Marven Marketing Campaign Results
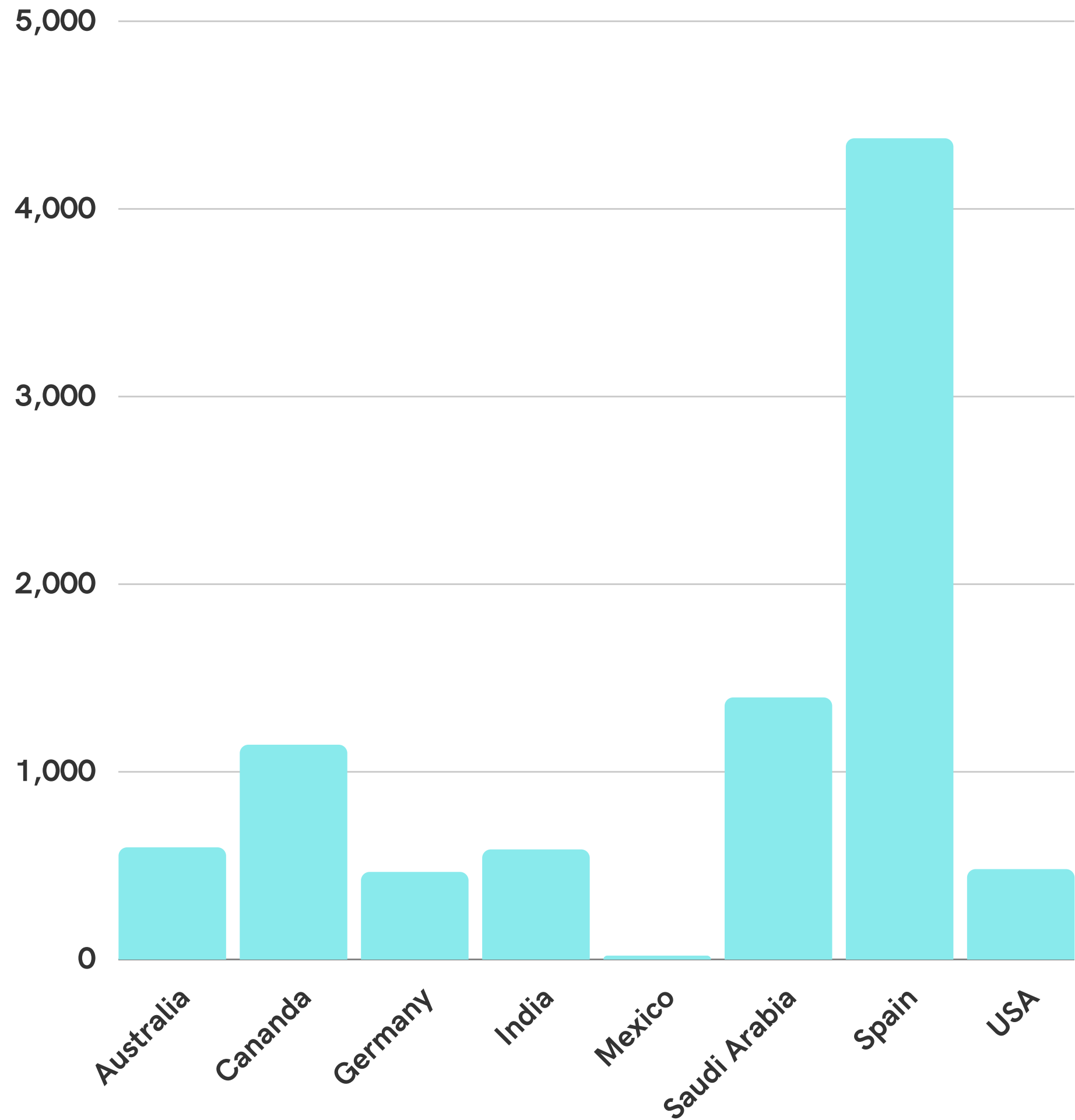
Maven Marketing campaign brief

