MARKETING CAMPAIGN PERSONALIZATION FOR CALIFORNIA ED-TECH COMPANY.

WARINTORN NAWONG

AGENDA

Introduction.

Problem Statement.

Plan for Potential Findings.

Customer Preference Score & Mechanism.

Results After Segmentation.

Summary & Way Forward.

INTRODUCTION

We are **CALEARNFORNIA Inc.**, The education Technology startup company (EdTech), who has offered e-learning platform for more than 5 years, including **ACT** *(American College Testing)* and **SAT** *(Scholastic Aptitude Test)* Pre-exam e-learning platform.

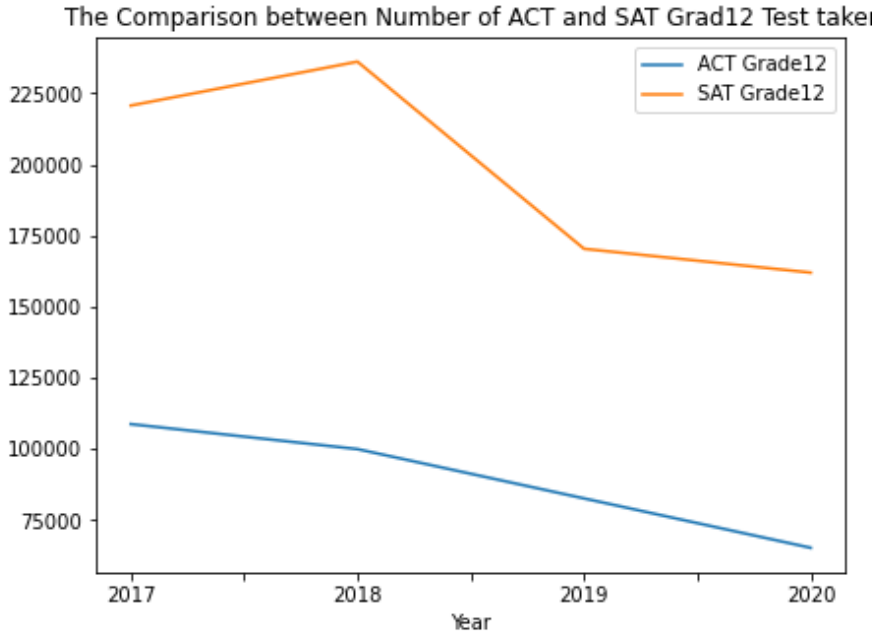
PROBLEM STATEMENT

423,970
California Area (km2)

58
No. of County

541
No. of District

1,908
No. of School



HOW WOULD OUR COMPANY ***SURVIVE IN THE GRADUAL DECLINE*** OF SAT AND ACT TEST-TAKING DEMAND ?

Ref. California Department of Education

PLAN FOR REVISITING CUSTOMER FINDINGS

DEFINE

Determine SAT & ACT Demand Factor

GATHER

Collect the related Information

FORMULATE

Develop "**Customer Preference Score**"

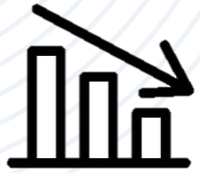
LAUNCH

Deploy Personalized Marketing Campaign

EVALUATE

Evaluate between Pre/Post Implementation.

CUSTOMER PREFERENCE SCORE



Result Trend

Test Taker Per Enrollment

Size of Test Taker

Personal Income Per Capita

ACT®

ACT Preference by Subject

- ACT Math Preference Score (AMPS)
- ACT English Preference Score (AEPS)
- ACT Reading Preference Score (ARPS)
- ACT Science Preference Score (ASPS)

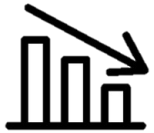
achieve more

SAT®

SAT Preference by subject

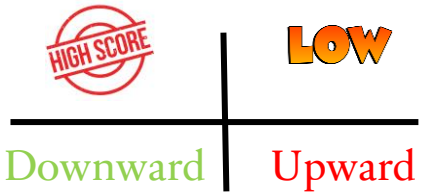
- SAT ERW (Evidence-based Reading & Writing) Preference Score (SEPS)
- SAT Math Preference Score (SMPS)

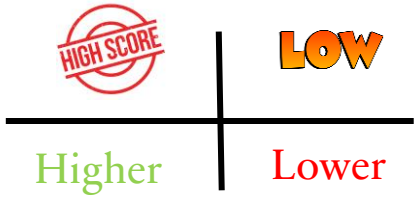
SCORE MECHANISM



Subject Trend

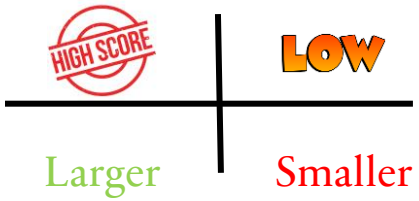
Size of Test Taker

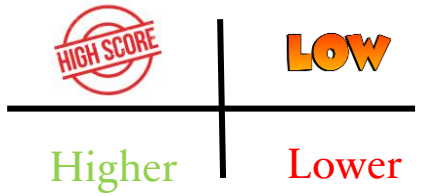


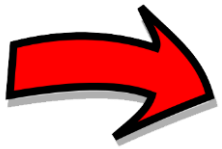


Test Taker Per Enrollment

Personal Income Per Capita







Preference Score

SCORE >80 %

Increase Marketing Campaign **40 %.**

60 - 80 %

Increase Marketing Campaign **20 %.**

40 - 60 %

Maintain Marketing Campaign.

20 - 40 %

Decrease Marketing Campaign 20%.

>20 %

Decrease Marketing Campaign 40%.

ACT PERSONALIZATION RESULTS.

≈ 10.7 %

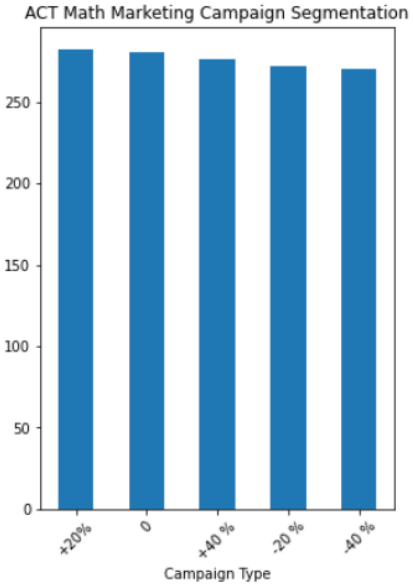
of School with The increase in **Test taker-to-Enrollment** Ratio for more than 2 years.

≈ 9.9 %

of School with The increase in **Test taker-Size** for more than 2 years.

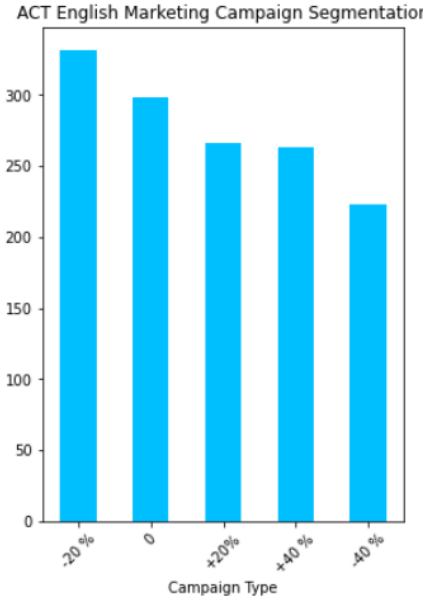
≈ 24.6 %

of school with the downward trend for more than 2 years in **Math**.



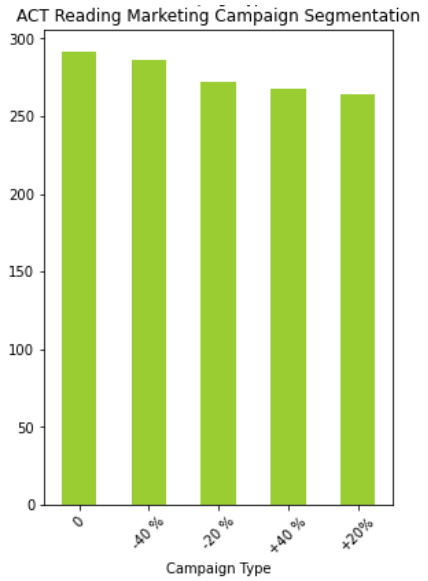
≈ 17.5 %

of school with the downward trend for more than 2 years in **English**.



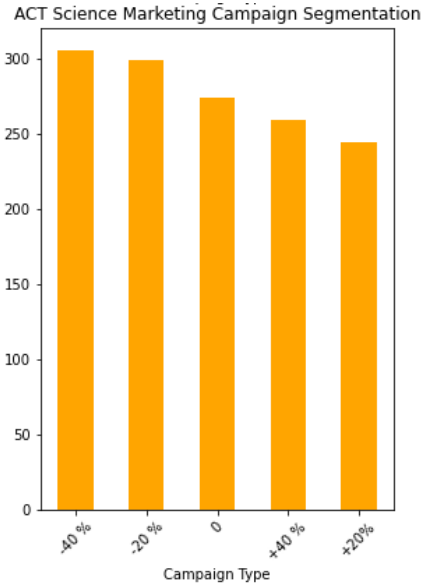
≈ 24.6 %

of school with the downward trend for more than 2 years in **Reading**.

