



CRM Playbook 2025

Last updated Dec 2025



Data Usage





Events and Functions (new logic)

Inquiries

- What automations are in place?
- What is the most successful campaign?
- How the data structure of each custom event looks like?
- How do you make sure that user get the correct campaign at the right time?
 - What metrics do you monitor?
- How do you know the source of the traffic?
- How do you know an order is coming from the crm?
- How do you use the product catalog and braze's recommendation engine?
- How do you set the suppression logic?

how are the

who set the notification bell?



Events and Functions (new logic)

purchase

* detailed request for braze can be found
[here](#)

current status: active

current trigger: when user pay us money
braze trigger: when user click "ya, Bayar Sekarang"

parameters

user_id (to be requested)
event_time (to be requested)
transaction_id
 quantity
 item_name
item_category
item_category2
item_category3
 item_brand
payment_type
 image_url
item_variant
 price
 value
product_gmv
 coupon
total_gmv
 shipping
renos_discount
 shipping_tier
 item_id
seller_discount_name
seller_discount_value
active_status
seller_type
URL (to be requested)
seller_status (to be requested)

usage

Up-sell / Cross-sell campaign logic

Reporting and Analysis

User Segment Building

notes



Halo Kaijah Thompson 😊

Kemarin kamu belanja Notebook, ya? Ini produk lain yang biasa diberi barengan 🎁

Kamu coba beli juga deh, seolahnya ratusan orang juga beli produk yang sama

Biar lebih ringan, pakai juga diukon s.d. Rp1jt dan fitur cicilan 0%





Events and Functions (new logic)

payment

* detailed request for braze can be found

[here](#)

current status: active

braze trigger: when user pay us money

parameters

user_id (to be requested)
event_time (to be requested)
transaction_id
 quantity
 item_name
item_category
item_category2
item_category3
 item_brand
payment_type
 image_url
item_variant
 price
 value
product_gmv
 coupon
total_gmv
 shipping
renos_discount
 shipping_tier
 item_id
seller_discount_name
seller_discount_value
active_status
seller_type
URL (to be requested)
seller_status (to be requested)

usage

Up-sell / Cross-sell campaign logic

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Events and Functions (existing)

view_item

* detailed request for braze can be found
[here](#)

current status: active

current trigger: when user open PDP

parameters

user_id (to be requested)
event_time (to be requested)
URL (to be requested)
item_name
item_category
item_category2
item_category3
item_brand
image_url
item_variant
price
item_id
seller_type
seller_status (to be requested)

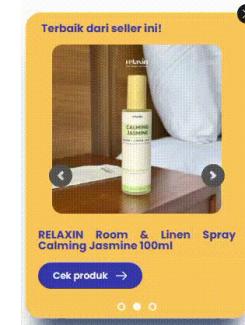
usage

Drop off campaign logic and personalisation
seller campaign logic and personalisation

Reporting and Analysis

User Segment Building

notes





Events and Functions (existing)

check_out | add_to_cart | add_to_wishlist

* detailed request for braze can be found
[here](#)

current status: active

check_out trigger: when user begin checkout

add_to_cart_trigger: when user add product to cart

add_to_wishlist: when user add product to wishlist

parameters	usage	notes
<p>user_id (to be requested) event_time (to be requested) URL (to be requested) item_name item_category item_category2 item_category3 item_brand image_url item_variant price item_id seller_type seller_status (to be requested)</p>	<p>Campaign Logic</p> <p>Reporting and Analysis</p> <p>User Segment Building</p>	<p>no campaign currently triggered directly with check_out, add_to_cart, or add_to_wishlist.</p> <p>Although the data from this event is used to create canvas logic for product recommendations</p>



Events and Functions (existing)

promo_page

* detailed request for braze can be found

[here](#)

current status: active

current trigger: when user open PDP

parameters

user_id (to be requested)
event_time (to be requested)
campaign_name
image_url
URL
campaign_id

usage

Ad-support campaign logic

Reporting and Analysis

User Segment Building

notes





Events and Functions (existing)

seller_page_visit

* detailed request for braze can be found

[here](#)

current status: active

current trigger: when user visit a seller page

parameters

user_id (to be requested)
event_time (to be requested)
image_url
seller_name
URL
seller_id
seller_type (to be requested)
seller_status (to be requested)

usage

Ad-support campaign logic

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notes





Events and Functions (new logic)

category_page

* detailed request for braze can be found
[here](#)

current status: active

current trigger: when user visit a category page

parameters

user_id (to be requested)
event_time (to be requested)
item_category (to be requested)
item_category2 (to be requested)
item_category3 (to be requested)
URL (to be requested)

usage

category drop off campaign logic
ad-support campaign logic

notes

New event and parameter to be launched with Braze

Reporting and Analysis

User Segment Building



Events and Functions (existing)

search_page_success

* detailed request for braze can be found
[here](#)

current status: active

current trigger: when user search and result is coming out

parameters	usage	notes
<p>user_id search_page search_term event_time</p>	<p>search page drop off Reporting and Analysis User Segment Building</p>	<p>search page drop off campaign is currently on hold</p>



Events and Functions (existing)

signup | login | logout

* detailed request for braze can be found
[here](#)

current status: active

current trigger: when user signup, login, or logout respectively

parameters	usage	notes
<p>user_id birthdate email first_name last_name mobile_phone gender sign_up_date transaction_status event_time</p>	<p>updating user's profile</p>	<p>to be requested along with braze</p>



Beyond Events and Functions (existing)

Apriori Analysis

qgroup	min_avg_item_price	max_avg_item_price	avg_order	avg_item_per_basket	num_of_users
q1	2,795	6,069,000	1.1917	12.8754	1,059
q2	6,075,970	7,982,500	1.0264	2.1379	1,059
q3	7,982,500	12,360,000	1.0331	2.1314	1,058
q4	12,360,000	50,000,000	1.0425	2.1267	1,058

Events in Action	
<ul style="list-style-type: none"> purchase payment 	

initial_cat	initial_orders	pair_1	pair_2	pair_3
Microwave Oven	20	Pisau		
Setrika	11	Rice Cooker	Kipas	
Kipas	7	Setrika	Home Service	
Rice Cooker	5	Setrika		
Pisau	2	Microwave		
Home Service	1	Kipas		

* note: already exclude o2o, b2b, sus seller, sus buyer, and product priced > 1.5MIDR
** HL purchases within 1-27 July 2025 is only 38 occurrences based on Ritme's data



Beyond Events and Functions (to be launched w/ braze)

Before Purchase Behaviour

user_id	item_category3	view_item before purchase	category_page before purchase	atc before purchase	atw before purchase	co before purchase
1	televisi	32	3	9	32	2
2	peralatan makan	54	1	7	4	1
2	peralatan minum	16	6	7	11	5
1	peralatan besi	5	4	6	0	2

Events in Action

- view_item (A)
- category_page (B)
- add_to_wishlist (C)
- add_to_cart (D)
- check_out (E)
- purchase (F)
- payment (G)

Moengage vs Braze Comparison (Quant style)



Factors and Variables

Moengage vs Braze

Analytics and Insight (w 6.13%)	Campaign Capabilities (w 27.10%)	Data Capabilities (w 28.91%)	Ease of Use (w 5.33%)	Integration Ecosystem (w 24.15%)	Price (w 8.67%)
SQL Capability	Auto Product Selection/Recco	Long retention of custom event data	Comprehensive manual	Native Connection with Zapier	
Native Analytics Tool	If Formula on Template	Filter user based on more than 60D data	Support capability with technical skill	Native WhatsApp capabilities	
Visual Event Timeline	Long attribution	Campaign identity record	Unified app and website campaign set-up	External Database Integration	
Control Group per Campaign	Drag n drop template editor	Custom event param as recco logic	External video tutorial		
	Auto exit on flow/canvas	User's profile param as recco logic	Bulk upload via CSV		
	Non-standard template	Update user's profile through canvas			
		Custom event param on user's profile			
		More than 1 catalog upload			



Factors and Variables Score

criterion	score
Campaign Capability	27.10%
Data Capability	28.91%
Ease of Use	5.33%
Integration Ecosystem	24.15%
Analytics & Insight	5.84%
SQL Capability	50.42%
Native Analytics Tool	14.75%
Visual Event Timeline	16.39%
Control Group per Campaign	18.44%
Auto Product Selection/Recco	8.52%
If Formula on Template	10.90%
Long Attribution	52.12%
Drag n drop template editor	10.98%
Auto exit on flow/canvas	4.28%
Non-standard template	13.20%
Long retention of custom event data	12.50%
Filter user based on more than 60D data	12.50%
Campaign identity record	12.50%
Custom event param as recco logic	12.50%
User's profile param as recco logic	12.50%
Update user's profile through flow/canvas	12.50%
Custom event param on user's profile	12.50%
More than 1 catalog upload	12.50%
Comprehensive manual	24.52%
Support capability with technical skill	10.58%
Unified app and website campaign set-up	34.12%
External video tutorial	20.95%
Bulk upload via CSV	9.82%
Native connection with Zapier	57.91%
Native WhatsApp capabilities	5.24%
External database integration	36.85%
Price	8.67%

Key Takeaway

- Scoring based on quantitative method according to CRM usecases
 - Factor is compared to only other factor
 - Variable is compared to variable within the same factor
 - Factor score works as the multiplier for variable score
- Factor score used as weighting to know which factor has the highest consideration
 - Data Capability: 30.24%
 - Integration Ecosystem: 30.24%
 - Campaign Capability: 27.94%
 - Price: 8.67%
 - Analytics and Insight: 6.13%
 - Ease of Use: 5.44%
- Scoring method can be found here: [AHP Calculator](#)



Moe vs Braze Scoring

Factors	variable	moe	braze	moe score	braze score
Analytics & Insight	SQL Capability	0	1	0.00%	2.94%
Analytics & Insight	Native Analytics Tool	1	0	0.86%	0.00%
Analytics & Insight	Visual Event Timeline	1	0	0.96%	0.00%
Analytics & Insight	Control Group per Campaign	1	0	1.08%	0.00%
Campaign Capability	Auto Product Selection/Recco	0	1	0.00%	2.31%
Campaign Capability	If Formula on Template	1	1	2.95%	2.95%
Campaign Capability	Long Attribution	0	1	0.00%	14.12%
Campaign Capability	Drag n drop template editor	1	1	2.98%	2.98%
Campaign Capability	Auto exit on flow/canvas	1	0	1.16%	0.00%
Campaign Capability	Non-standard template	1	0	3.58%	0.00%
Data Capability	Long retention of custom event data	0	1	0.00%	3.61%
Data Capability	Filter user based on more than 60D data	0	1	0.00%	3.61%
Data Capability	Campaign identity record	1		3.61%	0.00%
Data Capability	Custom event param as recco logic	1	1	3.61%	3.61%
Data Capability	User's profile param as recco logic	1	1	3.61%	3.61%
Data Capability	Update user's profile through flow/canvas	0	1	0.00%	3.61%
Data Capability	Custom event param on user's profile	1	0	3.61%	0.00%
Data Capability	More than 1 catalog upload	0	1	0.00%	3.61%
Ease of Use	Comprehensive manual	0	1	0.00%	1.31%
Ease of Use	Support capability with technical skill	1	0	0.56%	0.00%
Ease of Use	Unified app and website campaign set-up	0	1	0.00%	1.82%
Ease of Use	External video tutorial	0	1	0.00%	1.12%
Ease of Use	Bulk upload via CSV	1	1	0.52%	0.52%
Integration Ecosystem	Native connection with Zapier	1	0	13.99%	0.00%
Integration Ecosystem	Native WhatsApp capabilities	0	1	0.00%	1.27%
Integration Ecosystem	External database integration	0	1	0.00%	8.90%
Price	Price	1	0	8.67%	0.00%
Objective Points		15	17	51.76%	61.92%



Moe vs Braze Scoring

Renos Proposal

Key Points

- There are two option for Renos to either open a new instance or use Nocnoc existing instance to partner with Braze

\$30,000 | \$39,000

ANNUAL RECURRING PRICE

CORE EDITION

braze

Payment Terms:

3 Year Contract
Annual Billing
All in USD

ENTITLEMENTS	New Instance	Existing Instance
BRAZE PLATFORM		
Braze Platform	Separated from Nocnoc	Same as Nocnoc
Ability to copy campaign across workspace (Between Nocnoc & Renos)	✗	✓
Indonesia Data Residency	✓	✗
BRAZE VOLUME & SERVICES		
Monthly Active User	3,000	3,000
Monthly Unique Visitor	700,000	700,000
Email	1,000,000	1,000,000
Whatsapp	10,000	10,000
Content Cards, In-App Message, Push	✓	✓
Post Sales Support	Dedicated Local Support	Dedicated Local Support
TOTAL ANNUAL COST	\$30,000	\$39,000
Onboarding Cost (One Time Fee)	\$9,000 - \$26,000	\$9,000 - \$26,000



Moe vs Braze Scoring

Moe	Braze
Native Analytics Tool	SQL Capability
Visual Event Timeline	Auto Product Selection/Recco
Control Group per Campaign	If Formula on Template
If Formula on Template	Long attribution
Drag n drop template editor	Drag n drop template editor
Auto exit on flow/canvas	Long retainment of custom event data
Non-standard template	Filter user based on > L60D data
Custom event param as recco logic	Update User's profile through Flow/Canvas
User's profile param as recco logic	Comprehensive manual
Custom event param on user's profile	Unified app and website campaign set-up
Support capability with technical skill	External video tutorial
Bulk upload via CSV	Native WhatsApp capability
Price	External Database Integration
Campaign identity record	Custom event param as recco logic
Native Connection with Zapier	User's profile param as recco logic
	More than 1 catalog update
	Bulk upload via CSV

Score 51.76%

Score: 61.92%

Moengage Monthly Price:
~ 2200 USD

Moe Price per Score:
42.50 USD per Point

Braze Monthly Price:
~ 2500 – 3250 USD

Braze Price per Score:
40.37 USD per Point (new instance)
52.48 USD per Point (Nocnoc Instance)

Key Takeaway

- Braze has more features that is relevant to Renos' CRM strategy
- Both Braze pricing suggestions are more expensive than what Moengage currently offersB
- Based on the price to point rate, Braze has the best efficiency rate **IF** we use new instance
 - Although, we cannot duplicate the winning campaign that TH has in place
 - If we follow nocnoc instance, we get a higher price per score



Moe vs Braze Scoring

BUSINESS GOALS	BRAZE SOLUTION ENABLERS	BUSINESS IMPACT
MAXIMIZE REVENUE AND PROFIT 	<ul style="list-style-type: none">• Grow GMV by driving cross-sell on post-purchase journeys• Grow user base and first time buyer• Drive revenue through seasonal promo <ul style="list-style-type: none">• Drive in-session actions with personalized Content Card, Banner, & IAM• Drive consistent experience for customers across all channels - email, push, whatsapp and in app experience• Leverage behavioral data to personalize messages and recommend product with Product Catalog & AI Item Recommendation	 GMV increased by x%  Monthly Active User by x  Repeat Purchase from existing user by x  Dormant User Activated by x  CRM attributed GMV by 4%
REDUCE COST & ELIMINATE COMPLEXITY 	<ul style="list-style-type: none">• Reduce time / manual work to build campaigns• Able to deploy experimentation at scale for campaign optimisation• Optimize Paid Media Spend <ul style="list-style-type: none">• Ability to track campaign attribution more than 7 days for a more accurate ROI tracking• Powerful A/B testing and channel optimization with AI• Ability to gain insight immediately from the user behavior & engagement effort through Current• Audience Sync to be able to deliver an ads suppression, ads retargeting, and find look alike audience	 ROI of Tech Stack & Customer-Centricity  Increase GTM speed of new CRM use cases  Increase effectiveness of paid-ads acquisition cost



Unknown to known user rate
Renos vs. Industry

**Unknown to known
user rate**
Renos

0,3% - 0,7%

**Unknown to known
user rate**
Industry

1% - 2%

Key takeaways

1. To collect the anonymous user profiles for targeting
2. To ensure messaging are optimised through high scale experimentation
3. To increase relevance through personalized recommendations

Moengage vs Braze Comparison (Qualitative Style)





Factors to Consider

Main Factor to Consider	Data Capabilities	Campaign Capabilities	Integration Ecosystem	Analytics and Insight	Ease of Use	Key Takeaway
Feature to Consider	Long retention of custom event data Filter user based on more than 60D data Campaign identity record Custom event param as recoco logic User's profile param as recoco logic Update user's profile through canvas Custom event param on user's profile More than 1 catalog upload	Auto Product Selection/Recco If Formula on Template Long attribution Drag n drop template editor Auto exit on flow/canvas Non-standard template	Native Connection with Zapier Native WhatsApp capabilities External Database Integration Control Group per Campaign	SQL Capability Native Analytics Tool Visual Event Timeline	Comprehensive manual Support capability with technical skill Unified app and website campaign set-up External video tutorial Bulk upload via CSV	<ul style="list-style-type: none">Data capability would be the most important factor in Renos CRM usage, followed by Campaign capability, and external integrationEase of Use would be the least important factor as the feature within it could be done through the features within other factors<ul style="list-style-type: none">For example, bulk upload csv problem could be solved by SQL, update user's profile feature, or connection with Renos database



