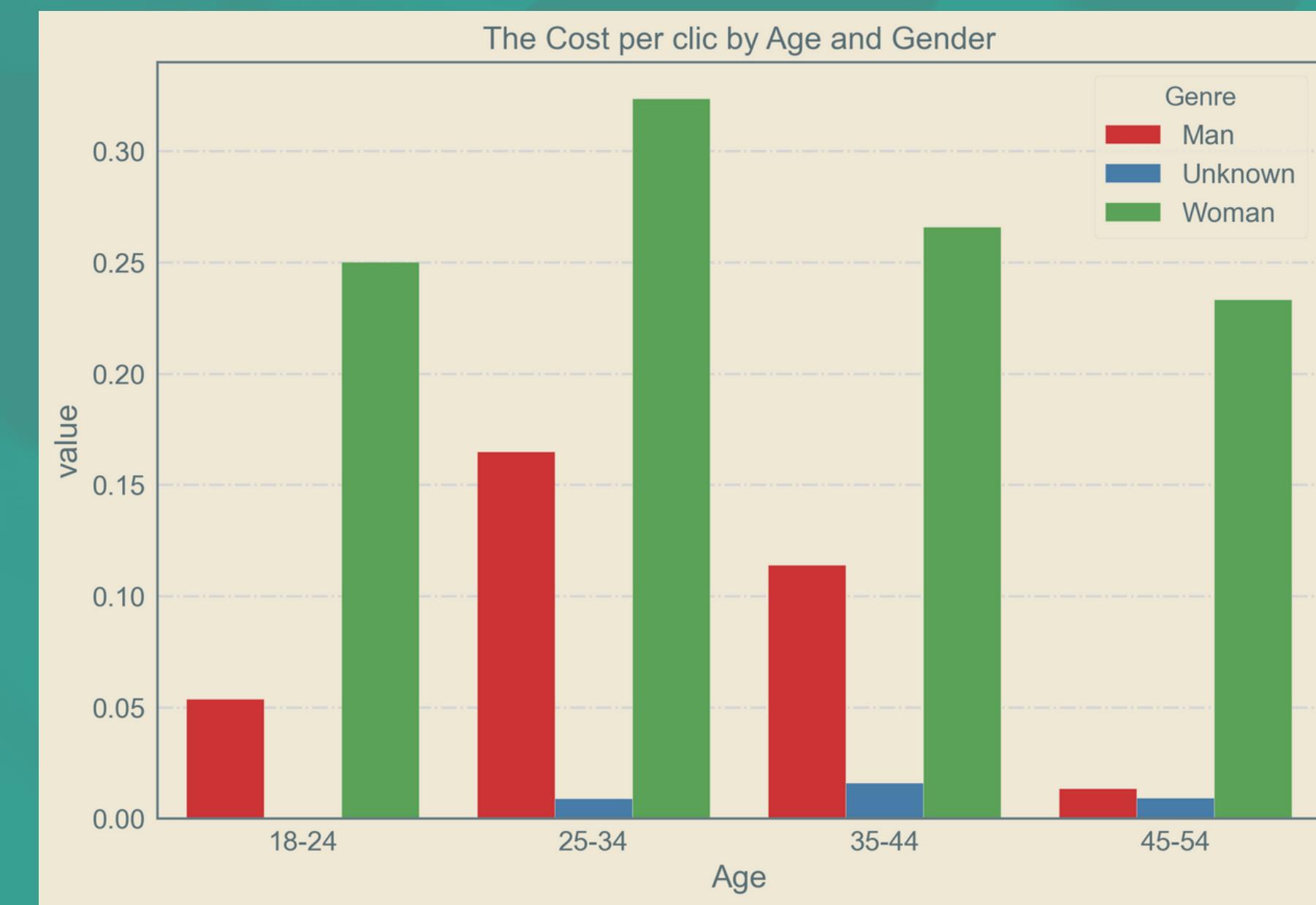
