POPCART DIGITAL MARKETING

DATA ANALYSIS

POPCART

E-COMMERCE APPLICATION

PRIMARY FOCUS ON LIFESTYLE AND FASHION BRANDS FROM INDEPENDENT STORES ACROSS THE COUNTRY
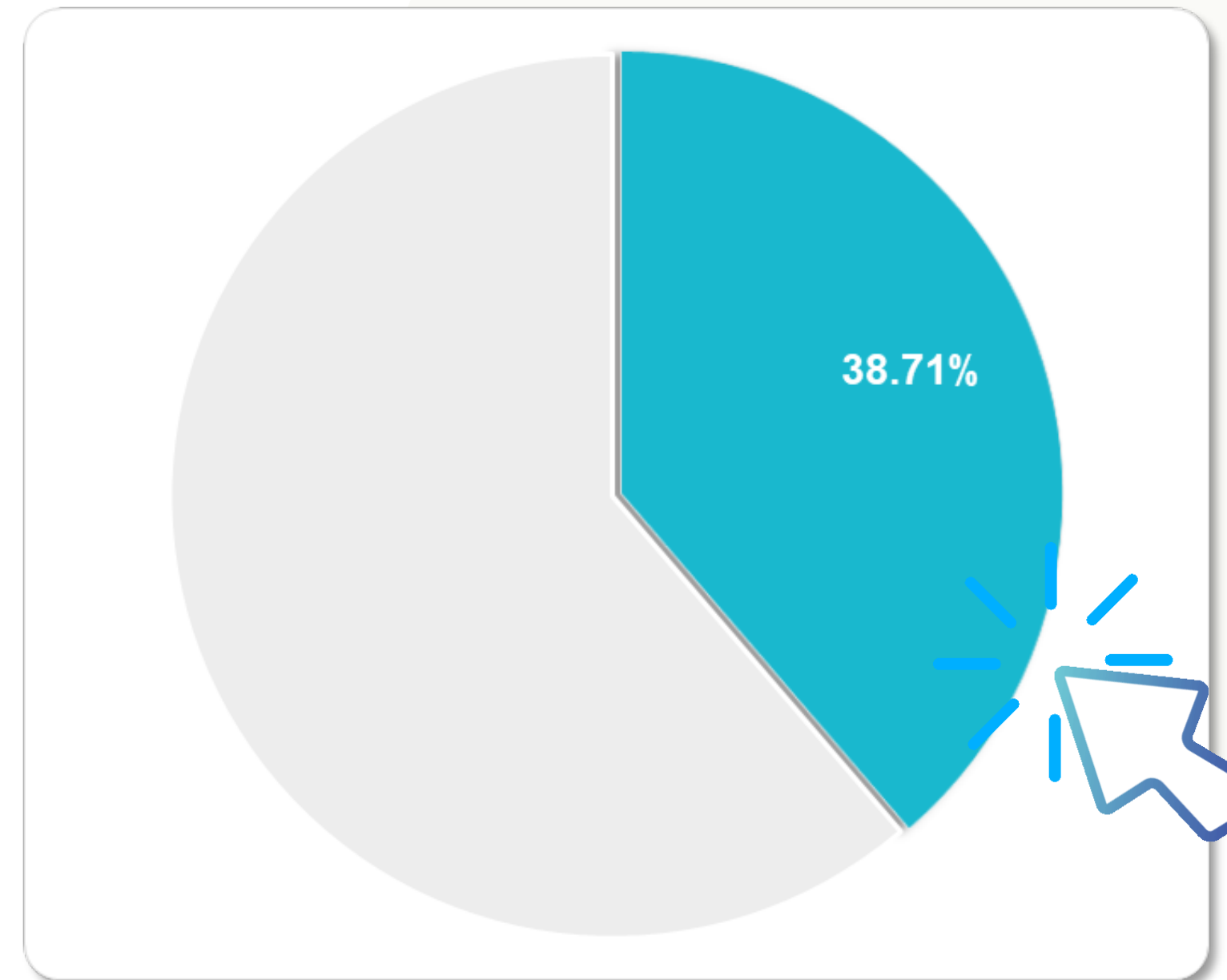
OVERALL CLICK THROUGH RATE