Moe vs Braze Scoring

Factors	variable	moe	brazz	moe note	brazz note
Analytics & Insight	SQL Capability	0	1	Not possible at all	Possible
Analytics & Insight	Native Analytics Tool	1	0	Possible without support from prod team	Possible with sql coding
Analytics & Insight	Visual Event Timeline	1	0	Possible without support from prod team	Not possible, except dropping the data to external app
Analytics & Insight	Control Group per Campaign	1	0	Possible without support from prod team	Possible but have to set the branch
Campaign Capability	Auto Product Selection/Recco	0	1	Not possible with current tiering	Possible without support from prod team
Campaign Capability	If Formula on Template	1	1	Moe's Ninja. Kind of rigid and the rule changed often, making CRM have to recreate the code everytime	Modified Shopify's liquid language
Campaign Capability	Long Attribution	0	1	Only 36 hours	Up to 30 days
Campaign Capability	Drag n drop template editor	1	1	Possible without support from prod team	Possible without support from prod team
Campaign Capability	Auto exit on flow/canvas	1	0	Possible without support from prod team	Possible but have to set the branch
Campaign Capability	Non-standard template	1	0	Possible without support from prod team	Possible using html
Data Capability	Long retainment of custom event data	0	1	Not possible	Possible without support from prod team
Data Capability	Filter user based on more than 60D data	0	1	Not possible	Possible without support from prod team
Data Capability	Campaign identity record	1		As click event, straight on user's profile	Possible with sql coding
Data Capability	Custom event param as recco logic	1	1	Possible without support from prod team	Possible without support from prod team
Data Capability	User's profile param as recco logic	1	1	Possible without support from prod team	Possible without support from prod team
Data Capability	Update user's profile through flow/canvas	0	1	Not possible	Possible without support from prod team
Data Capability	Custom event param on user's profile	1	0	Possible without support from prod team	Possible with sql coding
Data Capability	More than 1 catalog upload	0	1	Not possible	Possible but have 100 mb free storage space
Ease of Use	Comprehensive manual	0	1	Not possible	Possible without support from prod team
Ease of Use	Support capability with technical skill	1	0	Possible without support from prod team	No prior experience with braze technical support
Ease of Use	Unified app and website campaign set-up	0	1	Not possible	Possible without support from prod team
Ease of Use	External video tutorial	0	1	Not possible	Possible without support from prod team
Ease of Use	Bulk upload via CSV	1	1	Possible without support from prod team	Possible without support from prod team
Integration Ecosystem	Native connection with Zapier	1	0	Possible without support from prod team	No native connector. If we want to use zapier, we have to either configure webhook or switch to other automation hub that has native connection with Braze
Integration Ecosystem	Native WhatsApp capabilities	0	1	Not possible	Possible without support from prod team
Integration Ecosystem	External database integration	0	1	Not possible	Possible without support from prod team
Price	Price	1	0	2200 USD monthly	2500 - 3250 USD monthly
Objective Points		15	17		



Moe vs Braze Scoring

Moe	Braze
Native Analytics Tool	SQL Capability
Visual Event Timeline	Auto Product Selection/Recco
Control Group per Campaign	If Formula on Template
If Formula on Template	Long attribution
Drag n drop template editor	Drag n drop template editor
Auto exit on flow/canvas	Long retainment of custom event data
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Custom event param as recco logic	Update User's profile through Flow/Canvas
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Campaign identity record	Custom event param as recco logic
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	More than 1 catalog update
	Bulk upload via CSV

Score 51.76%

Score: 61.92%

Key Takeaway

- Braze has crucial feature that Renos market needs, which is the long attribution window for CRM purchases
 - **Attribution window** duration is crucial so that any purchase that comes through CRM channel got attributed properly within the correct time frame
- Out of the 5 important feature that any CRM could have, Braze has 4 feature while Moenage has 1
 - **SQL capability** is usable to make data extraction to be performed fast without any hassle or calculation error
 - **Update user's profile** capability is needed so we can flag user with some identification quickly without having to export the data or making other external integration
 - **Unified app and website** campaign matters to make sure the UI/UX of the app is as good as the website, and vice versa
 - **External database integration** is important so the learnings and findings on CRM tool could be sent to the main database and used by other team such as tech. For instance, in order to build our own recommendation logic
 - **Connection with automation hub like Zapier** is important to future proof Renos CRM campaign

= important feature



Renos Proposal

Key Points

- There are two option for Renos to either open a new instance or use Nocnoc existing instance to partner with Braze

\$30,000 | \$39,000

ANNUAL RECURRING PRICE

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braze

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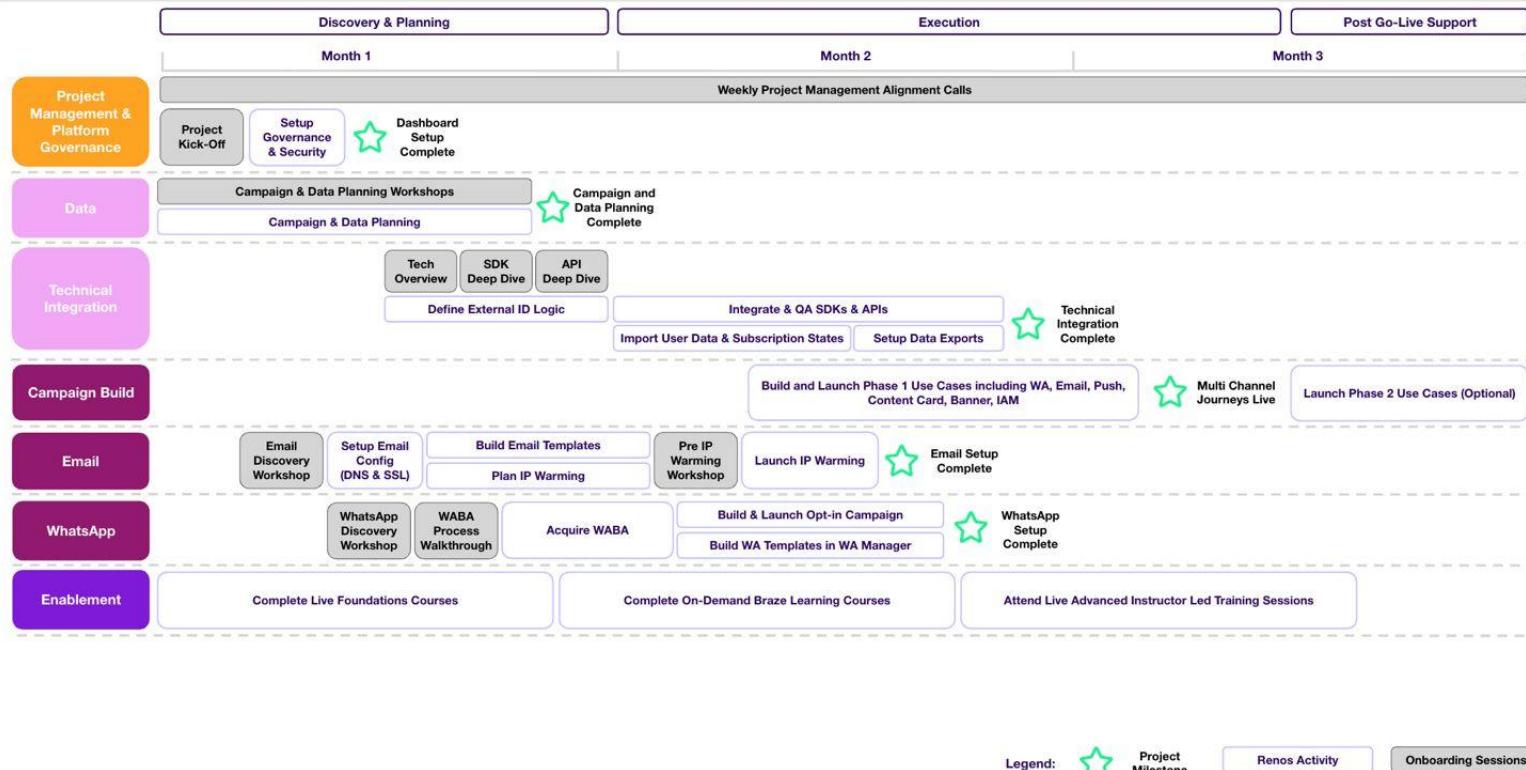
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Ability to copy campaign across workspace (Between Nocnoc & Renos)	✗	✓
Indonesia Data Residency	✓	✗
BRAZE VOLUME & SERVICES		
Monthly Active User	3,000	3,000
Monthly Unique Visitor	700,000	700,000
Email	1,000,000	1,000,000
Whatsapp	10,000	10,000
Content Cards, In-App Message, Push	✓	✓
Post Sales Support	Dedicated Local Support	Dedicated Local Support
TOTAL ANNUAL COST	\$30,000	\$39,000
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Braze Onboarding Timeline

Renos Onboarding plan





Moe vs Braze Scoring

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MAXIMIZE REVENUE AND PROFIT 	<ul style="list-style-type: none">• Grow GMV by driving cross-sell on post-purchase journeys• Grow user base and first time buyer• Drive revenue through seasonal promo <ul style="list-style-type: none">• Drive in-session actions with personalized Content Card, Banner, & IAM• Drive consistent experience for customers across all channels - email, push, whatsapp and in app experience• Leverage behavioral data to personalize messages and recommend product with Product Catalog & AI Item Recommendation	 GMV increased by x%  Monthly Active User by x  Repeat Purchase from existing user by x  Dormant User Activated by x  CRM attributed GMV by 4%
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DNB SEO Button A/B Test

Current Result

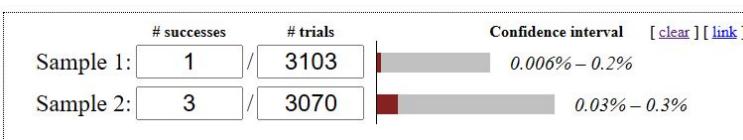


wa: 50%



dnbpage: 50%

Active targets	3225	3151
Impressions	3103	3070
Clicks (CTR%)	1 (0.03%)	3 (0.1%)
begin_checkout (CVR%)	0 (0%)	0 (0%)
add_to_cart (CVR%)	0 (0%)	0 (0%)
view_item (CVR%)	0 (0%)	1 (33.33%)
Revenue	0	0
Chance to beat all other variations	Not enough data to derive recommendation	Not enough data to derive recommendation



Key Takeaway

- A/B test run for 7 days
- Currently dnb page button is performing better
- Although, the difference is not significant

Q2 Strategy



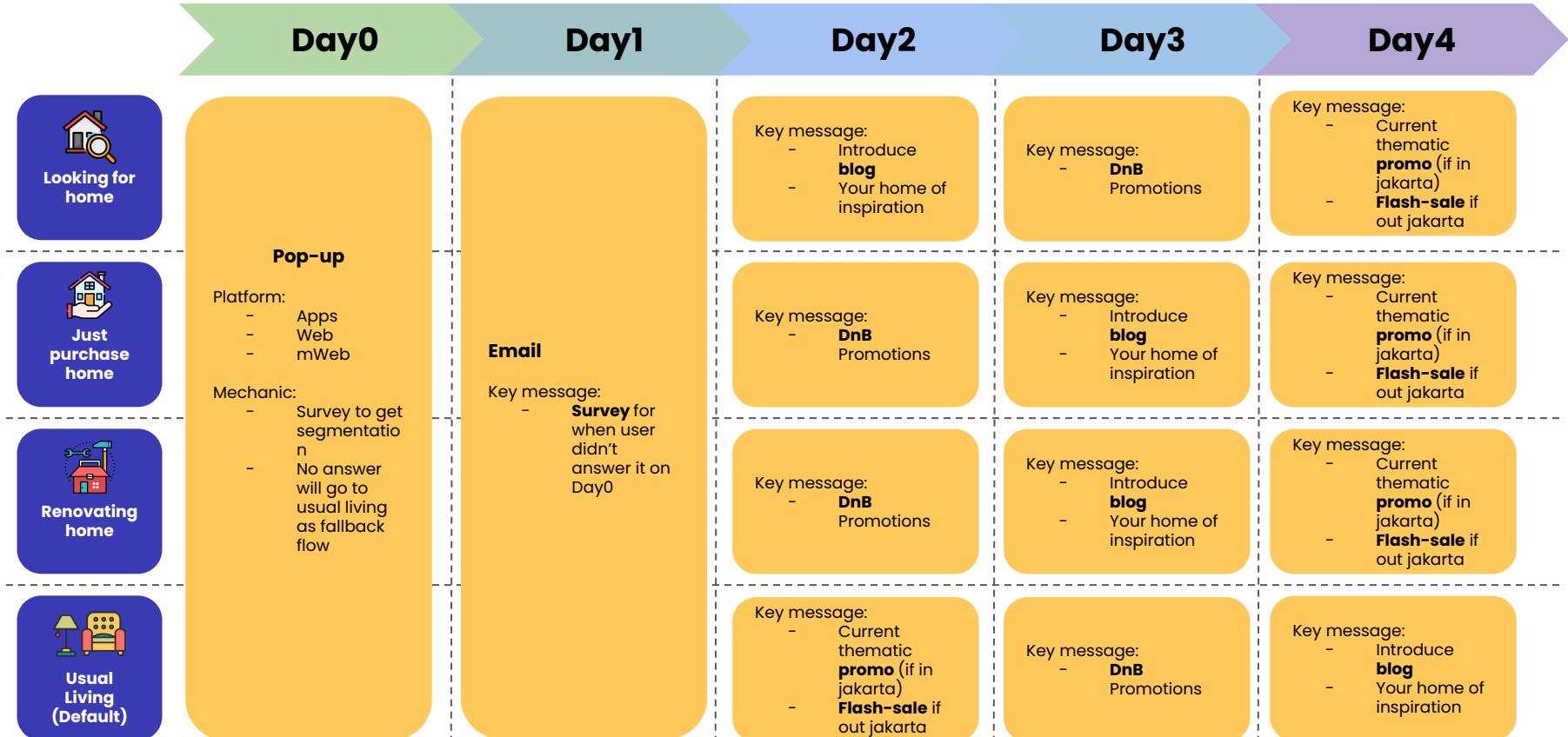
Q2 Strategy

1. Onboarding Campaign



Onboarding Flow 2.1 – To Be Updated

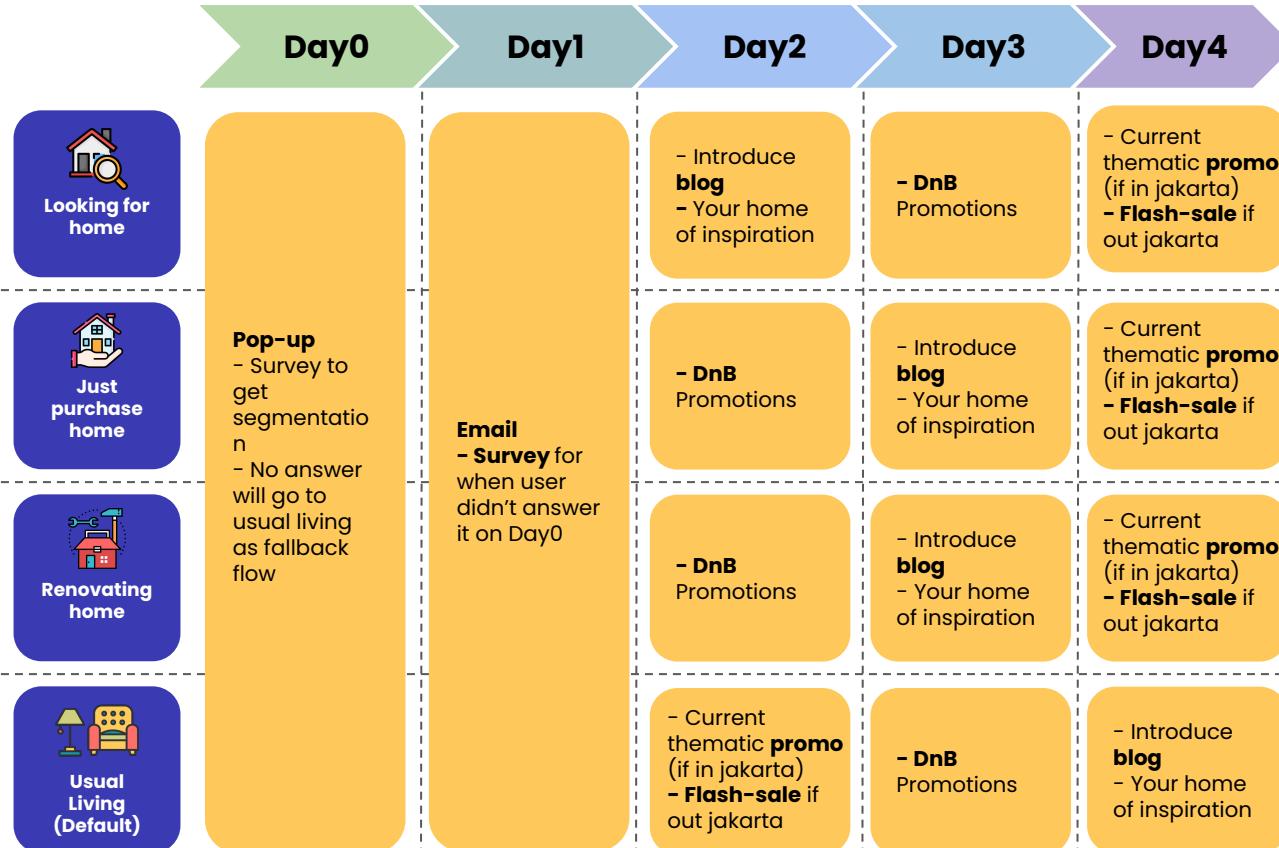
Current Onboarding Flow running Since February





