

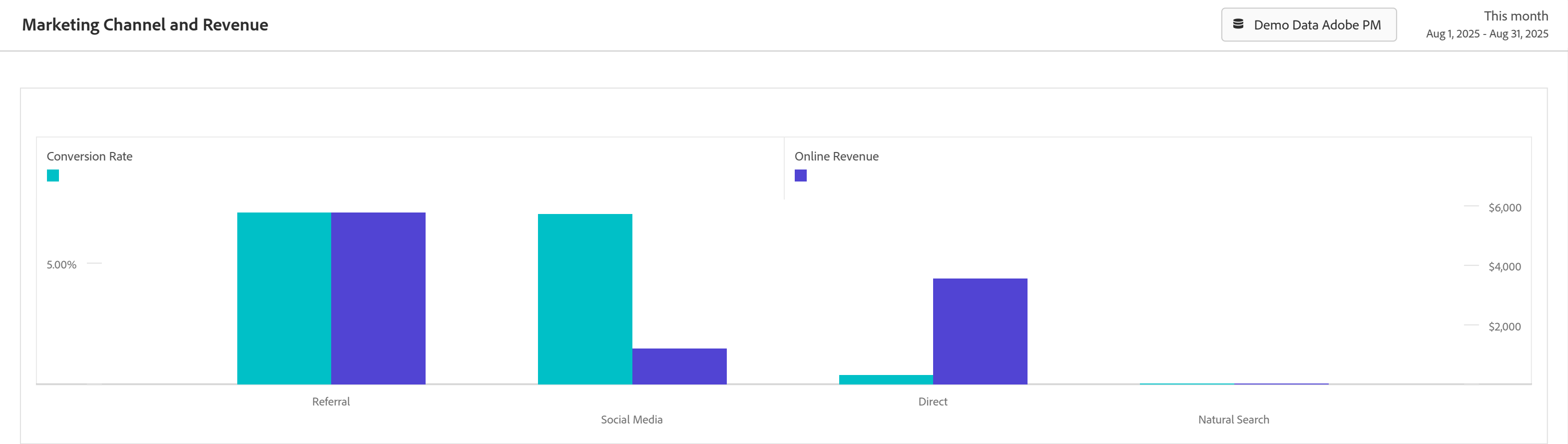
Panel

Demo Data Adobe PM

Jul 1, 2022 - Jul 31, 2022