128,858
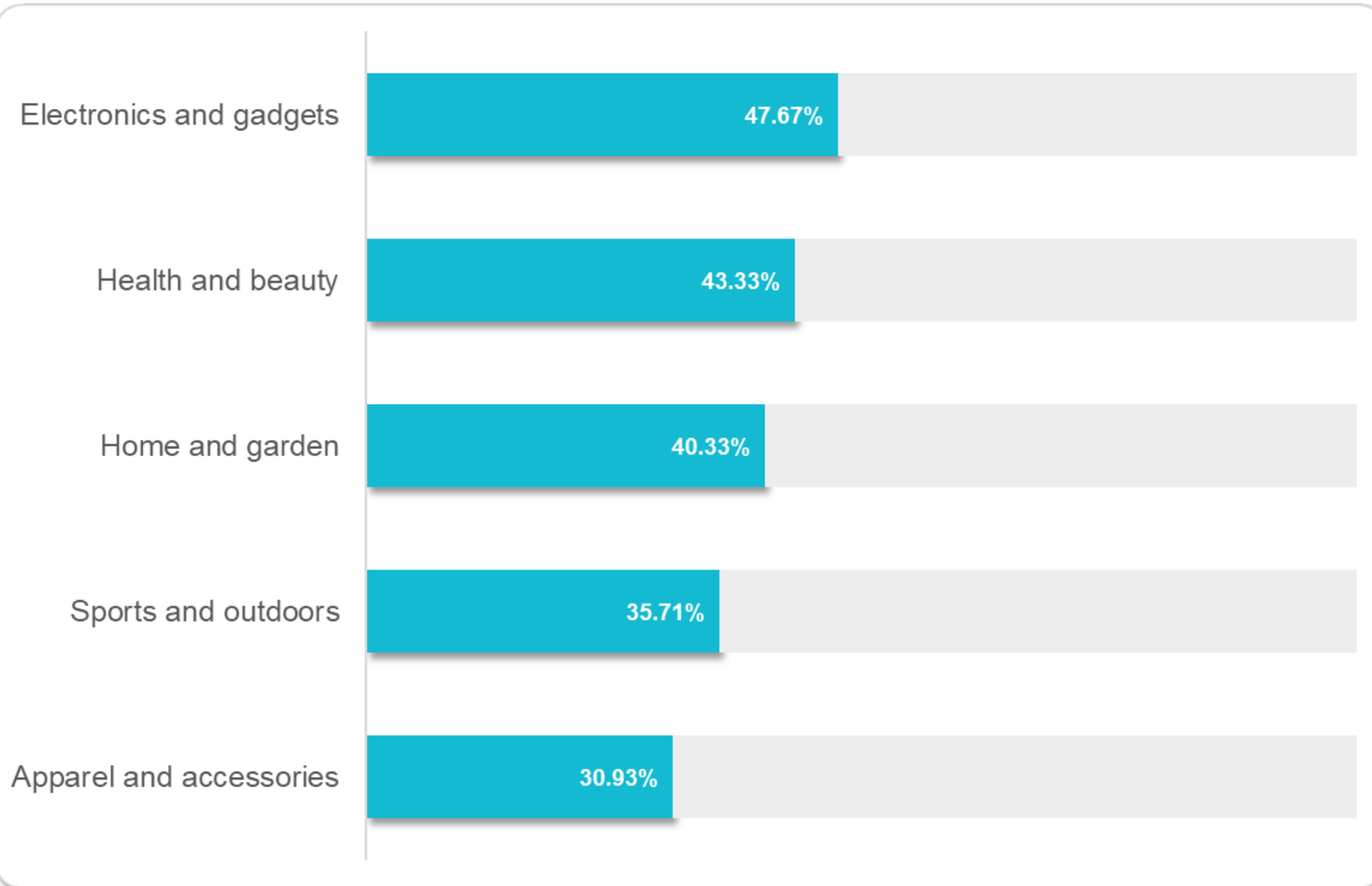## TOTAL IMPRESSIONS

49,876
TOTAL CLICKS

The campaigns launched by PopCart were extremely successful at driving clicks from users.

