

EMAIL ANALYTICS CASE

A retailer that sells through online and telesales channels recently conducted an e-mail marketing campaign testing two different e-mail formats. Your task is to evaluate the campaign performance and communicate the results to a group of colleagues.

About the Campaign

The e-mail marketing test included 64,000 customers who had purchased from the retailer in the past 12 months.

- 1/3 were randomly chosen to receive an e-mail featuring Men's clothing ("Men's E-mail").
- 1/3 were randomly chosen to receive an e-mail featuring Women's clothing ("Women's E-mail").
- 1/3 were randomly chosen to receive no e-mail in this campaign.

Results were tracked for two weeks following the e-mail campaign.

About the Data

Historical customer attributes at your disposal include:

- Recency: Months since last purchase (prior to campaign).
- History_Segment: Categorization of dollars spent in the past year (prior to campaign).
- History: Actual dollar value spent in the past year (prior to campaign).
- Mens: 1 indicates customer purchased Men's merchandise in the past year (prior to campaign).
- Womens: 1 indicates customer purchased Women's merchandise in the past year (prior to campaign).
- Zip_Code: Classifies customer zip code as Urban, Suburban, or Rural.
- Newbie: 1 indicates a customer new to the retailer in the past year (prior to campaign).
- Channel: Identifies the channels from which the customer purchased in the past year (prior to campaign), either Phone, Web, or Multichannel (both).

One field describes the e-mail format the customer received in this campaign:

- Segment: Men's E-Mail, Women's E-Mail, No E-Mail

Finally, three fields describe customer activity in the two weeks following the e-mail campaign:

- Visit: 1 indicates customer visited website in the two weeks after the campaign.
- Conversion: 1 indicates customer purchased merchandise in the two weeks after the campaign.
- Spend: Dollars the customer spent on merchandise in the two weeks after the campaign.

Guidelines

Analyze the data and prepare a presentation with your findings. Your presentation could include:

- Campaign Overview
- Key Results (analysis and findings)
- Recommendations / Next Steps

Some questions to consider as you evaluate the campaign:

- Which e-mail format performed the best, the Men's E-mail or the Women's E-mail? Did the two formats perform differently when measured across different metrics?
- What incremental sales did each e-mail format deliver? Did the Men's E-mail perform differently than the Women's E-mail across various customer segments?
- Given the results, to which audience would you target the Men's E-mail and the Women's E-mail? If you could only send an e-mail campaign to 10,000 customers, who would receive which e-mail? Why?