Objective

- Website puschases
- Analysis of Maven Marketing campaigns' success rate
- Average customer
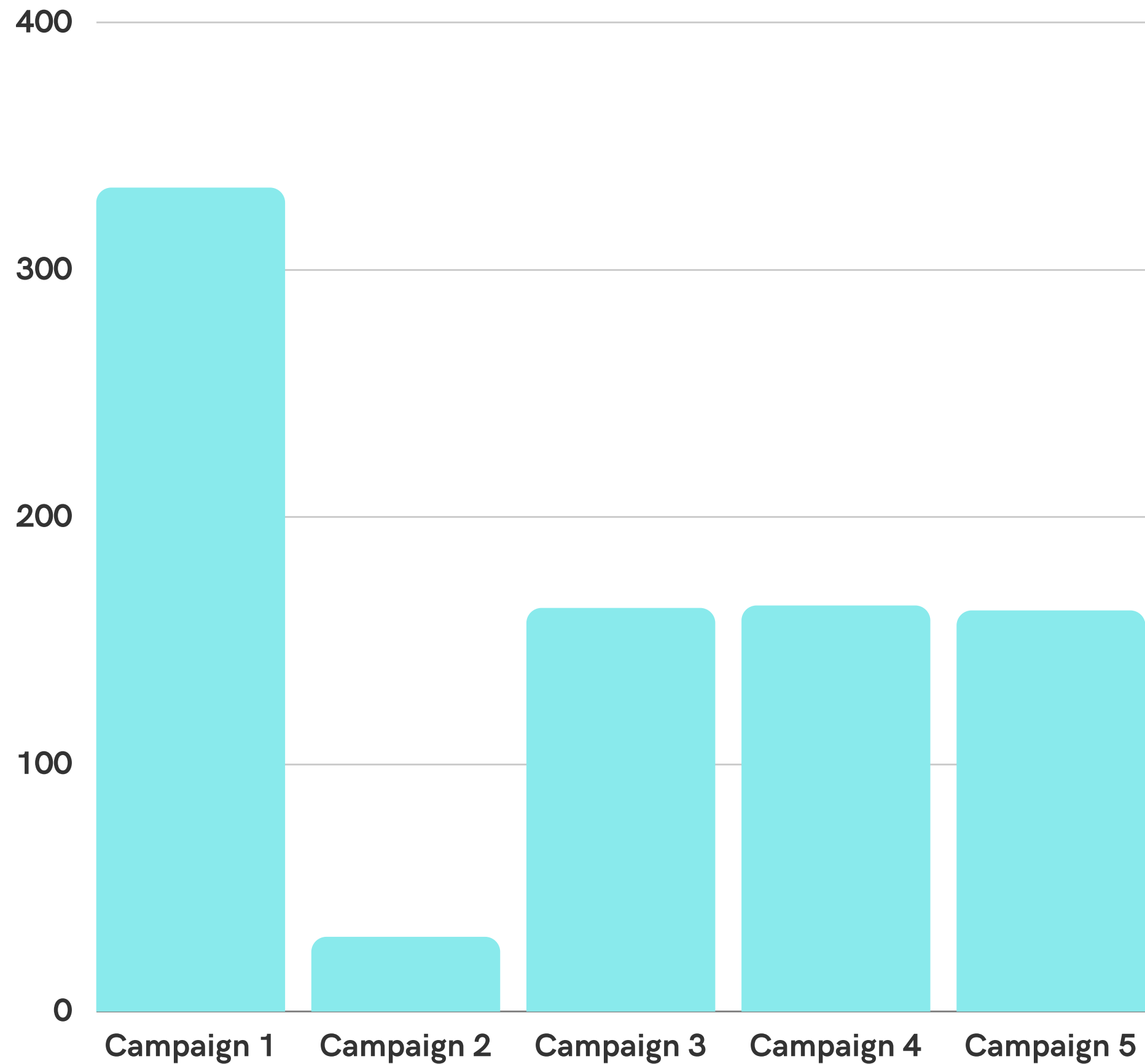- Top 3 highest selling products
- Underperforming channel

Factors impacting web purchases

Factors:
- **Store purchases**
- **Web purchases**
- **Catalog purchases**

Most of the purchases are from **Spain** via the store's **website**

Chart data (approximate values):
- Australia: ~600
- Cananda: ~1,150
- Germany: ~480
- India: ~600
- Mexico: ~30
- Saudi Arabia: ~1,400
- Spain: ~4,400
- USA: ~500