38.71%

The average CTR for the E-commerce industry is 2.69% for Search Network CTR and 0.51% for Display Network CTR

CTR PER PRODUCT CATEGORY

Category	CTR
Electronics and gadgets	47.67%
Health and beauty	43.33%
Home and garden	40.33%
Sports and outdoors	35.71%
Apparel and accessories	30.93%

Electronic and gadget products are of high interest/popularity. Increased marketing can be established for this category to generate more clicks and possibly more sales.
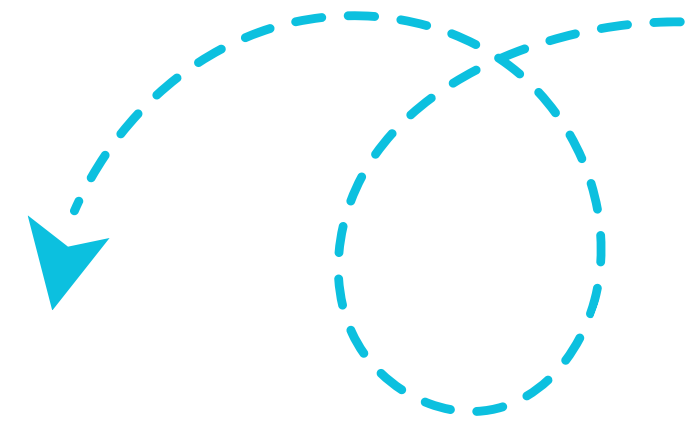
13.65%
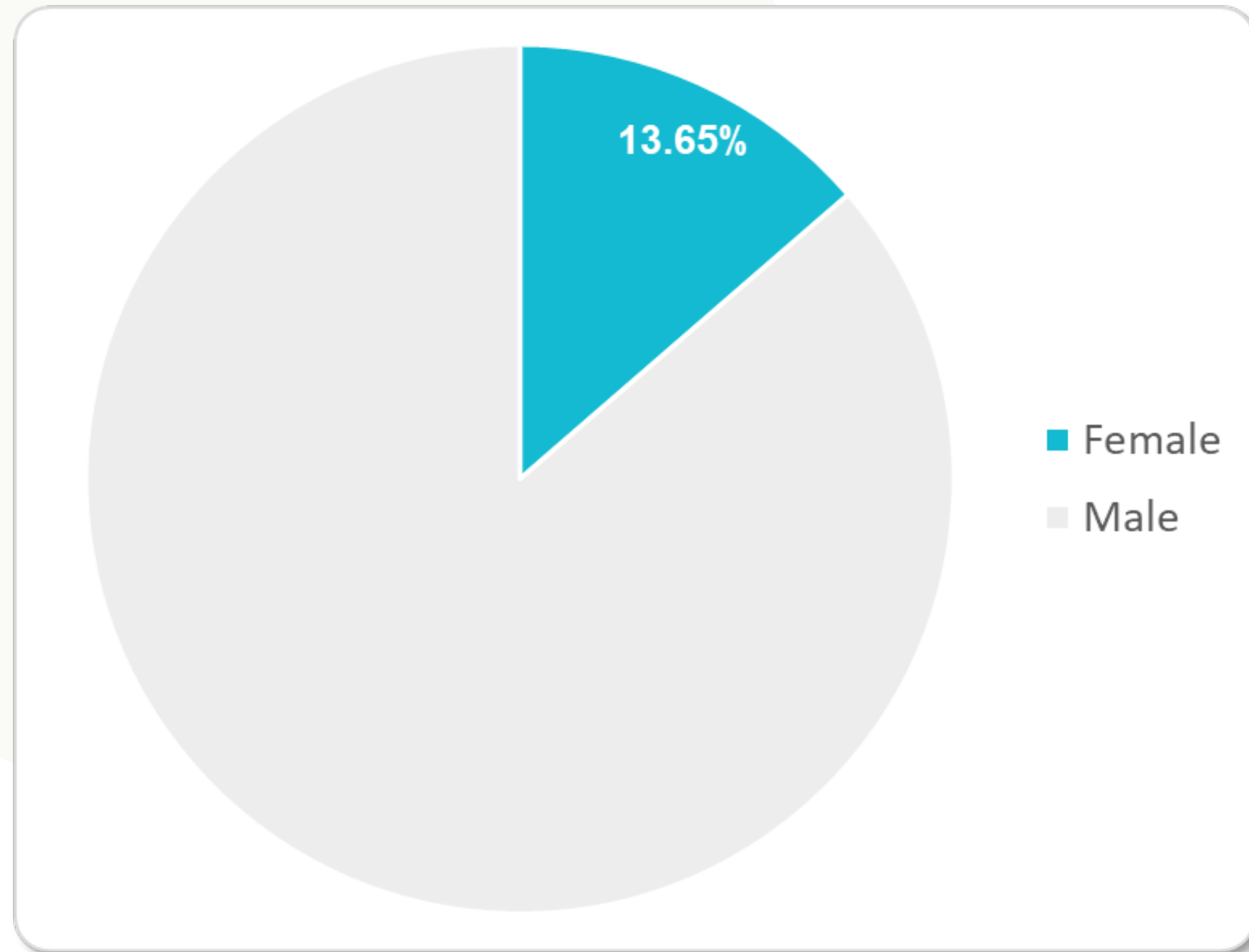
■ Female
■ Male