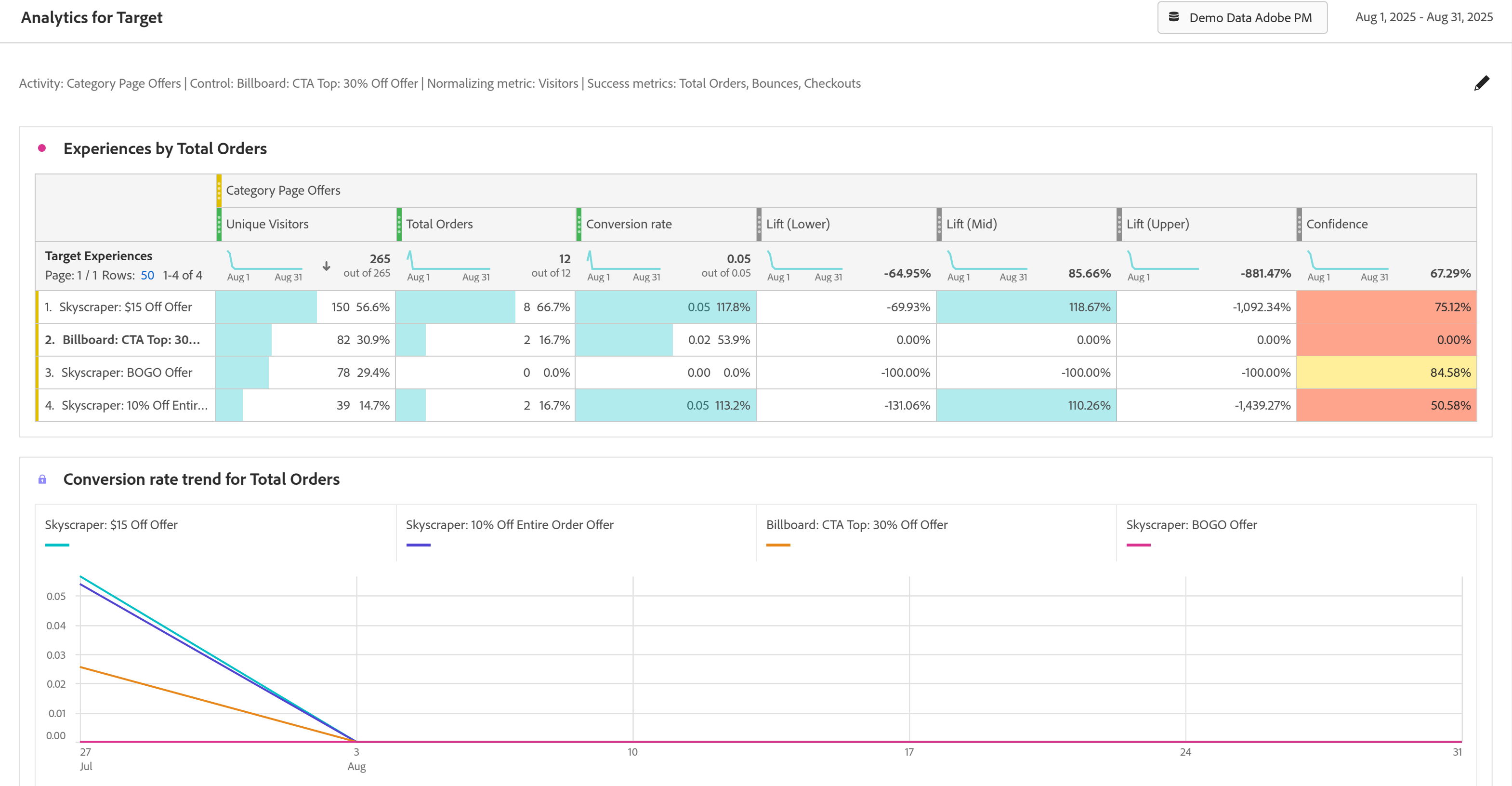
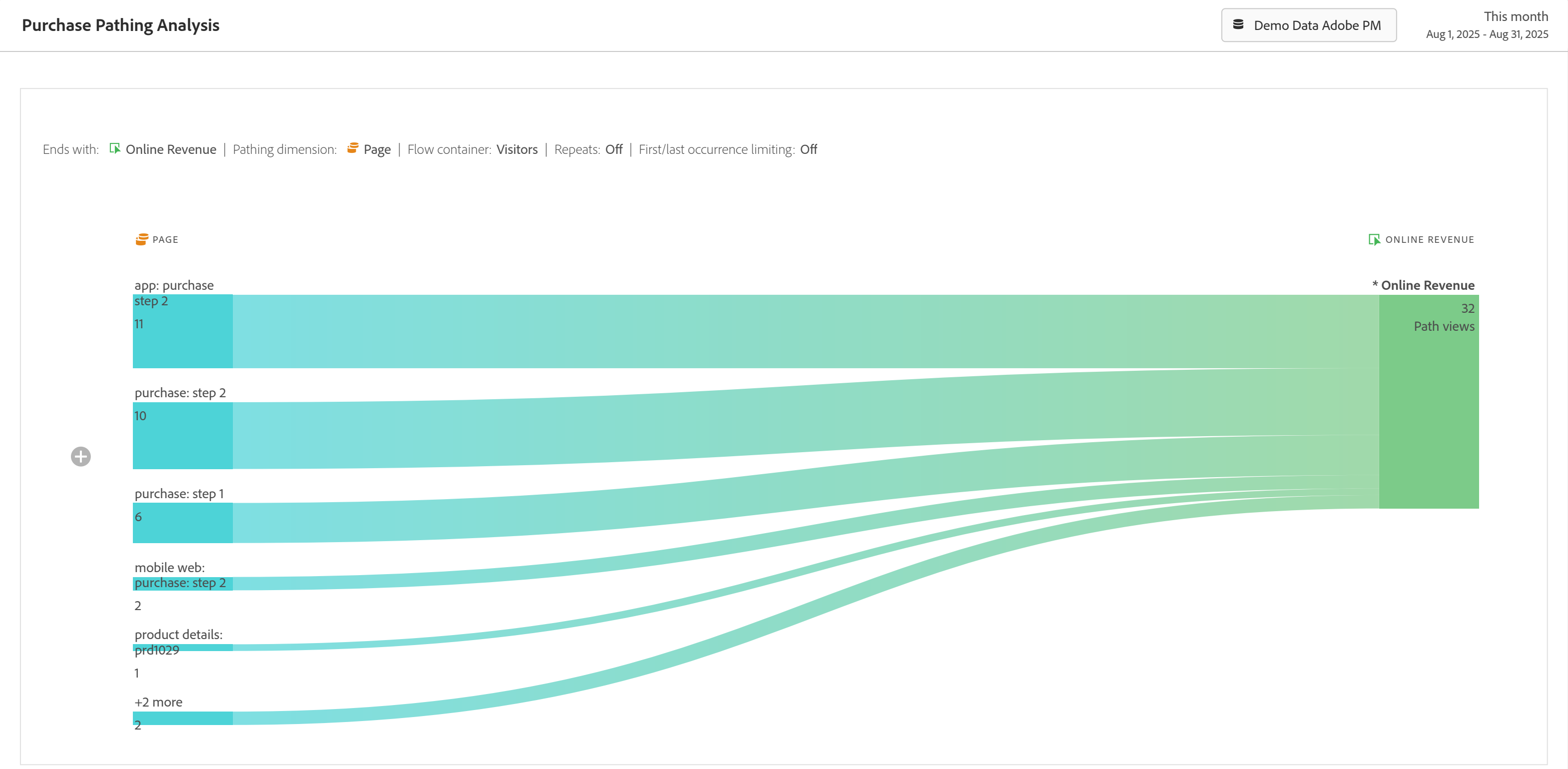
Freeform table

