Evaluate the success of a marketing campaign

Lately, you have focused on how to use insights to measure the success of marketing campaigns. The main success factor of a marketing campaign is whether marketers were able to meet the performance goals that were set. Now, it's time to practice measuring the success of a marketing campaign. Doing so will help you become more comfortable thinking like a digital marketer.

For this discussion prompt, consider the following marketing and performance goal made by a company that sells housewares:

Marketing goal: Increase online revenue by doubling the average order value from $40 to $80.

As a strategy to increase online revenue, the housewares company issued a promotional ad for customers to spend $200 in the next 24 hours to receive free shipping.

The metrics monitored include:

- Online sales revenue
- Number of orders
- Cost per sale
- Orders by geography
- Top selling products
- Ratio of orders from new versus returning customers

The results of the campaign show the following:

- **Average order value:** an increase from $40 to $55
- **Online sales revenue:** an increase of 38.5% when compared to the same day of week from the previous week
- **Number of orders:** increased by 70 (1%) when compared to the same day of week from the previous week
- **Cost per sale: an increase of** 2%
- **Orders by geography:** no change
- **Top selling products:** bathroom/kitchen
- **Ratio of orders from new versus returning customers:** an increase from 1 to 1.2

Was the campaign successful? If not, what could have been done differently?

Please write a response of 3–4 sentences (60–80 words). Then, go to the discussion forum and, applying what you have learned, comment on at least two other learners' posts.

Participation is optional

Your Reply

Type your response here...

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