Campaigns may have been more appealing to male customers. In order to generate more income from female customers, new campaigns can be launched specifically to cater to and attract female users.
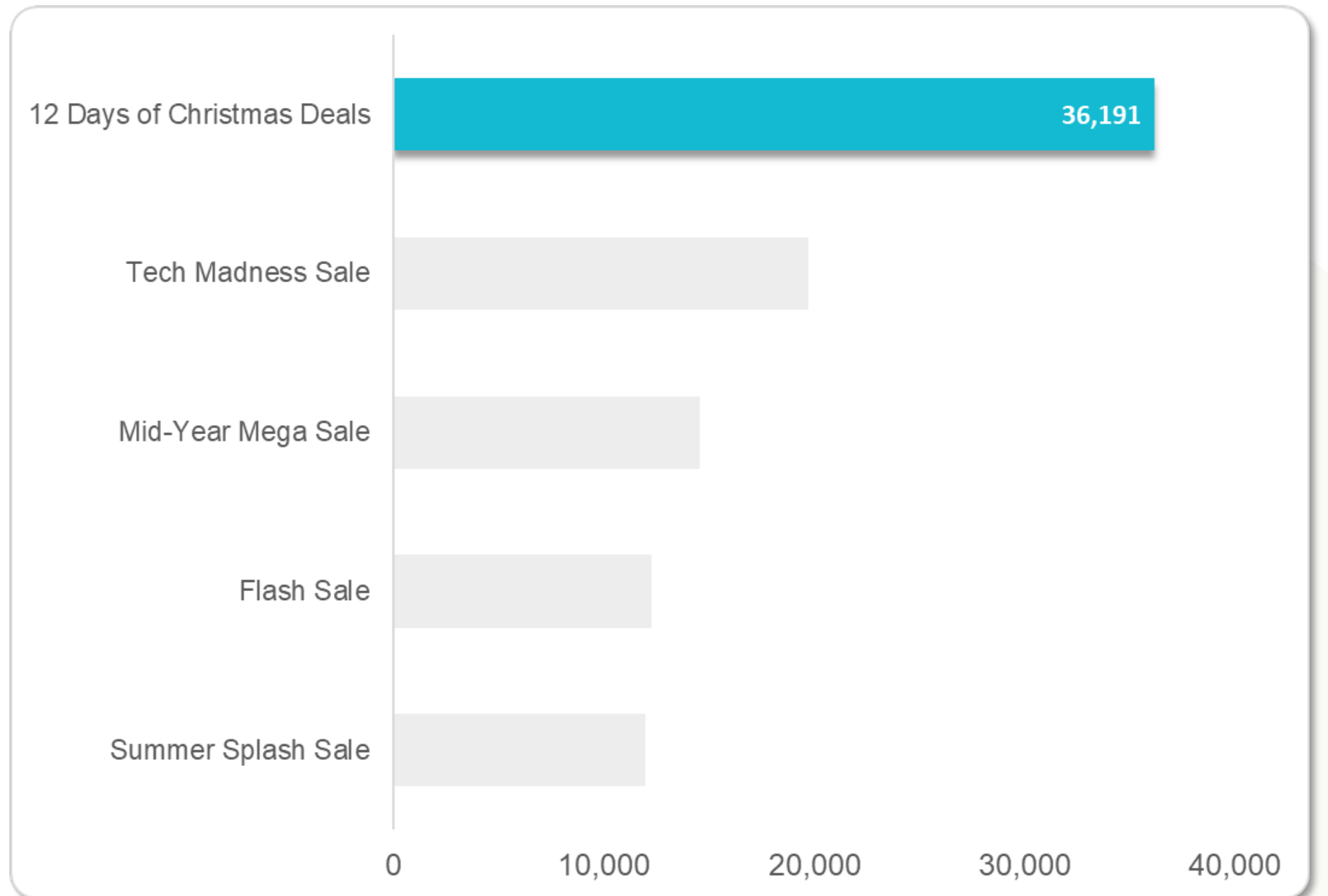
TOTAL REVENUE

