

# Marven Marketing Campaign Results



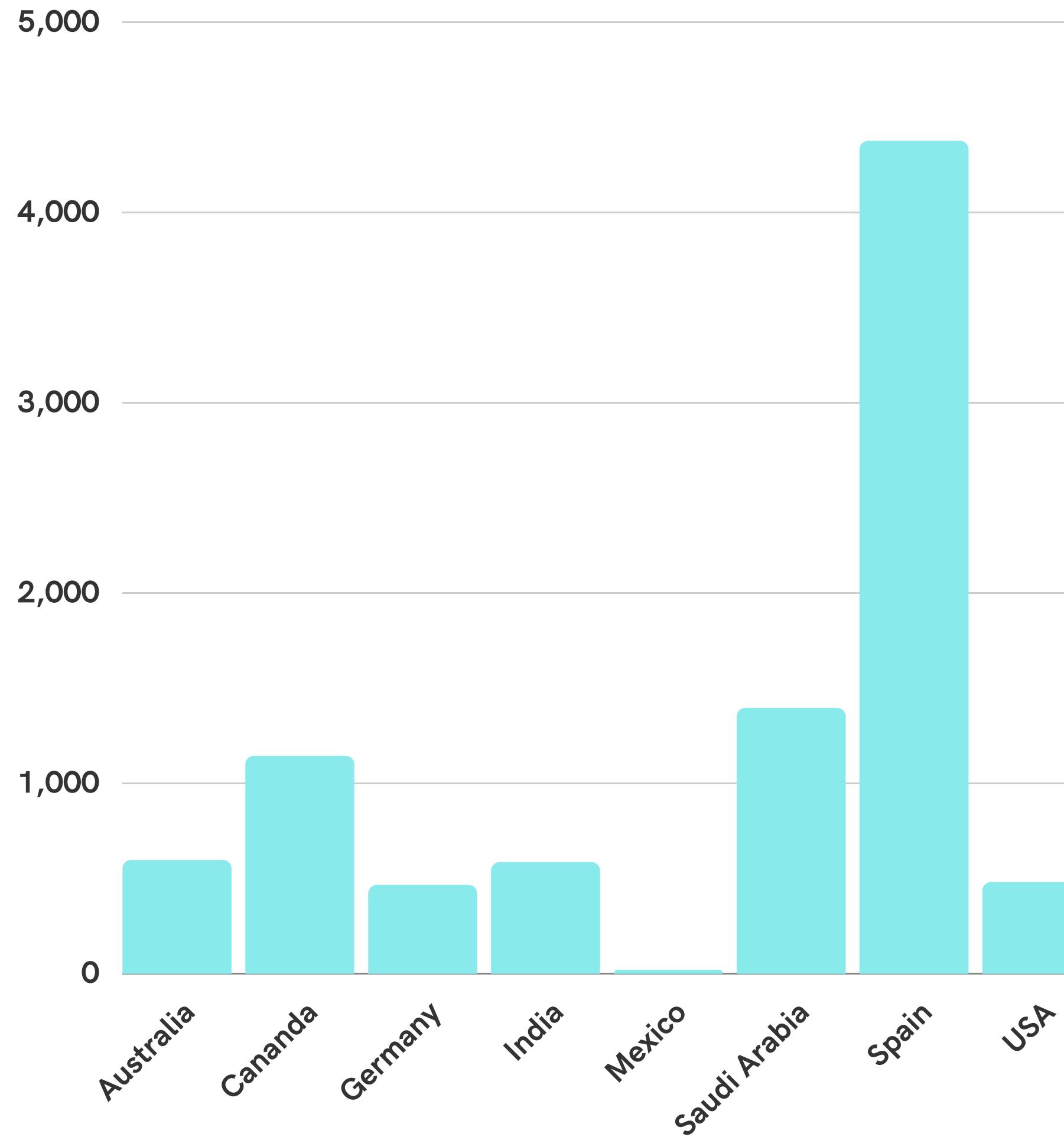
# Maven Marketing campaign brief

## Objective

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



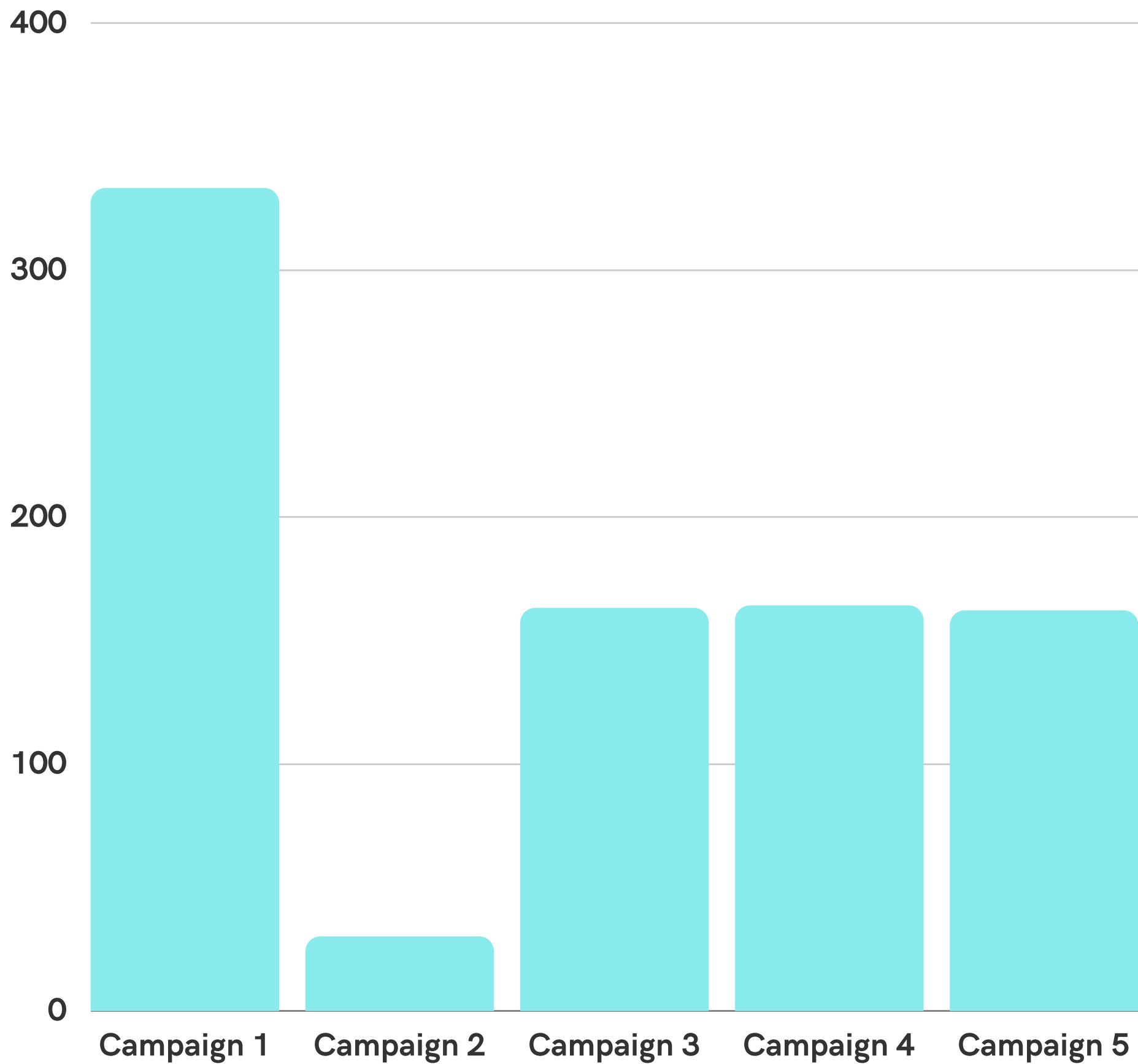


# Factors impacting web purchases

## Factors:

- Store purchases
- Web purchases
- Catalog purchases

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



## Marketing success rate

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Campaign 1 was the most successful as it managed to successfully retain 333 permanent customers



