

The Effect of Targeted Advertisement on the Acquisition And Retention of Brand Customers.

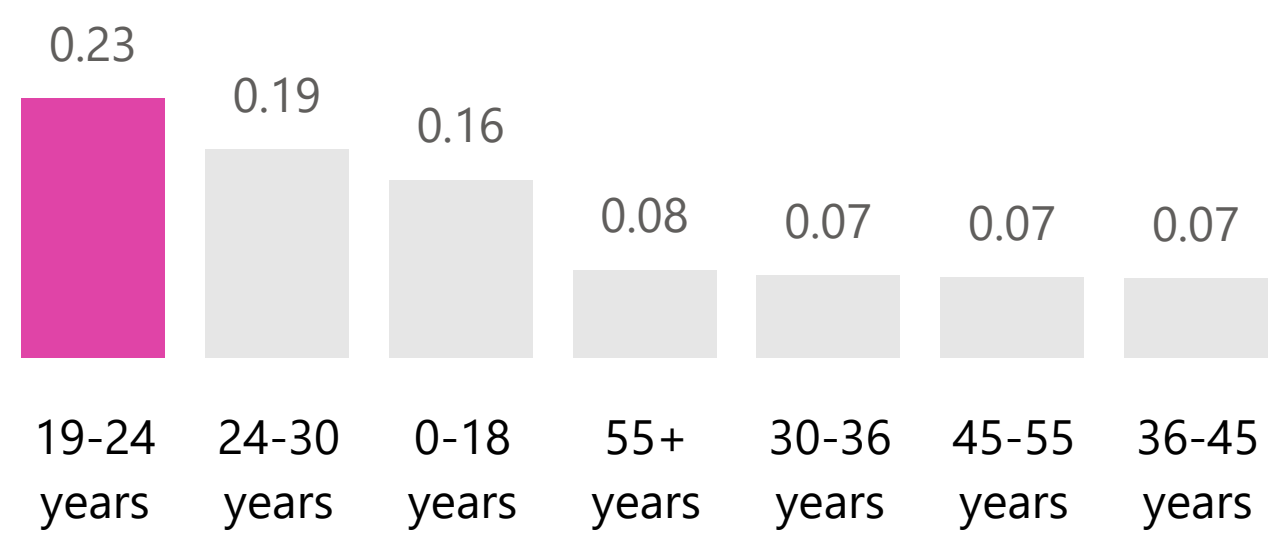
An Analysis of Bionic Enterprise Advertising activities for January 2018

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Customer Acquisition Through Targeted Advertising

Customer acquisition typically occurs when a customer purchases a companies product, or subscribes to their services for the first time., It is usually the main goal of the business. For Bionic Enterprise, **7309** customers were sent advertising messages through out the month of January, while **14%** , that is 1030 customers were acquired.