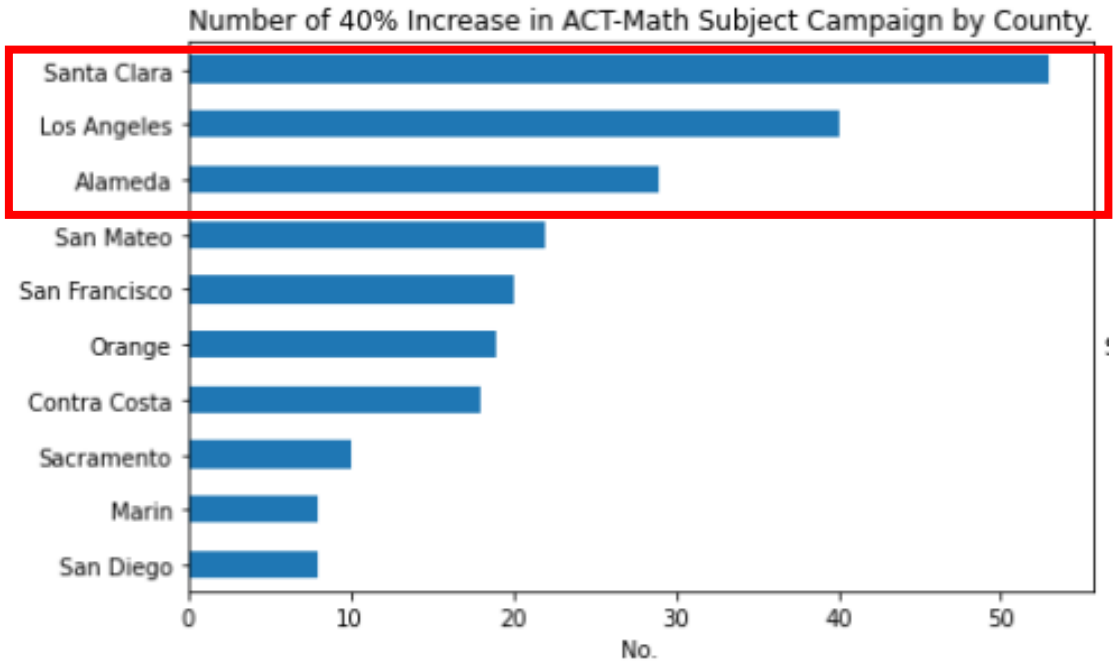


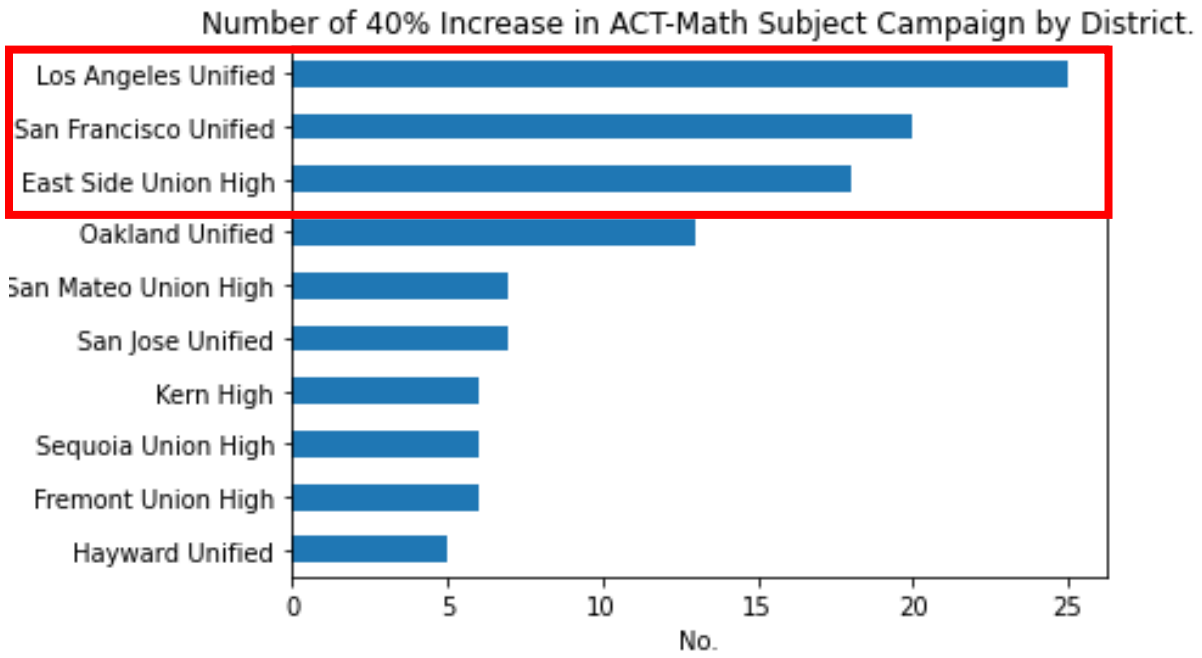
≈ 20.4 %

of school with the downward trend for more than 2 years in **Science**.

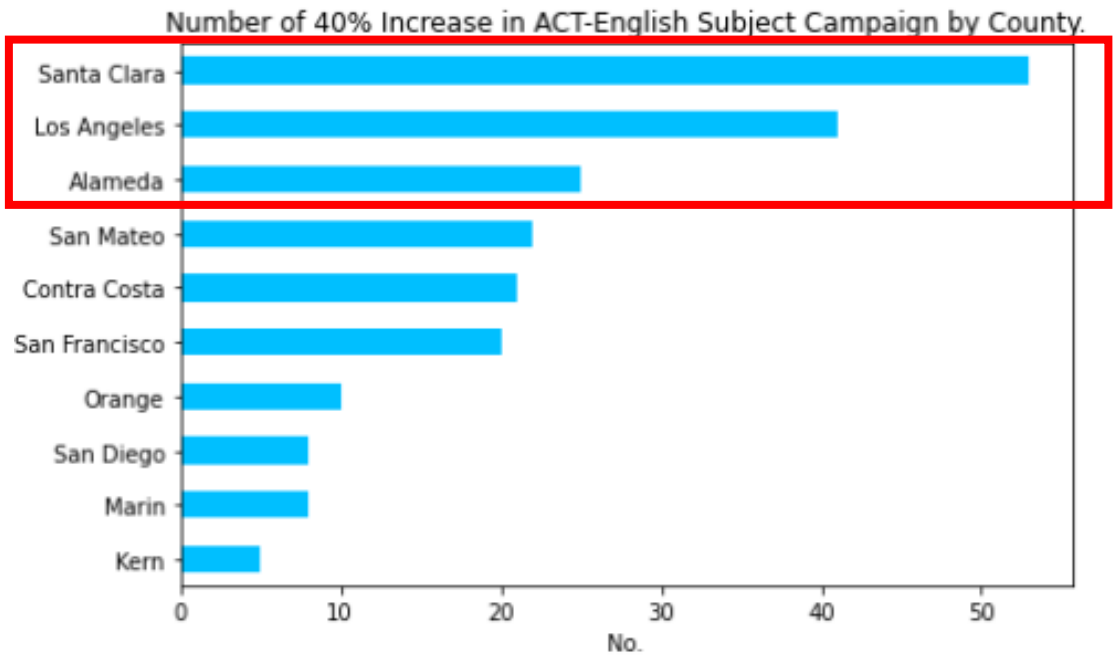


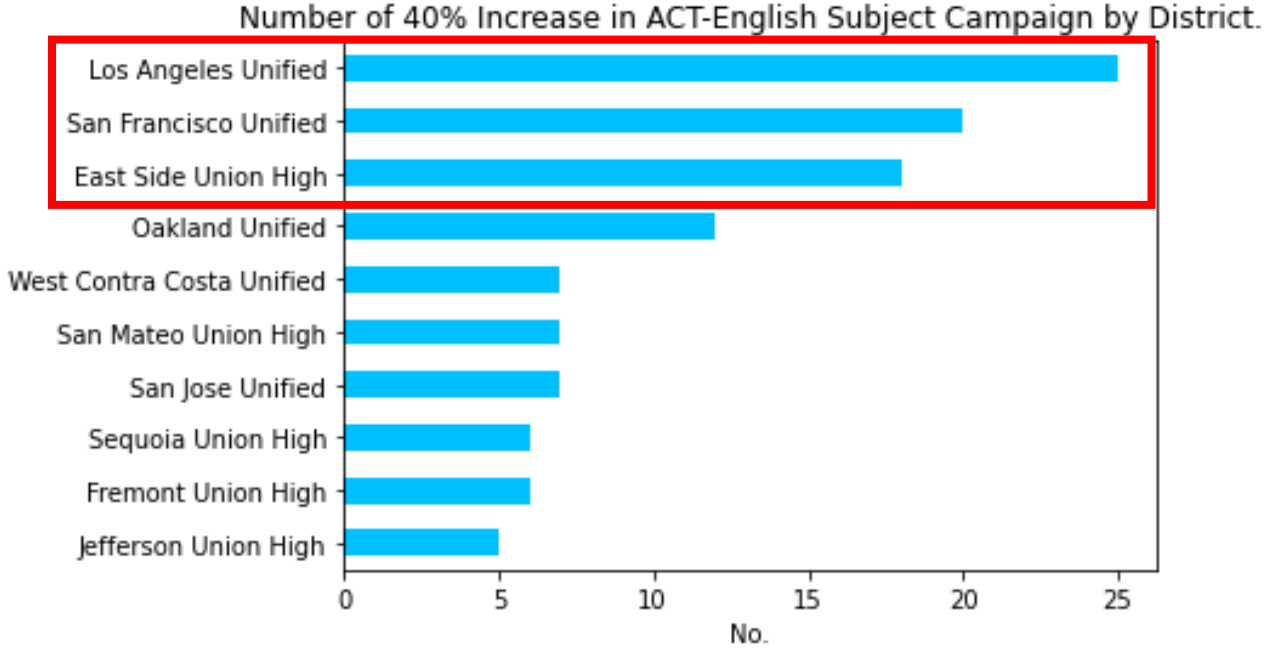
LOCATION-BASED RESULTS - MATH.



