

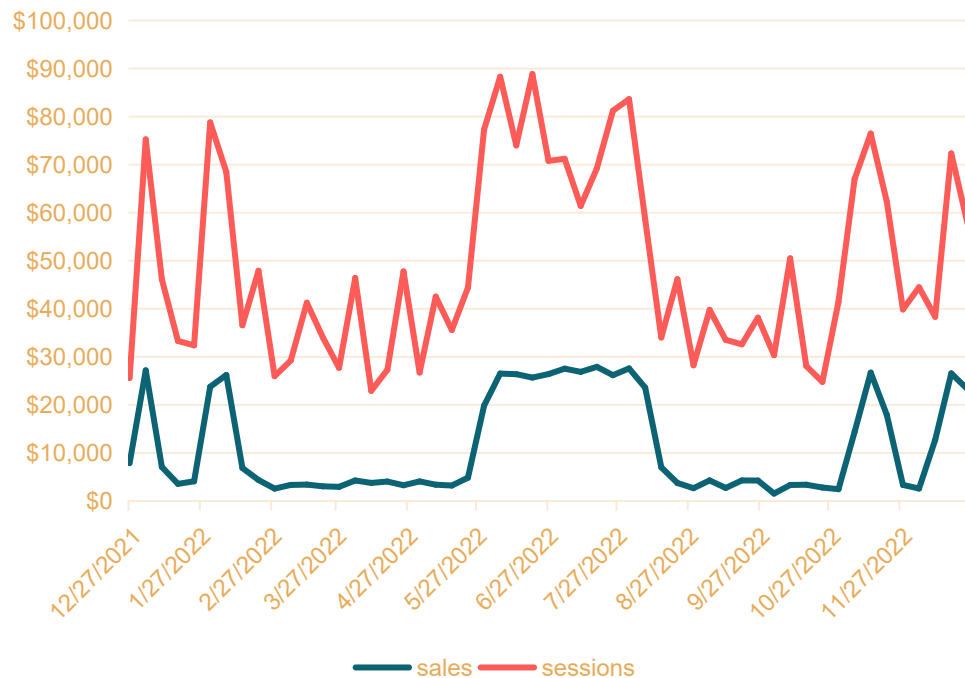
# Market Campaign Analysis for 'A' Cosmetic

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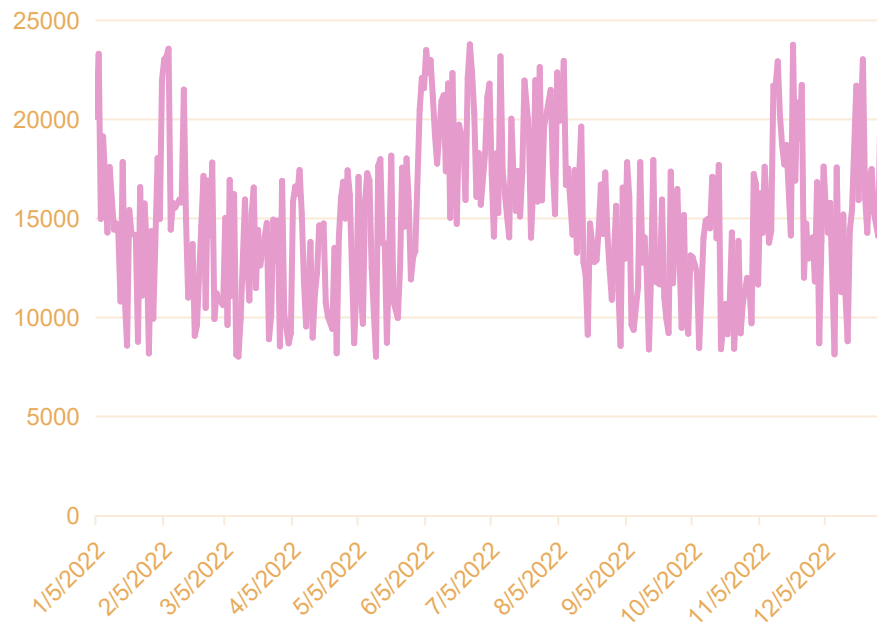
Amy

# Seasonality

## Sales & Website Trends



## Keyword Trends



# Campaign Effectiveness

Channel	Attributed Sales	Conversion Rate	ROAS	Net Profit
Search	\$372,767	1.06%	\$1.69	\$152,143
Social	\$277,592	0.80%	\$1.33	\$69,256
Display	\$288,331	0.68%	\$0.98	-\$3,816

Allocate a larger budget to the highly effective search and social campaigns, while also incorporating display ads to enhance awareness and acquire new users

## recommendation:

Search: \$xxx

Social: \$xxx

Display: \$xxx

# Campaign Targeting

- Femal customer
- aged 35-39
- reside in New York

To improve customer retention, the following strategies should be implemented:

1. Email campaign to customers who have not made a purchase within **43** days
2. Display campaigns specifically targeting customers who has not placed an order in the last **43** dyas.