Y-axis: 0, 1,000, 2,000, 3,000, 4,000, 5,000

Marketing success rate

Campaign 1 was the most succesful as it managed to successfully retain 333 permanent customers
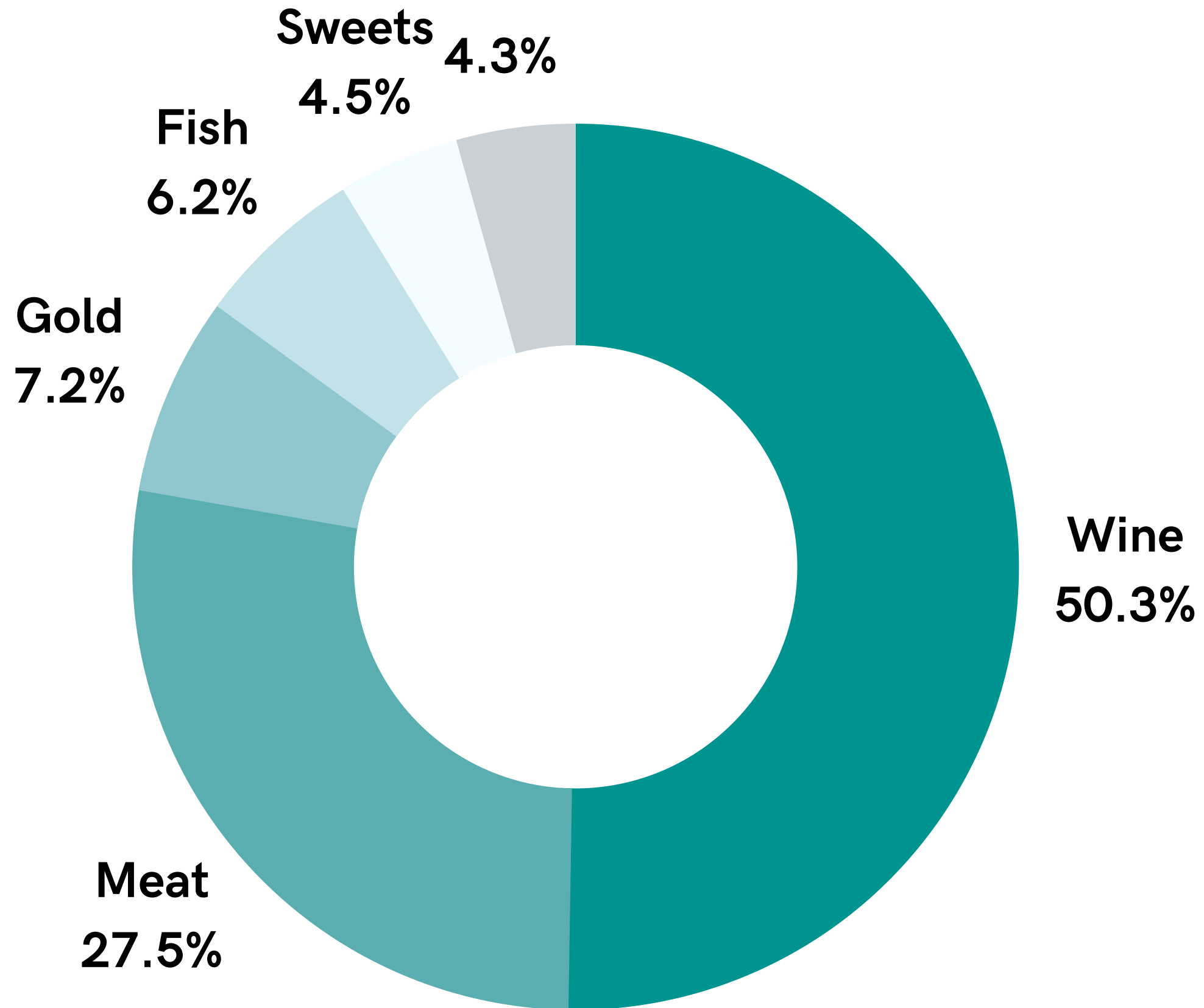
Our average customer

Our average customer is a student in their final graduation year, with an average age of 53, with an annual income of 51 969,86

Product sales

The top 3 best performing products are wines, meat and gold respectively.