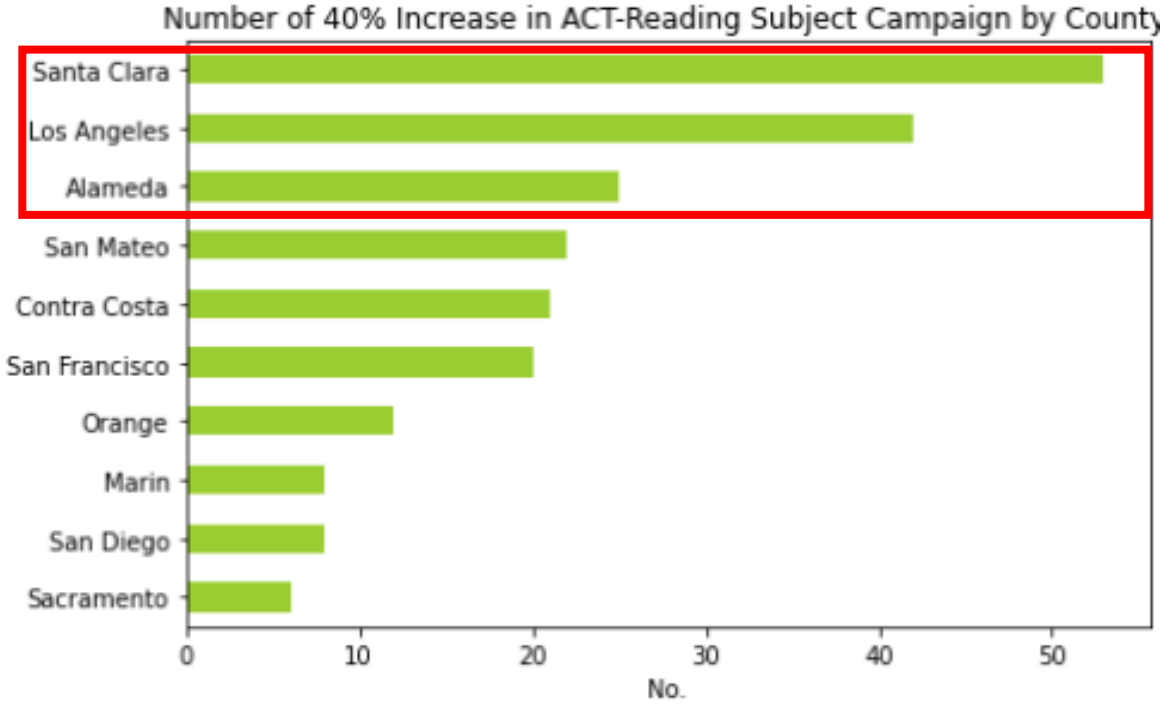


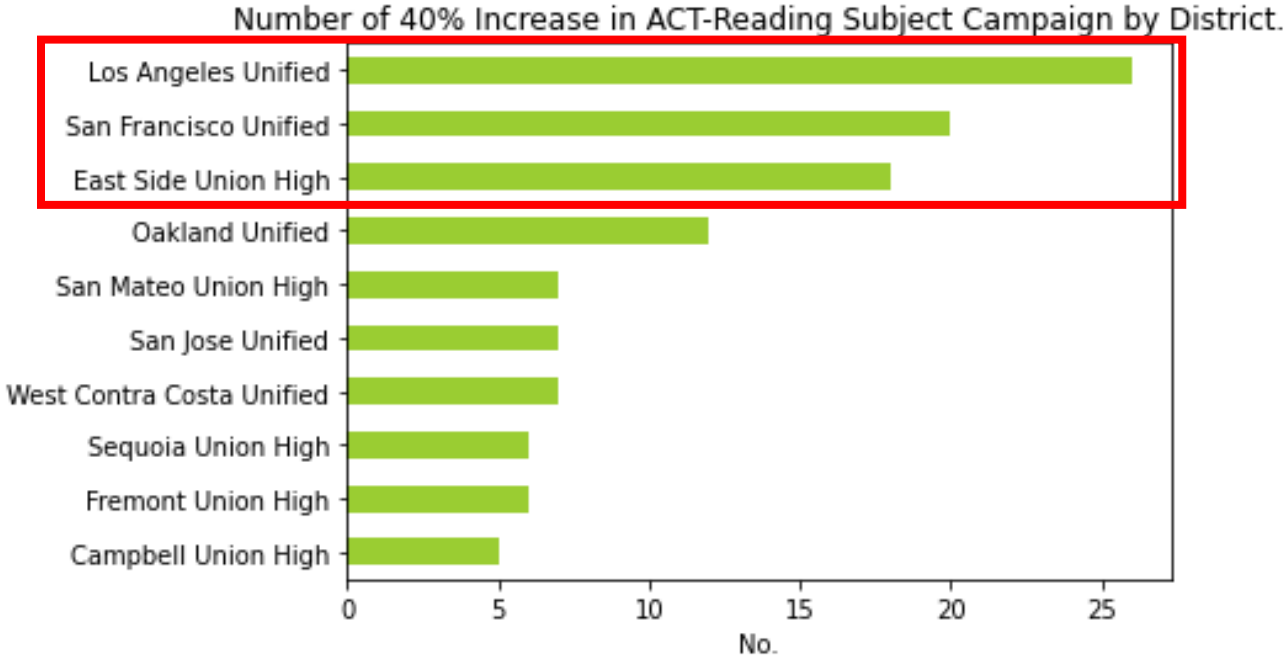
LOCATION-BASED RESULTS - ENGLISH.



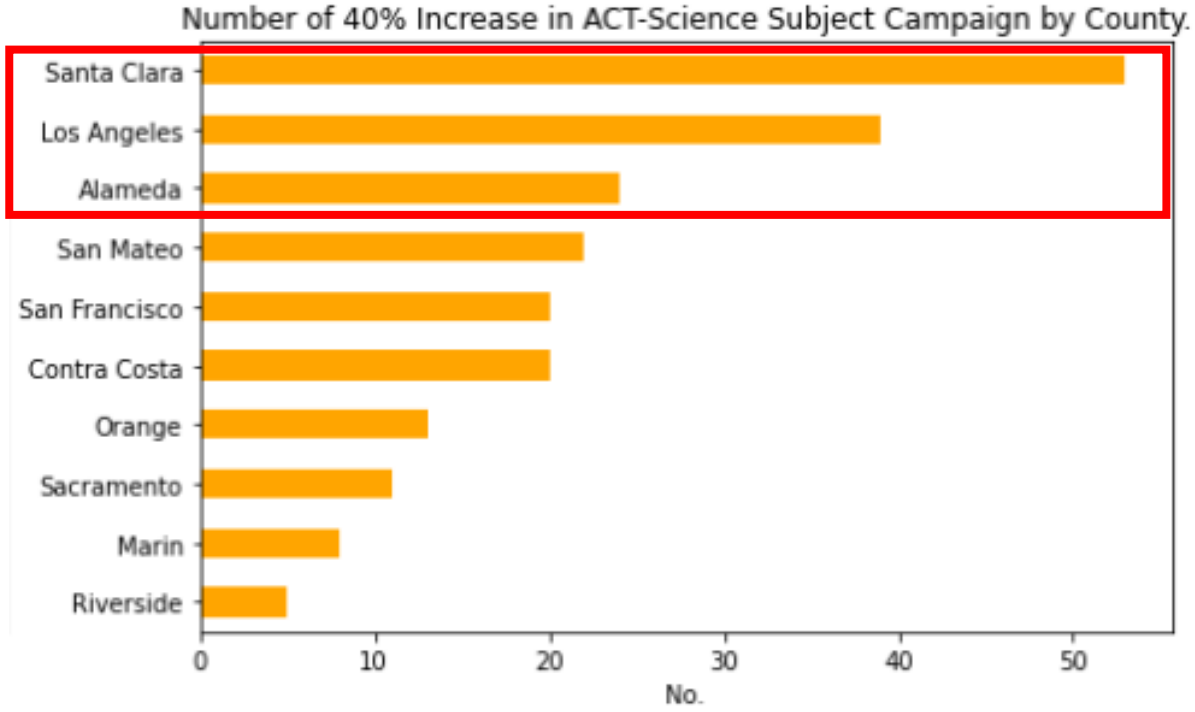


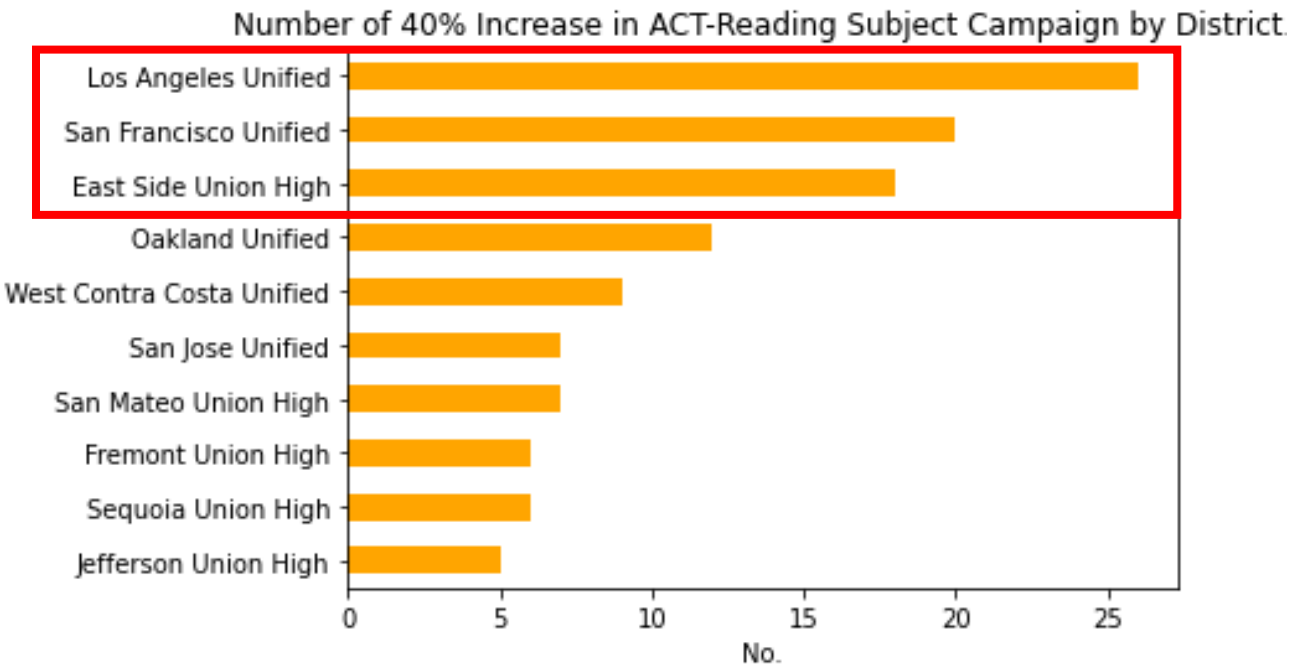
LOCATION-BASED RESULTS - READING.





LOCATION-BASED RESULTS - SCIENCE.





ACT®

County : Santa Clara, Los Angeles, Alameda.

District : Los Angeles Unified, San Francisco, East Side Union High.

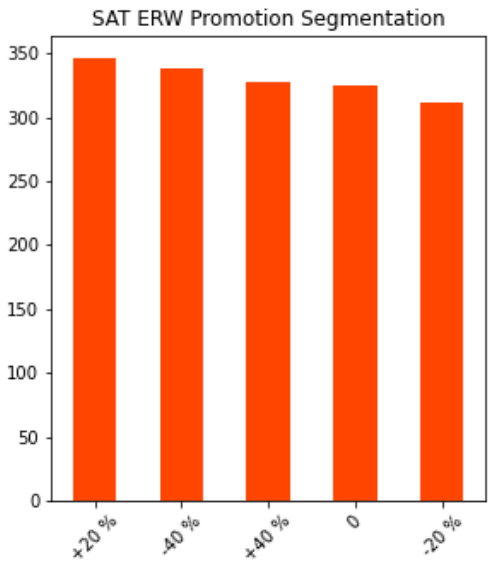
SAT PERSONALIZATION RESULTS.