PERCENT CONTRIBUTION OF FEMALE CUSTOMERS TO THE TOTAL REVENUE
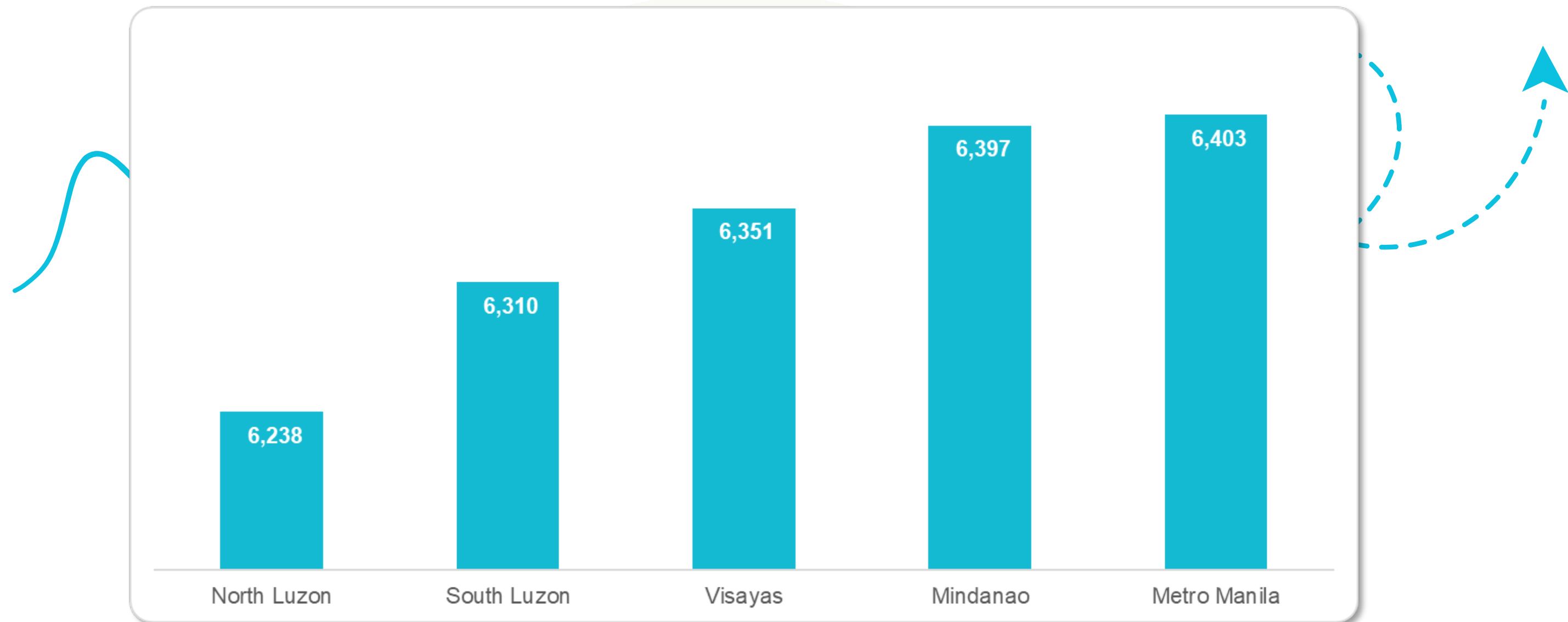GENERATED DURING CAMPAIGN PERIOD