Catalog purchases
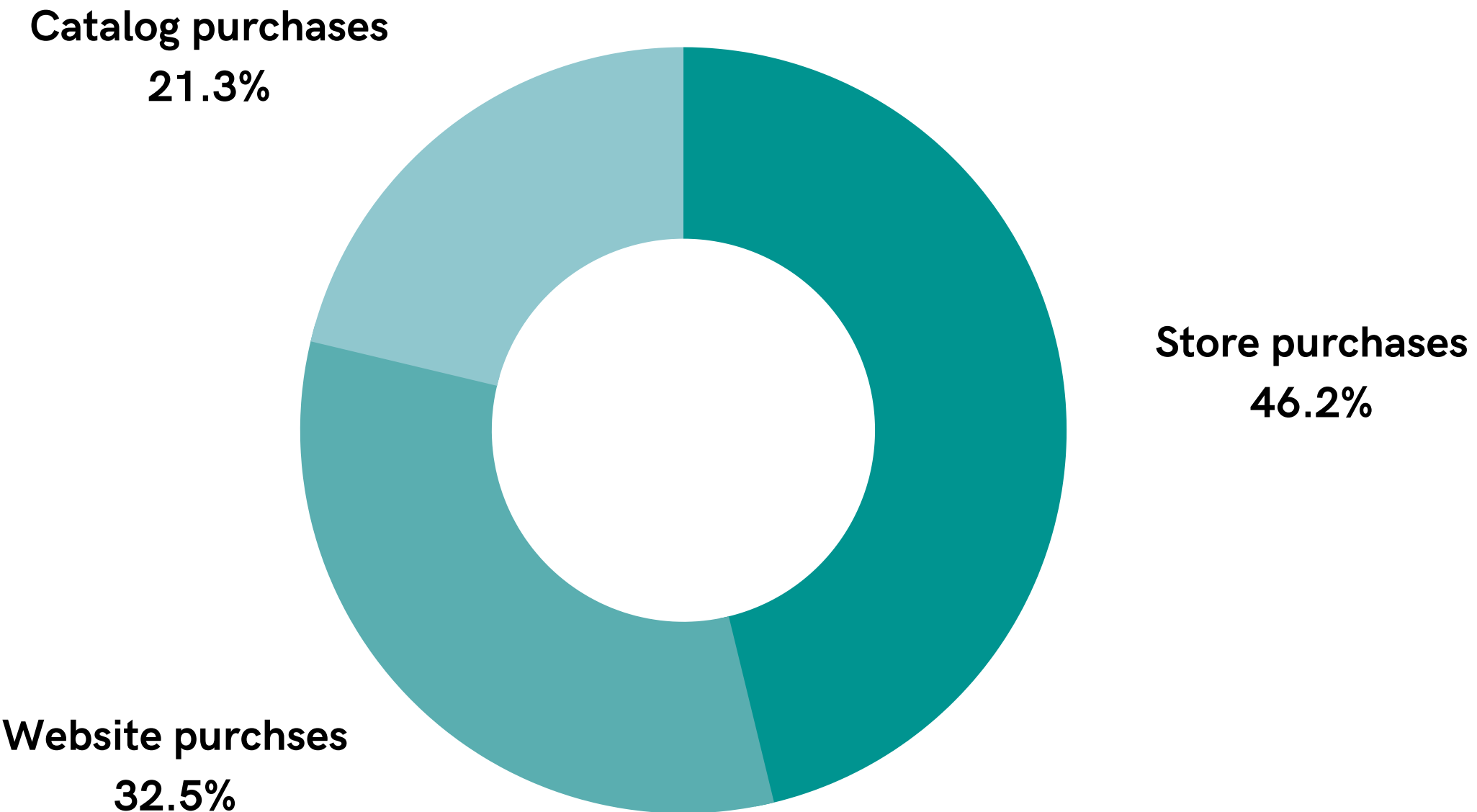21.3%

Store purchases
46.2%

Website purchses
32.5%

Channel performance

Store purchases are the highest performing channel

Catalog purchases are the underperforming

Thank you!

Feel free to reach out to us if you have any questions.