

BANNER MARKETING

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Babson Hack





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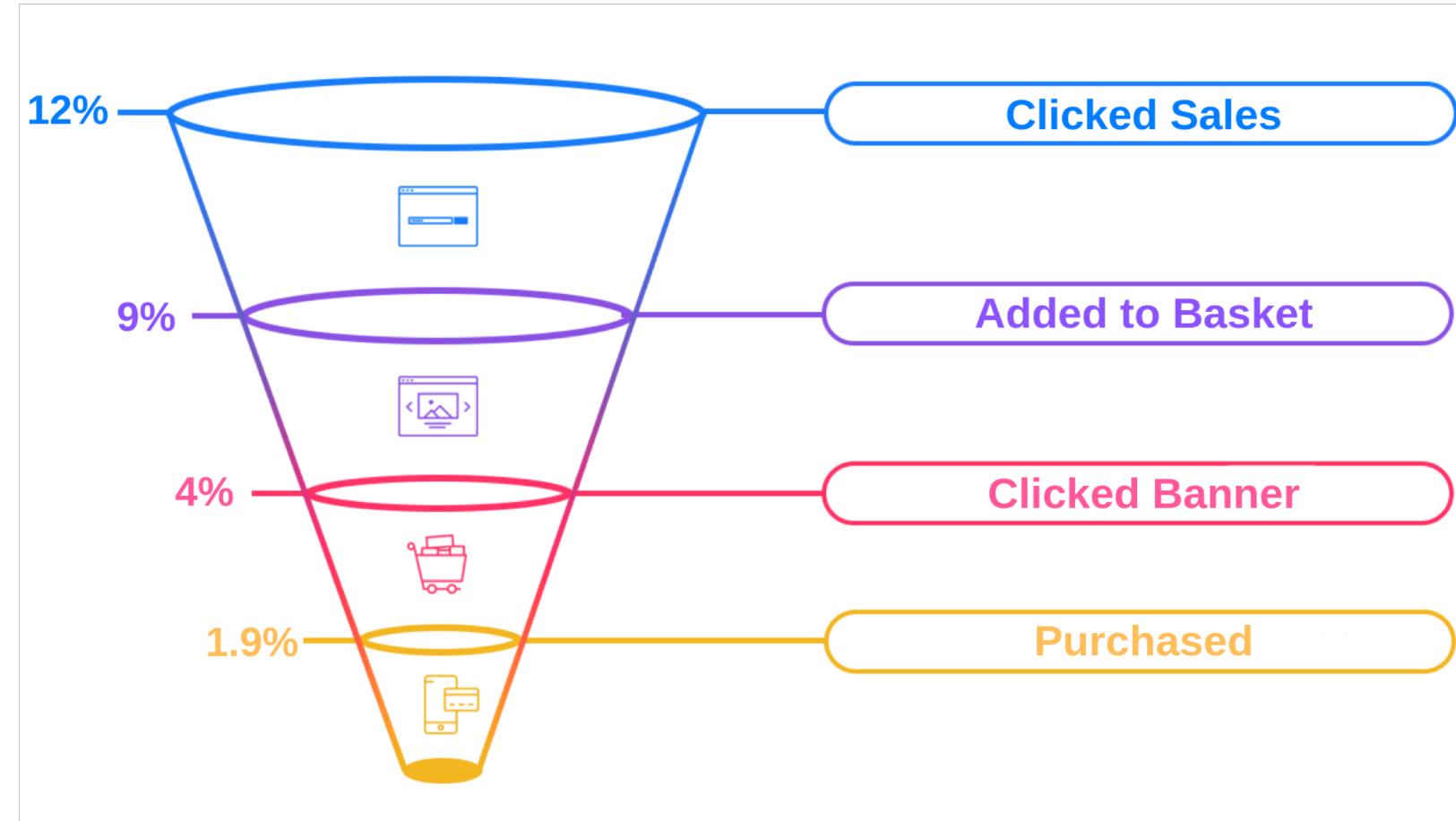
01

Defining Problems



Defining Problems

1. Banner was not personalized nor targeted to visitors.
2. Compared with Taobao, BestBuy and Amazon, Wayfair's banner rotates too slowly.
3. Sales page click rate is 3 times more than banner click rate.