TOP CAMPAIGN

The "12 Days of Christmas Deals" marketing campaign capitalized on increased demand from customers during Christmas Season. PopCart can create new campaigns during "gift-giving" times of the year

UNIQUE USERS PER LOCATION

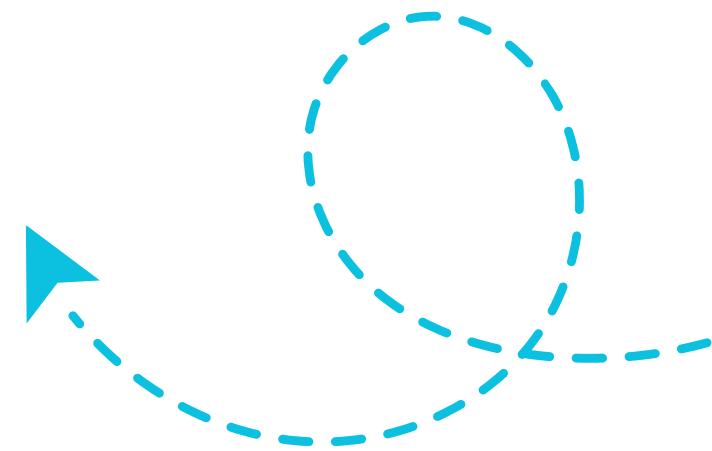|				
6,238	6,310	6,351	6,397	6,403
North Luzon	South Luzon	Visayas	Mindanao	Metro Manila

The number of unique users in each location is not statistically too different. The majority of PopCart's customers during the Christmas season are from these areas. Marketing in these areas must be maintained equally.
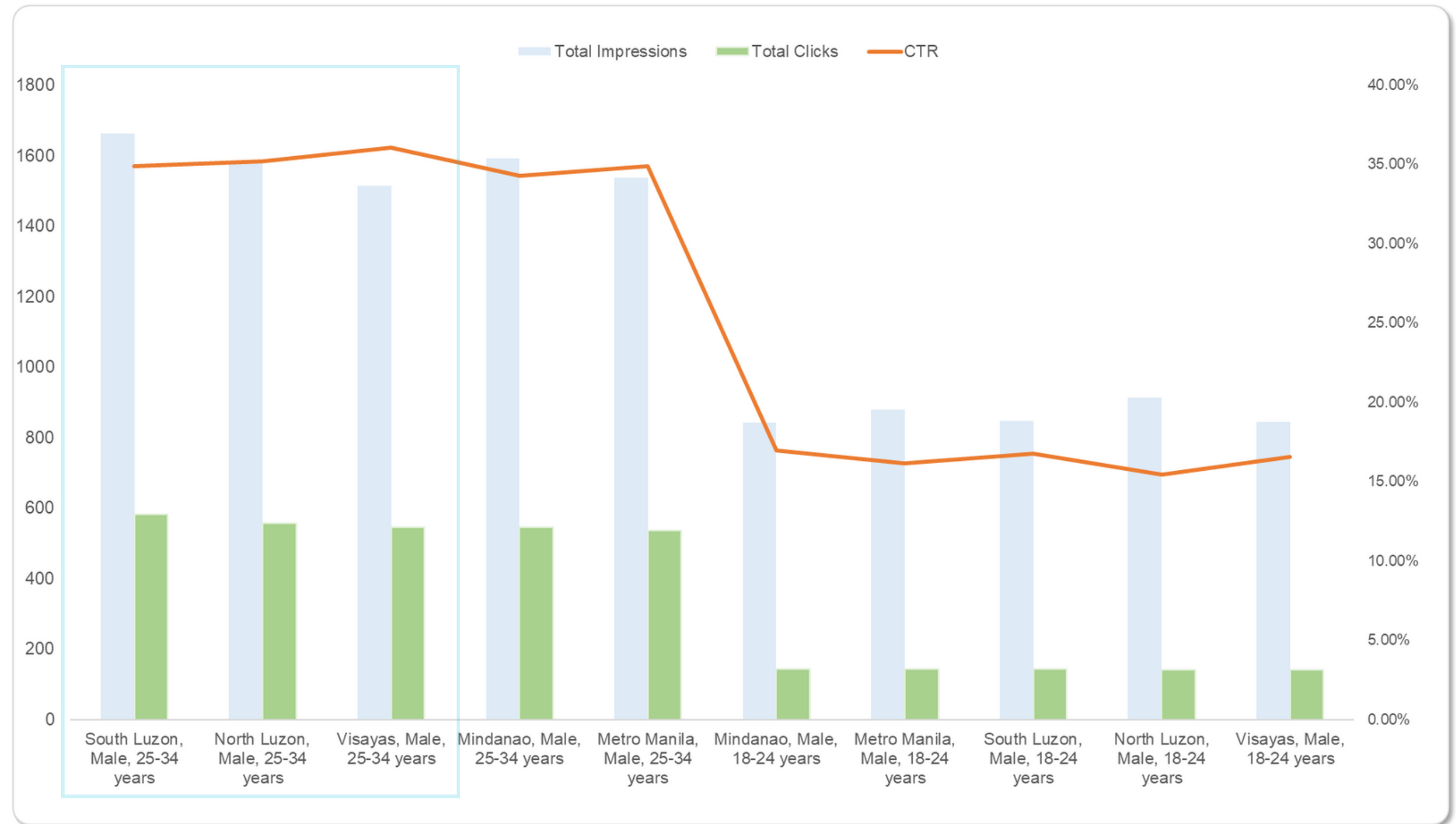
POPULARITY OF PRODUCT CATEGORIES