	Occurrences	Visits	Online Orders	Online Revenue	Conversion Rate
Marketing Channel					
Page: 1 / 1 Rows: 50 1-5 of 5	Jul 1Jul 31	Jul 1Jul 31	Jul 1Jul 31	Jul 1Jul 31	Jul 1Jul 31
	4,072,001 out of 4,072,001	444,618 out of 444,618	32,773 out of 32,773	\$10,534,515 out of \$10,534,515	737% out of 737%
1. Referral	2,380,750 58.5%	229,265 51.6%	21,490 65.6%	\$6,796,946 64.5%	9.37%
2. Direct	1,096,573 26.9%	178,837 40.2%	7,243 22.1%	\$2,380,107 22.6%	4.05%
3. Social Media	412,950 10.1%	41,310 9.3%	2,580 7.9%	\$876,739 8.3%	6.25%
4. Natural Search	174,485 4.3%	17,161 3.9%	1,347 4.1%	\$441,707 4.2%	7.85%
5. None	7,243 0.2%	445 0.1%	113 0.3%	\$39,016 0.4%	25.39%



Bar Data

	Conversion Rate	Online Revenue
Marketing Channel		
Page: 1 / 1 Rows: 50 1-4 of 4	Aug 1Aug 31	Aug 1Aug 31
	1.01% out of 1.01%	\$10,527 out of \$10,527
1. Referral	7.09%	\$5,774 54.8%
2. Social Media	7.02%	\$1,204 11.4%
3. Direct	0.37%	\$3,549 33.7%
4. Natural Search	0.00%	\$0 0.0%



Product & Marketing Performance-

Adobe Analytics

Report Periods:

- Jul 1–Jul 31, 2022 (Full Product/Channel Breakdown)
- Aug 1–Aug 11, 2025 (Purchase Pathing & A/B Testing)
- Aug 1–Aug 31, 2025 (Adobe Target Integration: Category Page Offers)

Strategic Objectives

This dashboard is designed to:

- Evaluate **marketing channel efficiency** across visits, orders, and revenue
- Analyze **purchase paths** to detect conversion friction and behavioral loops
- Measure **A/B testing performance** across promotional offers
- Pinpoint **conversion bottlenecks** and identify lift opportunities

Key Insights & Findings

1. Marketing Channel Performance

- Referral traffic delivered the highest contribution:
 - *Visits:* 2.38M (58.5%)
 - *Orders:* 21.5K (65.6%)
 - *Revenue:* \$6.8M (64.5%)
 - *Conversion Rate:* 9.37%

- **Direct traffic** showed moderate volume but lower conversion rate (4.05%)
- **Social Media** lagged slightly, with strong traffic but weaker revenue conversion
- **Natural Search & Other sources** underperformed significantly

2. Purchase Pathing Analysis

- Most conversions followed this sequence: Shop 1 → Shop 2 → Product Details → Purchase
- Mobile web had slightly higher path repetitions, indicating revisit behavior
- Page-based flow visualization showed “app:purchase” as the anchor goal, mapped cleanly across multiple steps

3. A/B Testing: Category Page Offers (Adobe Target + Analytics for Target - A4T)

Promotions tested:

- Skyscraper: \$15 Off
- Billboard: 30% Off
- Skyscraper: BOGO
- Skyscraper: 10% Off Entire Order

Performance metrics:

- **Total Orders:**
 - Skyscraper: \$15 Off → Highest lift (117.8%)
 - Billboard & BOGO Offers → No significant improvement
- **Bounces:**
 - Billboard performed best, lowest bounce rate
- **Checkouts:**

- Skyscraper: BOGO had strongest checkout conversion lift (90.6%)
- “10% Off Entire Order” offer showed high volatility and low confidence levels

Lift metrics and confidence intervals clearly revealed **which creatives drove meaningful impact**, offering data-backed promotion strategy recommendations.

Business Value Delivered

- **Optimized Channel Mix:** Referral remains the top source for engagement and ROI
- **Behavioral Mapping:** Purchase paths show clean user journeys but potential over-engagement at certain steps
- **Test-Driven Decisioning:** A/B testing clarity highlights the best-performing creatives for future rollouts
- **Stakeholder Actionables:** Refine channel targeting, rework low-performing offers, and streamline user journeys based on visual path analysis
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