



Jenna's Deliverables Transcript

00:00:00.669 → 00:00:02.715

Hey team, glad you could make the call.

00:00:02.935 → 00:00:04.720

I'm excited to be working together.

00:00:05.190 → 00:00:10.110

**Since I'm fairly new to the Chewy account myself,
I want to see if you all can do some data deep diving**

00:00:10.110 → 00:00:13.662

**for me so that we can look at the past historical
performance.**

00:00:14.132 → 00:00:19.692

**If your team could please create a Performance Report
for me to review on my own time on Microsoft Excel**

00:00:19.692 → 00:00:22.317

paired with insights per channel, that would be great.

00:00:22.537 → 00:00:29.154

**I am interested in looking at the SEM and Paid Social
performance data from Q1 to Q2 of 2024.**

00:00:29.374 → 00:00:35.174

**For the report, I would want to see an overall performance
breakdown per channel type including spend, orders,**

00:00:35.174 → 00:00:38.682

revenue, CPC, CPA, CTR, and CVR.

00:00:39.942 → 00:00:45.266

**I would also want to be able to see channel performance
per campaign with the same metrics I just mentioned.**

00:00:45.486 → 00:00:51.446

**I know Chewy has different product campaigns for
Dogs, Cats, Birds, etc., so I want to understand which**

00:00:51.446 → 00:00:55.029

campaigns are our high performers versus our low performers.

00:00:55.249 → 00:01:00.769

If you could also do an analysis to see which quarter performed better in terms of cost efficiency too,

00:01:00.769 → 00:01:02.101

that would be amazing.

00:01:02.421 → 00:01:07.781

Not only though do I want to see individual channel performance but I would like an overview of all SEM

00:01:07.781 → 00:01:13.741

and Paid Social channels combined to identify which channel and quarter was the most efficient when it

00:01:13.741 → 00:01:16.379

comes to CTR, CVR, and CPC.

00:01:16.599 → 00:01:22.359

It would be interesting to know which campaign throughout all of the channels was the highest performer and which

00:01:22.359 → 00:01:23.399

was the lowest.

00:01:23.719 → 00:01:29.265

Lastly, our team has been trying to figure out if it's worth still running ads for the Reptile campaigns.

00:01:29.485 → 00:01:32.655

We don't have them active on SEM but we still do on Meta.

00:01:32.915 → 00:01:34.842

Can you check out the performance there for me?

00:01:35.062 → 00:01:40.822

Our team is mainly concerned that it's not cost efficient and that compared to other campaigns, it's not getting

00:01:40.822 → 00:01:42.045

a good amount of orders.

00:01:42.365 → 00:01:46.292

For the SEM channels, can you check out the performance

for Fish campaigns?

00:01:46.512 → 00:01:50.569

Similar note to the Reptile campaigns, we're not sure if it's working out.

00:01:50.789 → 00:01:56.101

If the Fish campaigns aren't cost efficient, we probably want to invest that money somewhere else later on.

00:01:56.421 → 00:02:01.141

These are the main items I want to see on the performance report but if you find anything else interesting,

00:02:01.141 → 00:02:02.751

feel free to highlight it for me.

00:02:02.971 → 00:02:09.614

For example, anything with monthly or weekly performance, etc as long as you can address my main asks and concerns.

00:02:10.084 → 00:02:13.541

In addition to the report, could you also make a presentation for me?

00:02:13.801 → 00:02:18.889

I would want it to have some visuals on clicks, orders, revenue per channel and campaign.

00:02:19.149 → 00:02:23.829

I would like to have you present the data you organized from your performance report here so I can get a good

00:02:23.829 → 00:02:26.562

understanding of what I'll be looking at on my free time.

00:02:29.032 → 00:02:33.743

Thanks team, if there are any other requests on my end, I'll shoot you over an email!

00:02:33.963 → 00:02:39.363

On that note too, a recap email on your end would be beneficial for me to review everything we talked

00:02:39.363 → 00:02:40.162

about today.

00:02:40.422 → 00:02:41.174

Chat soon.