Ega Coret Coret buat Slide QBR Q1

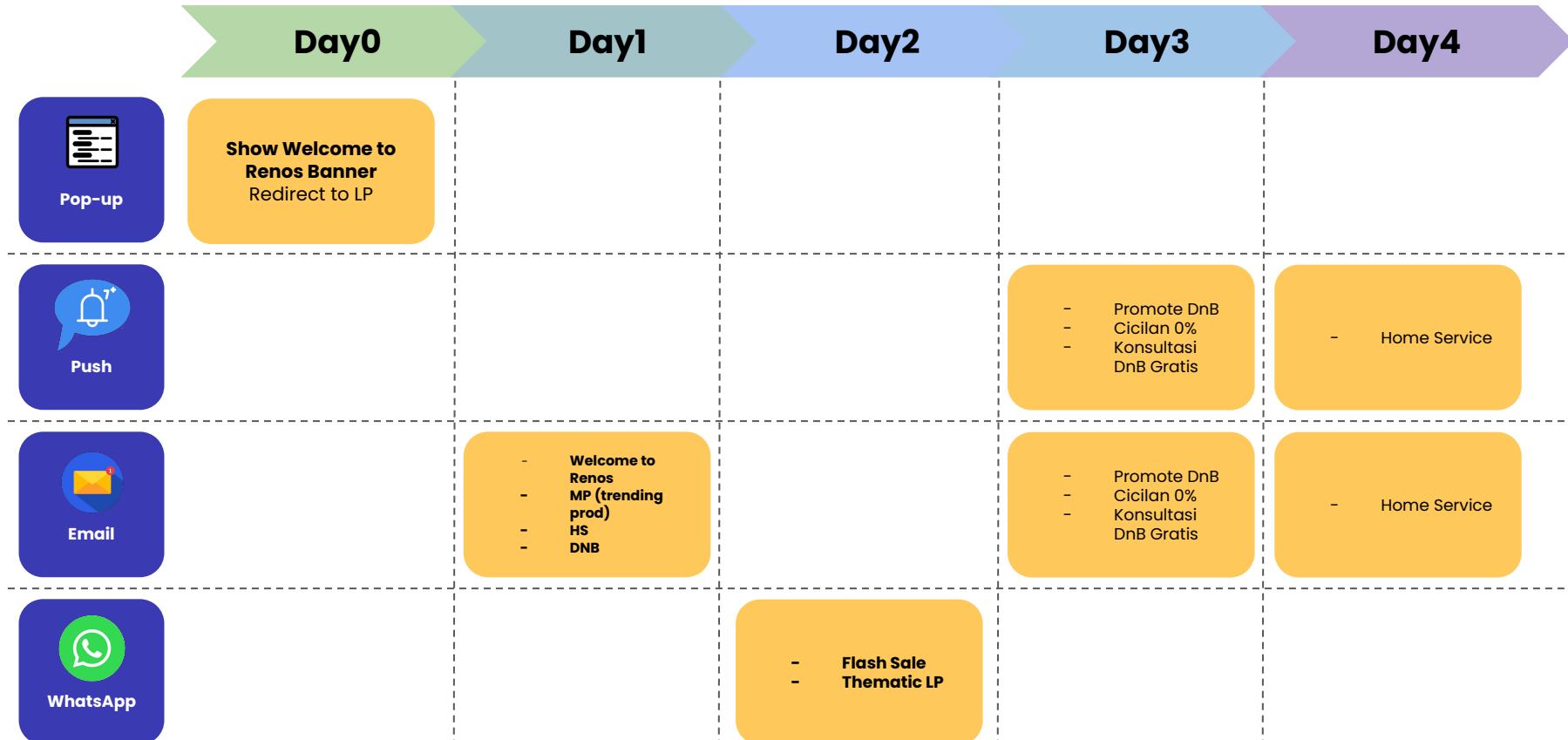
Current Onboarding Flow running Since February





Onboarding Flow 2.2 (Launched)

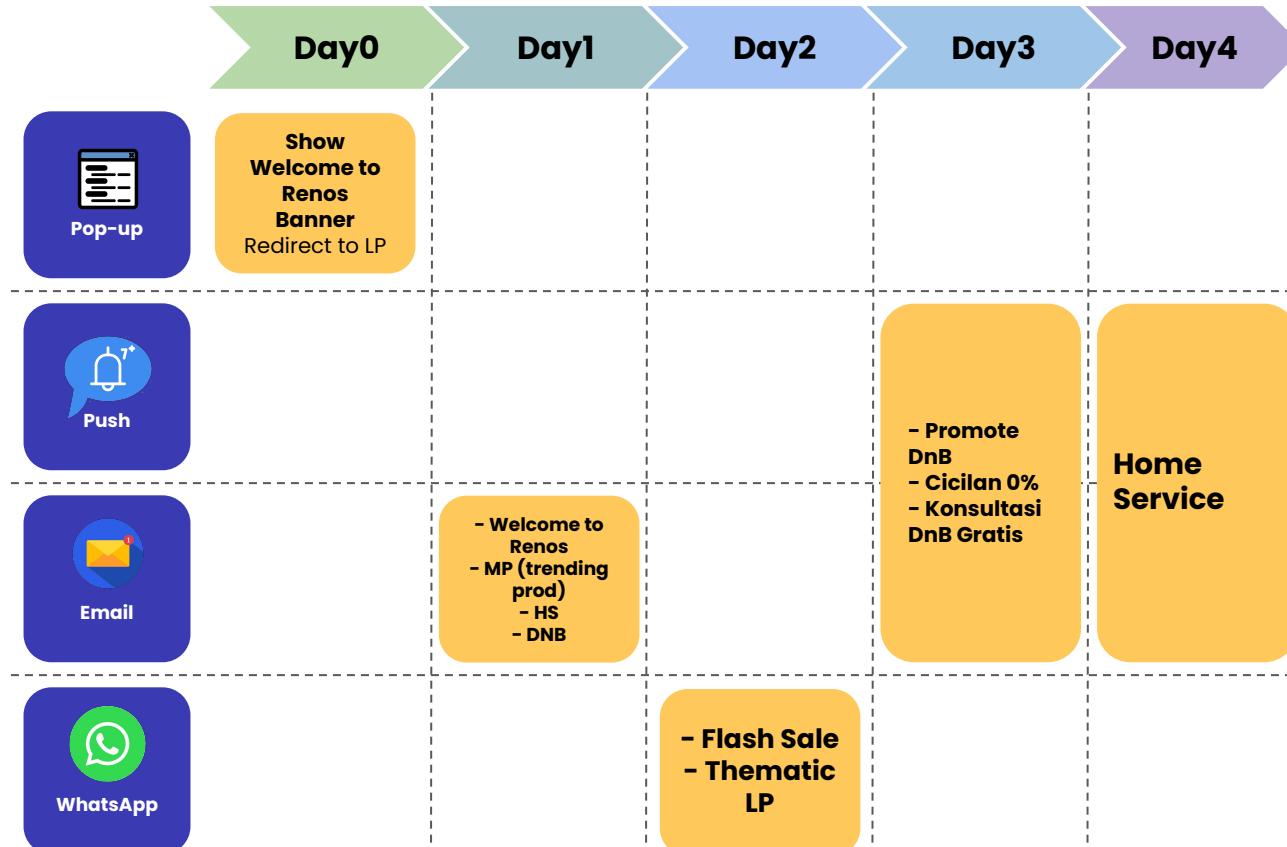
Proposed New Onboarding Flow (To Encourage user To Browse)





Ega Coret Coret buat Slide Funnel

Current Onboarding Flow



Q2 Strategy

2. Segmentation Campaign



CRM

Segment Exclusive Flow

Looking for Home

-



Just Purchase Home

Rule:

- User either do view item ≥ 3 times
- Behaviour involves these categories L0:
 - HL
 - HA
- Event made within L24H

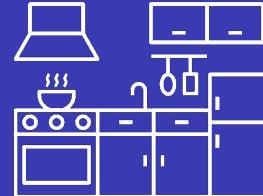


Current Reachable Pool: 12634

Renovating Home

Rule:

- View item Behaviour involves these categories L2:
 - Seller: Suma Interior
 - HI products >2
- Events made within L24H



Current Reachable Pool: 2840

Usual Living

Rule (option 1):

- User either do these behaviour 1 time
 - Purchase
- Behaviour involves these product criteria
 - Price < 500.000

Rule (option 2):

- not part of either 3 previous groups

Current Reachable Pool: 67K
(with option 2)



CRM

Campaign Scheme for Each Segment

MAIN OBJECTIVE: PURCHASE

	Home page	Campaign Page	/c/	PDP	Purchase
Just purchase home	Pop Up Segmentation LP Banner			Pop Up Frequently Bought Together	Pop Up Room Scene
Renovating Home	Pop Up Renovasi Murah, Cicilan 0% Recommend DnB			Pop Up Recommend HI & HL	Pop Up Theme Room Recommendation
Usual Living	Pop Up Main Promo LP Banner			Pop Up Cheaper Product Alternative Product Trending Terkini	Pop Up Item Pairing

MAIN OBJECTIVE: RE-ENGAGE

	Home page	Campaign Page	/c/	PDP	Purchase
Just purchase home	Email & Push Recommend HA + HL w/ Price Above Median	Email & Push Recommend HA + HL w/ Price Above Median	Email & Push Recommend HA + HL w/ Price Above Median	Email & Push Showcase Gratis Ongkir Link to Last Abandoned Prod	Email & Push Room Scene Recommendation
Renovating Home	Email & Push Recommend Design n Build	Push Send user to open WA DnB	Email & Push Recommend HA + HL w/ Price Above Median	Email & Push Cicilan 0% as Hook	Email & Push Theme Room Recommendation
Usual Living	Email & Push Recommend Trending Item	Email & Push Browsing History w/ Price <= Median	Email & Push Browsing History w/ Price <= Median	Email & Push Last Drop Off w/ Coupon as Hook	Email & Push Showcase Wishlist Product

Q2 Strategy

3. PMKT Ads Support Campaign



CRM

PMKT Support Campaign

PMKT Support Pop-Up

Prioritize: L3 TV, Credenza, Washing Machine (Based on Most Session Category), or Notebook, Android OS (Based on Agres Group Urgency)

Land on PDP

- Show pop-up to recommend 4 recommendations

Land on /c/

- Show pop-up to recommend 4 recommendations

Land on Promo Page

- Show pop-up to recommend 4 recommendations

A Variant
- Recommend 4 products from the same L3 category

B Variant
- Recommend other L3 category based on the L2 category

A Variant
- Recommend 4 products from the same L3 category

B Variant
- Recommend THE L2 category based on the L3 category

A Variant
- Recommend last check-out product but no purchase

B Variant
- Recommend last check-out category but no purchase

C Variant
- Showcasing current thematic campaign

C Variant
- Showcasing current thematic campaign

Q2 Strategy

4. DnB SEO Support Campaign



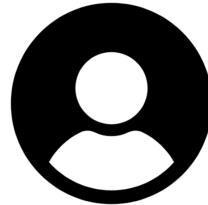
CRM

DnB SEO Support

DnB SEO Support

Identifier: URL start with
`<https://www.renos.id/blog/desain->`

Target



DnB Blog Article
Visitors

Mechanic



Scroll at least 60% of
the blog article

Medium



Konsultasi desain
Interior sekarang.
Gratis! 🎉

Pop-up



[Blog list](#)
[Blog report](#)



CRM

DnB SEO Support

DnB SEO Support

5. Denah Rumah 3 Kamar Ukuran 7x10
6. Desain Rumah 3 Kamar dengan Taman Belakang
7. Desain Rumah 3 Kamar Tidur dengan Teras Luas
8. Desain Rumah 3 Kamar Tidur Minimalis Sederhana
9. Desain Rumah 3 Kamar Tidur dengan Kolam Renang
10. Desain Rumah Modern Minimalis 3 Kamar Nuansa Kayu
11. Desain Rumah 3 Kamar dengan Ruang Terbuka Hijau

2. Denah Rumah 3 Kamar Ukuran 7x9
3. Denah Rumah 3 Kamar Ukuran 8x12
4. Denah Rumah 3 Kamar Ukuran 7x12
5. Denah Rumah 3 Kamar Ukuran 7x10
6. Desain Rumah 3 Kamar dengan Taman Belakang
7. Desain Rumah 3 Kamar Tidur dengan Teras Luas
8. Desain Rumah 3 Kamar Tidur Minimalis Sederhana
9. Desain Rumah 3 Kamar Tidur dengan Kolam Renang
10. Desain Rumah Modern Minimalis 3 Kamar Nuansa Kayu
11. Desain Rumah 3 Kamar dengan Ruang Terbuka Hijau

Desain rumah 3 kamar tidur cocok untuk keluarga kecil atau pasangan muda yang ingin menyiapkan ruang ekstra untuk tamu, kantor kecil, atau jika Anda memiliki dua anak yang sudah beranjak dewasa dan membutuhkan ruang privasi.

Namun, mencari desain yang pas sering menjadi tantangan tersendiri. Apalagi jika lahan Anda terbatas, tapi tetap ingin mengutamakan kenyamanan seluruh anggota keluarga. Hal ini membuat penataan ruang harus dilakukan dengan cerdas dan tepat.

Tak perlu khawatir, kami sudah menyiapkan beragam inspirasi desain rumah 3 kamar tidur yang bisa disesuaikan dengan berbagai kebutuhan, gaya hidup, dan luas lahan Anda. Mulai dari desain minimalis hingga rumah dua lantai yang mewah, temukan referensinya berikut ini!

Tips Memaksimalkan Desain Rumah 3 Kamar Tidur

Agar setiap ruangan terasa nyaman dan efisien, penting untuk memperhatikan beberapa hal sebelum membangun desain rumah 3 kamar tidur impian Anda. Berikut beberapa tips penting untuk diperhatikan.

1. Tentukan Kebutuhan dan Anggaran

Sebelum menentukan desain, kenali terlebih dahulu kebutuhan utama penghuni rumah. Apakah kamar untuk orang tua, anak-anak, atau tamu? Apakah dibutuhkan ruang kerja, mushola, atau gudang kecil?

Desain rumah 3 kamar tidur cocok untuk keluarga kecil atau pasangan muda yang ingin menyiapkan ruang ekstra untuk tamu, kantor kecil, atau jika Anda memiliki dua anak yang sudah beranjak dewasa dan membutuhkan ruang privasi.

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Konsultasi desain interior sekarang Gratis!

Konsultasi desain interior sekarang Gratis!



CRM

DnB SEO Support

DnB SEO Support

sesuai gaya hidup akan terasa lebih nyaman dan tidak mudah membuat bosan.

Ciptakan suasana hangat dan artistik dengan INNOA - Iswara Lampu Hias Dinding LED!

6. Tambahkan Area *Outdoor* Jika Memungkinkan

Jika masih ada sisa lahan, manfaatkan sebagai area *outdoor* seperti taman kecil, teras, atau balkon. Area luar ini bisa menjadi tempat bersantai, area bermain anak, atau bahkan ruang cuci jemur.

Selain meningkatkan kenyamanan, area *outdoor* juga membuat rumah terasa lebih segar dan tidak sumpek.

Ide Desain Rumah 3 Kamar

Tujuan

Ngeri sama desain rumah di artikel ini ya?

Sini Renos jadiin rumah kamu lebih keren. Konsultasi sekarang, **Gratis!**

Hubungi Renos ☎

hunian modern yang lebih luas, setiap desain di bawah ini menawarkan keunikannya masing-masing

namun tetap mudah diakses dari ruang tengah.

Yang paling menrik, mushola pribadi diletakkan strategis di dekat area keluarga. Lokasinya tenang dan tidak bersebelahan langsung dengan dapur atau kamar, sehingga memberikan suasana khusyuk saat beribadah.

Ditambah lagi, adanya gudang kecil, dua kamar mandi, dan teras depan-belakang, membuat rumah ini terasa benar-benar memaksimalkan fungsi tanpa terasa sempit.

Wujudkan rumah 3 kamar tidur impian Anda bersama Renos!

2. Denah Rumah 3 Kamar Ukuran 7x9

7x9M 3beds



Ngeri sama desain rumah di artikel ini ya?

Sini Renos jadiin rumah kamu lebih keren. Konsultasi sekarang, **Gratis!**

Hubungi Renos ☎

Q2 Strategy

5. New Channel : WhatsApp



CRM

WhatsApp Comms Scheme

WhatsApp Scheme

Onboarding WA on Day2

Around 1 user sign-up w/ mobile number per day

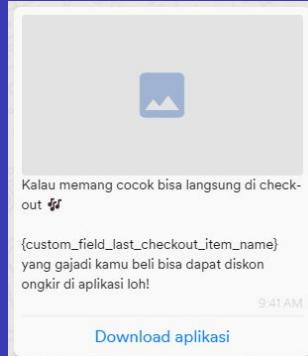
Estimated monthly send: 30 WA
Estimated price: $450.43 * 30 = 13,512.9$ IDR



Check-out D/O

Around 18 user w/ mobile number per day check-out but not making any purchase

Estimated monthly send: 540 WA
Estimated price: $450.43 * 540 = 243,232.2$ IDR



Major Thematic Blast

Around 522 user w/ mobile number per month visit Renos

Estimated monthly send: 522 WA
Estimated price: $450.43 * 522 = 235,124.46$ IDR



Overall WA sends and pricing

Sends: $30+540+522 = 1092$ WA
Price: $450.43 * 1092 = 491,869.56$ IDR



CRM

PMKT Support Campaign

PMKT Support Pop-Up





CRM

PMKT Support Campaign

PMKT Support Pop-Up

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B Variant

- Recommend other L3 category based on the L2 category

A Variant

- Recommend 4 products from the same L3 category

B Variant

- Recommend THE L2 category based on the L3 category

A Variant

- Recommend last check-out product but no purchase

B Variant

- Recommend last check-out category but no purchase

C Variant

- Showcasing current thematic campaign

C Variant

- Showcasing current thematic campaign



CRM

PMKT Support Campaign

PMKT Support Pop-Up

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Land on Promo Page

- Show pop-up to recommend 4 recommendations



App Push Message Flow

https://help.moengage.com/hc/en-us/articles/12598903874196-Push-Analytics-and-Info#h_01FSXJATC2AS5WQI5V8A8DXJYG

Attempt

Getting the number of users based on the device's "Active Device Token"

Sent

Get the numbers after eliminating the unavailable or error "Active Device Token"

Impression

When the message actually arrive on user's phone, impression is counted

message might not arrive due to:

- User did not set notification on their phone

~~On the latest CRM dashboard, we define this impression as open~~

On CRM dashboard, it should be sent

The gap between moe sent definition and impression definition is a technical issue that we need to tackle (but not put it on dashboard)

Brand Survey Result

1. Brand Paradigm
2. Inferential



CRM

Brand Paradigm

What Can we Actually Have a Look from the Question

Component Loadings

	PC1	PC2	Uniqueness
Ingat maskot	0.881		0.212
Ingat logo	0.800		0.291
Ingat biru	0.752		0.342
Re-use intent		0.913	0.166
Purchase intent		0.812	0.174
WOM intent		0.766	0.223

Note. Applied rotation method is varimax.