ACROSS USER SEGMENTS
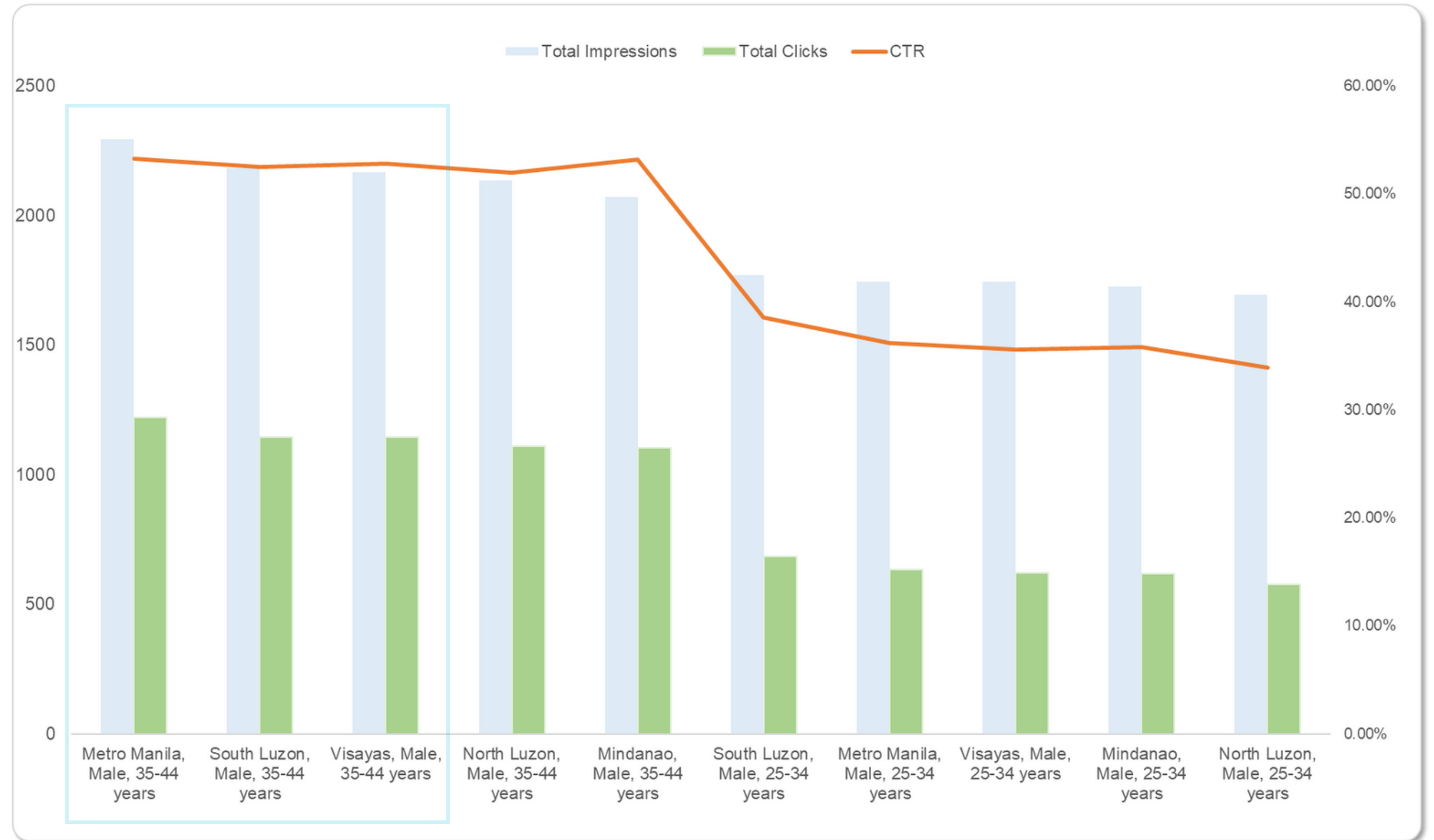
APPAREL AND ACCESORIES

Popular

This product category is most popular amongst users who are males in the 25-34 year old age group from South Luzon, North Luzon, and Visayas.

ELECTRONICS AND GADGETS

Popular

Total Impressions　Total Clicks　CTR

This product category is most popular amongst users who are males in the 35-44 years old age group from Mindanao, Visayas, and North Luzon.

HEALTH AND BEAUTY

Popular

Legend:
- Total Impressions
- Total Clicks
- CTR

Categories (left to right):
- Metro Manila, Male, 35-44 years
- South Luzon, Male, 35-44 years
- Visayas, Male, 35-44 years
- North Luzon, Male, 35-44 years
- Mindanao, Male, 35-44 years
- South Luzon, Male, 25-34 years
- Metro Manila, Male, 25-34 years
- Visayas, Male, 25-34 years
- Mindanao, Male, 25-34 years
