Homepage

XENO PRIVATE LIMITED

22BET10003

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Product Thinking Approach

Understand daily routine of a retail marketer

Jobs to Be Done

Monitor performance

Run campaigns quickly

Understand customer trends

Fix issues fast

Design Principles

Clarity

Actionability

Speed

Predictive insights

Goal

Build a homepage that acts as a control tower for marketers.

Provide fast entry points to core Xeno workflows

Dashboard

🔔 👤

Revenue Impact

₹ 4500 📈

Active Campaigns

8

New Customers

250 +

Enagagement Rate

150%

Live Campaigns

- Ongoing campaigns
- Channels used (WhatsApp / SMS / Email)
- CTR, open rate, conversions
- Time remaining

Why?
Marketers monitor performance continuously.
This reduces friction when editing a running campaign.

Next Best Actions

- "Send WhatsApp reminder to yesterday's non-openers."
- "Segment high-value customers with 30-day inactivity."
- "Launch offer for new sign-up spike."

Why?
Makes the homepage action oriented, not passive.

Journey Automation Status

- Active journeys
- Customers entering each day
- Drop-off points

Customer Behavior Alerts

- Sudden drop in new customers

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Customer Behavior Alerts

- Sudden drop in new customers
- Spike in opt-outs
- Loyalty points expiring
- High website traffic but low conversions

Why?
 Trends drive decision-making.

Offer & Loyalty

- Top performing offers
- Redemption rate
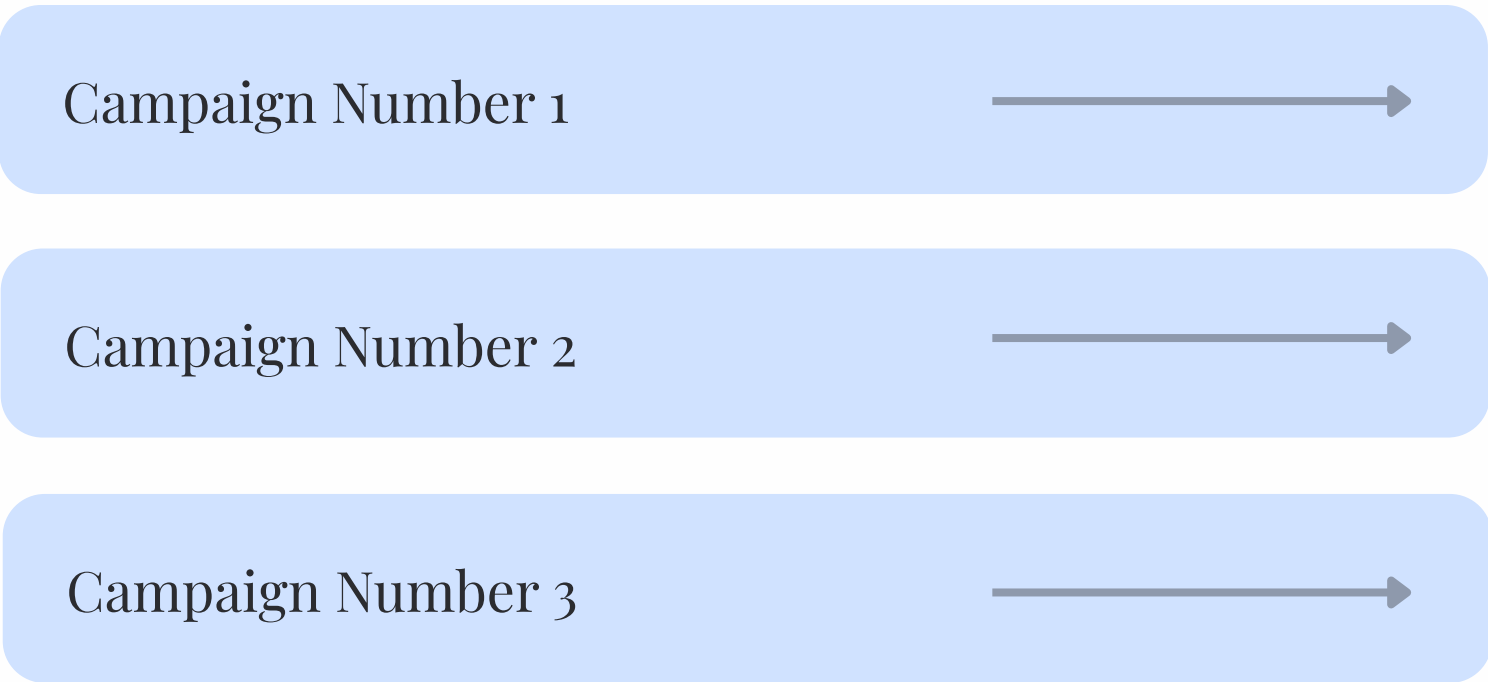- Loyalty points issued vs redeemed