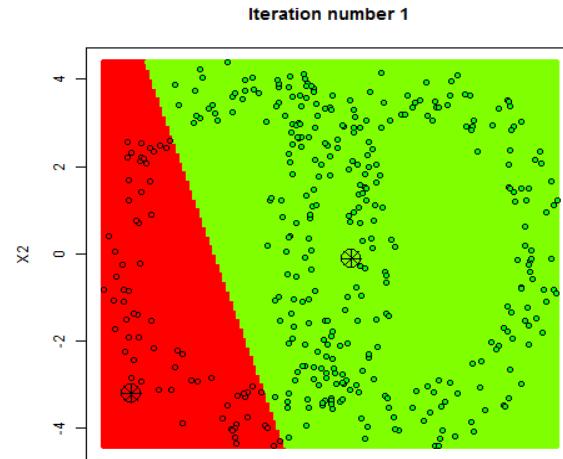
How can we make the banner **more effective?**

Solving Problem from 3 Perspectives:



Sales Campaign

- ✓ Identify data coming from sales activity.
- ✓ Provide banner strategies during sales activity.



Customer Segmentation

- ✓ Divide customer into two parts to analyze: new visitors and prior visitors.
- ✓ Customer segmentation using K-Modes algorithm by Python, which is designed to handle mixed-type data in k-means clustering.



Banner Design

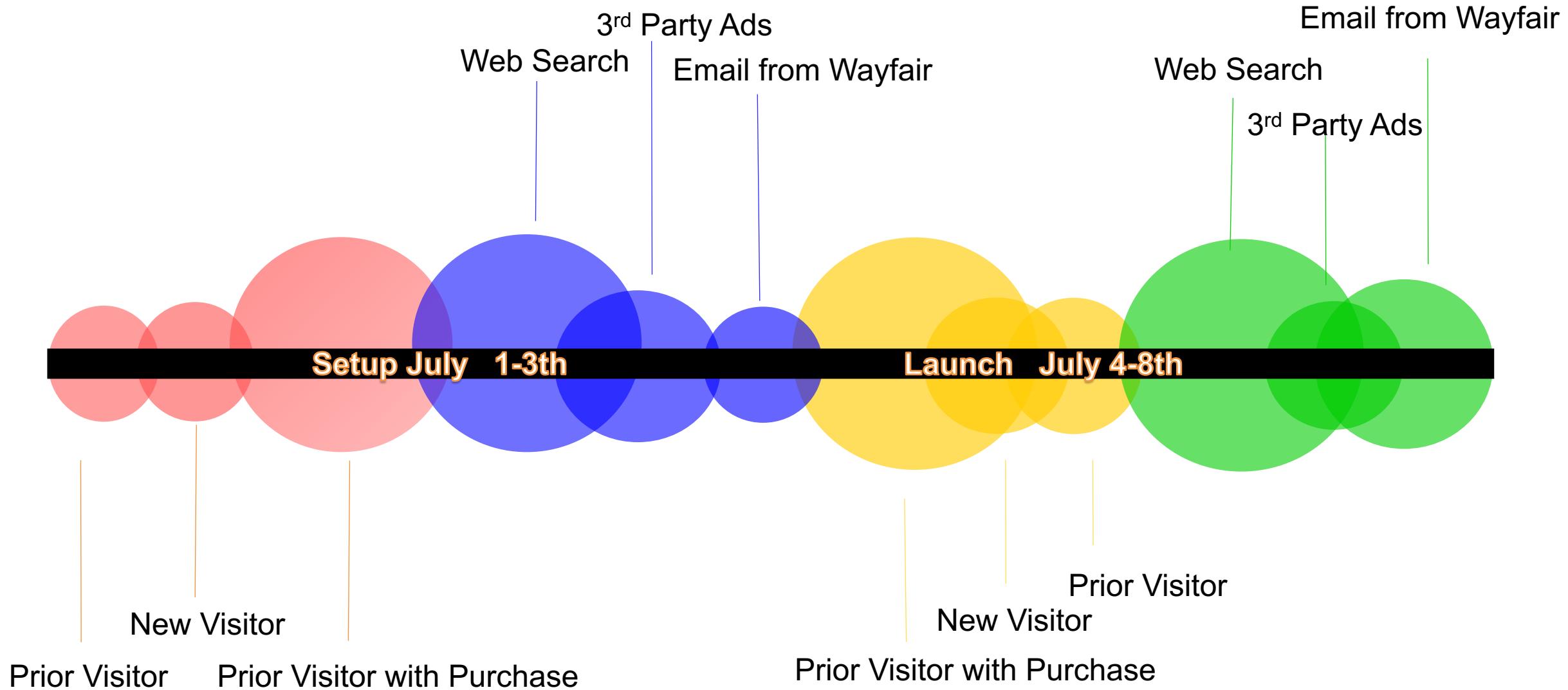
- ✓ Found benchmarks from external data to provide designing strategies.