≈ 21.2 %

of School with increase in **Test taker-to-Enrollment** Ratio for more than 2 years.

≈ 42.7 %

of school with the downward trend for more than 2 years in **English**.

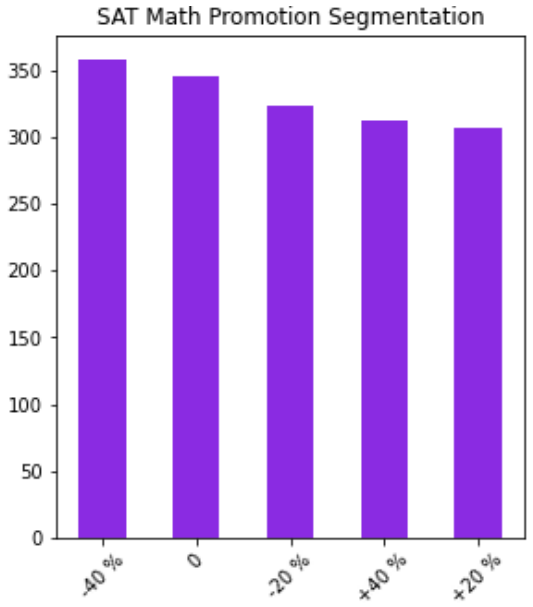


≈ 18.7 %

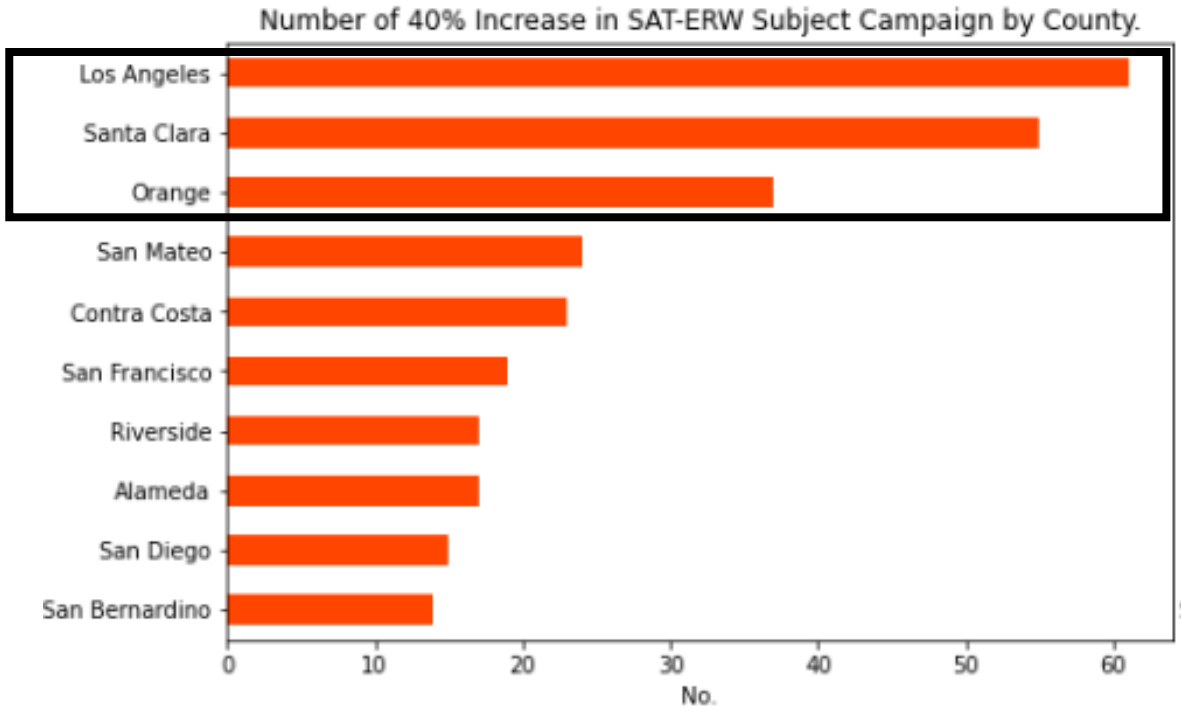
of School with increase in **Test taker-Size** for more than 2 years.

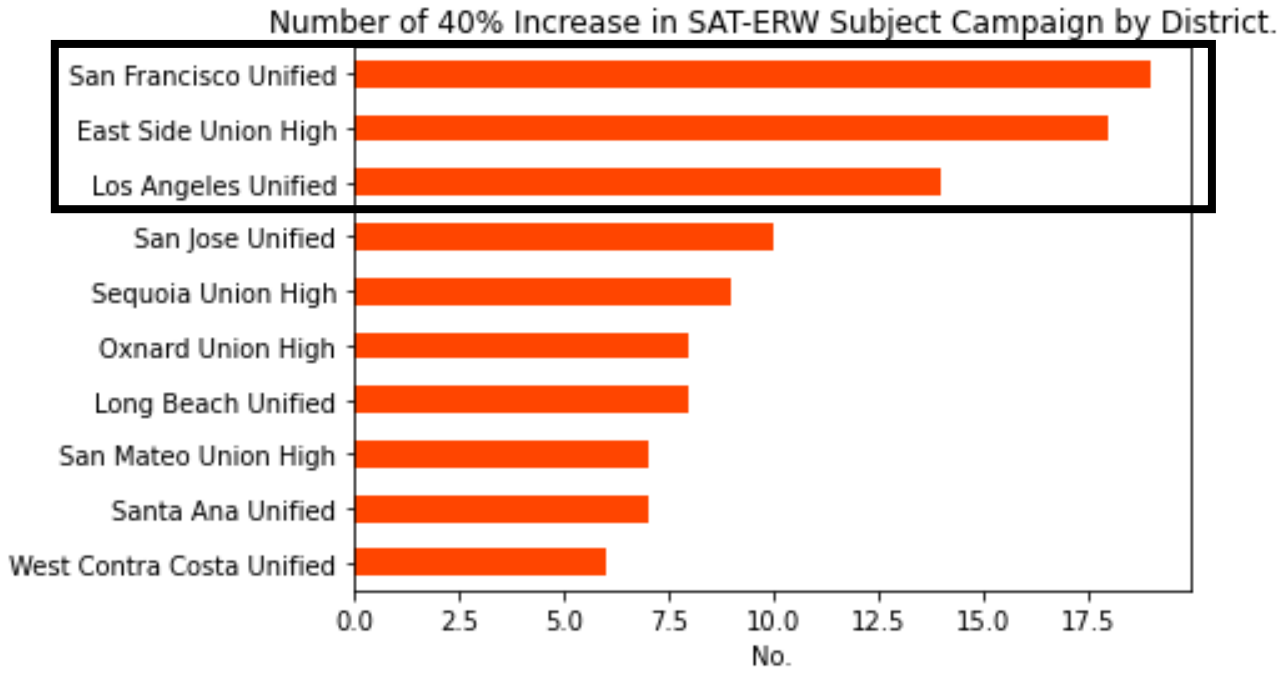
≈ 49.8 %

of school with the downward trend for more than 2 years in **Math**.