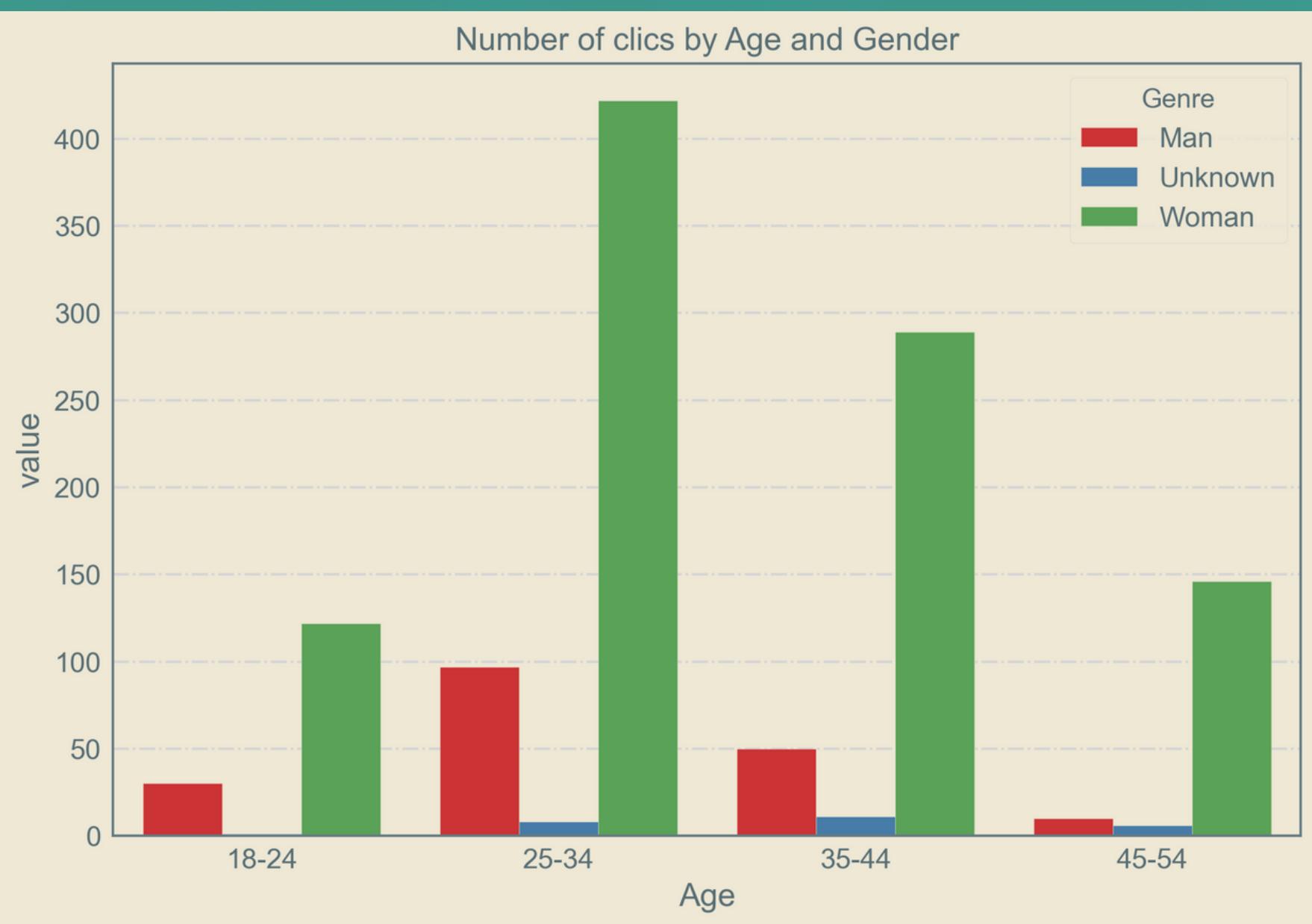


