Eric Kennedy
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Windows Nation Campaign Analysis: Key Insights

Project Overview

For this analysis, I developed a **MySQL database** to store and manage the marketing data for **Windows Nation's A/B split test campaign**. The data included metrics such as conversions, clicks, conversion rates, and landing page versions over a 3-day campaign. Using **Power BI**, I imported the data, created dynamic visualizations, and structured reports to provide actionable insights tailored for the **marketing** and **sales teams**.

The visualizations highlight key performance metrics, including **conversion trends**, **daily comparisons**, and the **overall effectiveness** of the two landing page versions (A and B). This report is designed to guide decision-making by showcasing both high-level trends and granular details of campaign performance.

Key Findings:

1. **Conversion Rates**:
   - **Landing Page A** had a slightly higher **average conversion rate** (23.91%) compared to **Landing Page B** (22.73%).
   - Both pages maintained steady performance across the 3-day campaign, with only slight variations in daily conversion rates.
2. **Total Conversions**:
   - **Landing Page A** achieved a total of **55 conversions**, outperforming **Landing Page B**, which achieved **50 conversions**.
   - This trend was consistent across all 3 days of the campaign.
3. **Daily Performance Trends**:
   - On **Day 1**, both landing pages performed equally with 20% conversion rates; however, **Landing Page A** had slightly more conversions (40 vs. 36).
   - On **Day 2**, **Landing Page A** maintained a higher number of conversions (45 vs. 42) with a conversion rate of 21.43%.
   - On **Day 3**, **Landing Page A** had the highest performance with a conversion rate of 23.91% and 55 conversions, compared to 22.11% and 50 conversions for **Landing Page B**.

Actionable Insights:

1. **Landing Page A** demonstrated slightly better overall performance, making it the preferred option for future campaigns.

2. **Landing Page B** shows promise and could be optimized further to close the gap in conversion rates and total conversions.
3. Consider conducting further tests with variations of **Landing Page A** to explore additional potential improvements.

Conclusion:

The split test provided valuable insights into the comparative performance of both landing pages. **Landing Page A** showed consistent superiority in both conversion rates and total conversions, making it a strong candidate for scaling in future campaigns.

Recommendations for the Sales and Marketing Teams

For the Marketing Team:

1. **Optimize Landing Page A for Scaling**:
   - Since **Landing Page A** outperformed **Landing Page B**, focus on scaling campaigns using **Landing Page A**.
   - Review the design, messaging, and call-to-action on **Landing Page A** to replicate its success across other campaigns.
2. **Improve Landing Page B**:
   - Analyze areas where **Landing Page B** fell short (e.g., layout, clarity of messaging, speed).
   - Conduct usability tests or collect feedback from users who interacted with **Landing Page B** to identify opportunities for improvement.
   - A/B test new variations of **Landing Page B** focusing on stronger calls-to-action or a simplified user journey.
3. **Test Additional Variables**:
   - Expand the testing scope by experimenting with other elements like:
     - Headlines
     - Button colors and placements
     - Form length or incentives (e.g., free consultations or discounts)
   - Track metrics like **time on page** and **bounce rate** to understand user engagement better.
4. **Segment Audience for Personalization**:
   - Consider tailoring landing pages based on user demographics or campaign sources.
   - For example, create distinct landing pages for mobile users or specific ad creatives.

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For the Sales Team:

1. **Leverage Campaign Data for Outreach**:
   - Use the list of conversions to prioritize follow-up with high-potential leads.
   - Segment the leads based on their interactions (e.g., form submissions or product interest) for more targeted communication.

2. **Refine Messaging**:
   - Highlight the features or benefits emphasized on **Landing Page A**, as they resonated better with users.
   - Align sales pitches with the themes that drove conversions during the campaign.
3. **Feedback Loop with Marketing**:
   - Provide feedback on lead quality and conversion outcomes to the marketing team.
   - Collaborate on identifying trends or pain points that could improve campaign targeting and qualification processes.
4. **Focus on High-Converting Channels**:
   - Analyze which traffic sources drove the most conversions and prioritize those for future outreach efforts.
   - Work with marketing to refine lead generation strategies from high-performing sources.

Conclusion:

By aligning efforts, the marketing team can optimize campaign elements for greater impact, and the sales team can prioritize high-quality leads while delivering tailored messaging. Collaboration between both teams will help maximize the ROI of future campaigns.