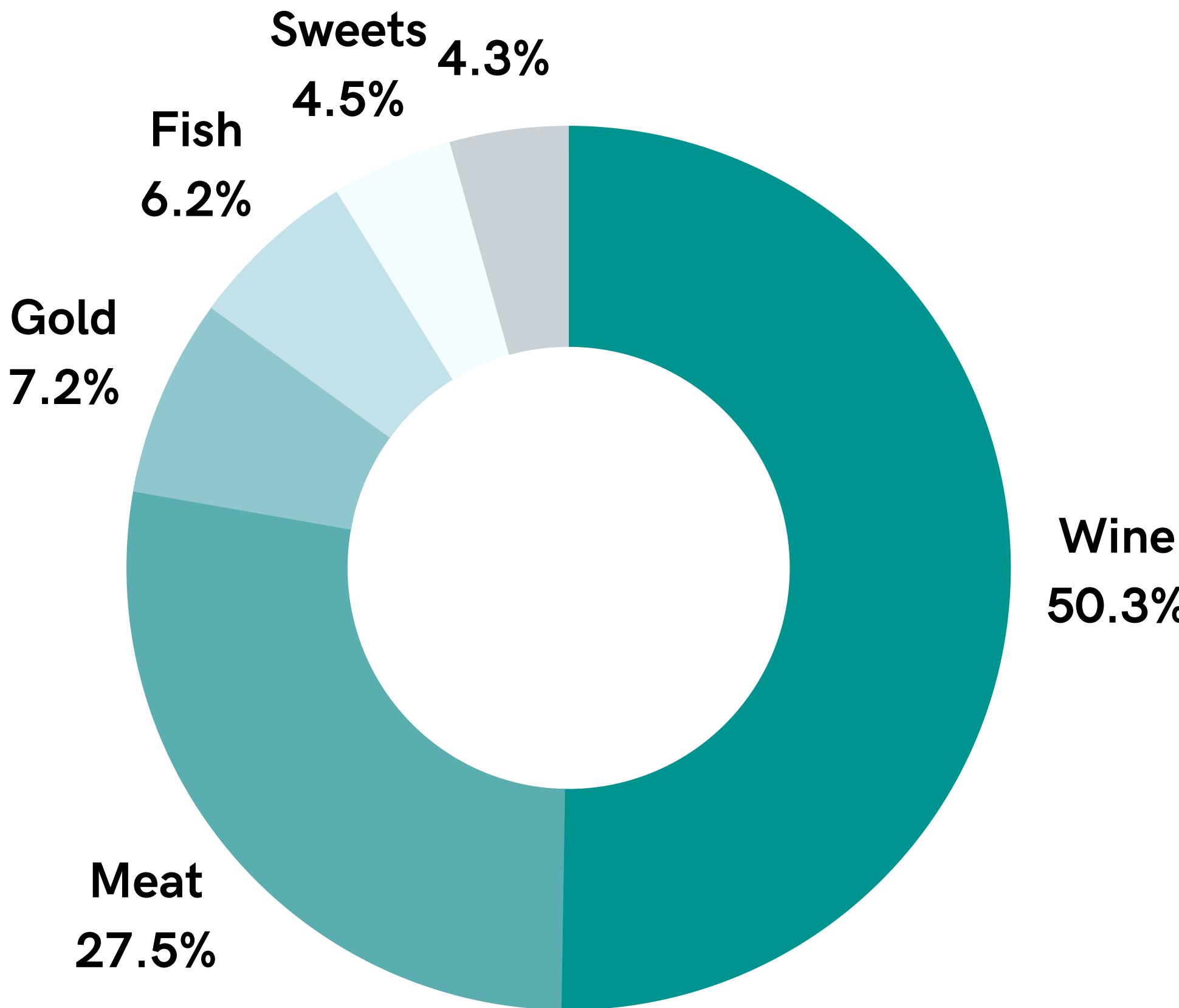
# Our average customer

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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