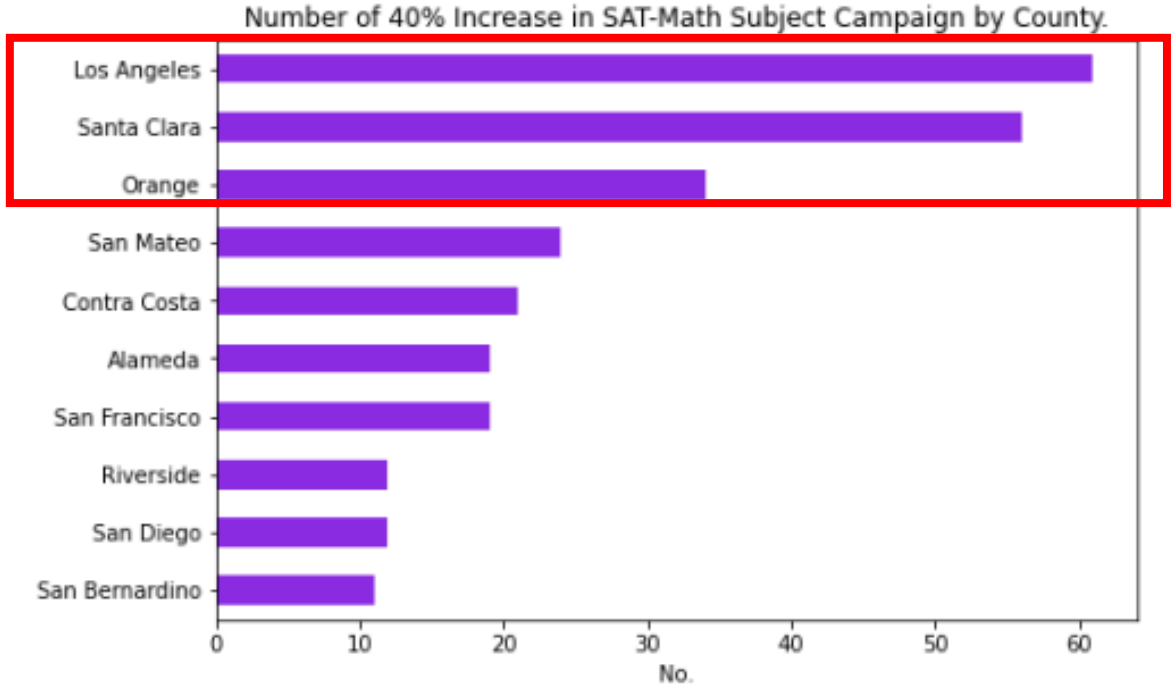


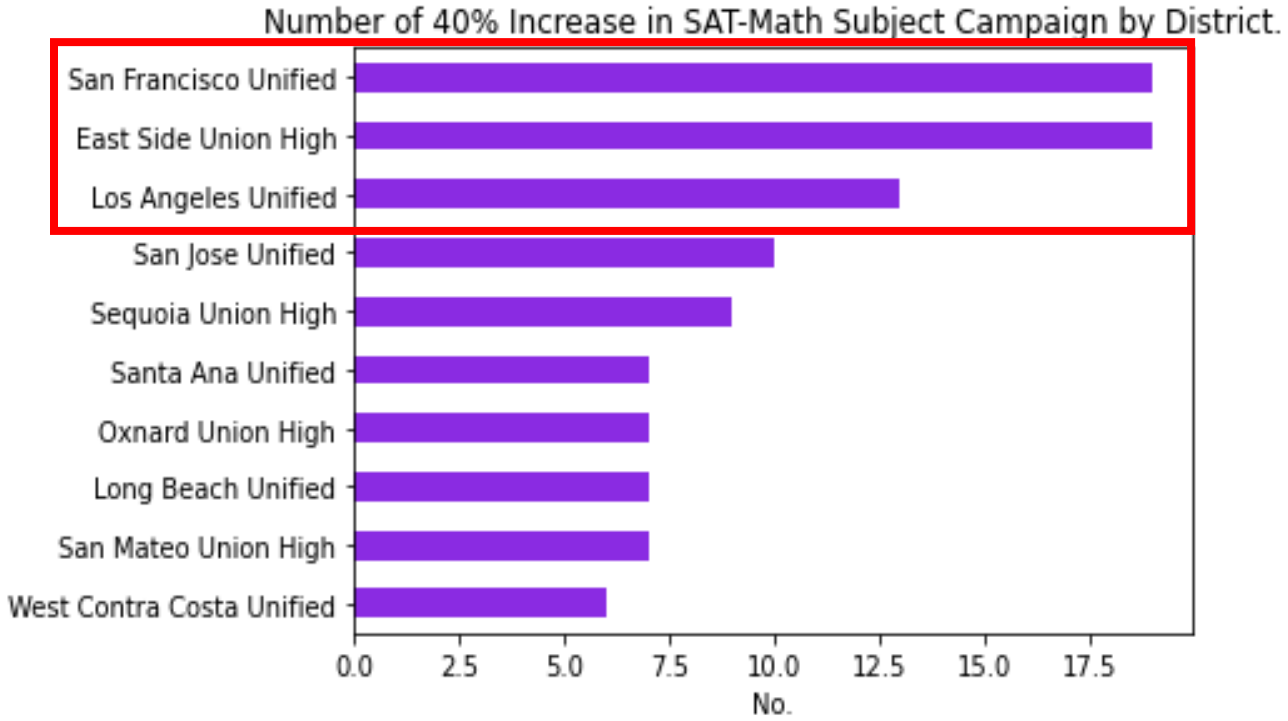
LOCATION-BASED RESULTS - ERW.





LOCATION-BASED RESULTS - MATH.





achieve more
SAT

County : Los Angeles, Santa Clara, Alameda.

District : San Francisco Unified, East Side Union High ,Los Angeles High

SUMMARY

1. **SAT E-Learning Course** has more statistical advantage than ACT in the following metrics,
   - Test Taker-to-Enrollment Ratio.
   - Test Taker Size.
   - Number of downward trend both in Evidence-based Reading and Writing and Math score.
   - Number of Marketing Campaign upward trend in English Subject

2. **ACT E-Learning Course** has more statistical advantage than SAT in the following metrics,
   - Number of Marketing Campaign increase in Math.

3. **Santa Clara, Los Angeles and San Manteo County** are one of the strategic County Location to expand marketing activities and Campaign in both SAT, ACT e-learning.

4. **San Francisco Unified, Los Angeles Unified and East Side Union High** are the strategic district to launch marketing campaign maximization.

WAY FORWARD

METRICS

- To evaluate **Pre/Post Score** after campaign launching to measure the effectivenesss of the preference score.

NEW MARKETS

- To expand the new market to other parts of United States or Worlds.

NEW ALGORITHM

- To construct the **Recommendation system** to maximize utilization of marketing campaign personalization.

MEET OUR TEAM

JAMES LARKIN

Chief Executive Officer

NOZOMI SAN

Chief Technology Officer

APIWAT J.

Chief Operations Officer

WARINTORN N.

Data Scientist

THANK YOU & QUESTIONS

Warintorn Nawong

Q&A

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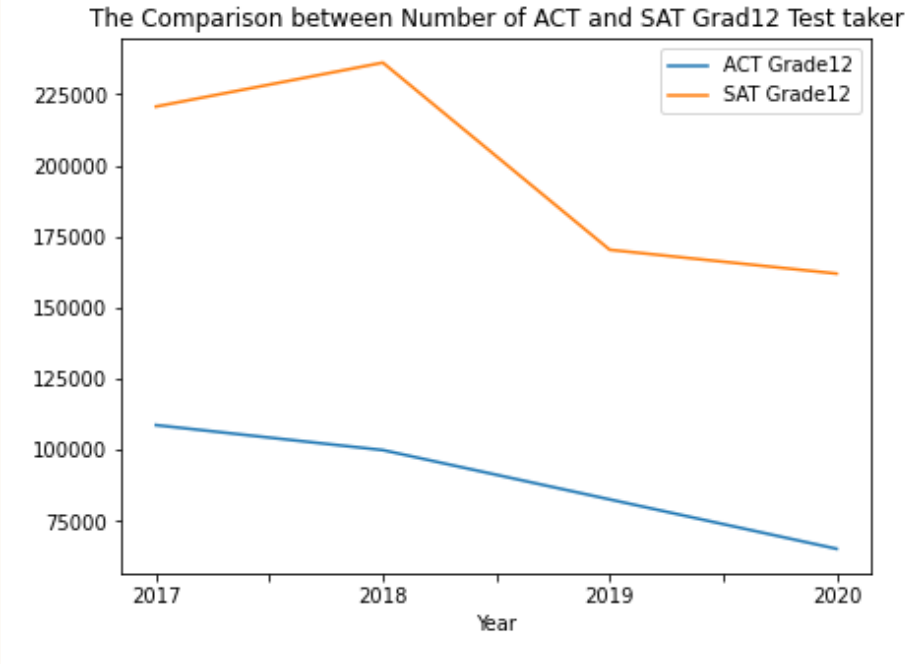


Due to the decline of number of Test Taker in California during the past four years, The marketing team at ***CALEARNFONIA*** Inc. need to change the strategy by requesting company data scientist to provide guideline to ***revisit the customer finding strategy*** to improve personalization in the marketing campaign of SAT and ACT e-learning course.

Ref. California Department of Education

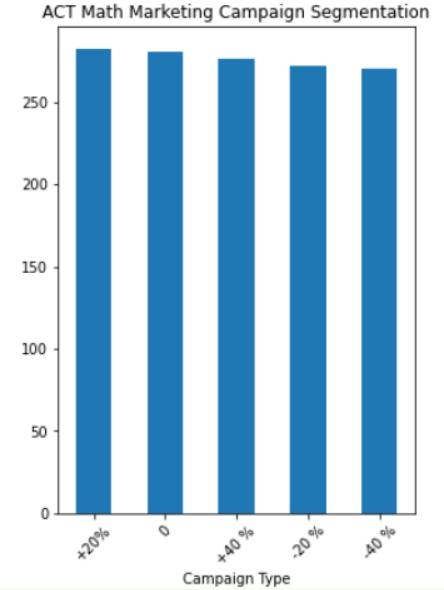
PRESENTATION TITLE

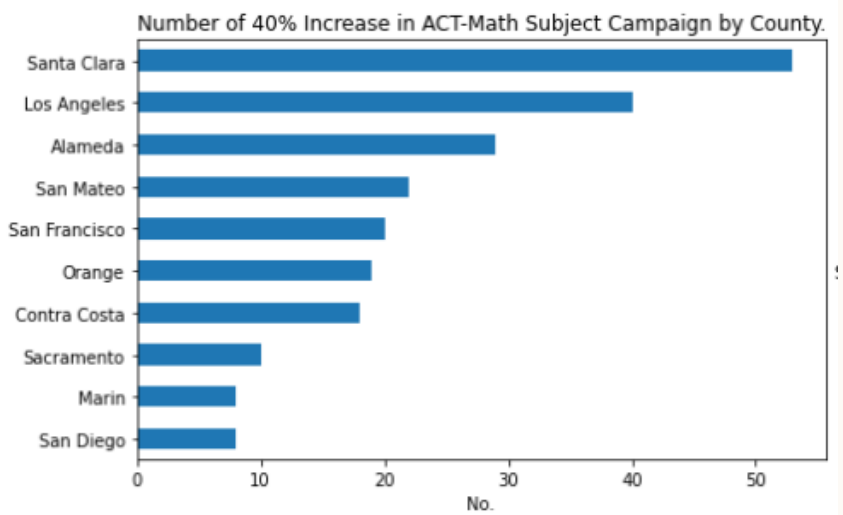
Mirjam Nilsson

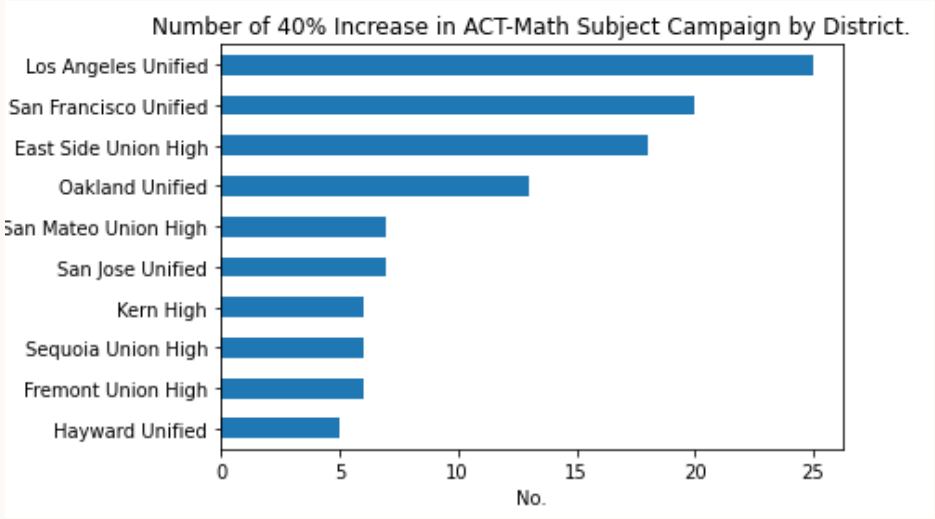
SUMMARY & WAY FORWARD

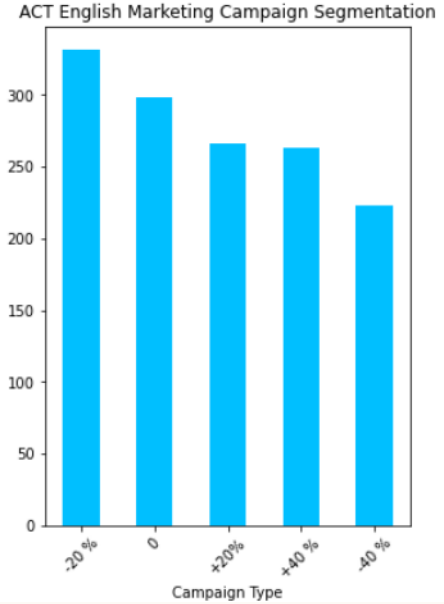
- Develop winning strategies to keep ahead of the competition
- Capitalize on low-hanging fruit to identify a ballpark value
- Visualize customer direct[illegible]nvergence
- CLOUD-BASED OPPORTUNITIES
- Iterative approaches to corporate strategy
- Establish a management framework from the inside