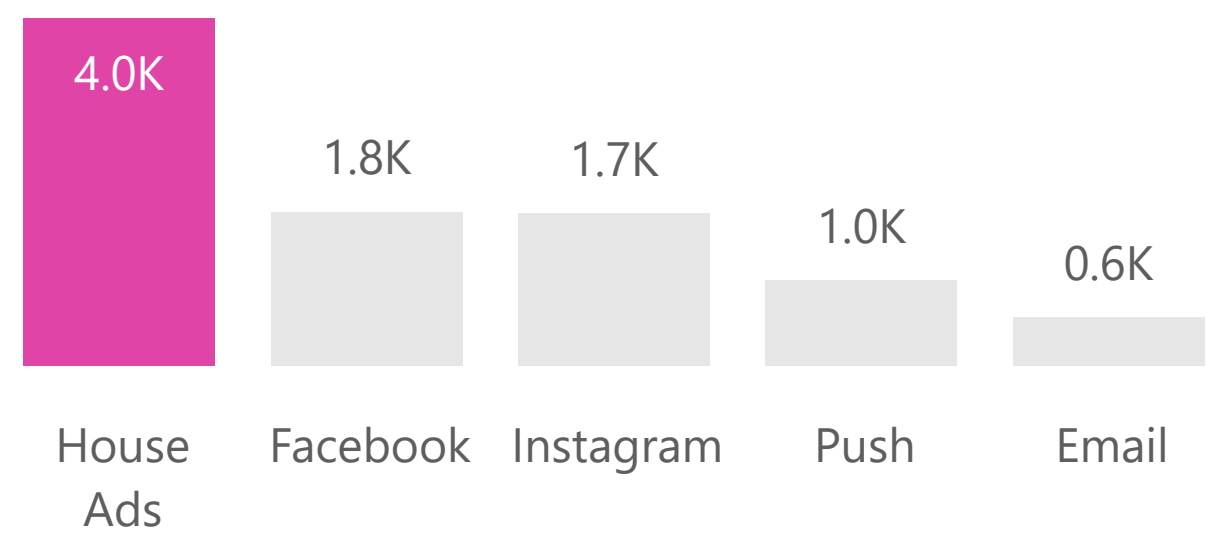
Conversion Rate by Age Group



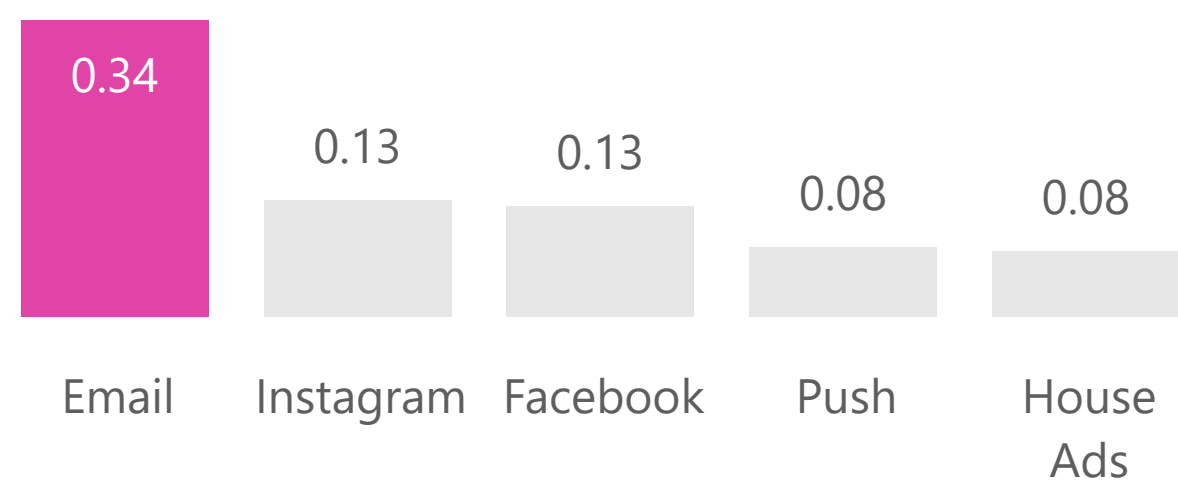
Majority of the new customers acquired were **under 30** years of age. Particularly, people between the ages of **19 and 24** are more likely to subscribe to the offer.

Though **House ads** is the **most used** marketing channel for targeting customers, **Email** generates the **highest conversion rate** than any other marketing channel.

Marketing Channel Usage

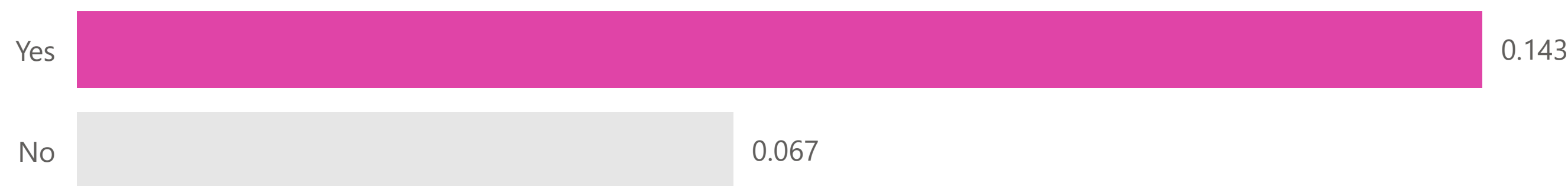


Conversion Rate by Marketing Channel



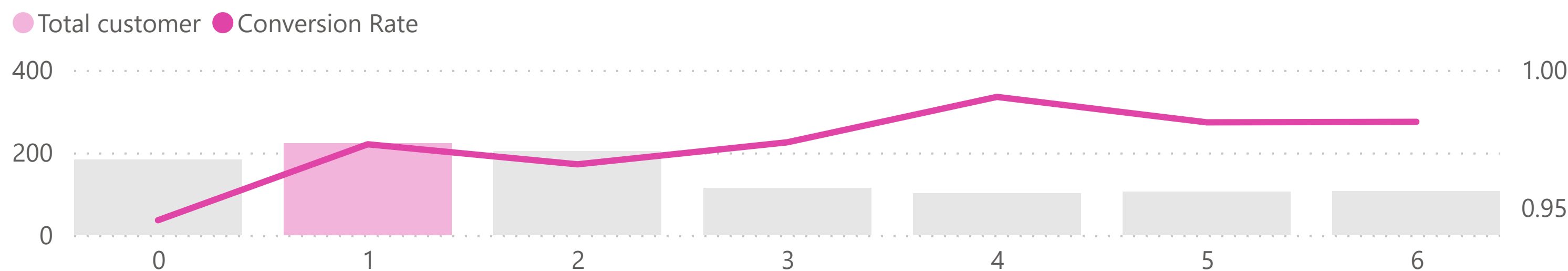
English is the **most preferred language** as well as the **most displayed language**, however, **German** is the language with the **highest conversion rate**, and displaying the offer in the language preferred by the audience generates a higher conversion rate.