02

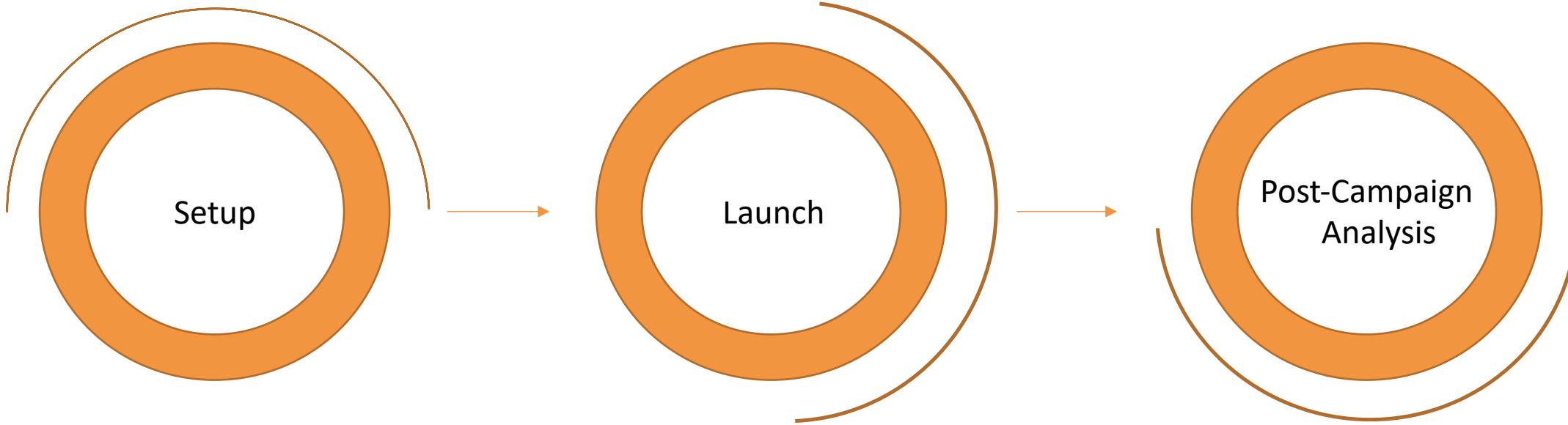
Sales Campaign



Timeline



Suggestions



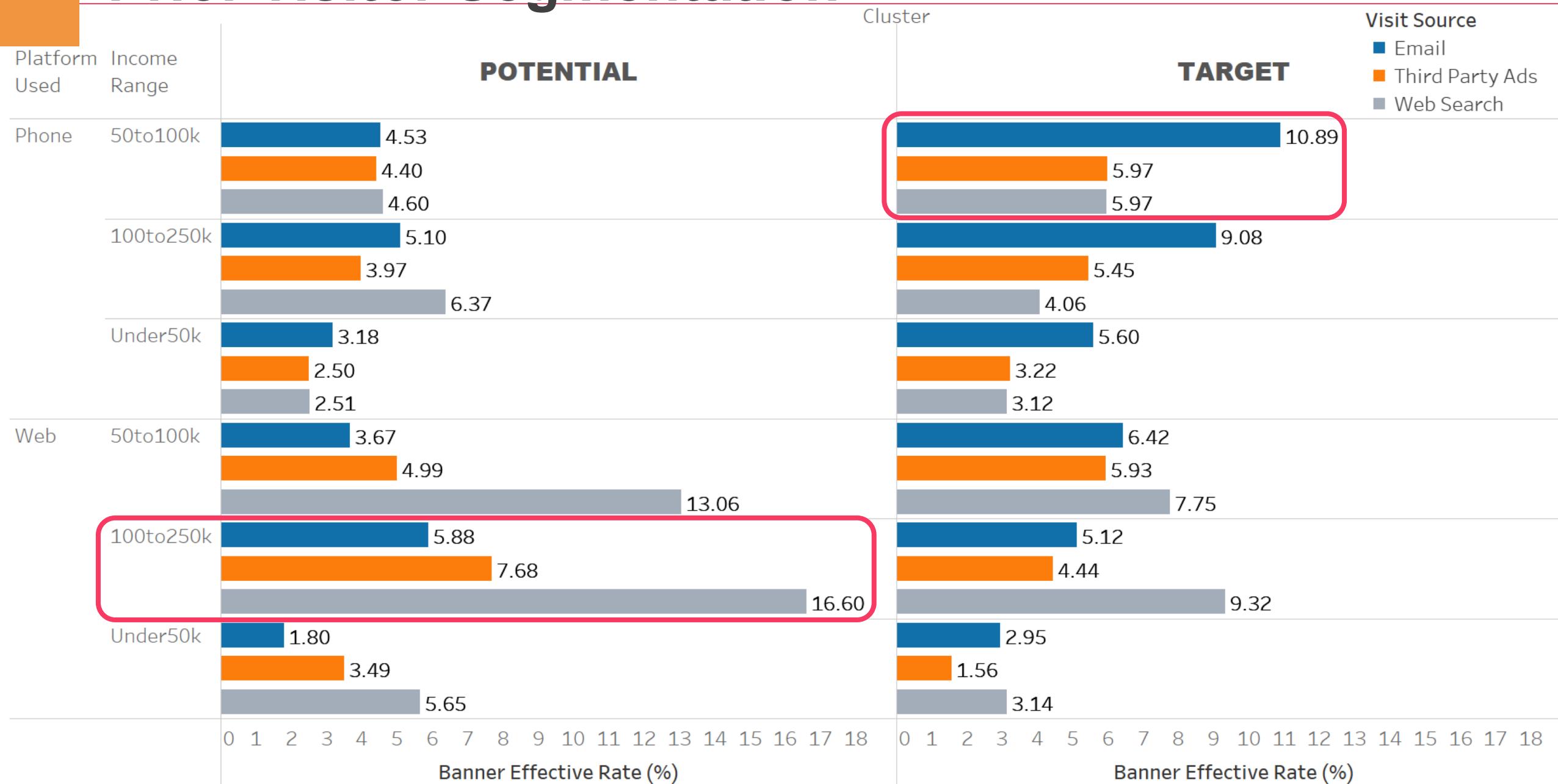
- Click banners to get coupons
- Collect data from visitors, analyze the products they have viewed or added to baskets
- Deliver personalized promotions during campaign launch period
- Advertise again on the last day of campaign
- Analyze campaign performance: Key Channels, KPIs, and Metrics

3.1

Customer Segmentation of Prior Visitors



Prior Visitor Segmentation



Prior Visitor Segmentation

Target



- Clicked banner
- Liked sales
- Searched on Wayfair
- Viewed some products

- ✓ 50 - 100 K
- ✓ Used Phone
- ✓ Visited through E-mail

Potential



- Didn't click banner
- Not interested in sales
- Didn't search on Wayfair
- Left without viewing any products

- ✓ 100 - 250 K
- ✓ Used Computer
- ✓ Visited by Web search

Sales Banner Strategy – Prior Visitor

Target



Dos

- ✓ Show sales with product match with what they had searched onsite;
- ✓ Push banners with coupon;
- ✓ Display the goods under \$25.