User Type

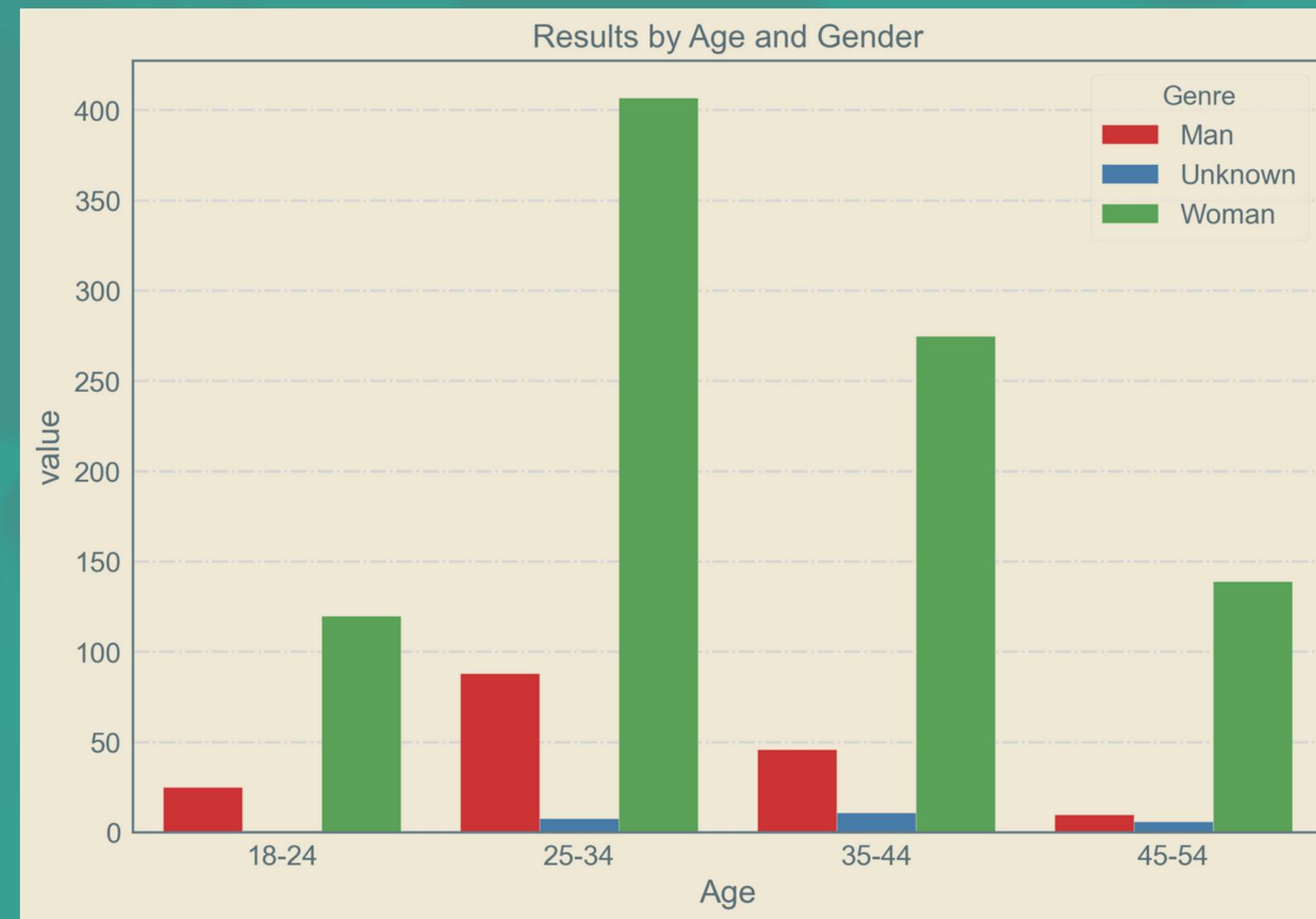