Why?
Retail marketers rely heavily on offers & loyalty programs.

Journey Automation Status

- Active journeys
- Customers entering each day
- Drop-off points
- Conversion rate

Why?
Marketers need visibility without clicking deep.

Recent Campaign Performance

Campaign Number 1

Campaign Number 2

Campaign Number 3

Why?

Retail marketers rely heavily on offers & loyalty programs.

Campaign Number 3

Activity Feed

Displays team-level updates:
- Campaigns sent
- Offers created
- Segments updated
- Journeys edited

Why?

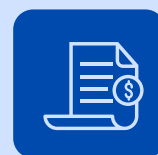Gives context + accountability.

Recent Follow ups

- Shows follow-up messages triggered for users who didn't open, click, or convert in previous campaigns
- Helps marketers track which reminders or nudges were sent most recently
- Enables quick review of follow-up performance (opens, clicks, conversions)

+ **Create Campaigns**

**Create Offer**

Bills Segments

% **Ongoing Offers**

Explore More

Key Performance Indicator

Revenue Impact (Last 7 days): Shows how much revenue Xeno-driven campaigns generated recently to measure short-term business impact.

Active Campaigns: Displays the number of campaigns currently running so marketers know what's live at a glance.

Revenue Impact
₹ 4500

Active Campaigns
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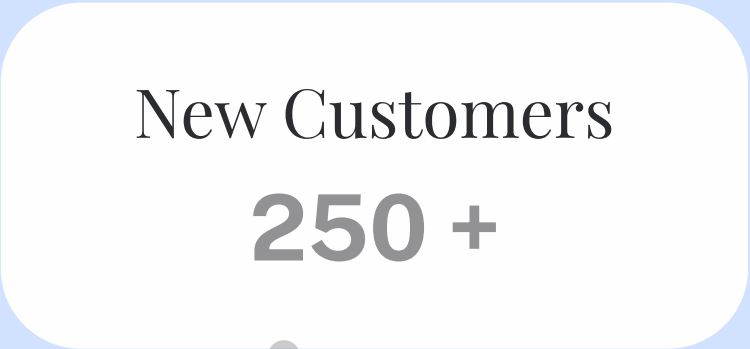
New vs Returning Customers: Highlights customer mix to understand acquisition versus retention performance.

Engagement Rate: Indicates how actively customers are interacting with campaigns across channels, reflecting content effectiveness.

