

Marketing Experiment on Premium Goose Down Couch

Jayna Lim, May 11st 2022

Introduction

This report will design a marketing experiment for premium goose down couch from Duker. The experiment will be before-after design conducted on the application "Today's home". This application is a online commercial platform where users can see all kinds of furnitures and their sales numbers. The Experiment will find out whether the banner commercial on the application is effective.

Experiment Design

First the pre-commercial sales of both premium goose down couch and control groups are needed. The pre-test period is March 1st,2022 to April 1st,2022. The control group is a normal fabric couch from same company. Then start banner promotion for a month(In this case, May). Record the changed sales during the promotion.

From pre-test sales and test sales, lift and break even units are calculated. Marketers compare the sales and break even units. If the sales number would be larger than break even units, commercials are surely effective.

Anticipated Issues

Many Koreans move their house in Spring. If we presume that people usually buy new furnitures when they move to a new house, there might be a seasonality. In this case, sales during March to April and during May would be considered to calculate more elaborate lift.

Experiment 2.0

Another version of the experiment can be through TV commercials. TV commercials force marketers to spend fixed cost but it's effective to gain attentions from older customers. In the TV commercial experiment, the researcher should decide

1. Control group cities
2. Test group cities

The control group and test group is recommended to have similar features. Since TV commercials impact on a broader range of vendors, it's better to calculate lift from various kinds of vendors like department stores and local furniture stores.