Component Loadings

	PC1	PC2	Uniqueness
Re-use intent	0.911		0.169
Purchase intent	0.775		0.268
WOM intent	0.737		0.299
Recall renov	0.637		0.334
Ingat maskot		0.871	0.227
Ingat logo		0.747	0.387
Ingat biru		0.747	0.345
Recall DnB		0.619	0.284
Recall prod		0.599	0.315
Recall service		0.729	

Note. Applied rotation method is varimax.

Key Takeaways:

- The questions on the left are the one that has meaningful result for the next round of survey (if any)
- PC1 consist of questions regarding renos element on brand
- PC2 consist of questions regarding pengen coba
- Visually speaking kita udah bikin orang tau maskot, logo, dan mengasosiasikan biru dengan kita.
- Tapi, belum begitu tau produk dan layanan yg kita jual
- Pun demikian, mereka penasaran dan mau browsing-browsing soal kita



CRM

Brand Paradigm

What Can we Actually Have a Look from the Question

Mediation Analysis ▾

Parameter estimates ▾

Direct effects

	Estimate	Std. error	z-value	p	95% Confidence Interval	
					Lower	Upper
Visual menarik → Penasaran	0.440	0.107	4.095	< .001	0.229	0.650

Note: Estimator is ML.

Indirect effects

	Estimate	Std. error	z-value	p	95% Confidence Interval	
					Lower	Upper
Visual menarik → Ingat → Penasaran	0.157	0.064	2.430	0.015	0.030	0.283

Note: Estimator is ML.

Total effects

	Estimate	Std. error	z-value	p	95% Confidence Interval	
					Lower	Upper
Visual menarik → Penasaran	0.596	0.099	6.051	< .001	0.403	0.789

Note: Estimator is ML.

Path coefficients

	Estimate	Std. error	z-value	p	95% Confidence Interval	
					Lower	Upper
Ingat → Penasaran	0.296	0.103	2.867	0.004	0.094	0.499
Visual menarik → Penasaran	0.440	0.107	4.095	< .001	0.229	0.650
Visual menarik → Ingat	0.529	0.115	4.581	< .001	0.303	0.755

Note: Estimator is ML.

R-Squared

	R ²
Penasaran	0.454
Ingat	0.259



CRM

PMKT Support Campaign

PMKT Support Pop-Up

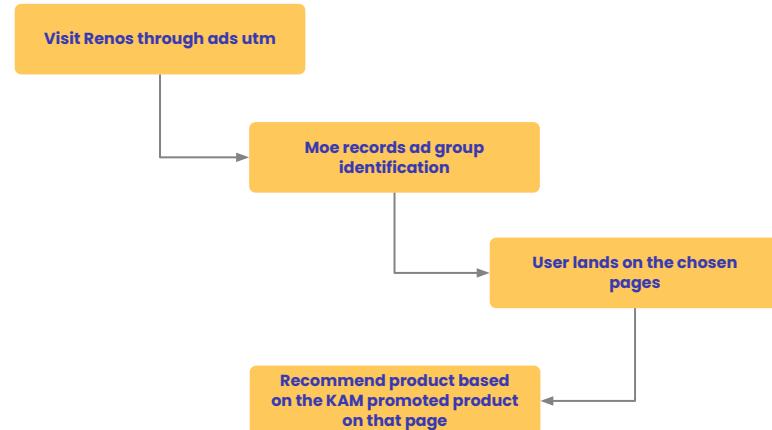
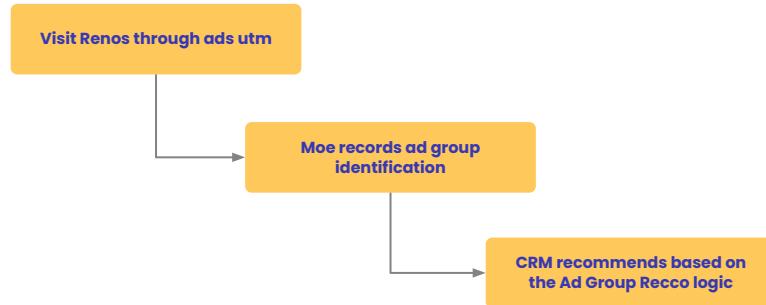
Multi Approach Support

Ad Group Recommendation

- Each ad group has different popular cat3 that got purchased and session
- Recommend product based on the most purchased THEN most session products

Destination Based Recommendation

- Every campaign ends up bring user to Renos page
- Most destination page has already trackable event data
- Recommend product based on the destination page category / item, choosing from KAM chosen products





Onboarding

- New register masuk-masuk belum ada identitas apa apa, jadi semua treatmentnya sama
- D0 - Dikasih pop up kayak "new here? Kita kasih rekomendasi kurasi barang terbaik spesial untukmu" bisa lari ke LP welcometorenos <https://www.renos.id/promospesial/welcome-to-renos> (mungkin LP welcometorenos perlu diadjust jadi masukin DnB dan HS juga kayaknya, karena buat perkenalan Renos gitu) >< objective view item >< kalau dia udah langsung purchase, langsung keluar dari cycle ini
- D1 - Dikirim email yang kayak "Thank you for mendaftar di Renos, ini hadiah spesial untuk pembelian pertamamu" terus langsung kasih kode si WELCOMETORENOS, sama basically pengenalan lagi kita ada MP, DnB, HS tapi dalam email, larinya bisa ke <https://www.renos.id/promospesial/welcome-to-renos> >< objective view item >< kalau dia udah langsung purchase, langsung keluar dari cycle ini
- D2 - Dikirim Whatsapp kenalin program unggulan MP kayak Flash Sale atau Thematic pada saat itu "⚡⚡ Cuma sampe jam 6 tiap hari! Diskon s.d. 50RB blabla" atau kayak "Udah beli perabotan baru buat lebaran?", larinya bisa ke LP Flash Sale atau LP Thematic pada saat itu >< objective view item >< kalau dia udah langsung purchase, langsung keluar dari cycle ini
- D3 - Dikirim push notifications kenalin DnB kayak "Mau renov rumah harga maksimal, biaya minimal? Cus klik" atau kayak "GRATIS! Konsultasi rumah dengan Renos!" nanti lari ke LP DnB yang baru, lebih bagus lho <https://www.figma.com/design/utIDD2TQF3QnDILnYvnHDu/%5BMaster%5D-Buyer-V4?node-id=2730-31688> >< objective view item >< kalau dia udah langsung purchase, langsung keluar dari cycle ini
- D4 - Dikirim push notifications kenalin Home Service kayak "Bersihin AC, sofa, karpet, Renos Urusin!" lari ke LP Home Service (belom ada), atau ke yang pinhome itu >< objective view item >< kalau dia udah langsung purchase, langsung keluar dari cycle ini

—The end of Onboarding journey—



CRM

Ega Corat Coret Journey Segment

> Habis new registered user ini selesai masa ospeknya selama 4 hari, kan jadi ketauan mereka identitasnya apa based on criteria yang sudah kita tentukan yaitu:

- Kalo doi view item minimal 3x untuk produk HA + minimal 3x untuk produk HL within masa ospek / beli 1 HA + 1 HL within masa ospek = just purchase home / looking for home (ini dijadiin 1 identitas aja karena mirip)
- Kalo doi view item minimal 3x untuk produk HL + minimal 3x untuk produk HI within masa ospek / beli 1 HL + 1 HI within masa ospek = home renovation
- Kalo doi belum memenuhi kriteria JPH/LFH dan HR = usual living

> Kalau yang nggak new registered, berarti bisa lgsg diextract aja behaviournya. Tapi kalau new registered kan within ospek time, kalau yang existing new registered time framanya within the last 24HRS aja



InApp/In Web Push (Purchase Objectives)

Just Purchase Home / Looking for Home

- Kalo dia masuk ke **Homepage**, bisa disodorin pop up yang mengarah ke LP Segmentasi maybe? Anglenya cari inspirasi gitu <https://www.renos.id/promospesial/just-purchase-home-jkt>
- Kalo dia masuk ke **PDP**, bisa disodorin pop up **Product Recommendation** dengan logic **Frequently Viewed Together / Frequently Bought Together** karena asumsinya LFH JPH ini kan lagi mau isi rumah jadi mungkin beli banyak sekalian barang, entah bundle, entah paket gitu

OutApp/Out Web Push (Re-engage Objectives)

Just Purchase Home / Looking for Home

- Kalo dia **drop-off di Homepage, Category Page, Search Page, Find Page, Promo Page** bisa dikirim **Push Notifications** kayak "Belum ketemu yang kamu cari? Eksplor inspirasi ini!" terus showcase **Product Recommendations** dari category HA & HL kali ya? Populasinya drmn bisa dari KAM/CD pake affinity dr logicnya moe? Larinya jadinya ke PDP
- Kalo dia **drop-off di PDP, ATC atau Checkout**, bisa dikirim **Push Notifications** yang kayak "Barang ini sedikit lagi jadi milikmu" terus ditambah dengan message "Barang segede gabar gratis ongkir di aplikasi" misalnya. Nah barangnya itu ambil yang latest dia drop-off, terus lari ke latest PDP-nya lagi?
- Kalo dia udah **selesai purchase** barang, bisa dikirim **Email** yang isinya cross-sell, bisa mirip Frequently bought together, atau kayak "biasanya orang habis beli itu, beli ini" + inspirasi room type kayak living room, bedroom, kitchen, terus bisa ditarao DnB juga lagi sebenarnya di sini



CRM

Ega Corat Coret Journey Segment

InApp/In Web Push (Purchase Objectives)

Home Renovation

- Kalo dia masuk ke **Homepage**, bisa disodorin pop up yang mengarah ke LP DnB? Anglenya bisa renovasi murah, free konsultasi, cicilan 0% <https://www.renos.id/design-and-build>
- Kalo dia masuk ke **PDP**, bisa disodorin pop up **Product Recommendation** dengan logic **You Might Need This** atau bahasanya bisa kayak “mungkin ini yang kamu butuhin/kamu cari” which is produk reko dari HI atau HL, karena asumsi home renov kan lagi nyari nyari alat atau kayak barang barang HL

OutApp/Out Web Push (Re-engage Objectives)

Home Renovation

- Kalo dia **drop-off di Homepage, Category Page, Search Page, Find Page, Promo Page** bisa dikirim **Push Notifications** kayak “Belum ketemu yang kamu cari? Eksplor inspirasi ini!” terus lari ke DnB LP kali ye wak?
- Kalo dia **drop-off di DnB LP**, tembak langsung ke Whatsapp DnB berabe ga ya? Kayak “Masih Ragu? Langsung konsul dengan spesialis kita!” misalnya
- Kalo dia **drop-off di PDP, ATC atau Checkout**, bisa dikirim **Push Notifications** yang kayak “Barang ini sedikit lagi jadi milikmu” terus ditambah dengan message “Bisa dicicil 0%”. Nah barangnya itu ambil yang latest dia drop-off, terus lari ke latest PDP-nya lagi?
- Kalo dia udah **selesai purchase** barang, bisa dikirim **Email** yang isinya up-sell, bisa related barang dari yang dia beli + ide tipe tipe ruangan kayak minimalist dll + masih ragu? Langsung aja konsultasi gratis renovasi bareng DnB Renos lari ke Whatsapp DnB



InApp/In Web Push (Purchase Objectives)

Usual Living

- Kalo dia masuk ke **Homepage**, bisa disodorin pop up yang mengarah ke LP Thematic di saat itu? Anglenya bisa diskon atau sesuai sama tema itu kayak liburan lebih seru beli PS5 di sini
- Kalo dia masuk ke **PDP**, bisa disodorin pop up **Product Recommendation** dengan logic **Trending Item** karena usual living lagi casual looking aja jadi ga ada intensi apa apa mungkin, jadi bisa kita sodoring trending. Nah trending ini bisa auto-based sesuai most viewed PDP that week mungkin? Ato sekalian manual curate dari KAM CD

OutApp/Out Web Push (Re-engage Objectives)

Usual Living

- Kalo dia **drop-off di Homepage, Category Page, Search Page, Find Page, Promo Page** bisa dikirim **Push Notifications** kayak "Belum ketemu yang kamu cari? Eksplor inspirasi ini!" terus showcase **Trending Item** pake si **Product Recommendation** terus larinya ke PDP
- Kalo dia **drop-off di PDP, ATC atau Checkout**, bisa dikirim **Push Notifications** yang kayak "Barang ini sedikit lagi jadi milikmu" terus ditambah dengan message "Diskon s/d xxx pake kode xxx" misalnya. Nah barangnya itu ambil yang latest dia drop-off, terus lari ke latest PDP-nya lagi?
- Kalo dia udah **selesai purchase** barang, bisa dikirim **Email** yang isinya up-sell, bisa kayak showcase barang-barang yang ada di wishlist dia terus kayak "yang ini belum dicekot, gas buruan" + Trending Item masukin lagi aja kali ya? + showcase promo promo kayak thematic / seller campaign gitu / Home Service



Whatsapp

- Whatsapp dipake buat yang kayak tembak ke all segment aja ga sih? Tapi kayak di funnel terakhir aja (selain yang onboarding period D2 ya)? Misal kayak tiket.com gitu “Kamu mungkin gak akan dapet harga semurah ini lagi. Buruan checkout xxxx dengan harga total xxxx (ini bisa ga sih harga setelah voucher?)”
- Can lebih didetailkan lagi proses check-out apa aja stepnya, jadi kita tau berapa banyak yang drop off di tempat yang mana



SECTION NAME: payment

Q1 Strategy





Gap Between Event

Lower funnel between event numbers

Visit promo page	view item	1 Mode	1 time 10 percentile	1 time 50 percentile	3 times 90 percentile
Home page	view_item	1 Mode	1 time 10 percentile	1 time 50 percentile	3 times 90 percentile
Search page	view_item	1 Mode	1 time 10 percentile	1 time 50 percentile	8 times 90 percentile
Category page	view_item	1 Mode	1 time 10 percentile	1 time 50 percentile	1 time 90 percentile
Seller page	view_item	1 Mode	1 time 10 percentile	1 time 50 percentile	2 times 90 percentile
.....					
Wishlist	purchase	1 Mode	1 time 10 percentile	1 time 50 percentile	1 time 90 percentile
Add-to-cart	purchase	1 Mode	1 time 10 percentile	1 time 50 percentile	4 times 90 percentile
View item	Purchase	1 Mode	1 time 10 percentile	1 time 50 percentile	5 times 90 percentile



Time-Gap Between Event

Lower funnel between event time gap

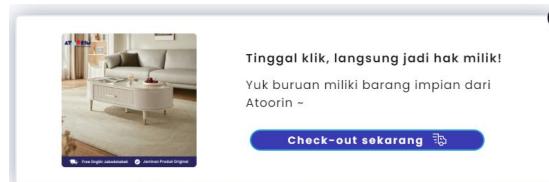
scenario	percentile	Can't lose	Hibernating	Needs attention	About to sleep	Price sensitive	Lost	Loyal	Potential loyalist	Champions	Recent
view item to purchase	10 percentile	1m 53s	2m 14s	2m 16s	2m 13s	1m 45s	2m 26s	1m 50s	2m 2s	1m 10s	1m 48s
view item to purchase	50 percentile	4m 20s	3m 55s	4m 13s	3m 59s	4m 6s	4m 3s	4m 33s	5m 1s	3m 38s	3m 27s
view item to purchase	90 percentile	1h 48m 5s	10m 4s	16m 29s	11m 54s	19m 14s	8m 57s	1h 6m 49s	39m 51s	2h 25m 1s	9m 43s
campaign to view item	10 percentile	13s	25s	14s	31s	8s	8s	11s	38s	6s	18s
campaign to view item	50 percentile	1m 22s	1m 34s	1m 34s	2m 48s	2m 23s	1m 18s	2m 27s	2m 10s	5m 16s	52s
campaign to view item	90 percentile	2d 5h 51m 8s	5m	20h 12m 59s	3m 45s	3d 7h 44m 49s	4m 39s	5h 52m 1s	6d 8h 38m 41s	5d 6h 39m 53s	1m 37s
wishlist to purchase	10 percentile	1m 52s	0	3m 47s	3m 22s	8m 36s	1m 23s	3m 33s	3m 30s	46s	0
wishlist to purchase	50 percentile	50m 39s	0	11m 17s	3m 22s	4d 21h 14m 21s	1m 23s	8m 56s	8m 9s	5m 48s	0
wishlist to purchase	90 percentile	1d 9h 31m 55s	0	2d 12h 55m 46s	3m 22s	5d 3h 39m 11s	1m 23s	6d 18h 58m 5s	8m 56s	1h 51m 38s	0
cart to purchase	10 percentile	1m 39s	1m 59s	2m 12s	2m 6s	2m 23s	2m 59s	1m 55s	1m 44s	1m 11s	1m 20s
cart to purchase	50 percentile	4m 47s	4m 7s	5m 12s	4m 30s	7m 43s	5m 21s	5m 34s	8m 35s	4m 9s	3m 18s
cart to purchase	90 percentile	8h 52m 54s	19m 44s	11h 32m 3s	14m	8h 29m 12s	16m 17s	18h 28m 34s	11h 47m 46s	3h 14m 34s	27m 5s

- **Can't lose**
 - Make a purchase from pdp in 2 hrs-ish | See item from campaign page in 2d-ish | make purchase from wishlist in 1d-ish | make purchase from add to cart in 9 hrs-ish
- **Hibernating**
 - Make a purchase from pdp in 10 min-ish | See item from campaign page in 5 min-ish | make purchase from wishlist in (no data) | make purchase from add to cart in 19 min-ish
- **Needs attention**
 - Make a purchase from pdp in 16 min-ish | See item from campaign page in 20 hrs-ish | make purchase from wishlist in 2d-ish | make purchase from add to cart in 11 hrs-ish
- **About to sleep**
 - Make a purchase from pdp in 11 min-ish | See item from campaign page in 3 min-ish | make purchase from wishlist in 3 min-ish | make purchase from add to cart in 14 min-ish
- **Price sensitive**
 - Make a purchase from pdp in 19 min-ish | See item from campaign page in 3 d-ish | make purchase from wishlist in 5d-ish | make purchase from add to cart in 8 hrs-ish
- **Lost**
 - Make a purchase from pdp in 16 min-ish | See item from campaign page in 20 hrs-ish | make purchase from wishlist in 2d-ish | make purchase from add to cart in 11 hrs-ish
- **Loyal**
 - Make a purchase from pdp in 1 hrs-ish | See item from campaign page in 5 hrs-ish | make purchase from wishlist in 6d-ish | make purchase from add to cart in 18 hrs-ish
- **Potential loyalist**
 - Make a purchase from pdp in 39 min-ish | See item from campaign page in 6d-ish | make purchase from wishlist in 18 hrs-ish | make purchase from add to cart in 18 hrs-ish
- **Champions**
 - Make a purchase from pdp in 2 hrs-ish | See item from campaign page in 5d-ish | make purchase from wishlist in 1 hrs-ish | make purchase from add to cart in 3 hrs-ish
- **Recent**
 - Make a purchase from pdp in 9 min-ish | See item from campaign page in 1 min-ish | make purchase from wishlist in (no-data) | make purchase from add to cart in 27 min-ish



Campaign Report and Logic Proposal – Part 1

Lower funnel between event time gap



No-coupon

- Comms sent next time user visit renos after they abandon Renos
- Button leads to last abandon page

CR : 1.57%

CVR : 0.19%



With coupon

- Comms sent after the first comms
- Button leads to promo page

CR : 1.88%

CVR : 0.10%

+ campaign ty...	Impression	Click	Conversion	Click rate	CVR	Revenue
cross-sell	95,649	1,506	188	1.57%	0.19%	1,337,024,2...
paymentdo	156	8	3	5.13%	1.92%	23,001,000
homedo	1,976	17	1	0.86%	0.05%	15,000,000
checkoutdo	365	11	1	3.01%	0.27%	13,370,001
cartdo	65	0	0	0.00%	0.00%	0
productdo	472	6	0	1.27%	0.00%	0

Grand total | 98,682 | 1,548 | 188 | 1.57% | 0.19% | 1,388,395,...

