

Insights

1. All the marketing channels. i.e., Email, Print, social media contribute equal to conversion rate and click through ratio.
2. Email Newsletter, Print Campaign, Year-End Clearance are the top performing campaigns in terms of ROI.
3. New Product Launch, Influencer Marketing, Flash Sale are the bottom performing campaigns in terms of ROI.
4. The conversion rate of the Flash Sale, Influencer Marketing, New Product Launch increases in the year 2024 after which it becomes linear. Apart from this, the conversion rate of holiday promotion, print campaign, local events decreases in the year 2024 after which it becomes linear.
5. The campaigns for all the ages have the highest conversion rate. The campaigns for the young adults have the lowest conversion rate.