Halfway There adoption report

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Insight 1:

All customers who have followed over 30% of meal recommendations are Halfway There adopters. They represent 60% of customers who signed up.
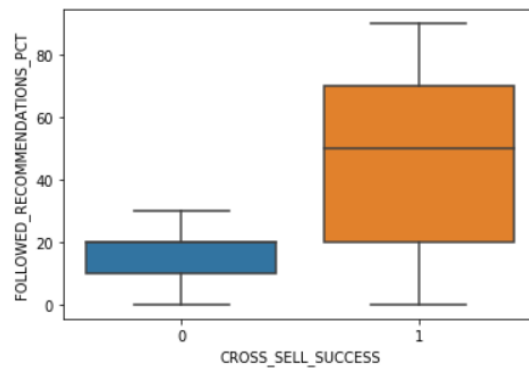

Fig 1. Boxplot of percentage of recommendations followed according to cross sell success

While this shows that our recommendation system is successful in promoting Halfway There, authors like Mattila (2003) alert that repetitive purchases due to consumer inertia may hurt positive brand perceptions and engagement in the long run. In fact, comparisons of median meal ratings between adopters and not adopters show no difference.
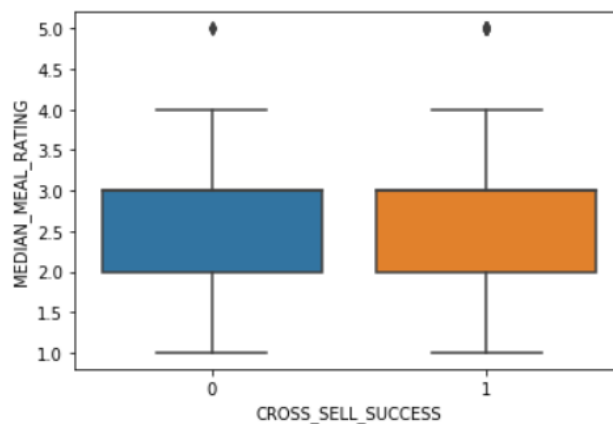

Fig 2. Median meal rating according to cross sell success

Insight 2:

80% of customers who signed up using a work email are adopters (28% of the entire customer base). This could indicate the existence of a segment with a high conversion potential, professionals.
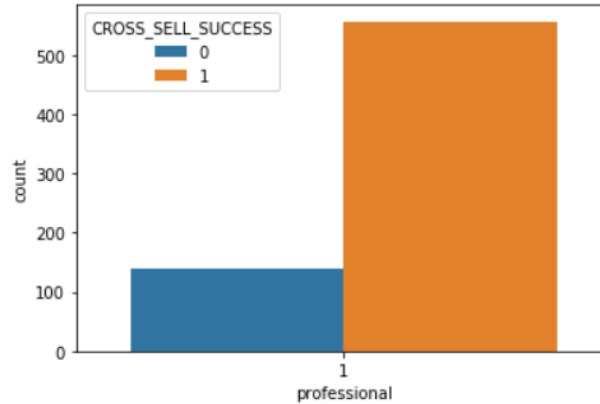

Fig 3. Proportion of customers with a professional email according to cross sell success

Within this group, there are companies whose employees show high interest in Halfway There, and others who could be targeted more aggressively.

	accepted	rejected
merck.com	27	1
microsoft.com	24	1
pg.com	21	1
jpmorgan.com	18	1

Table 1. Top four companies in terms of interest in Halfway There

Recommended actions:

Since belonging to the professional demographic seems to be an important predictor of interest in Halfway There, it is possible to optimize advertising efforts by better identifying those customers and delivering a tailored message. Using a customer's email for segmentation is easy for those who sign up with a work email. For those using a personal email (gmail, yahoo, protonmail) an additional question during sign up could help identify if they belong to the professional demographic.

Once customers are promptly identified, more effective communications can be generated. Authors like Neufeld and Roghanizad (2018) or Cespedes and Hamilton (2016) highlight the importance of expertise and trust respectively while selling highly specialized products online, which is the case of wine. Our

digital touchpoints could be enhanced by the inclusion of contents on wine tasting and pairing, shown selectively to professionals. This could help raise awareness and mitigate the effect of consumer inertia in our platform.

The following steps are recommended:

1. Implementation of email as a segmentation variable
2. Inclusion of education level as an optional question during sign up
3. Creation of wine expertise contents
4. Selective deployment of contents to customers in the professional demographic

Final score:

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AUC : 0.8281
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REFERENCES

Mattila, A. S. (2003). The impact of cognitive inertia on postconsumption evaluation processes. *Journal of the Academy of Marketing Science*, *31*(3), 287.

Neufeld, D., & Roghanizad, M. (2018). Research: How Customers Decide Whether to Buy from Your Website. *Harvard Business Review*.

Cespedes, F., & Hamilton, J. (2016). Selling to Customers Who Do Their Homework Online. *Harvard Business Review*.