+ campaign ty...	Impression	Click	Conversion	Click rate	CVR	Revenue
checkoutdo	821	18	2	2.19%	0.24%	26,573,000
cross-sell	855	12	1	1.40%	0.12%	15,090,000
homedo	661	12	0	1.82%	0.00%	0
productdo	491	14	0	2.83%	0.00%	0
paymentdo	138	0	0	0.00%	0.00%	0
cartdo	10	0	0	0.00%	0.00%	0

Grand total | 2,976 | 56 | 3 | 1.88% | 0.10% | 41,663,000

- CVR of no-coupon group is higher than the with-coupon group
- CR of with-coupon group is higher than the no-coupon group
- The word "**Promo**" might drive user to click. Although, the landing page leads user to promo page, which has no guarantee to have the last abandoned product on it, thus drive less **order**
- **Proposal 1:** CRM to change the with coupon button link to product page. But then, it will show the coupon via **another pop-up**.
- **Proposal 2:** To a/b test the old vs new logic since the old logic has converted previously.



Campaign Report and Logic Proposal – UpSell

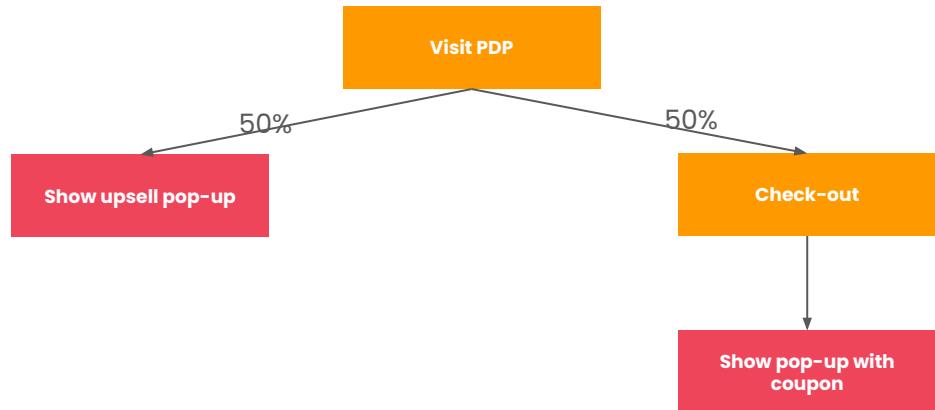
Current Up-Sell Campaign

Comms showing
on the pdp, when
user visit it

CR : 1.53%
CVR : 0.18%



New flow



- Current upsell up-up gonna show when user visit the PDP of the top 4 most purchased category in L3M
 - Issue, when the pop-up is always showing when user visit the PDP, and might have bad user experience
- **Proposal: To show the up-sell pop-up when user is checking out**
 - The pop-up placed in middle so user will see it
 - Has 2 button, one button will make him proceed checkout. Other button will drive him to category campaign page / category page itself
 - Copy mention something about "Lebih murah kalau beli bundle" / "Cheaper in bundle"
- Propose to A/B test the old/new logic so we're not losing much money since old logic has recorded purchases



D/O Automation Proposal for Pop Up

Home Journey Segmentation

Rancang juga kalo room type cpg mau masuk

Cek action plan anak-anak, cari lagi bisa support di bagian mana

https://docs.google.com/spreadsheets/d/1ziExnPE5_IL1-he2e-QGBKjGLvexcKH28vk0020Y6IQ/edit?gid=890468572#gid=890468572



D/O Automation Proposal for Lagi Cari Rumah

Lagi Cari Rumah

Needs: Practical basics to get started living in the house without neglecting bodily needs

- **Kitchen:**
 - Kompor Gas, Pisau, Peralatan Makan, Wadah Makanan, Rak Piring.
 - **Bedroom:**
 - Kasur Single/Queen, Sprei dan Sarung Bantal Guling, Bantal dan Guling.
 - **Bathroom:**
 - Perlengkapan Mandi, Bak Mandi, Toilet Duduk, Keset.
 - **Cleaning & Laundry:**
 - Alat Sapu dan Pel, Tempat Sampah, Aksesoris Laundry.
 - **Living Room:**
 - Sofa 2 Seater, Meja Kopi, Lampu Taman.
 - **General Essentials:**
 - Safety Tools, Power Tools, Peralatan Listrik.
-



D/O Automation Proposal for Lagi Cari Rumah

Lagi ngisi rumah

Needs: Bikin rumah makin nyaman / bikin rumah makin vibes

- **Kitchen:**
 - Kabinet Dapur, Peralatan Dapur Professional, Cooker Hood, Kulkas, Kompor Listrik.
- **Bathroom:**
 - Rak Kamar Mandi, Gantungan Handuk, Water Heater, Jet Shower.
- **Living Room:**
 - Sofa L/Sofa 3-4 Seater, Credenze/Laci Penyimpanan, Jam dan Hiasan Dinding.
- **Bedroom:**
 - Kasur King, Dipan/Bedframe, Bedcover dan Selimut, Pelapis dan Topper Kasur.
- **Decor:**
 - Wallpaper Dinding, Tanaman, Cermin.
- **Outdoors:**
 - Alat Berkebun, Lampu Taman.
- **Laundry & Cleaning:**
 - Mesin Cuci, Vacuum Cleaner, Alat Cuci Piring dan Dapur.



D/O Automation Proposal for Lagi Cari Rumah

Mau renovasi rumah

Needs: Alat, material, tukang, garansi harga bagus, financing plan

- **Construction & DIY:**
 - Paku, Sekrup, dan Fisser, Batu Bata, Material Dinding, Peralatan Cat, Power Tools, Hand Tools.
- **Kitchen Upgrades:**
 - Cooker Hood, Aksesoris Dapur, Wastafel.
- **Bathroom Upgrades:**
 - Marmer, Keramik dan Porselen, Kloset Jongkok, Kran Air.
- **Flooring:**
 - Lantai Kayu, Vinyl, Karpet.
- **Decor Updates:**
 - Bingkai dan Gambar, Wallpaper Dinding, Dekorasi Rumah Lainnya.
 -



D/O Automation Proposal for Lagi Cari Rumah

Liat-liat aja

Needs: Cuma lagi liat-liat aja, OR lagi maintain rumah

- **Kitchen:**
 - Peralatan Makan, Blender dan Juicer, Ketel Listrik, Rice Cooker, Mixer.
- **Bathroom:**
 - Perlengkapan Mandi Anak, Pembersih Rumah Tangga, Sparepart Mesin.
- **Bedroom:**
 - Sprei dan Sarung Bantal Guling, Bedcover dan Selimut.
- **Decor:**
 - Dekorasi Rumah Lainnya, Lampu Taman, Tanaman.
- **Electronics:**
 - Air Purifier, Televisi, Speaker dan Peralatan Musik, CCTV.
- **Cleaning & Laundry:**
 - Tempat Sampah, Aksesoris Laundry, Alat Sapu dan Pel.
- **Hobbies:**
 - Alat Berkebun, Permainan, Mainan Anak.



Assets Needed

Overall Campaign Scheme

- Combining 4 different phase with 2 different area
 - i. Phase
 - 1. Looking for home
 - 2. Just purchase home
 - 3. Renovating home
 - 4. Usual living
 - ii. Area
 - 1. Jakarta
 - 2. Bodetabek
 - iii. Buyer Strength
 - 1. High
 - 2. Low
- 8 different landing page needed



D/O Automation Proposal for Lagi Cari Rumah

Lagi renov rumah

Needs: dnb, alat perkakas, semen, beton, paku, besi, kawat las.

- **Construction & DIY:**
 - Paku, Sekrup, dan Fisser, Batu Bata, Material Dinding, Peralatan Cat, Power Tools, Hand Tools.
- **Kitchen Upgrades:**
 - Cooker Hood, Aksesoris Dapur, Wastafel.
- **Bathroom Upgrades:**
 - Marmer, Keramik dan Porselen, Kloset Jongkok, Kran Air.
- **Flooring:**
 - Lantai Kayu, Vinyl, Karpet.
- **Decor Updates:**
 - Bingkai dan Gambar, Wallpaper Dinding, Dekorasi Rumah Lainnya.



D/O Automation Proposal for Lagi Cari Rumah

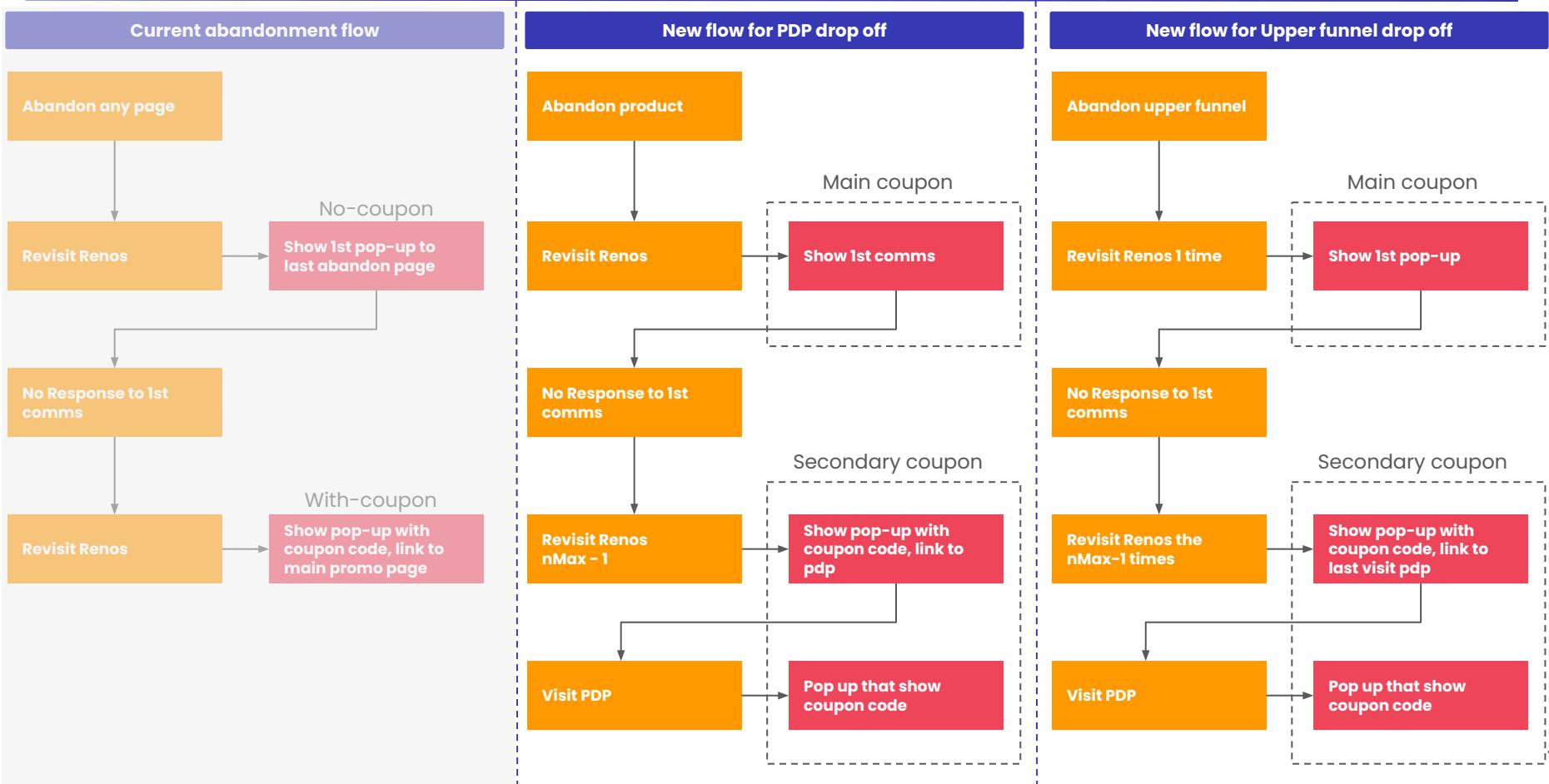
Lagi liat-liat doang

Needs: Maintain rumah atau sekadar jajan-jajan doang.

- **Kitchen:**
 - Peralatan Makan, Blender dan Juicer, Ketel Listrik, Rice Cooker, Mixer.
- **Bathroom:**
 - Perlengkapan Mandi Anak, Pembersih Rumah Tangga, Sparepart Mesin.
- **Bedroom:**
 - Sprei dan Sarung Bantal Guling, Bedcover dan Selimut.
- **Decor:**
 - Dekorasi Rumah Lainnya, Lampu Taman, Tanaman.
- **Electronics:**
 - Air Purifier, Televisi, Speaker dan Peralatan Musik, CCTV.
- **Cleaning & Laundry:**
 - Tempat Sampah, Aksesoris Laundry, Alat Sapu dan Pel.
- **Hobbies:**
 - Alat Berkebun, Permainan, Mainan Anak.
 -



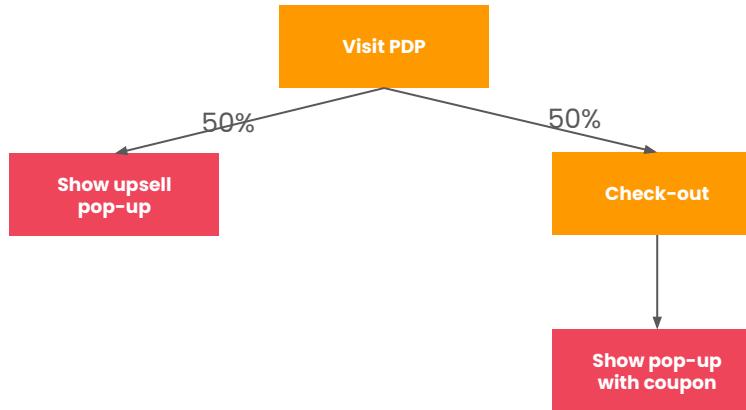
D/O Automation Proposal for Pop Up





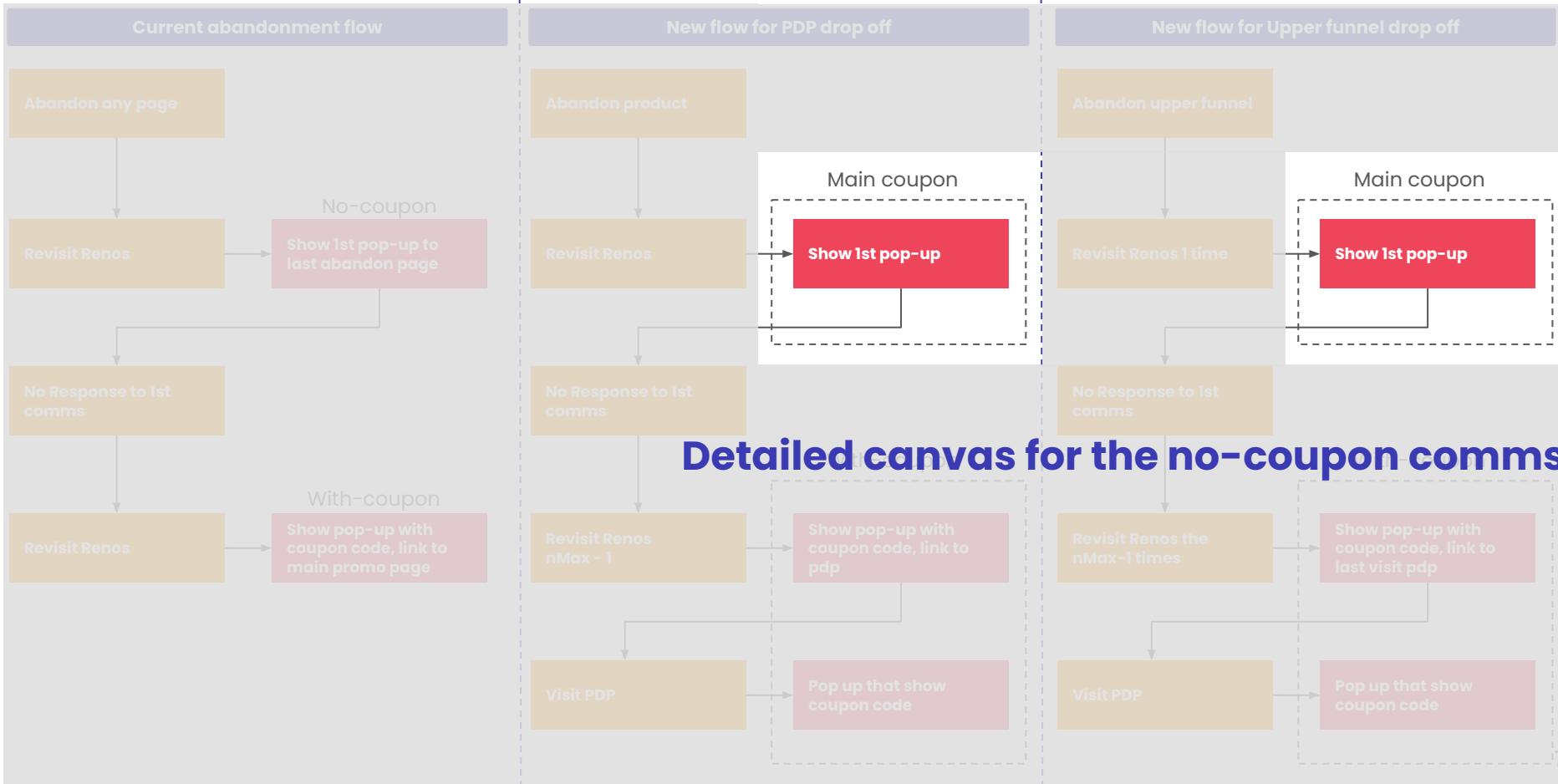
Recco Up Sell – Campaign Proposal for Pop Up