Don'ts

- ✗ Don't frequently send same sales emails

Potential



Dos

- ✓ Choose products that related to search engine key words;
- ✓ Complementary goods;
- ✓ Innovative and special design product(Fun & quirky).

Don'ts

- ✗ Don't show general sales banner

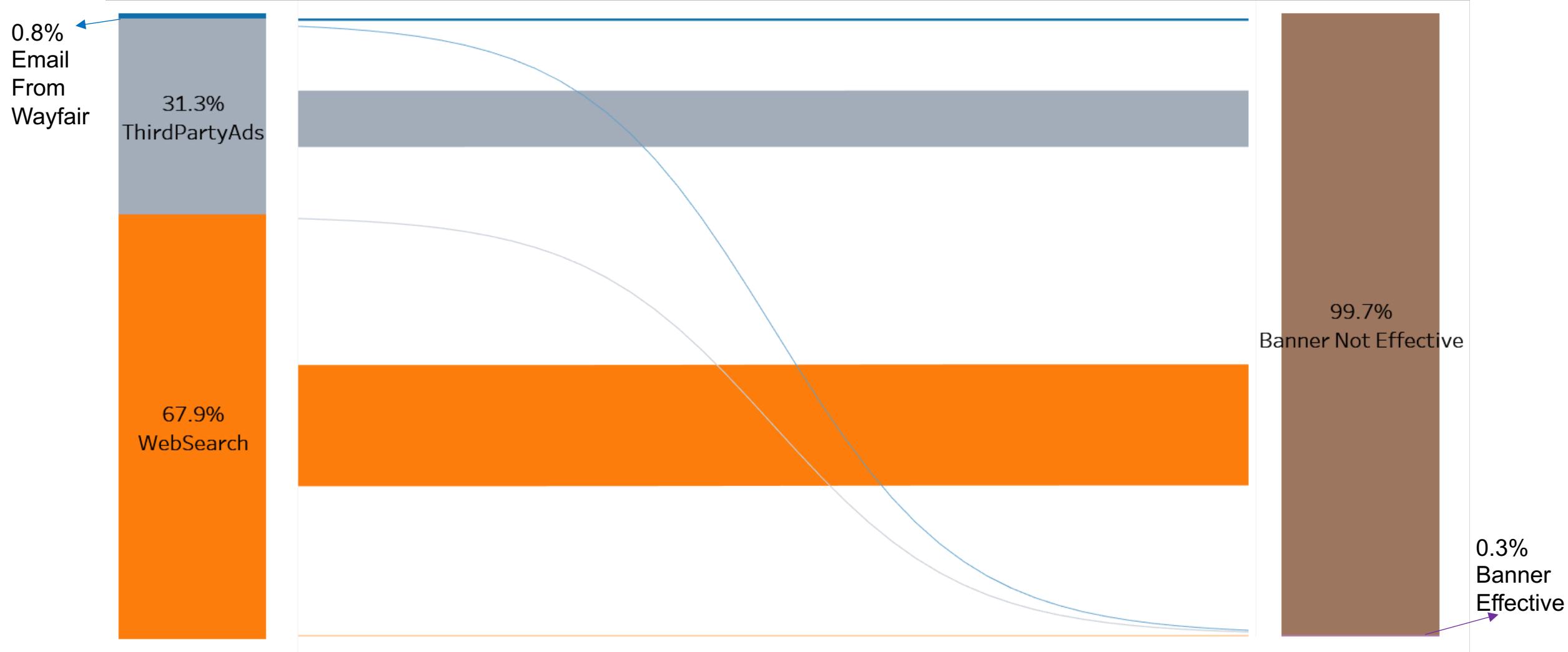
3.2

Customer Segmentation of New Visitors

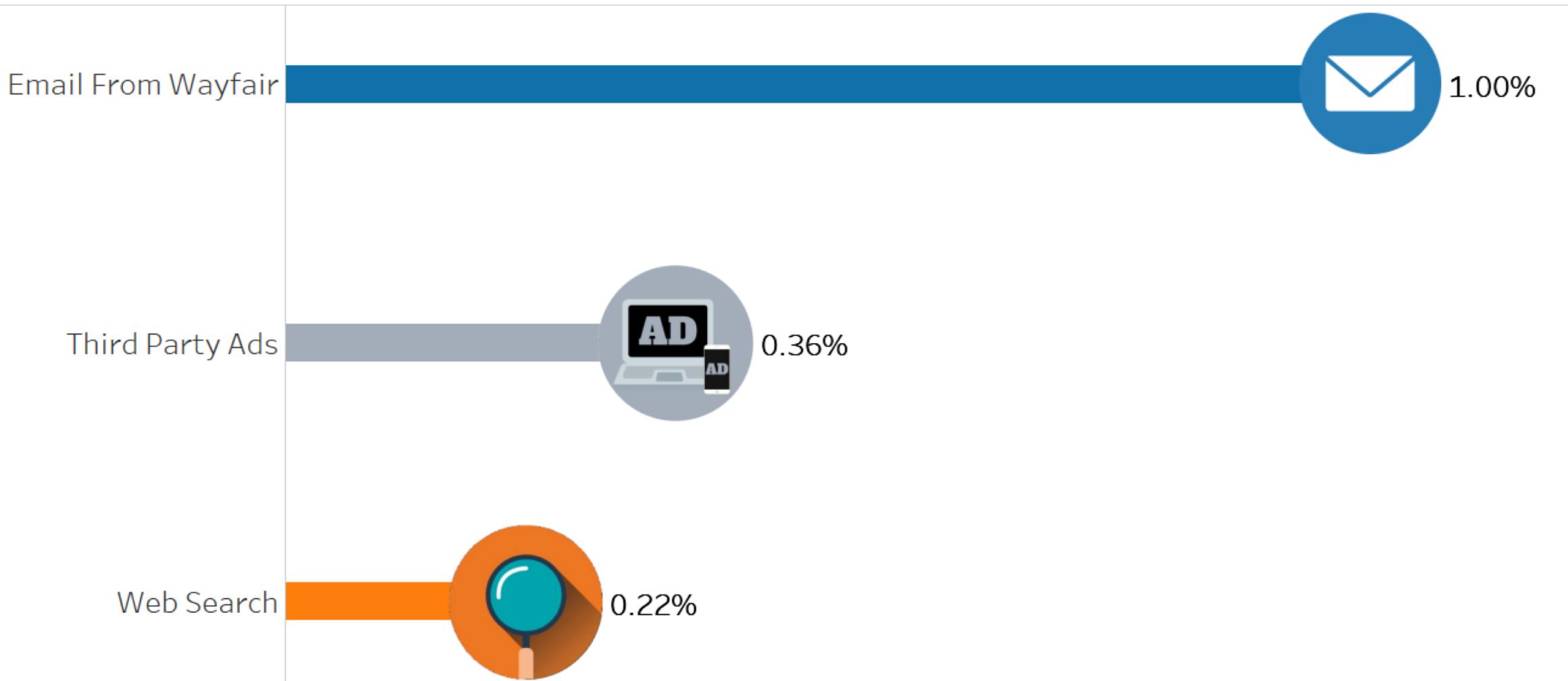


Sankey Chart – Showing the Flow

0.3% of new visitors clicked banner and added a product to basket or purchased a product.
Did new visitors from different sources have the same banner effective rate?



Web Search Source Needs to be Improved



What to do: show new visitors personalized banner based on the key words he or she searched on search engine (e.g.: Google).

