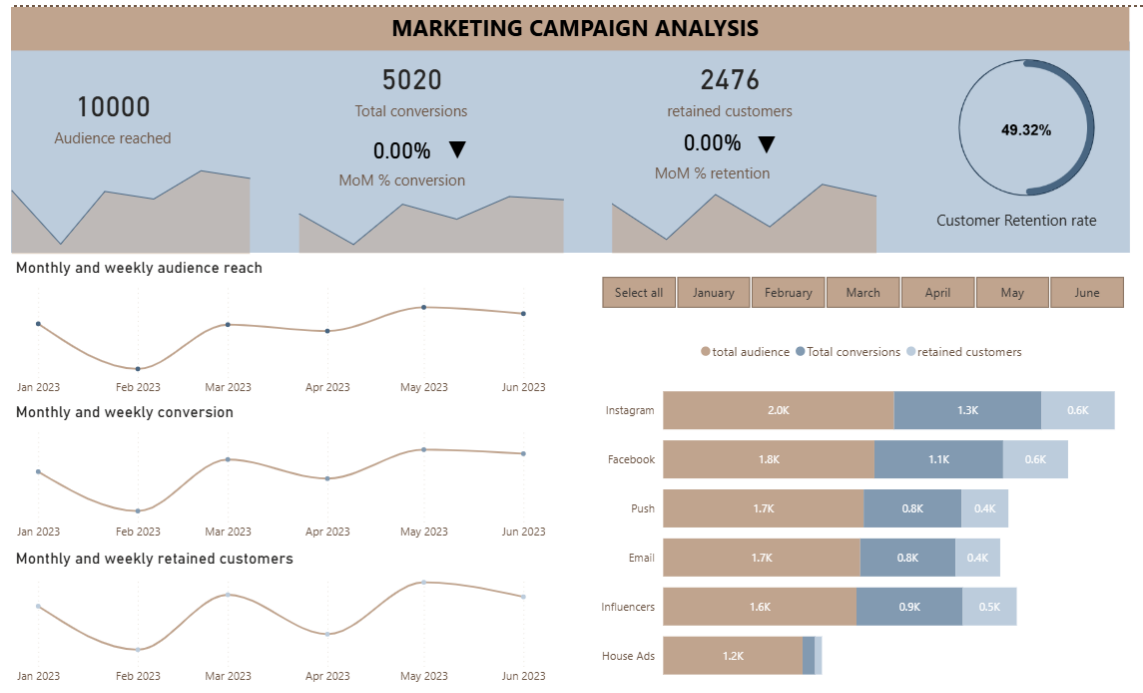Prepared by: Esther Okolie

Marketing Campaign Performance Analysis

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.