Does using the preferred language improve conversion rate?



Although **More** audiences are reached **during the week**, Conversion rates are **higher** on **Weekends**. This could be due to the possibility of the audience having more time to go through the the advert on weekends.

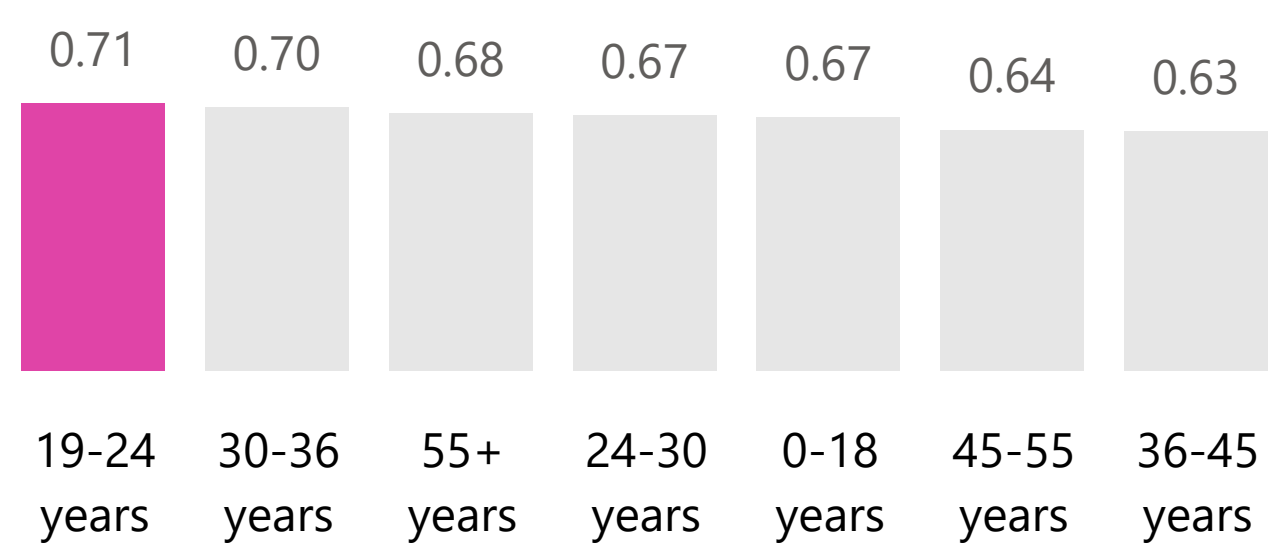
Conversion Rate by Day of Week



Customer Retention Through Targeted Advertising

It is a popular saying in marketing that "it is more expensive to acquire a new customer than to keep an existing one", so, it is not enough to acquire customer, keeping them is also important. **1030** customers subscribed from the January Advertising campaign. **68%** of the total customers acquired were retained.