- North Luzon, Male, 25-34 years

This product category is most popular amongst users who are males in the 35-44 year old age group from Metro Manila, South Luzon, and Visayas.

HOME AND GARDEN

Popular

| | Total Impressions | Total Clicks | CTR |

This product category is most popular amongst users who are males in the 35-44 years old age group from Metro Manila, South Luzon, and Visayas.
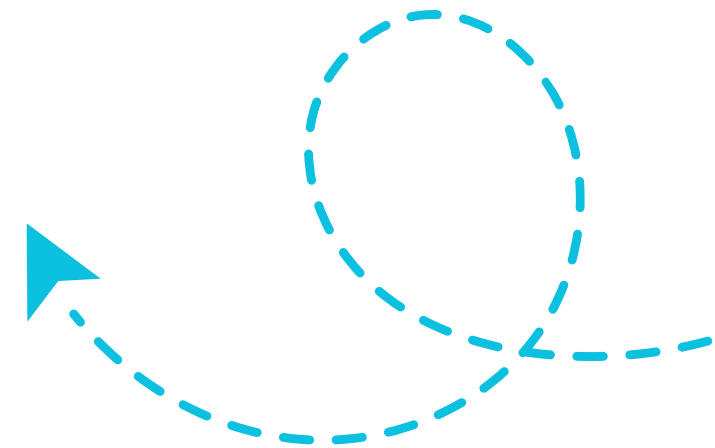
SPORTS AND OUTDOORS

This product category is most popular amongst users who are males in the 35-44 years old age group from Mindanao, Visayas, and North Luzon.

MALE
35-44 YRS

The popularity of each product category mainly depends on the location of users. The suggested marketing strategy is to generate campaigns that target these user segments where each product category is popular in.

THANK YOU