New Flow for Recco Campaign – Up Sell



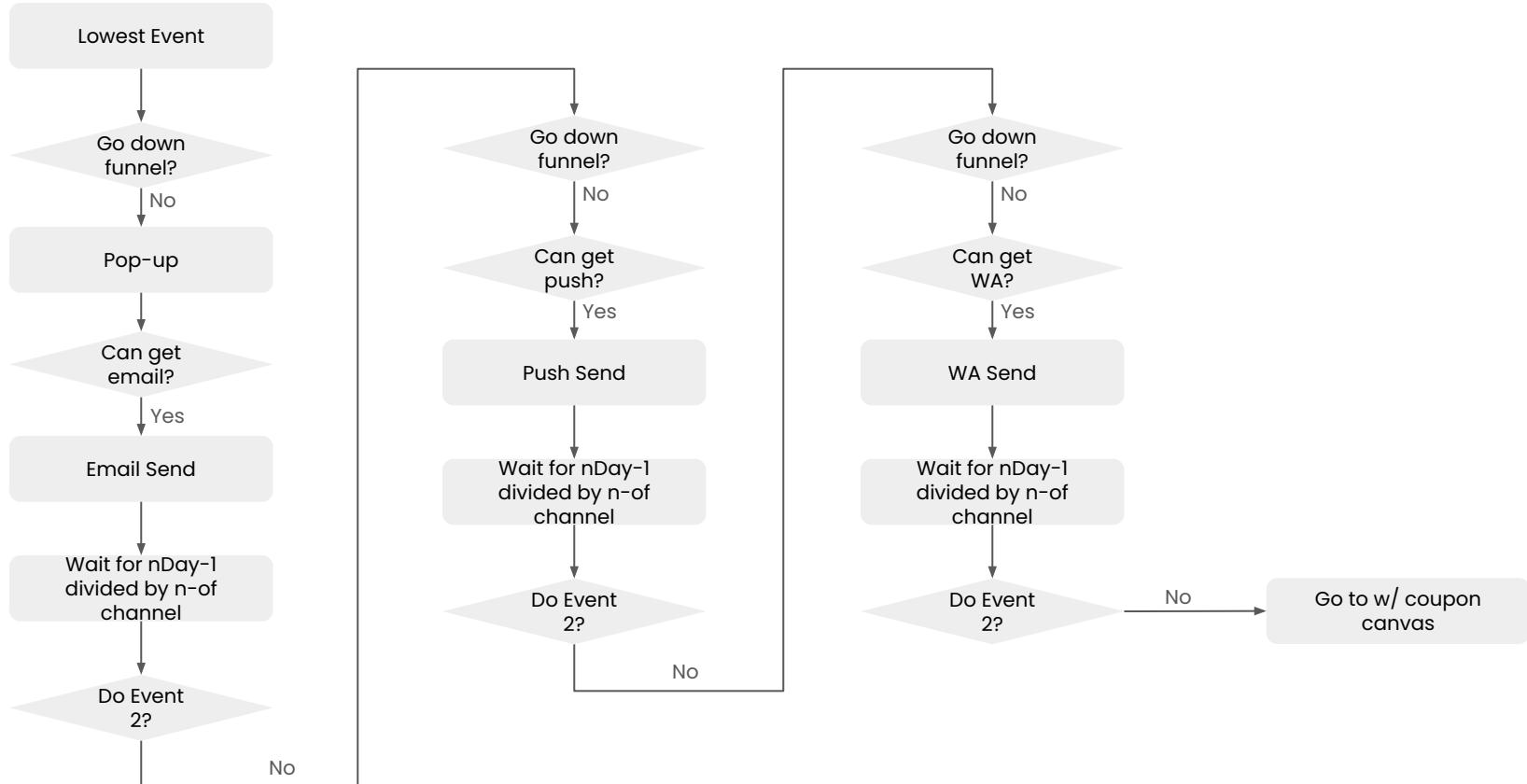


Which Part of Campaign?





Detailed Canvas





Gap Between Event

Lower funnel between event numbers

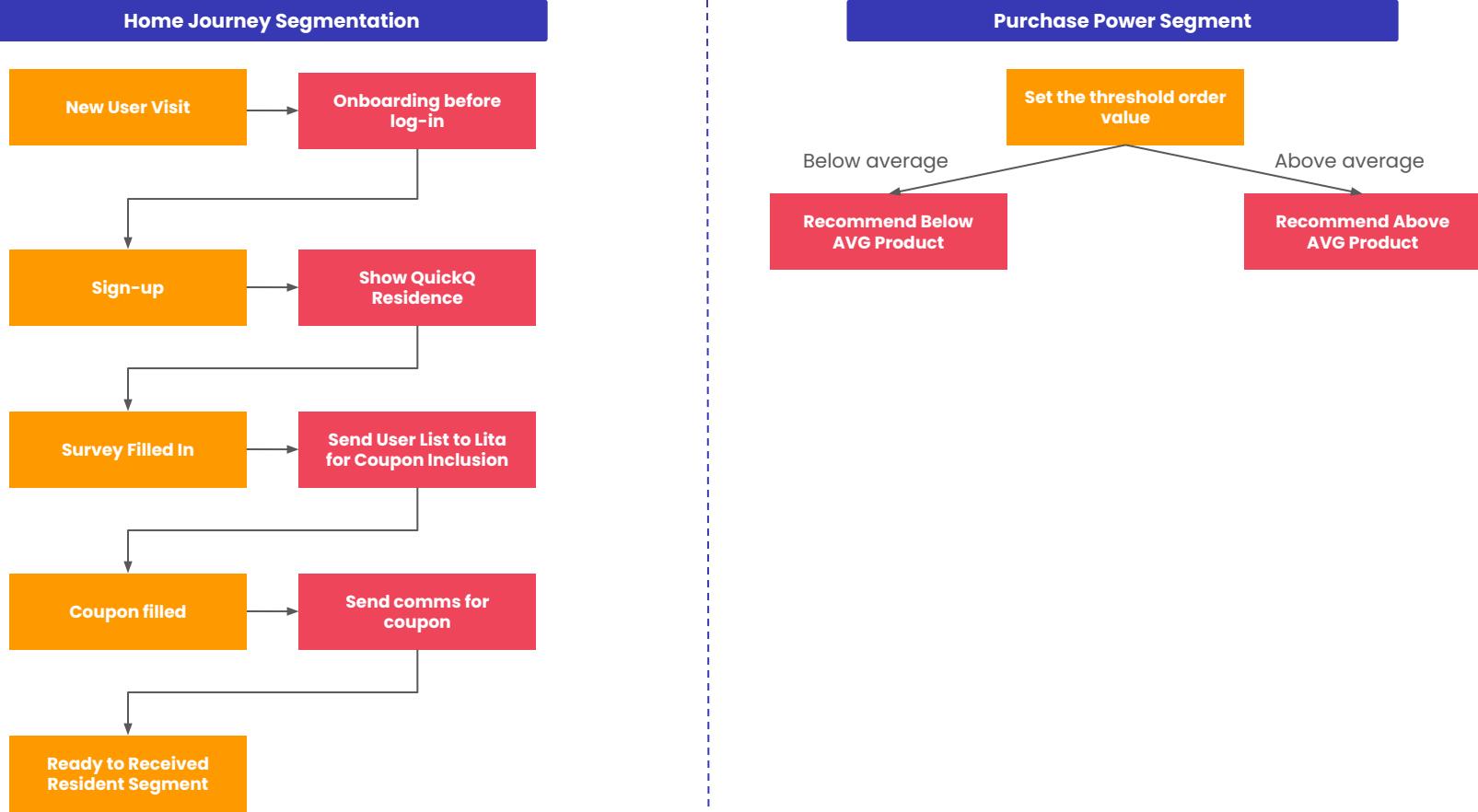
Event 1 → Event 2

Event 1	Event 2	Mode	1 time	1 time	3 times
Visit promo page	view item	1 Mode	1 time 10 percentile	1 time 50 percentile	90 percentile
Home page	view_item	1 Mode	1 time 10 percentile	1 time 50 percentile	90 percentile
Search page	view_item	1 Mode	1 time 10 percentile	1 time 50 percentile	90 percentile
Category page	view_item	1 Mode	1 time 10 percentile	1 time 50 percentile	90 percentile
Seller page	view_item	1 Mode	1 time 10 percentile	1 time 50 percentile	90 percentile
.....					
Wishlist	purchase	1 Mode	1 time 10 percentile	1 time 50 percentile	90 percentile
Add-to-cart	purchase	1 Mode	1 time 10 percentile	1 time 50 percentile	90 percentile
View item	Purchase	1 Mode	1 time 10 percentile	1 time 50 percentile	90 percentile

nMax



D/O Homejourney Segmentation & Price Segmentation





One Page Strategy – CRM Automation

Pillar

Acquisition

Objective

Zero Party Data

New Buyer

Mechanics

New Onboarding Series

Acquire user segment on Day Zero and offer the related campaign on Day One

New Segmented Onboarding Series

Survey on First Time Sign Up

Targeted AWO & Thematic

Re-engagement

Visiting Users

Retention

Order Frequency

Segmentation

Looking for home in Jakarta

Just Purchase Home in Jakarta

Renovating in Jakarta

Usual Living in Jakarta

Looking for home outside Jakarta

Just Purchase Home Outside Jakarta

Renovating outside Jakarta

Usual Living outside Jakarta

Channel

On Site Message

Web Push

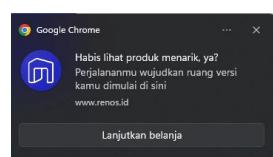
Email

InApp Message

App Push

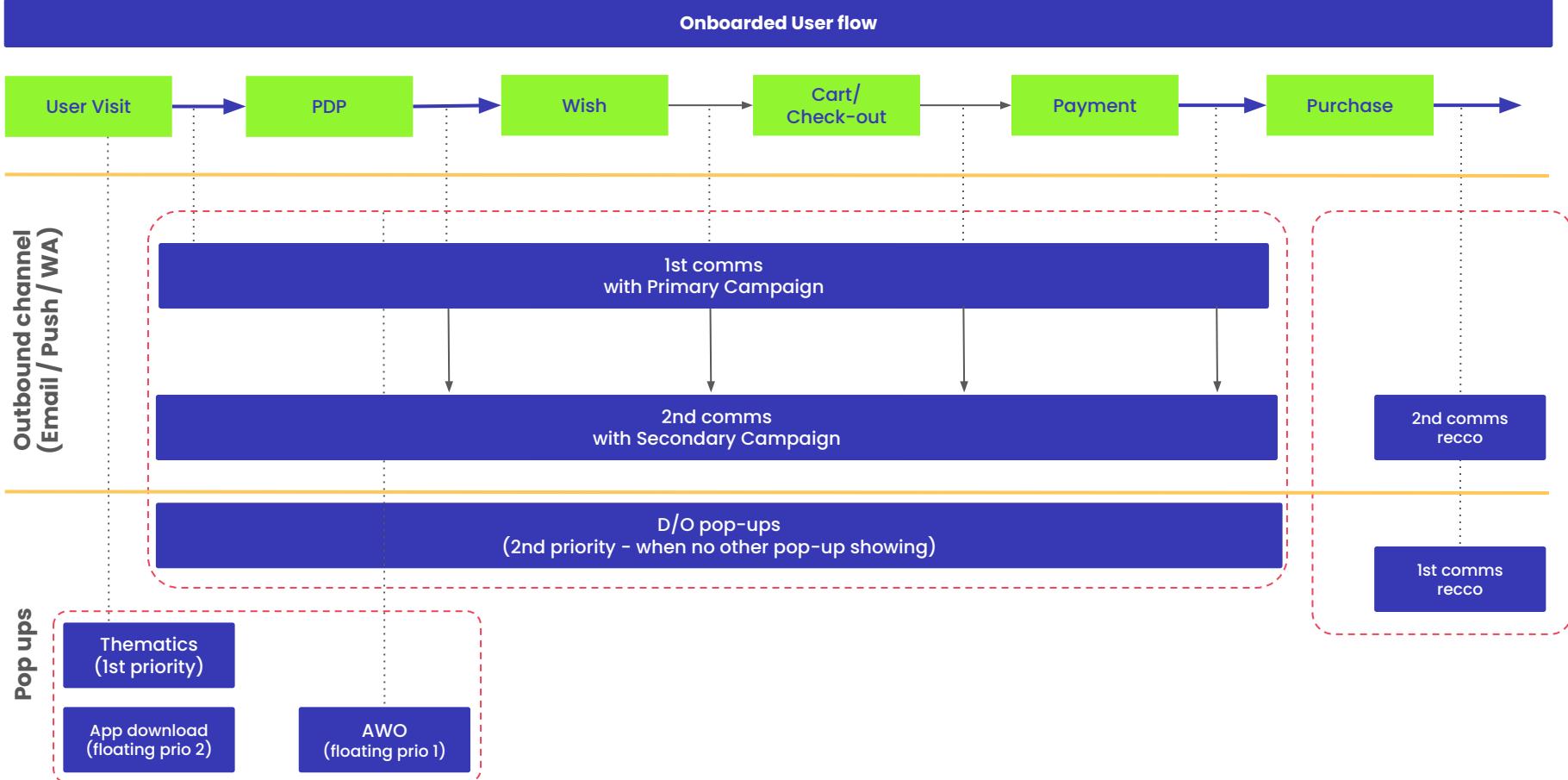
WhatsApp

Design





Campaign Channels



* All pop-up types will have frequency capping except for floating pop-up

Onboarding Flow - Aligned

based on Moe feedback





How The Message Looks Like

Onboarding Flow

Day0

Day1

Day2

Day3

Day4



Pop-up

- Platform:
- Apps
 - Web
 - mWeb

- Mechanic:
- Survey to get segmentation
 - No answer will go to usual living as fallback flow

Email

- Key message:
Survey for when user didn't answer it on Day0

- Key message:
- Introduce **blog**
- Your home of inspiration

- Key message:
DnB Promotions

- Key message:
DnB Promotions

- Key message:
- Current thematic **promo** (if in jakarta)
- **Flash-sale** if out jakarta

- Key message:
DnB Promotions

- Key message:
- Introduce **blog**
- Your home of inspiration

- Key message:
- Introduce **blog**
- Your home of inspiration

- Key message:
DnB Promotions

- Key message:
- Current thematic **promo** (if in jakarta)
- **Flash-sale** if out jakarta

- Key message:
- Current thematic **promo** (if in jakarta)
- **Flash-sale** if out jakarta

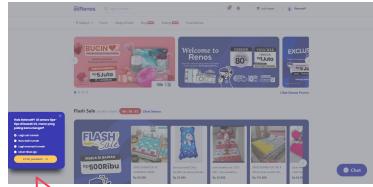
- Key message:
- Current thematic **promo** (if in jakarta)
- **Flash-sale** if out jakarta

- Key message:
- Introduce **blog**
- Your home of inspiration



How The Message Looks Like – Looking For Home

What Looking For Home newly registered will get



Halo First Name Di antara tipe-tipe di bawah ini, mana yang paling kamu banget?

- Lagi cari rumah
- Baru beli rumah
- Lagi renovasi rumah
- Lihat-lihat aja

Add new option →

Kirim jawaban →



Di antara jenis renosian di bawah ini, mana yang paling kamu banget?

- [Lagi cari rumah](#)
- [Lagi renovasi rumah](#)
- [Baru beli rumah](#)
- [Lihat-lihat aja](#)



Follow Renos in media social
Efekta di 2020
Anda mendapat email di keranjang tergantung dalam rencana situs.
Anda mendapat email di keranjang tergantung dalam rencana situs.
Mohon untuk tidak memasang alert.