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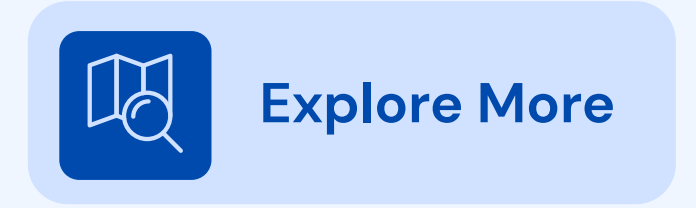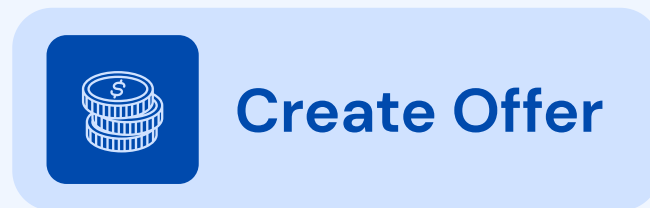- Offers created
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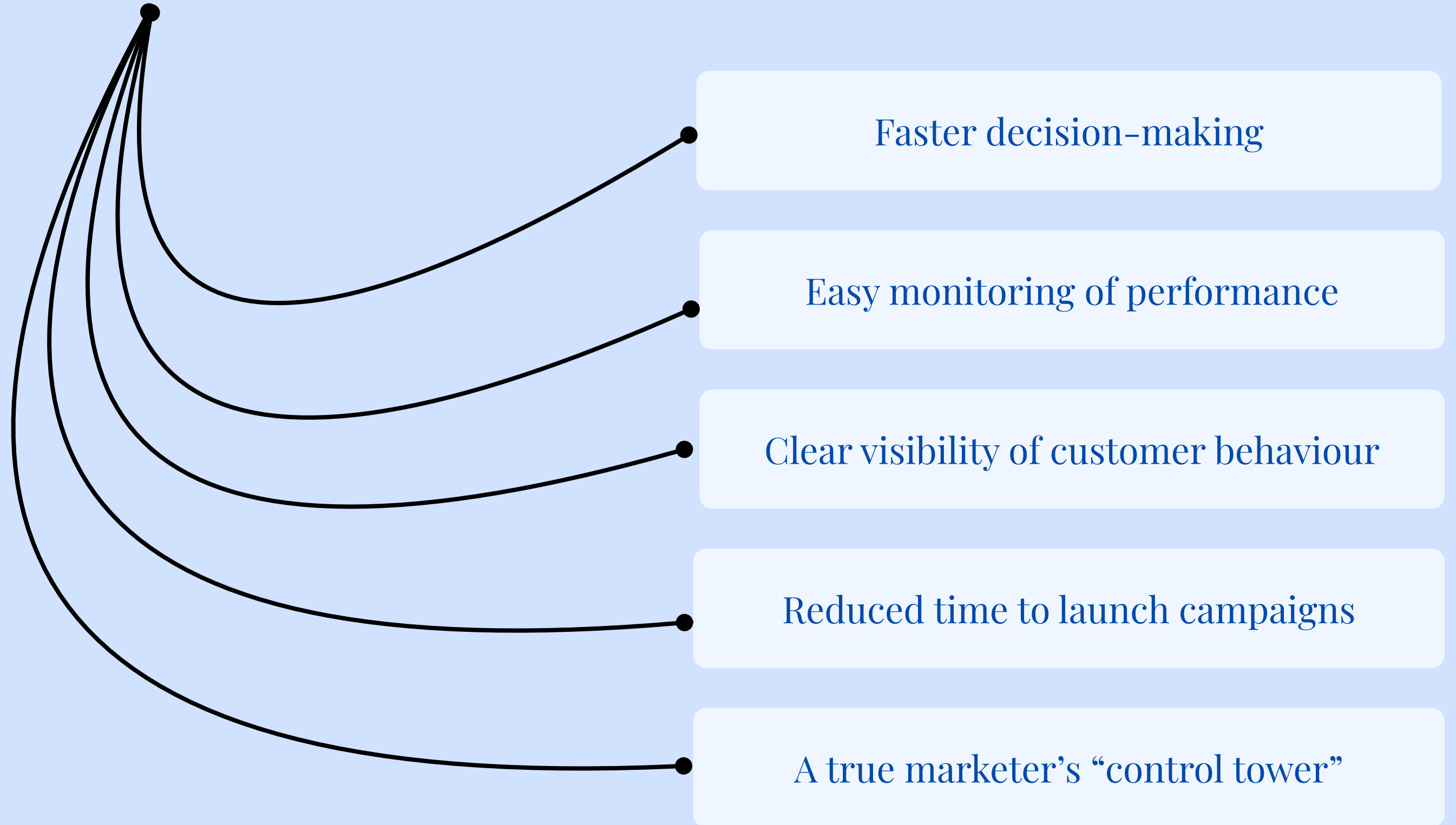**Why?**

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- Supports timely optimisation of message content and channel choice
- Ensures no high-intent customer segment is missed after the first touchpoint

Quick Actions

Create Campaigns

Create Offer

Bills Segments

Ongoing Offers

Explore More

How This Solves the Problem

Faster decision-making

Easy monitoring of performance

Clear visibility of customer behaviour

Reduced time to launch campaigns

A true marketer's "control tower"

Thank you!

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