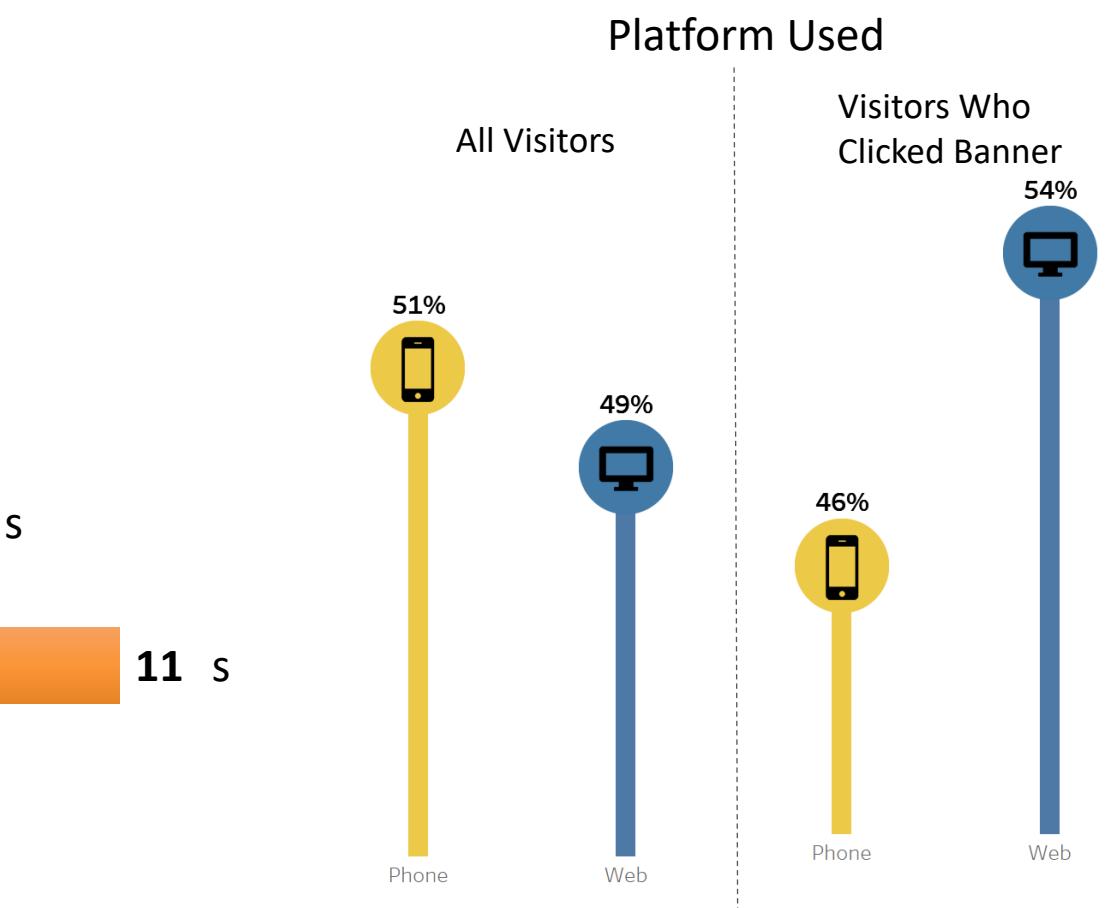
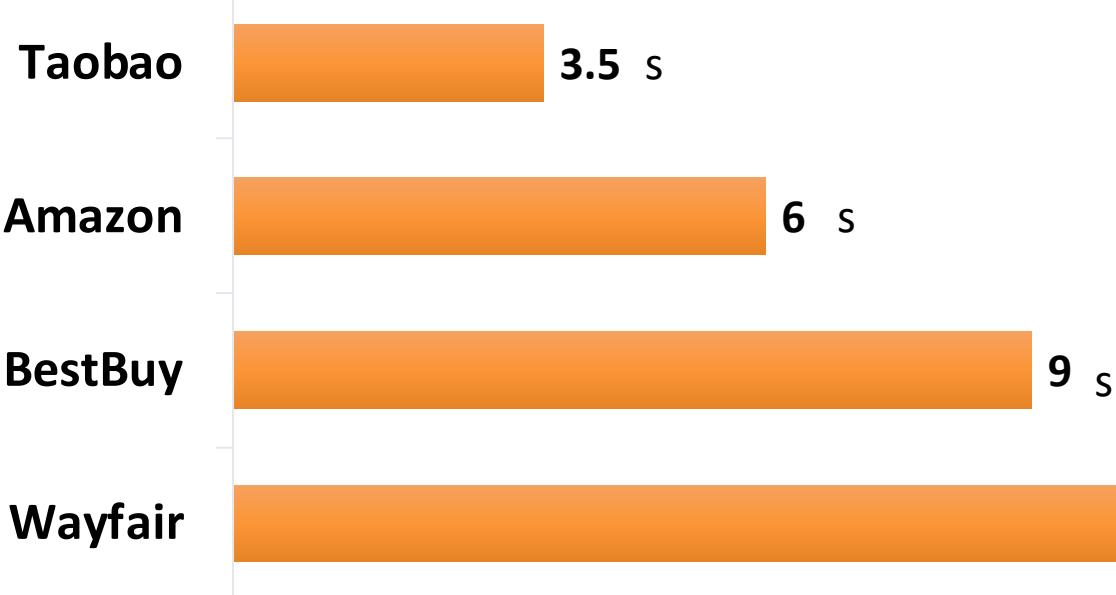
04