Avali Cerita Baru di Rumah Impianmu
Konten inspiratif untuk rumah impianmu

Halo Adhitama Pribatwi!

Selamat bergabung di Renos!

Temukan banyak inspirasi untuk membantu menemukan hunian yang paling sesuai dengan kebutuhamu.

Cari inspirasi



Halo Adhitama Pribatwi!

Ulah dapat: kamar, ruang keluarga, dan ruang kegiatan luar kelas

Saatnya bikin rumah makin cozy sesuai selera dan gaya kamu.

Konseptual sejaringan

Mengapa Design & Build dengan Renos?



Portofolio



Halo Adhitama Pribatwi!

Gwin ada diskon hingga Rp50jt, kamu juga bisa nikmati fluor chicken 0% asam belajar di Renos

Yukkk ga mau coba?

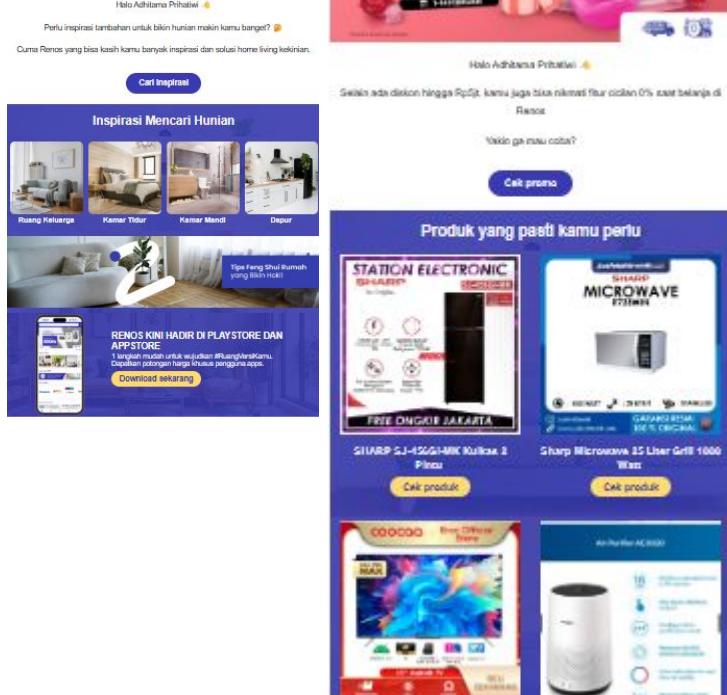
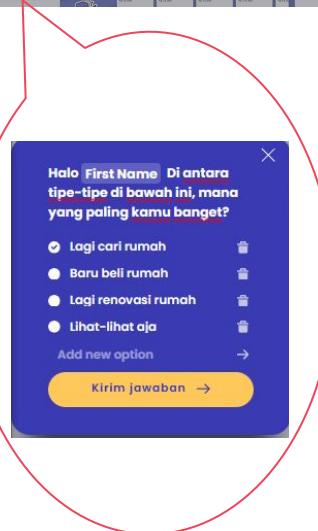
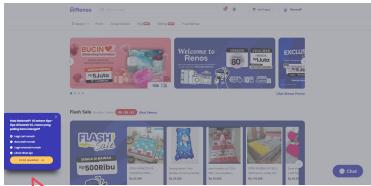
Cek promo





How The Message Looks Like – Just Purchase Home

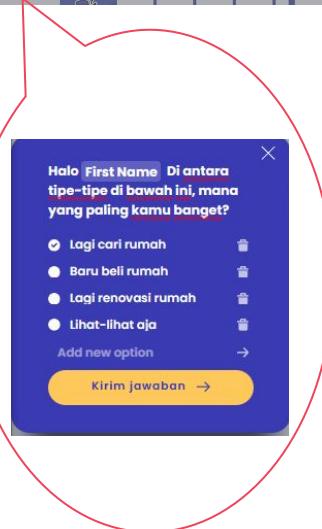
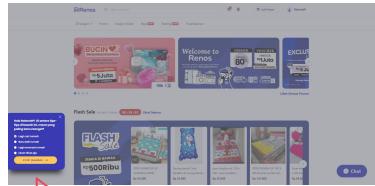
What Just Purchase Home newly registered will get





How The Message Looks Like – Renovating Home

What Renovating Home newly registered will get



Cuma Renos yang bisa kash kamu banyak inspirasi dan solusi home living kekinian.



Sejuk ada dijamin hingga Rp5Jt, kamu juga bisa nikmati fluor chicken 0% asam belajar di Renos.

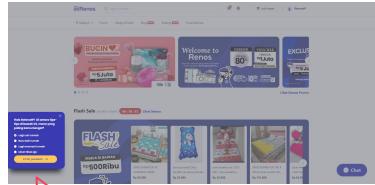
Yakin ga mau coba?





How The Message Looks Like – Usual Living

What Usual Living newly registered will get



Halo Renos

Mana yang paling kamu banget?

Halo, Adhitama Pribatwi

Di antara jenis renosian di bawah ini, mana yang paling kamu banget?

Lagi cari rumah Baru beli rumah Lagi renovasi rumah Lihat-lihat aja

Kirim jawaban →

RENOSEN KINI HADIR DI PLAY STORE DAN APPSTORE
1 langkah mudah untuk segera #RumahYangKamu. Cepat! Pintar! Hemat! Penggunaan mudah.
Download sekarang!

Follow Renos di media sosial
@renos.id 2025
Anda mendapat email ini karena tergabung dalam renos.id untuk bermitra bersama kami. Klik [di sini](#).
Mohon untuk tidak memblok email ini.

Halo Renos

BUCIN ❤️
Bantuan Untuk Rumah Baru

Detanya Gramedia, Hadir Untuk Rumah Baru

DISKON HINGGA
Rp5 Juta
3 Minggu

Hadiah khusus Renosian yang pertama kali membeli rumah baru atau renovasi rumah dengan Renos.

Halo Adhitama Pribatwi

Utama dapur, kamar, ruang keluarga, dan ruang kerja bisa jadi luar biasa.

Gasnya bikin rumah makin cozy meski sejauh dan payas kamu.

Konsultasi segera

Halo Renos

Yuk, bikin rumahmu jadi luar biasa dengan Renos!

Halo Adhitama Pribatwi

Utama dapur, kamar, ruang keluarga, dan ruang kerja bisa jadi luar biasa.

Gasnya bikin rumah makin cozy meski sejauh dan payas kamu.

Konsultasi segera

Halo Renos

Ruang Rapi, Taman Asri!
Struktur berkualitas & estetika yang rumahmu.

DISKON HINGGA
Rp5 Juta

Halo Adhitama Pribatwi

Perlu inspirasi tambahan untuk bilih hunian makin kamu bangga? ☺

Cuma Renos yang bisa kasih kamu banyak inspirasi dan solusi home living kekinian.

Cari Inspirasi

Inspirasi Kebutuhan Sehari-Hari

Alat Elektronik Dekorasi Rak dan Lemari Perkakas Dapur Jenis Tanaman Hias yang Mudah Ditanam

RENOSEN KINI HADIR DI PLAY STORE DAN APPSTORE
1 langkah mudah untuk segera #RumahYangKamu. Cepat! Pintar! Hemat! Penggunaan mudah.
Download sekarang!

Mengapa Design & Build dengan Renos?

Custom Design Project Management Biaya Cicilan 0% Fix Biaya Cicilan 0% Fix 2 Tahun Garansi 2 Tahun

Produk yang pasti kamu perlu

STATION ELECTRONIC SHARP
FREE ONGKIR JAKARTA!
SHARP SJ-15SGH-MK Kulkas 2 Pintu

MICROWAVE SHARP
SHARP E73M 25 Liter Grill 1000W

COOCOO COOCOO Smart Official Store
COOCOO TV 22 Inch - RAM 2GB -

AC Sharp AC SHARP
AC Sharp AC SHARP

Kitchen
Rp65.000.000 - 15 m²

Bedroom
Rp50.000.000 - 20 m²

Living Room
Rp70.000.000 - 20 m²

Apartment
Rp70.000.000 - 40 m²

Portofolio

Kitchen
Rp65.000.000 - 15 m²

Bedroom
Rp50.000.000 - 20 m²

Living Room
Rp70.000.000 - 20 m²

Apartment
Rp70.000.000 - 40 m²

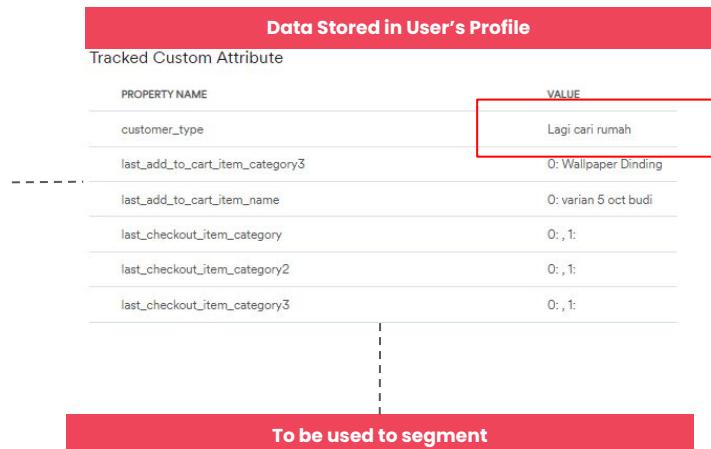
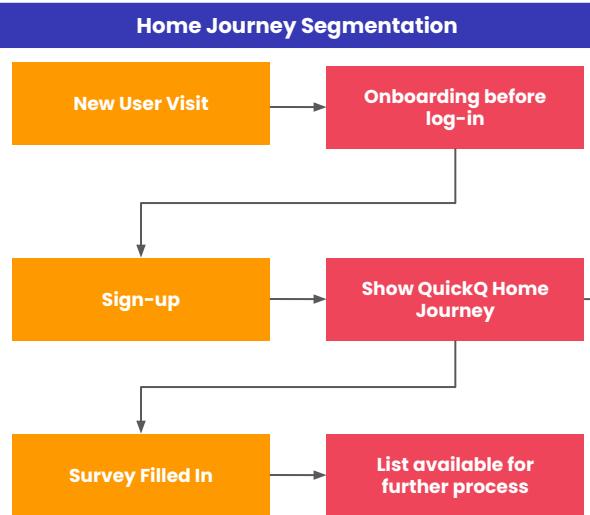
Segmentation Strategy

Quick Quiz on How to Know Customer
Home Journey





Pop-up Survey





Email Survey

Main Audience: New User

Objective: Get user home journey

Duration: Feb-Dec 2025

Ideal (Cost Money)

- Use Typeform email embed
- Pros:
 - Automate the data export
- Cons:
 - Needs additional \$\$



xxxx, kamu termasuk pembeli yang kayak gimana sih?

Lagi cari rumah nih

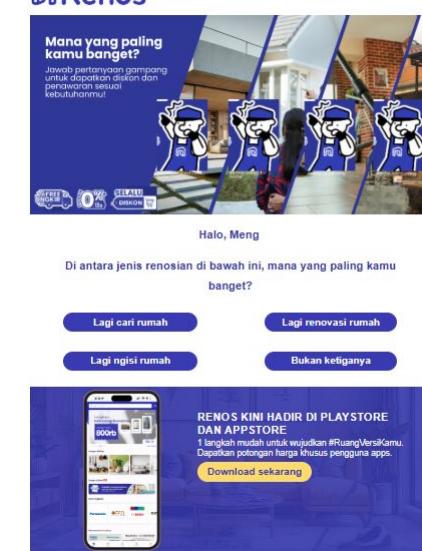
Lagi ngisi rumah

Lagi renovasi rumah

Enggak termasuk di atas

Mid-ideal

- Utilise utm_ on email
- Pros:
 - No need additional \$\$
- Cons:
 - One user might have duplicated data



Halo, Meng

Di antara jenis renosian di bawah ini, mana yang paling kamu banget?

Lagi cari rumah

Lagi ngisi rumah

Lagi renovasi rumah

Bukan ketiganya

RENO KINI HADIR DI PLAYSTORE DAN APPSTORE
1 langkah mudah untuk wujudkan #RuangVersiKamu.
Dapatkan potongan harga khusus pengguna apps.

Download sekarang

Drop Off Flow
(View Item Launched)
(Campaign Page in Progress)
(Category Page not started)



View Item – Assessment

Funnel list

- | Note |
|--|
| 1. Drop off rate when user view item is the highest |
| 2. Data collected on 13 Jan 2025 |
| a. Look into L90D data |
| b. Funnel happen in 3 days |
| 3. Funnel logic |
| a. Top funnel events will be counted as drop off when user didn't at least view item |
| b. Lower funnel events will be counted as drop off when user didn't went further down the funnel |
| 4. Lower funnel sequence |
| a. View item > add to cart / add to wishlist > checkout > payment >purchase |

Funnels	From What	L90D Users #	Drop rate
Low Funnel	Payment page	3.9K	8.3%
	Checkout page	5K	19.9%
	Add to cart	2.9K	24.8%
	Add to wishlist	322	18.9%
	View item	313K	98.5%
Top Funnel	Campaign page	44K	87%
	Category page	9.2K	73.5%
	Search page	5.3K	19.4%
	Seller page	7.3K	24.9%
	Home page	567K	68.7%



How The Message Looks Like

Funnel list

1. Lower funnel
 - a. Payment page
 - b. Checkout page
 - c. Add to cart
 - d. Add to wishlist
 - e. **View item (Main priority)**

2. Upper funnel
 - a. Campaign page
 - b. Category page
 - c. Search page
 - d. Seller page
 - e. Home page
 - f. Non-visitor

Key message

1st Mention item name / category + primary promo

2nd Mention item name / category + secondary promo

Key message

1st Mention their segment + primary promo

2nd Mention their segment + secondary promo

Day 0
Do event

Day 1
Grace period
to check
whether they
do
something
or not?

Day 2
no do
something on
Day 1, then we
send 1st
comms here

- Email
- Push

Day 3-7
Grace period
to check
whether they
do smth or
not

Day 8
no response
on Day 3-7,
then we send
2nd comms
here

- Push



How The Message Looks Like

Comms Email and Push

Objective: Customer continue their purchase journey

Audience: Drop-off customers

Campaign:

- Primary Campaign
- Secondari Campaign

Period: Feb-Dec 2025

Channel: push, email, pop-up

Coupon type: Stackable



Pop-up



Email



App Push



Email



Desktop pop-up



Campaign Proofs

D2 Proofs

BiRenos



Halo RahmatP 🌟

Kamu lagi lihat-lihat Blender Dan Juicer ya?

Blender Dan Juicer lagi ada diskon hingga Rp8jt loh! Yuk buruan checkout

Biar lebih ringan, manfaatkan juga fitur cicilan 0%



main promo banner

Product mention, button went to last abandoned page

Assortment of product from popular cat (due to no dynamic reco logic)



promo banner

- If d/o item has price <500K, show flash sale. Else, show thematic
- if d/o item drop from designated seller, show exclusive deals banner. Else, show thematic

mentioning the cat 3

link to promo page



item image

mentioning the item name

link to last abandoned item page



item image

mentioning the item cat3

link to cat3 page

D8 Proofs



main promo banner mentioning the cat 3 link to promo page



item image mentioning the item name link to last abandoned item page



item image mentioning the item cat3 link to cat3 page



Oven Listrik Satinless Steel Low



Category Page – Assessment

Funnel list

- | Note |
|---|
| 1. Based on Jan data, <ul style="list-style-type: none">a. it takes 3 consideration days for user who interact with CRM to make a purchaseb. when there's intention, it takes max 5 hours for people who visit campaign page to make a purchasec. But we have 73.5% campaign page visitor who doesn't convert |
| 2. To send comms the next day IF they didn't convert to lower funnel within 5 hours |
| 3. Recommendation mechanics <ul style="list-style-type: none">a. Offer the segment campaign page |

Funnels	From What	L90D Users #	Drop rate
Low Funnel	Payment page	3.9K	8.3%
	Checkout page	5K	19.9%
	Add to cart	2.9K	24.8%
	Add to wishlist	322	18.9%
	View item	313K	98.5%
Top Funnel	Campaign page	44K	87%
	Category page	9.2K	73.5%
	Search page	5.3K	19.4%
	Seller page	7.3K	24.9%
	Home page	567K	68.7%



Funnel list

Key message

1st Mention item name / category + primary promo

2nd Mention item name / category + secondary promo

Day 0
Do event

Day 1-2
Pause period

Day 3
no do
something on
Day 1-2, then
we send
comms here

Cross-Sell Up-Sell Flow (Launched)



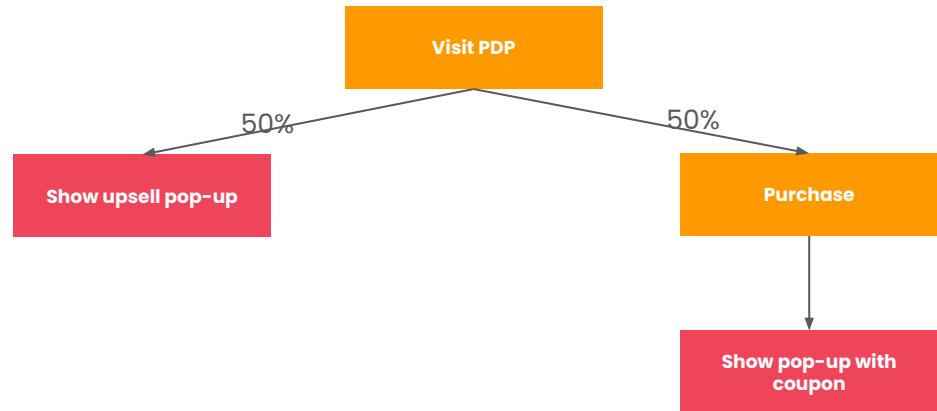


Recommendation Campaign

Image Pop-up



New flow



- Current upsell up-up gonna show when user visit the PDP of the top 4 most purchased category in L3M
 - Issue, when the pop-up is always showing when user visit the PDP, and might have bad user experience
- **Proposal: To show the up-sell pop-up when user is checking out**
 - The pop-up placed in middle so user will see it
 - Has 2 button, one button will make him proceed checkout. Other button will drive him to category campaign page / category page itself
 - Copy mention something about "Lebih murah kalau beli bundle" / "Cheaper in bundle"
- Propose to A/B test the old/new logic so we're not losing much money since old logic has recorded purchases



