

Marketing Insights Review

Subject: Marketing Insights Review & Strategic Recommendations

Hi Jane,

I've completed the marketing performance analysis using recent engagement data and product trends from ShopEasy. Below is a summary of the findings along with actionable suggestions to enhance our marketing outcomes.

Key Observations

1. Engagement Patterns

There's been a 15% dip in overall customer engagement over the past quarter.

A notable number of users drop off at checkout, suggesting friction in the purchase funnel.

Some regions receive high site traffic but show poor conversion rates, pointing to localized inefficiencies.

2. Conversion Performance

Repeat purchase rate is at 35%, highlighting potential for improved retention efforts.

Top-performing categories include sportswear and electronics, which continue to convert well.

Outdoor equipment and accessories underperform in conversion, suggesting the need for deeper review.

3. Marketing Channel Effectiveness

Social media campaigns have been highly effective, achieving a 20% increase in click-through rates (CTR).

Paid search ads are currently cost-heavy with limited impact on conversions.

Email marketing, particularly targeted campaigns, has led to a 5% boost in return purchases.

Suggested Action Plan

1. Increase Retention & Customer Engagement

Launch a rewards or loyalty program to encourage return visits.

Deploy automated email workflows tailored to individual browsing habits.

Use geo-targeted strategies to optimize marketing in underperforming regions.

2. Refine Marketing Budget Allocation

Shift spending from low-yield paid ads toward high-ROI platforms.

Invest more in content creation and SEO to boost organic visibility.

Experiment with new messaging approaches in weak-performing product segments.

Let me know if you'd like this report turned into a slide deck or infographic. I'm happy to help format it for broader team sharing.

Best regards,

Velkumaran