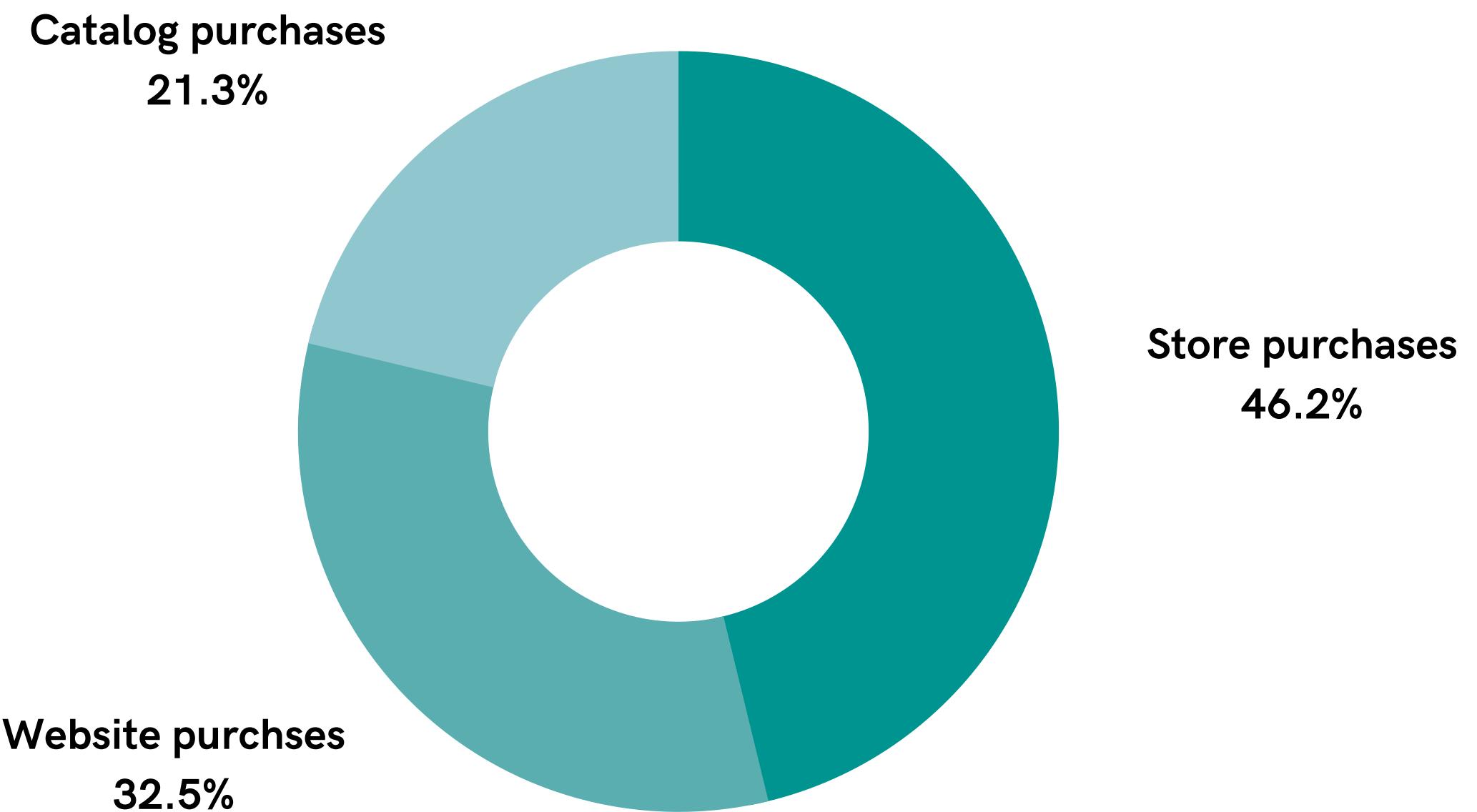
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The top 3 best performing products are wines, meat and gold respectively.

# Channel performance

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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.

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