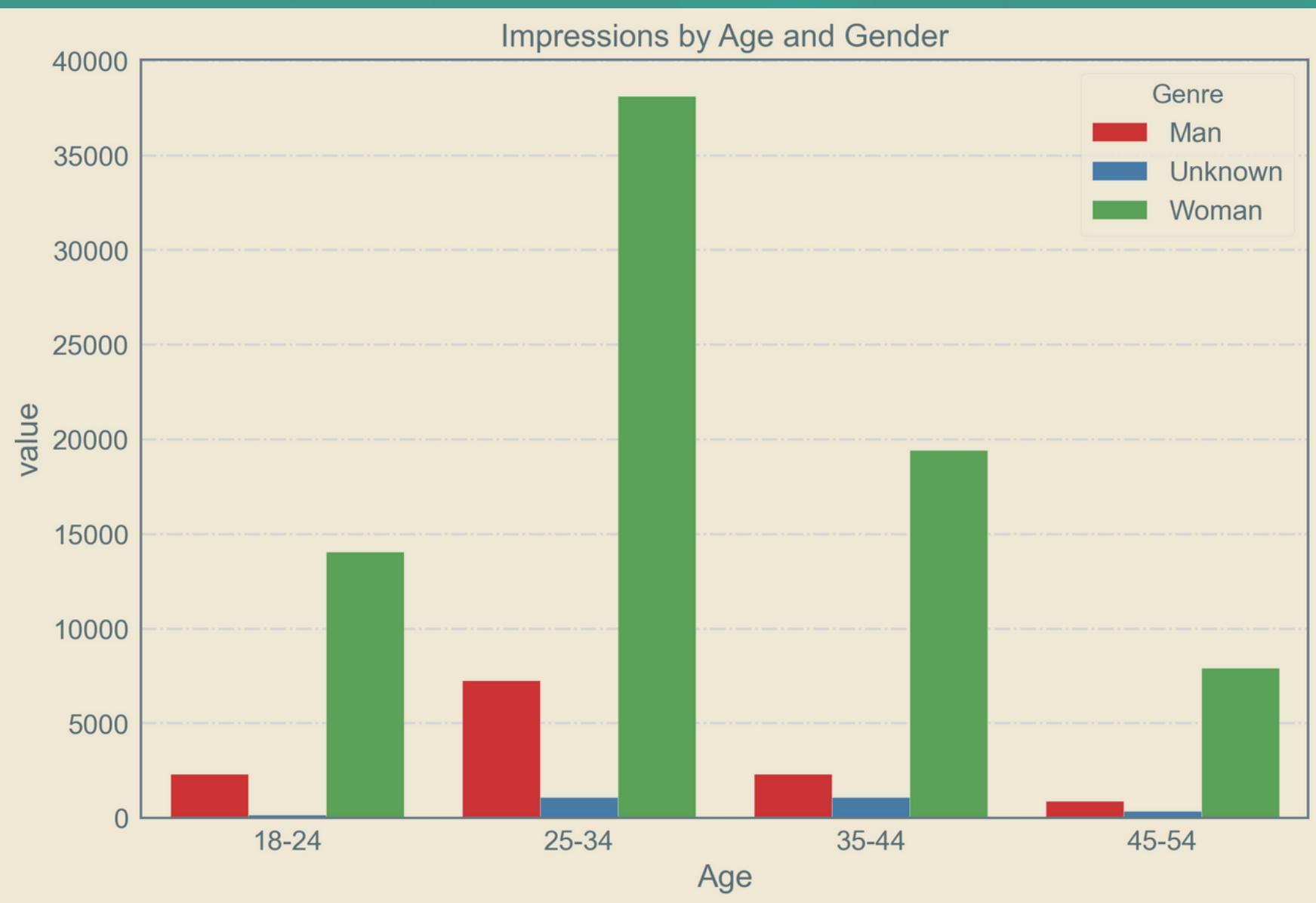
Socio-demographic description