Banner Design



Design Strategies

- ✓ Shorten the time between picture rotations.
- ✓ A/B testing on different rotation time.
- ✓ Optimize the UX design of the website in mobile version.



05

Summary



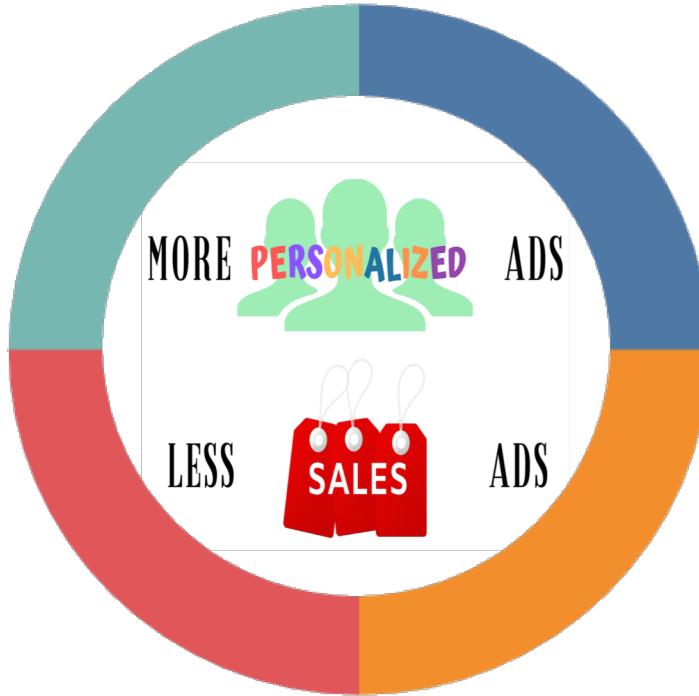
Summary

DOs

- ✓ Prior Visitor: make collaborative-based recommendations according to different visitor clusters .
- ✓ New Visitors: use popularity-based recommendations and take web searched keywords (cookies) into banner recommendation system.

DON'Ts

- ✗ Don't show the same sales banner to all visitors.
- ✗ Don't overuse the power of sales.
- ✗ Don't use the banner only for displaying sales campaigns.



DOs

- ✓ Pre-campaign period: show coupons on banner and testing the potential products.

DOs

- ✓ Banner rotation time should be shortened.
- ✓ Improve the banner UX design in the mobile version.

Thank You

● Special Thanks to Stephen Hunnewell and Mary Wright ●