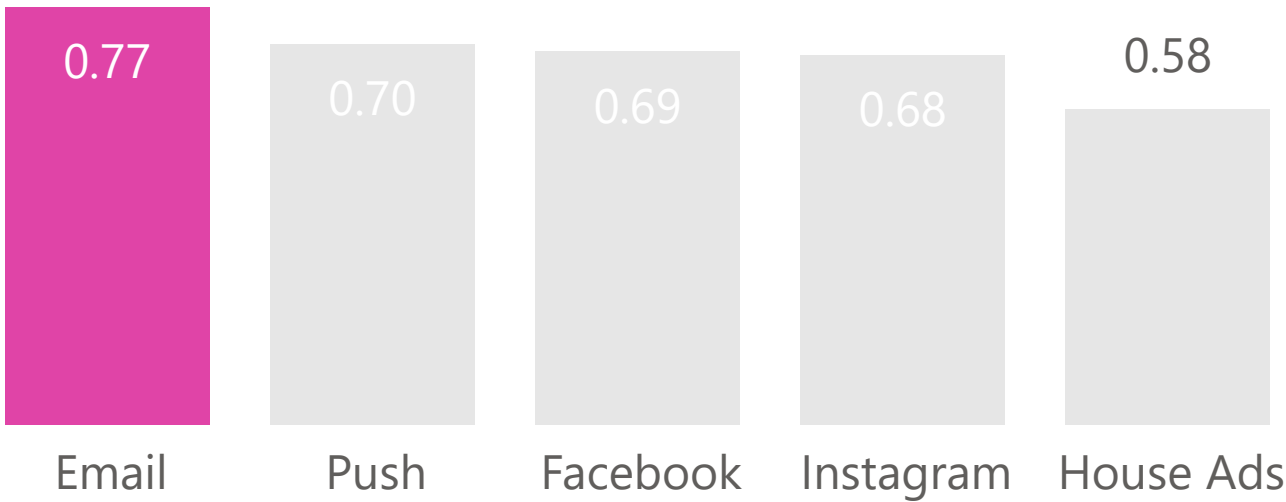
Retention Rate by Age Group



Customers between the ages **19 and 24** were retained more than any other age group.

Email generated the **highest retention rate** than any other marketing channel. This is followed by Push advertising, Facebook and Instagram. **House Ads** on the other hand, generate the **least** retention rate.

Retention Rate by Marketing Channel



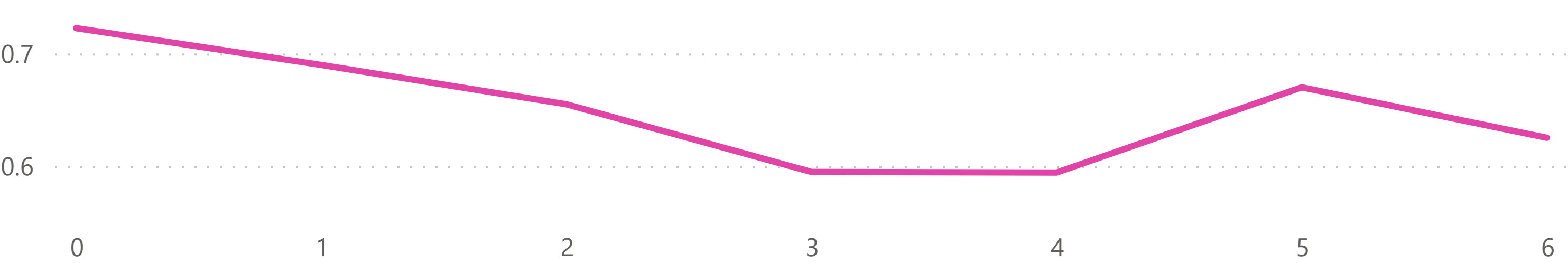
English is the **most preferred language** as well as the **most displayed language** to audience who subscribed to the offer, **English** is also the preferred language with the **highest retention rate**. Displaying the advert in the language preferred by the audience also generate a higher retention rate.

Does using the preferred language improve retention rate?



Retention rates are **higher** at the **beginning of the week** than they are on Weekends.

Retention Rate by Day of Week



Conclusion and Recommendations

CONCLUSION

Based on the findings of the analysis, it can be concluded that the language which the advertisement is displayed plays a significant role in the customer acquisition and retention process of Bionic Enterprise, as it was revealed that, displaying the advert in the correct language preferred by the customer yielded a higher conversion rate and retention rate than displaying the advert in languages other than the preferred language of the audience.

It can also concluded that, age also plays an important role in Acquiring and retaining customers as the analysis revealed that young audiences, particularly people between 19 and 24 years old are subscribing to the company's offer and are also remaining loyal to the company.

Furthermore, The day of the week which the advert is sent also plays a major role in the acquisition and retention of customers. Sending Advert on weekends improve the chances of customer subscribing, while, sending them at the beginning of the week helps keep the customers loyal to the company.

RECOMMENDATIONS:

Based on the conclusions, the following recommendations are made:

- Design an advertising message targeted towards customers under the age of 30 when the goal is to acquire new customer, Customers between 19 - 24 should be focused more on when designing an advertising message to retain existing customers.
- Use Email as the primary channel for targeting or communicating with customers, Social Media channels should also be used to complement the use of Email to drive conversion rate, while, Push ads should also be used to complement the use of Email to drive retention rate,
- More Data should be collected so as to analyze why the House Ads marketing channel is not performing well and to decide if it should be dropped or not.
- To drive Conversion rate, more advertising message should be sent towards the end of the week, while, more should be sent at the beginning of the week, if the goal is to retain customers.