Relationship between two charts base on Clics

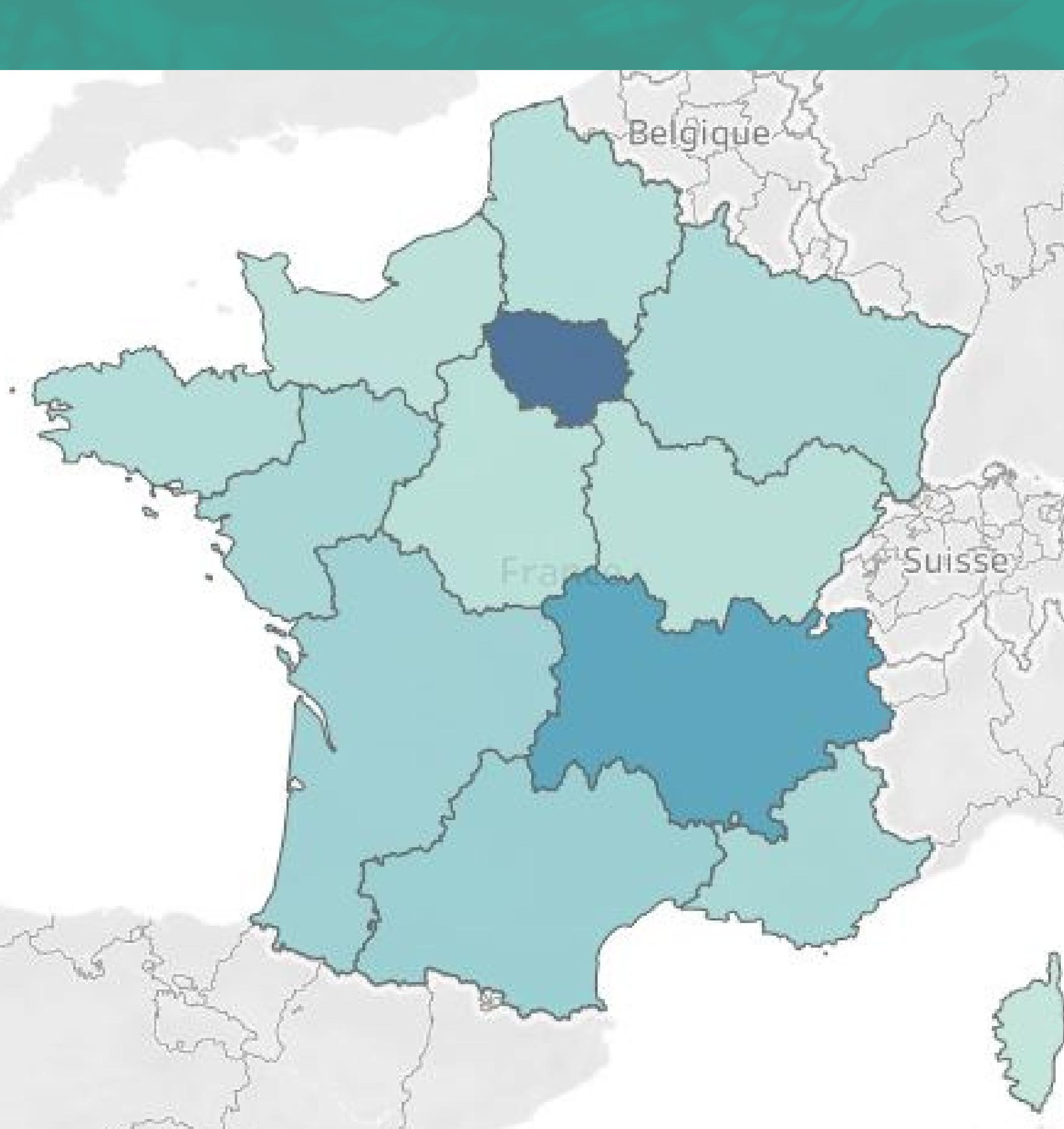
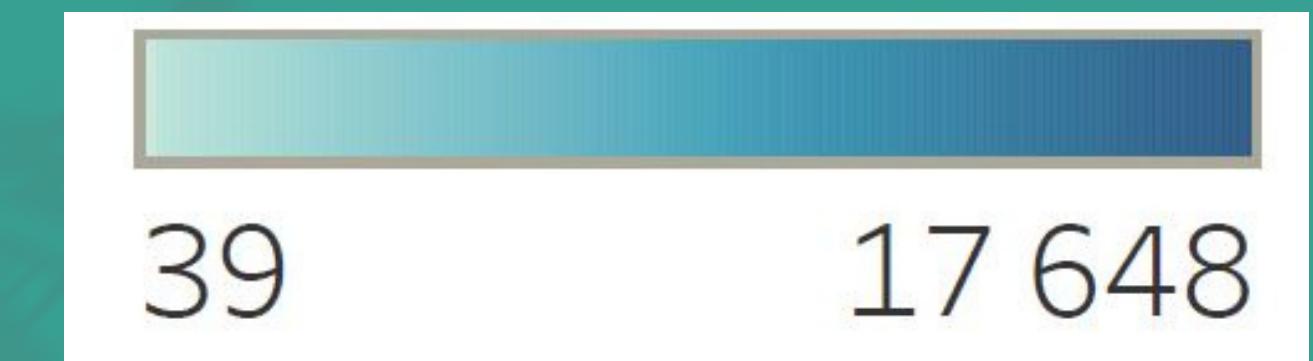


Do the results match the impressions ?

