**Which campaigns are effective for customer acquisition?**

According to the implementation, when combined with branded, unbranded, and television marketing, Facebook and email, which account for 40% of the weight, have indicated a wonderful and balanced customer acquisition. It can be inferred that television has a positive effect on luring new clients. While it is true that Facebook has some restrictions beyond a certain point in terms of attracting new customers. While television and branded ads have the potential that has to be tapped because they have produced positive results in new acquisition. When Facebook, Branded, and television are combined, my Year 5 campaign has demonstrated the highest outcome for acquisition.

**Which campaigns are effective for customer retention?**

If customer retention rates were the focus, it might be discovered that Facebook and email, which were given different weights in the sixth year, successfully retained a good number of consumers while email received far less attention. While in the previous year, Facebook and email had both shown to be effective gimmicks for client retention. It illustrates how, if the potential is completely realized, email is always helpful for retention and Facebook has a limit.

**How did intuition, analytics, and A/B testing guide your decision?**

Data is present everywhere. Regardless matter whether you are a person, a small business, or a multinational corporation, you must work with a lot of data, including client data. To satisfy clients and boost your profit line, this is essential. A campaign cannot be developed solely on gut instinct or emotions. Despite being vital, numbers are not always clear. A/B testing is necessary for businesses because it combines intuition and analytics in a unique way to help them decide what course of action to take. All of these tactics and techniques led me down a certain road where I could come to a decision about allocating resources to a particular campaign and gave me a thorough understanding of the areas that should be prioritized to ensure the success of this client acquisition and retention.

**What did simulation teach you about the effective process of data-driven decision making?**

The best method for discovering and putting into practice a practical fix for a challenging issue in a safe and affordable setting is simulation. I was able to learn about all facets of campaigning and the finer points of organizing and executing a campaign by using the simulation. This has aided me in making strategic decisions and improving the value of my business model. My financial resources and available marketing strategies were mapped out with the use of simulation, which also showed me how to allocate my resources in an efficient and profitable manner. It is beneficial to test out multiple prospective solutions for a set of provided appropriate metrics in order to contrast them. It aided in my real-time search for a solution regarding audience targeting for marketing and customer-related issues.