Cracking the PM interview 🚀

Case Study Solution Campaign Performance Analysis

Case study - Campaign Performance analysis

Rumbafy (imaginary name) is a D2C (Direct-to-consumer) brand that sells men's and women's grooming products.

Examples of a few D2C brands in India are boAt Lifestyle, SUGAR Cosmetics, Man Matters, Country Delight, Licious, and many more.

Imagine you are a Product Manager at Rumbafy and you are given additional responsibility to drive organic sales for the organization.

Emails are a key part of your strategy to drive organic growth at the organization.

Over the years, you have built a database of over 1 million registered users. A registered user is someone who has either bought from you in the past or someone who signed up on your platform but did not buy.

A user can sign up for various reasons - to check out offers, to stay updated with new products, to buy a product but dropped-off in the journey, etc.

You have gender and age group of each registered user.

You have sent an email campaign to these 1 million+ registered users 4 days ago. In the email, you have announced a new product launch (Rumbafy Mystic Men Perfume) to all your users.

The key objective of the email was to drive sales for the new product.

Over the past 4 days, you have gathered sufficient data about the campaign. You want to now analyze the campaign performance and evaluate it was a success or a failure.

How would you go about solving this?

Case Study Solution - **Campaign Performance analysis**

In order to evaluate the campaign performance, you will have to look at the entire funnel of the email.

In this scenario, the typical funnel would look like below:

1. Email sent (unique users)
2. Email delivered (unique users)
3. Email opened (unique users)
4. Email clicked (unique users)
5. Users visiting the website
6. Users buying the product

There will be multiple steps between step 5 and 6 but for the sake of simplicity, we have removed this.

In generic email funnel, the last two steps (items bought) may change; the rest will be more or less same.

Email sent (unique users) → This should be equivalent to users who have registered with you.

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Below metrics will provide you with the performance analytics of campaigns:

1. Delivery rate
2. Open rate (open to sent ratio or open to delivered ratio) → Typically, Delivery rate is close to 100% unless you have bogus, unverified emails. We can consider sent for all calculations.
3. Click-to-open rate
4. Click-to-sent rate
5. Purchase rate (users who bought as a percent of users who were sent the email)

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Above metrics should be looked for four cohorts:
1. Overall user base - all users
    a. This will give the performance at an overall level.
    b. How many users bought the product?
2. First-time customers or Existing customers
    a. Since you would have data about users whether they have bought in the past or not, you should split the above metrics in this cohort.
    b. If the response is good for first-time users, this means that people are willing to try your brand and products. This is a good sign from customer acquisition perspective.
    c. If the response is good from existing customers, this means that you have a good repeat rate. This is essential to build a sustainable business. Otherwise, you will always keep acquiring new users by spending money and they will buy just one time and go away.
3. Age cohorts
    a. You can group your customers into different age buckets and look at the response for each age bucket.
    b. This will tell you which age group is more attracted to your products.
    c. You can use this data to improve your future campaigns.
4. Gender cohort
    a. Look at the metrics by different genders.
    b. For this particular product (Rumbafy Mystic Men Perfume), you will get to know who is ordering this product more.

All **modules**

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➔ Questions asked by various companies in PM interviews

➔ How to get into product management?

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➔ And, many more!

> For more details, visit
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Thank you! 😃