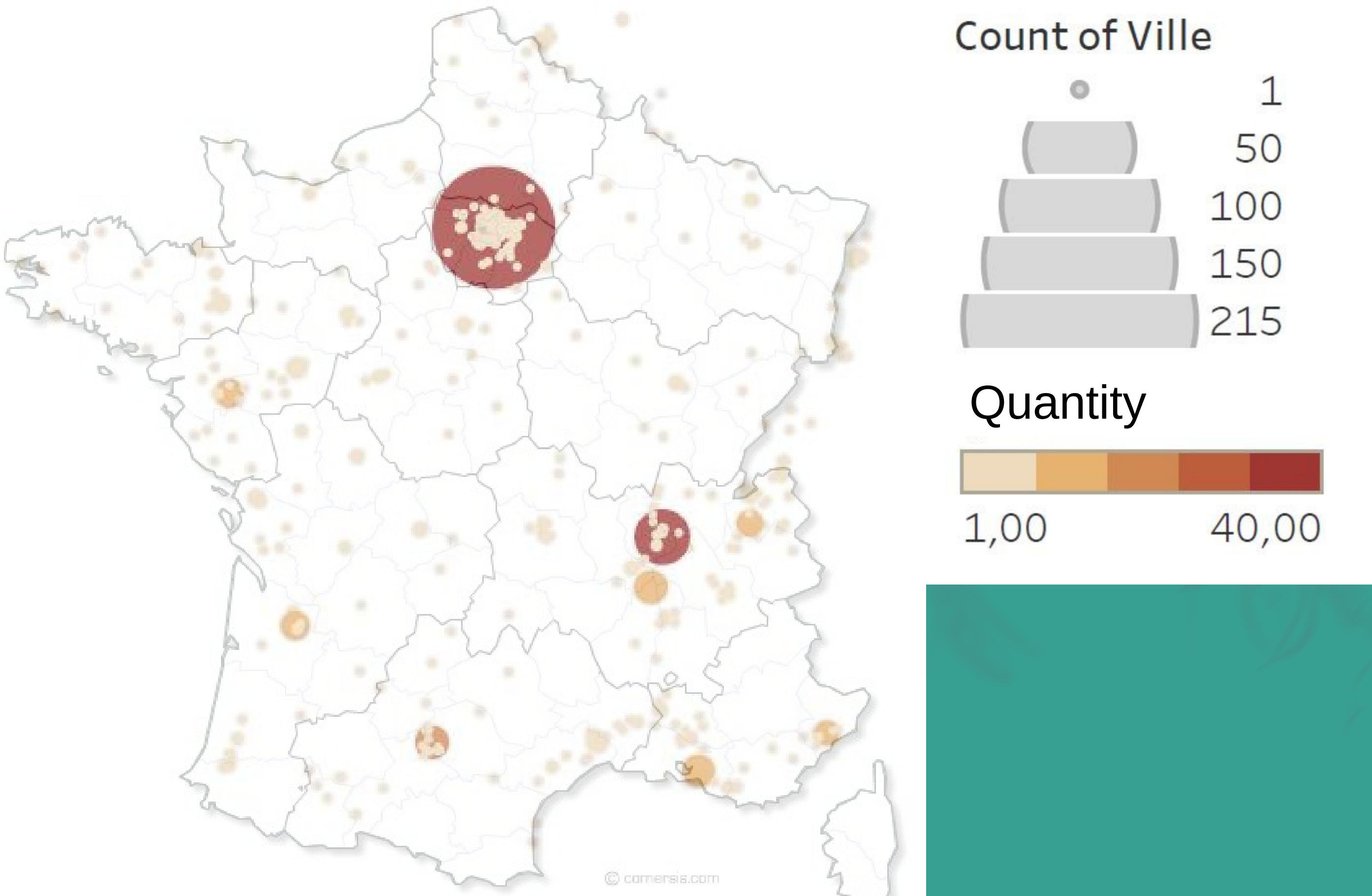


Grouping of users

Total unit amount



On a city view



Conclusions:

Newsletter are better received when sent in the middle of week

Facebook paid ads highly increases the page impressions and reach

Facebook posts about the brand launch and the membership campaign get the most views

The client profile is mostly woman between 24 and 35 years old



Thanks

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Any Questions?