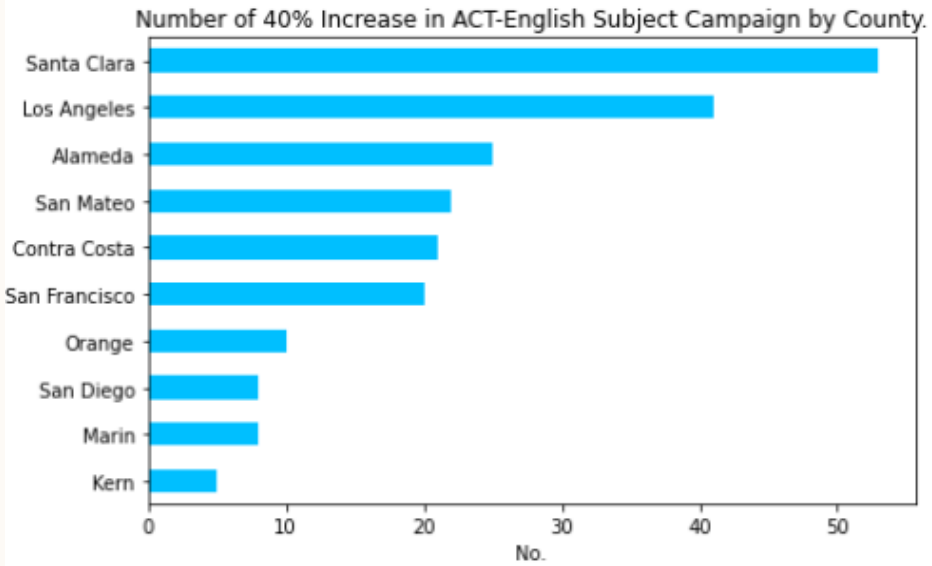
ACT PERSNOLIZATION RESULTS.

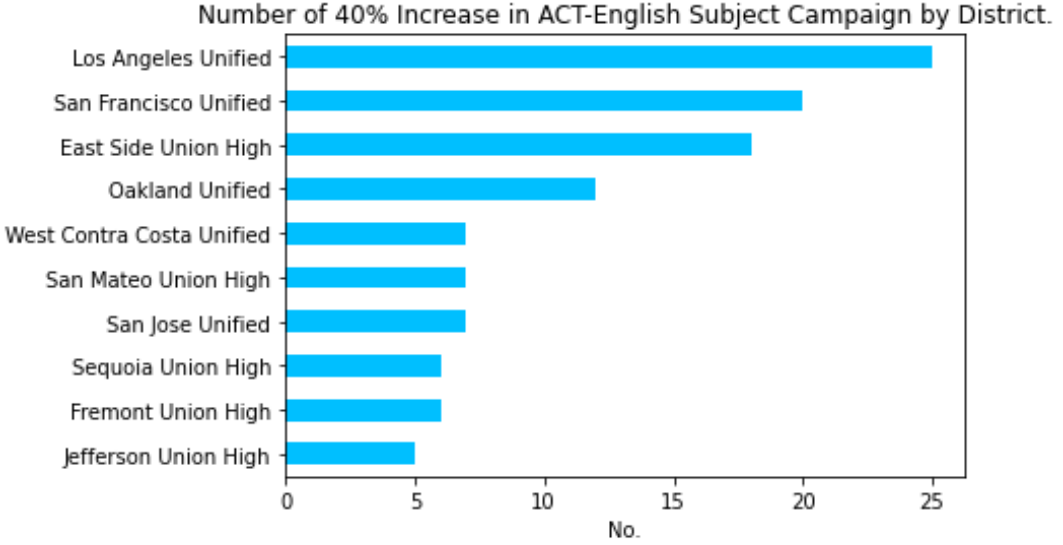




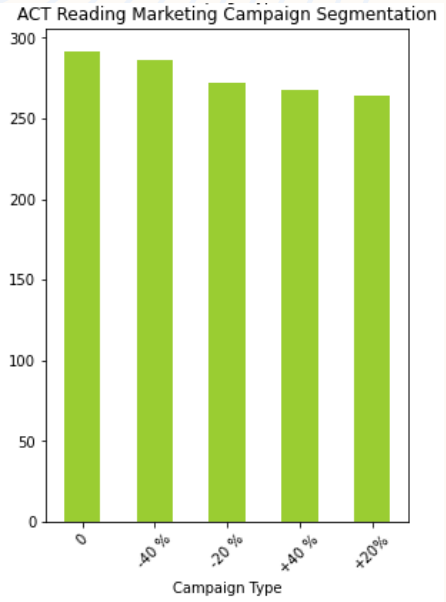


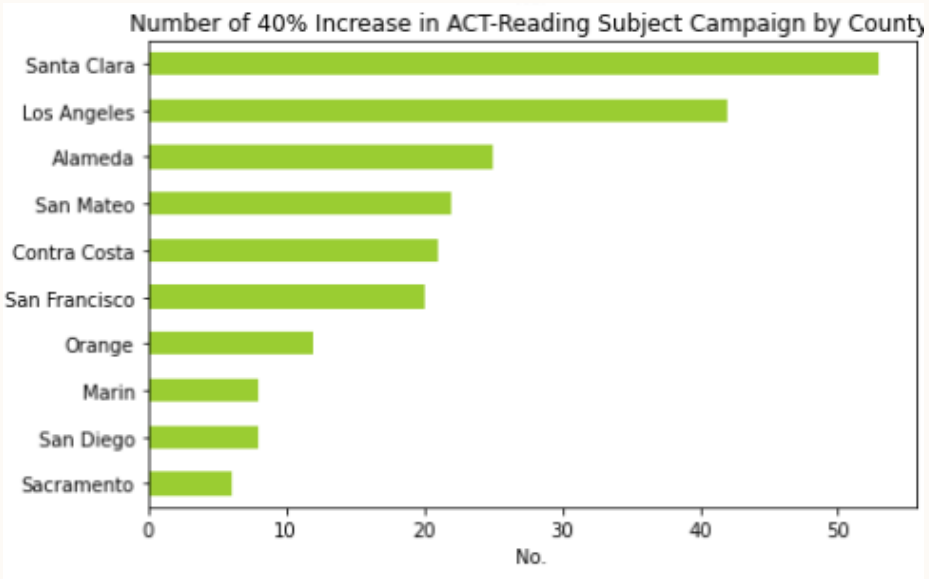


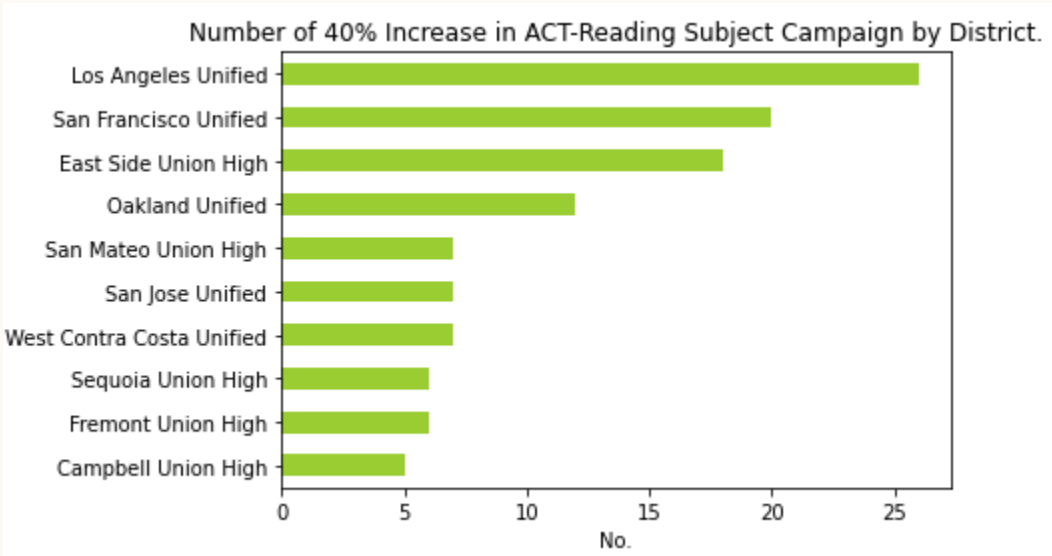


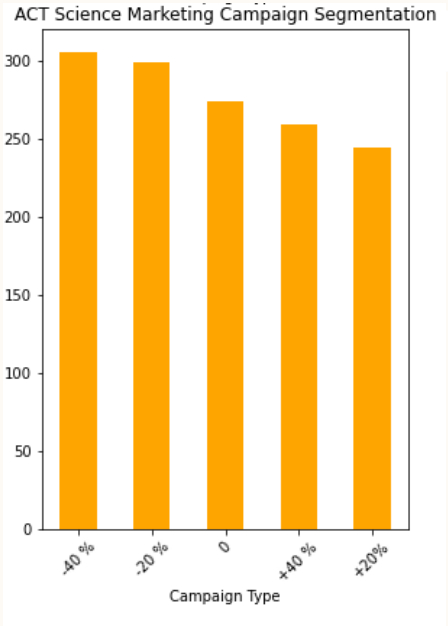


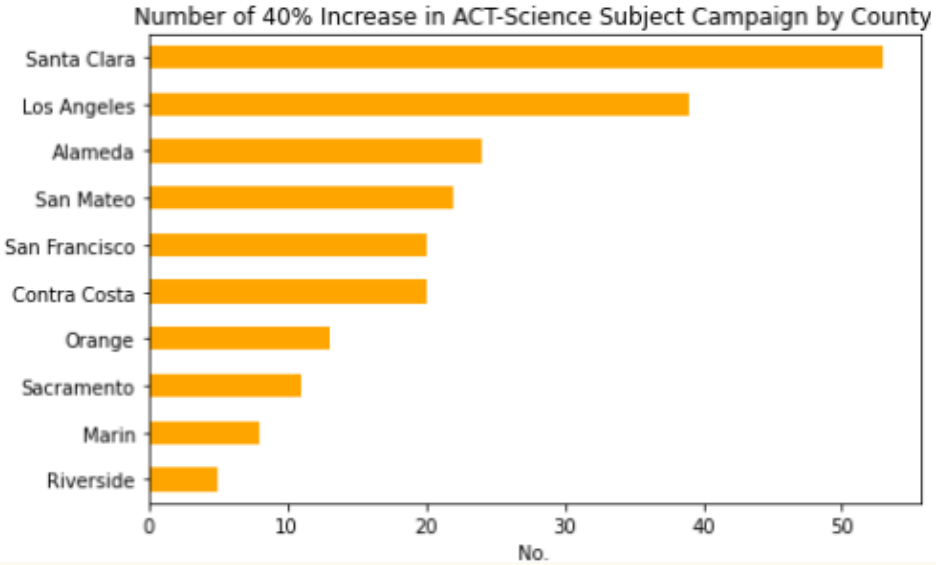
ACT PERSNOLIZATION RESULTS (CONT.)

