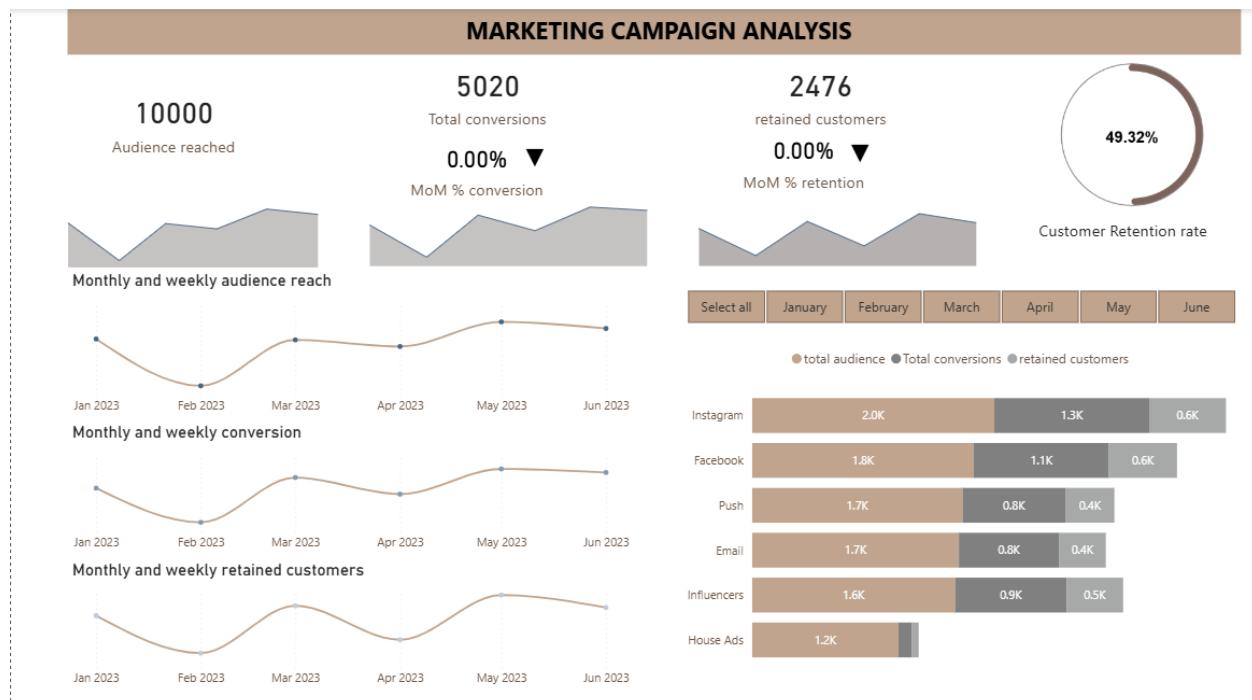
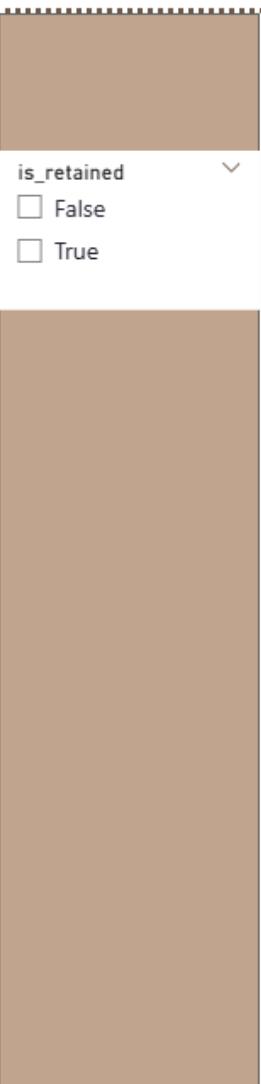


Marketing Campaign Performance Analysis

Prepared by: Esther Okolie





total audience, Total conversions and retained customers by location

● total audience ● Total conversions ● retained customers

Greenwich	382	234	119	735
Camden	365	231	121	717
Islington	364	219	113	696
Hackney	346	206	96	648
Hammersmith and Fulham	345	208	105	658

total audience, Total conversions and retained customers by age_group

● total audience ● Total conversions ● retained customers

31-36 years	362
37-45 years	353
25-30 years	325
46+ years	314
19-24 years	172
0-18 years	106
	532
	209
	103
	97
	100
	60
	35
	10

Business Objective



- Evaluate campaign effectiveness across channels



- Understand conversion and retention drivers



- Support data-driven budget and growth decisions

Campaign Overview

Channels: Instagram, Facebook,
Email, Push, Influencers, House Ads

Period: Jan–Jun 2023

KPIs: Reach, Conversions, Retention

Overall Performance Snapshot

- Total Audience Reached: 10,000
- Total Conversions: 5,020
- Retained Customers: 2,476
- Conversion & retention varied by channel



Channel Performance Insights

- Facebook & Instagram led in reach and conversions

- Email & Push supported consistent engagement

- House Ads showed lower but stable impact

Customer Segmentation Insights

- Highest engagement: Ages 25–36

- Top dietary preferences: Vegetarian & Omnivore

- Peak meal conversions: Dinner & Lunch

Geographic Performance

Top locations by conversion:

- Greenwich
 - Camden
 - Islington
-

Business Implications

- Focus spend on high-performing segments

- Prioritize Facebook & Instagram

- Invest in retention-driven strategies

Strategic Recommendations

- Reallocate budget to high-ROI channels like Instagram and facebook
- Personalize offers for 25–36 age group

Conclusion

- Data-driven marketing improves ROI, retention, and growth.
- Next step: implementation of optimization strategy and monitoring of KPIs.

