Email Marketing – Air Traffic Control

Case Situation

Background:

It's a Friday afternoon. You've just accepted an offer to join a leading online marketplace – Amali.com as an Email Marketing Manager. The e-retailer sells almost everything – Grocery, Clothing, General Merchandize, Wines etc. and on top of that they also have 200 brick and mortar stores across the country.

On your first day, you are told that they are getting a lot of negative comments on their marketing mails and they are losing out on a lot of customers as the customer's unsubscribe rate is quite high. Currently, they send around **70 campaigns** and reach out to **13M customers** every week as they have to cover the marketing strategies for all of their online businesses along with the stores.

They hired a few data scientists who helped them in creating campaigns that were personalized and showed products that were relevant to the customers purchase pattern. However, it didn't help much and the conversion rate was still very less (**only 1%**). When they did sentiment analysis on the feedbacks received from customers, they found that the most common issue raised by the customers was:

"I am receiving too many emails (almost 5-6 mails daily) from Amali.com and sometimes I lose out on the relevant campaign just because I don't have the time to go through each of your emails. I would rather unsubscribe as this is unnecessary cluttering my mailbox"

Problem Statement:

You have to design an Air Traffic Control (ATC) system that ensures that the correct campaign reaches the relevant customers with a suitable frequency to further enhance the level of engagement across all Amali.com campaigns. Also, it will provide the e-retailer with a method to measure the varying engagement levels held by their customers and campaigns via the email channel.

To solve this, you have one year history of all the campaigns that were deployed by the company. The report includes each campaign's performance details – open rate, click rate, and unsubscribe rate.

Design a system that helps the e-retailer with this problem.