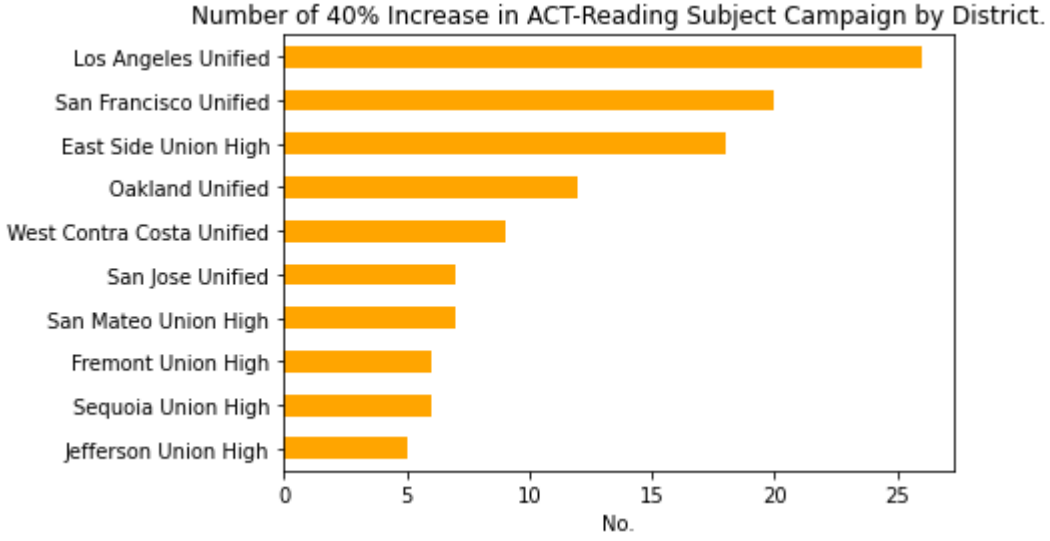




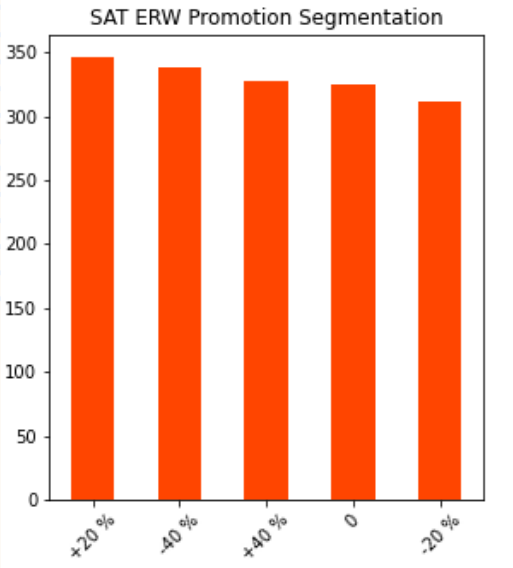


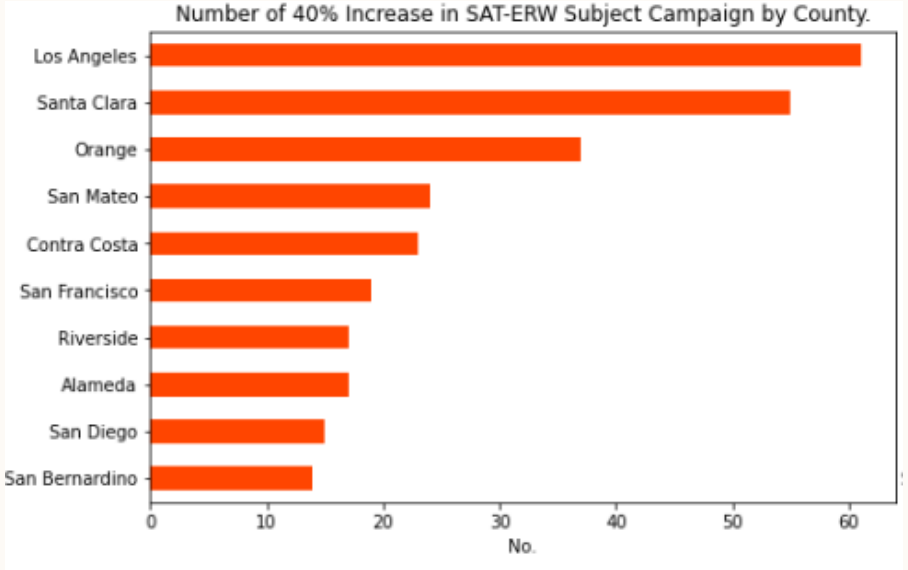


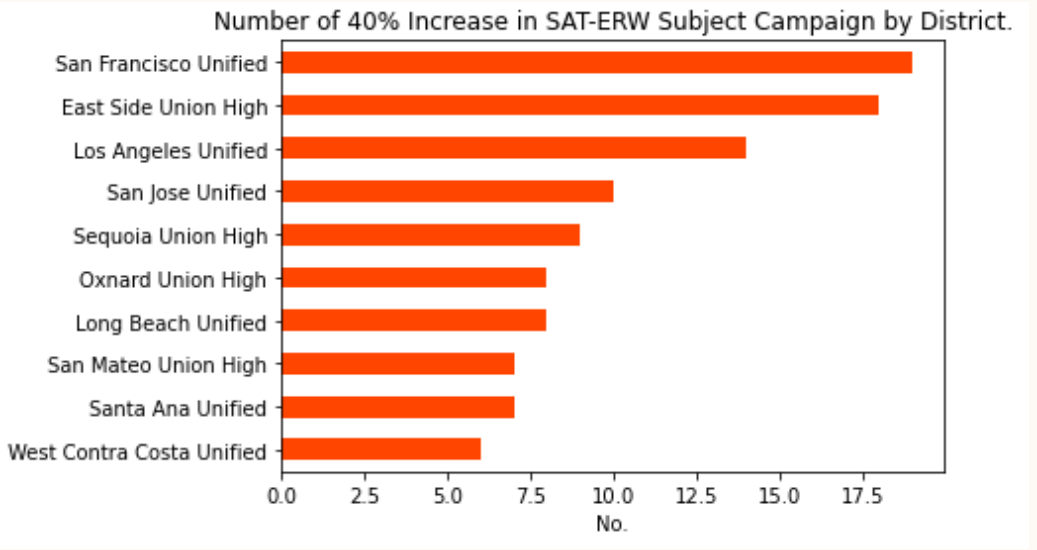


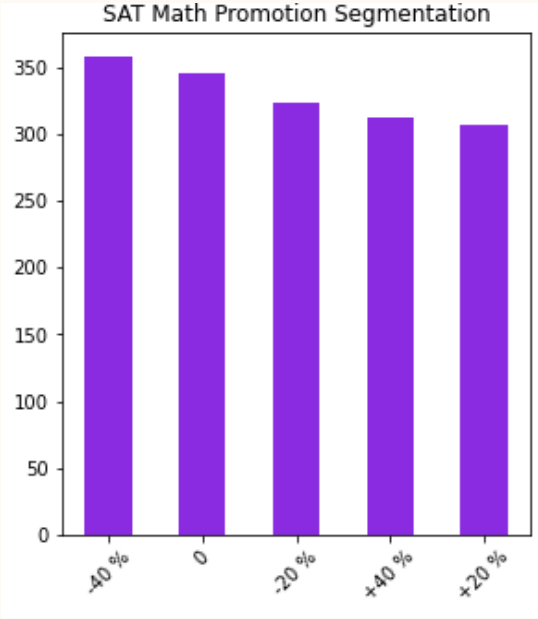


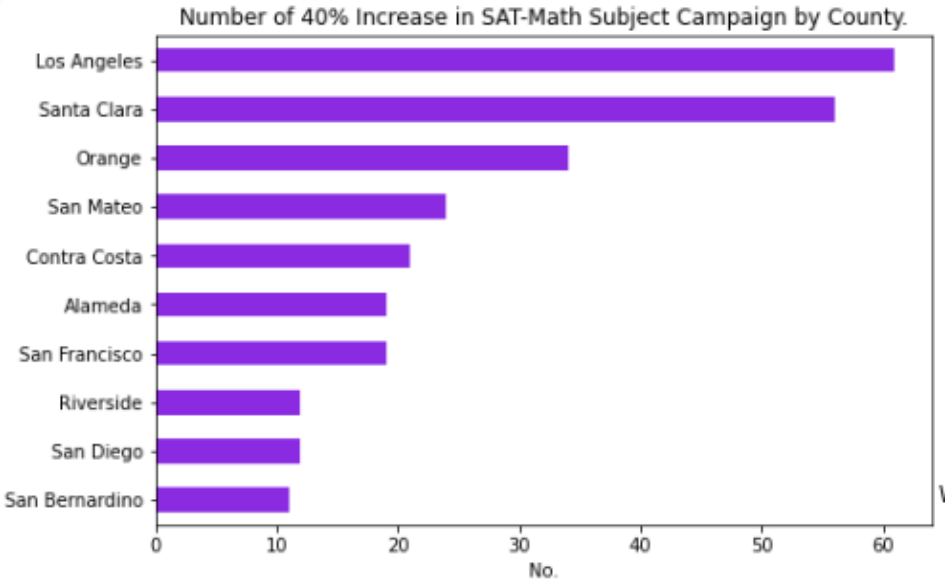
SAT PERSNOLIZATION RESULTS

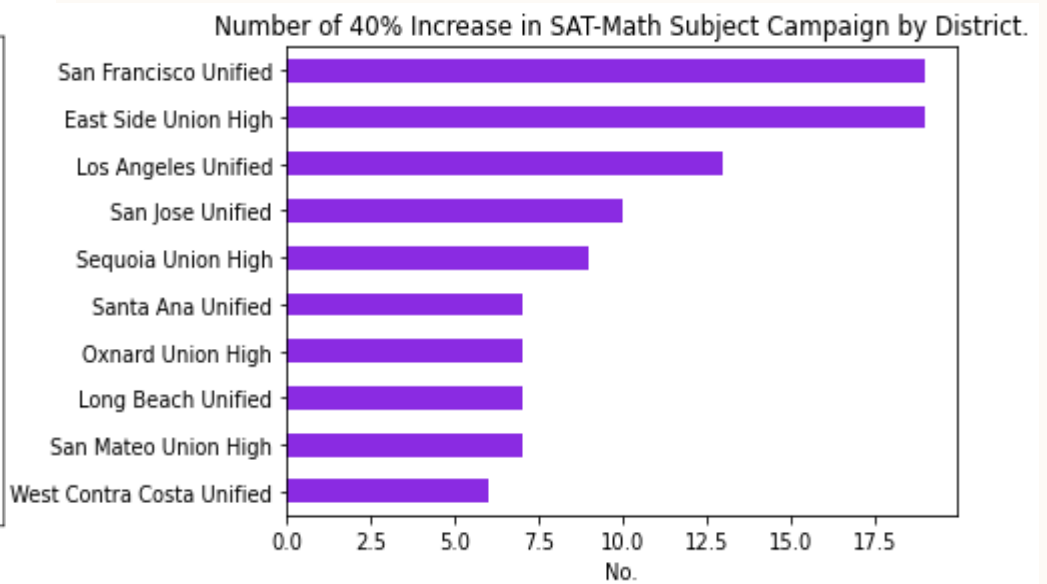












AGENDA

Introduction

Primary goals

Areas of growth

Timeline

Summary

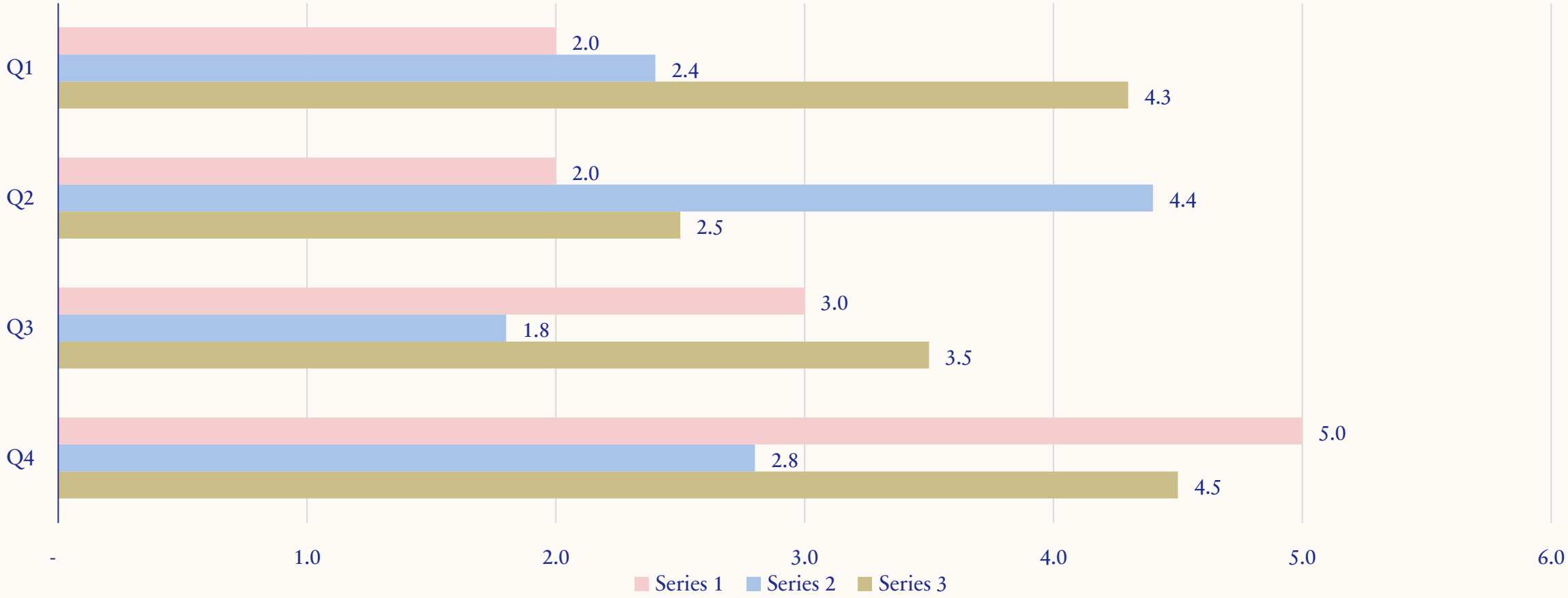
INTRODUCTION

At Contoso, we empower organizations to foster collaborative thinking to further drive workplace innovation. By closing the loop and leveraging agile frameworks, we help business grow organically and foster a consumer-first mindset.

PRIMARY GOALS

Annual revenue growth

QUARTERLY PERFORMANCE



AREAS OF GROWTH

	B2B	Supply chain	ROI	E-commerce
Q1	4.5	2.3	1.7	5.0
Q2	3.2	5.1	4.4	3.0
Q3	2.1	1.7	2.5	2.8
Q4	4.5	2.2	1.7	7.0

“BUSINESS OPPORTUNITIES ARE LIKE BUSES. THERE'S ALWAYS ANOTHER ONE COMING.”

Richard Branson

MEET OUR TEAM

TAKUMA HAYASHI

President

MIRJAM NILSSON

Chief Executive Officer

FLORA BERGGREN

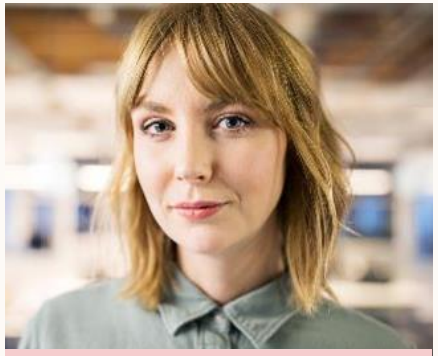
Chief Operations Officer

RAJESH SANTOSHI

VP Marketing

MEET OUR EXTENDED TEAM

TAKUMA HAYASHI
President



MIRJAM NILSSON
Chief Executive Officer

FLORA BERGGREN
Chief Operations Officer

RAJESH SANTOSHI
VP Marketing

GRAHAM BARNES
VP Product

ROWAN MURPHY
SEO Strategist

ELIZABETH MOORE
Product Designer

ROBIN KLINE
Content Developer

PLAN FOR PRODUCT LAUNCH

PLANNING

Synergize scalable e-commerce

MARKETING

Disseminate standardized metrics

DESIGN

Coordinate e-business applications

STRATEGY

Foster holistically superior methodologies

LAUNCH

Deploy strategic networks with compelling e-business needs

TIMELINE

SEP 20XX	NOV 20XX	JAN 20XX	MAR 20XX	MAY 20XX
Synergize scalable e-commerce	Disseminate standardized metrics	Coordinate e-business applications	Foster holistically superior methodologies	Deploy strategic networks with compelling e-business needs

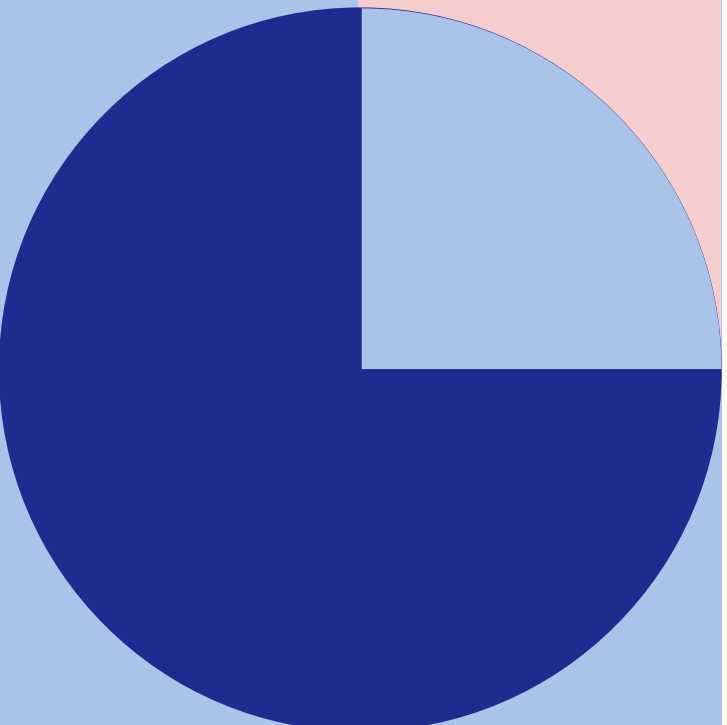
AREAS OF FOCUS

B2B MARKET SCENARIOS

- Develop winning strategies to keep ahead of the competition
- Capitalize on low-hanging fruit to identify a ballpark value
- Visualize customer directed convergence

CLOUD-BASED OPPORTUNITIES

- Iterative approaches to corporate strategy
- Establish a management framework from the inside



HOW WE GET THERE

ROI

- Envision multimedia-based expertise and cross-media growth strategies
- Visualize quality intellectual capital
- Engage worldwide methodologies with web-enabled technologies

NICHE MARKETS

- Pursue scalable customer service through sustainable strategies
- Engage top-line web services with cutting-edge deliverables

SUPPLY CHAINS

- Cultivate one-to-one customer service with robust ideas
- Maximize timely deliverables for real-time schemas

SUMMARY

At Contoso, we believe in giving 110%. By using our next-generation data architecture, we help organizations virtually manage agile workflows. We thrive because of our market knowledge and great team behind our product. As our CEO says, "Efficiencies will come from proactively transforming how we do business."

At Contoso, we empower organizations to foster collaborative thinking to further drive workplace innovation. By closing the loop and leveraging agile frameworks, we help business grow organically and foster a consumer-first mindset.