Comms Mechanism

Pairing Details

period	pair 1	pair 2	pair 1 purchase #	pair 2 purchase #	Pattern prevalence
q1 2025	mesin cuci	AC	423	37	8.75%
	TV	mesin cuci	394	28	7.11%
	AC	mesin cuci	327	37	11.31%
	Kulkas	mesin cuci	216	32	14.81%
	non above	Room scene			

pair 1	pair 2
Washing Machine	AC
TV	Washing Machine
AC	Washing Machine
Refrigerator	Washing Machine
non above	Room Scene

Cross-Sell Flow

pop up

Day 0
Send Pop-Up Upselling Product Recco

Email, push

Day 21
Send Email and Push upselling product recco



Copy mentioning the reco product



image of campaign



Campaign Proofs

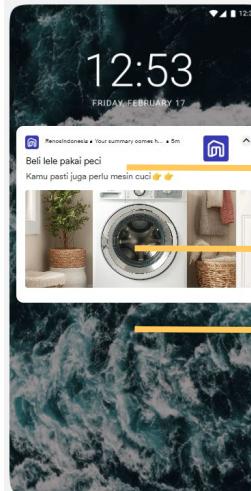
D0 Proofs



Current thematic campaign

Button to promo page

D21 Proofs



Current thematic campaign

Button towards thematic cpg

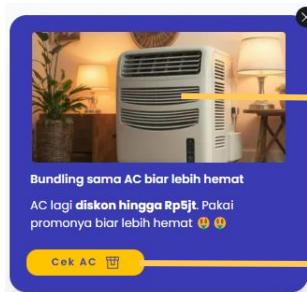
Hype copy writing of the month

Image of recommended prod cat

Redirect to cat page



VS



AI Image of recommended category

Button to category page



WhatsApp Campaign

(waiting for contract from Vonage)

Reports



Performance 1-21 Dec 2025

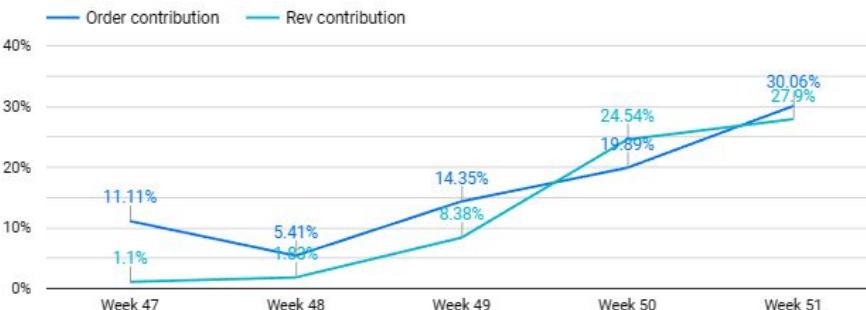


CRM: Overall Performance (1-14 Dec vs 1-14 Nov 2025)

Channel Performance

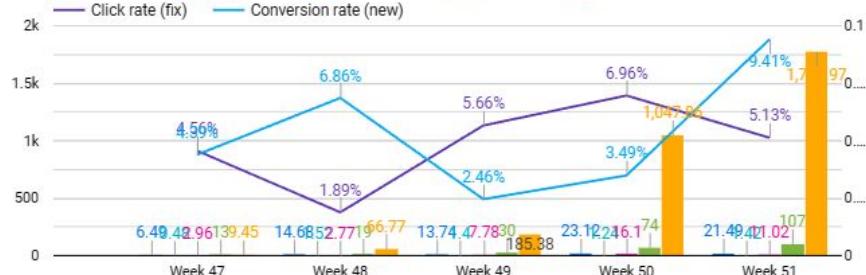
Send	Open	Click	Order	Open rate	Click rate (fix)	Conversion rate (new)	Revenue	AOV
+10.5%	5.3k	3.5k	211.0	9.09%	5.98%	4.71%	3.0bn	14.3m
+ campaign type								
dropoff	2,966	0	606	126	0%	20.43%	20.79%	2,278,619,048
couponremind	2,152	0	333	51	0%	15.47%	15.32%	472,660,505
thematic	12,511	5,305	806	33	42.4%	6.44%	1.84%	262,922,805
onboarding	40,700	0	1,745	1	0%	4.29%	0.06%	12,000
postpurchase	29	0	0	0	0%	0.00%	-	0
+ medium								
app-pop-up	2,127	0	757	134	-	35.59%	17.7%	1,813,620,872
web-pop-up	45,898	0	2,311	75	-	5.04%	3.25%	1,200,569,486
email	8,257	4,064	170	1	49.22%	2.06%	0.59%	12,000
whatsapp	2,106	0	252	1	-	11.97%	0.08%	12,000
banner	29	0	0	0	-	0.00%	-	0

Conversions and Revenue Growth



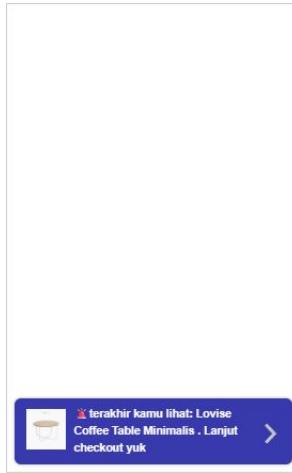
Key Takeaways

- Lorem ipsum





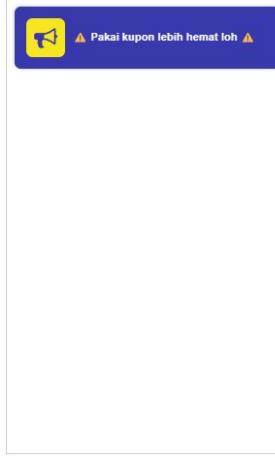
CRM: Overall Performance (1-14 Dec)



Drop off

Pop-up shown to user who abandon prod at least 24 hours ago

Impression: 2.1K
Click: 378
Orders: 59
CR: 17.57%
CVR: 15.61%
Rev: 957MIDR



Coupon reminder

To remind user that coupon exist to be used for their purchase

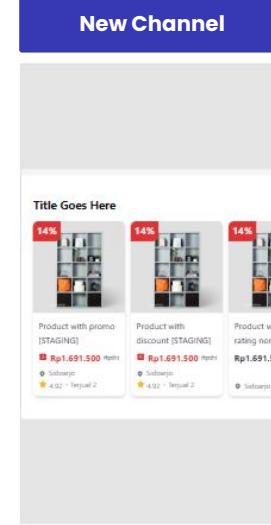
Impression: 1.6K
Click: 239
Orders: 26
CR: 14.66%
CVR: 10.88%
Rev: 202MIDR



Thematic - impulsive

thematic banner shown to impulsive users

Impression: 1.3K
Click: 247
Orders: 14
CR: 18.47%
CVR: 5.67%
Rev: 71MIDR



Postpurchase recco banner

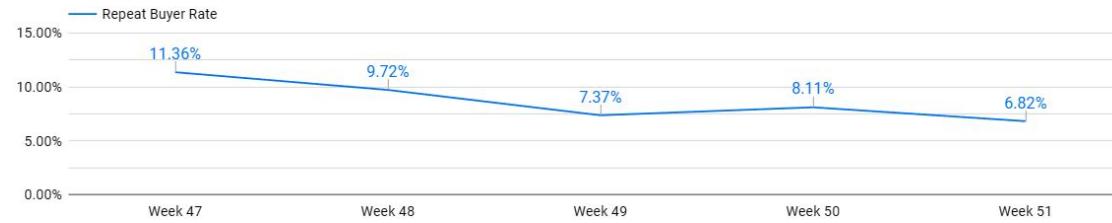
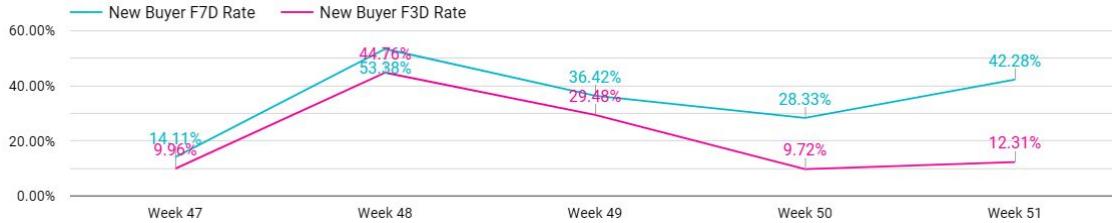
To recommend users products based on same basket analysis algo

to utilise Braze banner features, but we show it as products carousels

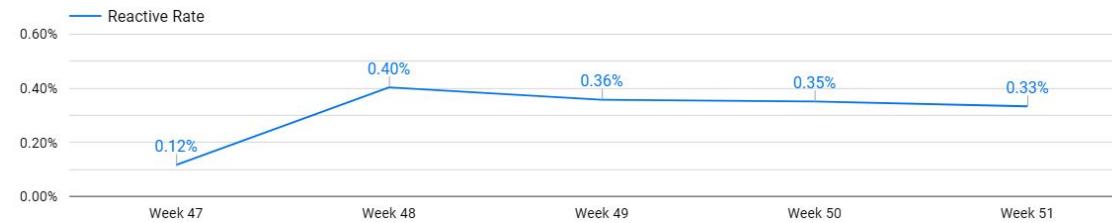
Status: On Progress



CRM Pillars



Typical W50 customers are repeat purchasers





Thank you ❤️



Performance 1-14 Dec 2025

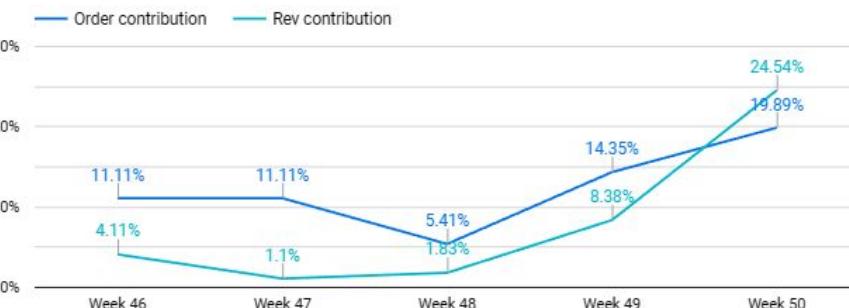


CRM: Overall Performance (1-14 Dec vs 1-14 Nov 2025)

Channel Performance

Send	Open (Email ...	Click	Order	Open rate (fix)	Click rate (fix)	Conversion ra...	Revenue	AOV
36.9k +10.5%	2.6k +45x	2.4k +118%	104.0 +14x	50.32% +33%	6.48% +85%	3.11% -7.2%	1.2bn +17x	11.9m +27%
+ campaign ty...	Send	Open (Email + ...	Click	Conversion	Open rate (fix)	Click rate (fix)	Conversion rat...	Revenue
dropoff	2,152	0	378	59	-	17.57%	15.61%	957,136,882
couponremind...	1,630	0	239	26	-	14.66%	10.88%	202,222,658
thematic	8,868	2,641	647	18	50.32%	7.30%	1.12%	73,875,265
onboarding	24,214	0	1,124	1	-	4.64%	0.09%	12,000
+ medium	Send	Open (Email + ...	Click	Conversion	Open rate (fix)	Click rate (fix)	Conversion rat...	Revenue
web-pop-up	28,273	0	1,549	56	-	5.48%	3.62%	664,750,475
app-pop-up	1,242	0	463	46	-	37.28%	9.94%	568,472,330
email	5,248	2,641	125	1	50.32%	2.38%	0.8%	12,000
whatsapp	2,101	0	251	1	-	11.95%	0.08%	12,000

Conversions and Revenue Growth



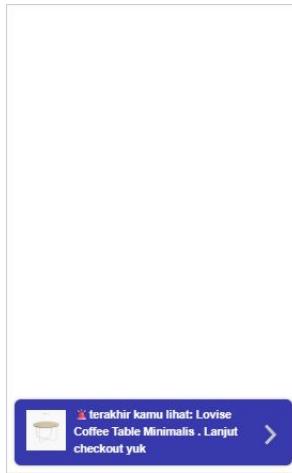
Key Takeaways

- Overall CRM campaign performance is having an increment in total number of orders by 14 times vs same period last month.
- The WoW movement shows that the overall click rate and conversion rate is improving
- W50 might be an anomaly as it is the one that is "out of character"





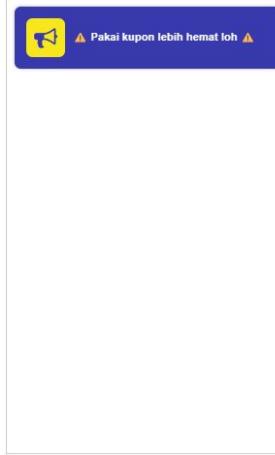
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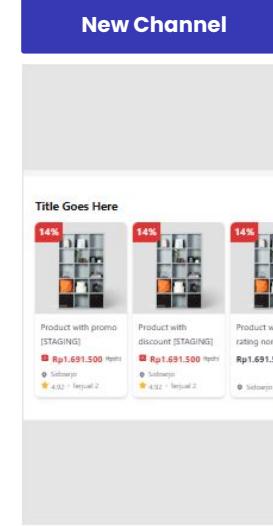
Impression: 1.6K
Click: 239
Orders: 26
CR: 14.66%
CVR: 10.88%
Rev: 202MIDR



Thematic - impulsive

thematic banner shown to impulsive users

Impression: 1.3K
Click: 247
Orders: 14
CR: 18.47%
CVR: 5.67%
Rev: 71MIDR



Postpurchase recco banner

To recommend users products based on same basket analysis algo

to utilise Braze banner features, but we show it as products carousels

Status: On Progress



CRM: Category and Seller (W50, Dec)

W50 Purchased Seller

SKU_BRAND	COUNTUNIQUE
GAMER ID	32
FACTORY OUTLET ELE	6
AGRES KOMPUTER	6
	5
The Luxe Official	4
Brader Elektronik	3
OXIHOME	2
Lovise Sofa	2
City Living	2
Boovi Official Store	2
BEZTRO	2
Zeropromosi	1
tokokasur	1
Queenra Winazar	1
PVC FURNITURE	1
Pixel Exhibition	1
Philips Home Authorized	1
Oscar Living	1
NEOHAUS Official Shop	1
Meval Official Store	1
Kalno Official	1
iFurnholic	1
FACTORY OUTLET ELE	1
esconspringbed	1
Grand Total	79

W50 Purchased Cat

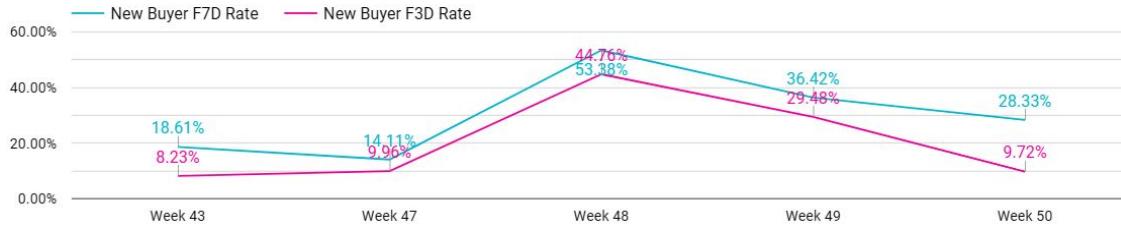
CATEGORY_LVL3	COUNTUNIQUE
Notebook	21
Laptop Gaming	17
Air Conditioner	5
PC Gaming	4
Bantal Kepala	4
Sofa 2 Seater	2
Meja Laptop	2
Meja Kopi	2
Kulkas	2
Bantal Sofa	2
Water Heater	1
Vacuum Cleaner	1
Storage Box Multifungsi	1
Rice Cooker	1
Peralatan Masak Lainnya	1
Peralatan Dapur Lainnya	1
Motion Detector	1
Monitor Gaming	1
Meja TV	1
Meja Belajar	1
LED Proyektor	1
laptop-gaming	1
Kusen Pintu	1
Kursi Kantor	1
Kompor Gas	1
Kipas Angin Listrik	1
Kasur / Ranjang	1
Hair Dryer	1
Elektronik Rumah Tangga	1
Dekorasi Rumah Lainnya	1
Asbak	1
Aksesoris Dapur Lainnya	1
Fryer	1

Key Takeaways

- High value products are coming from Gamer ID products, such as notebook, laptop, and PC

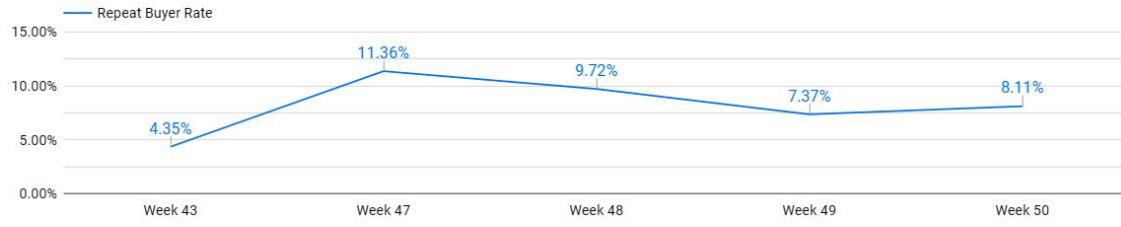


CRM Pillars



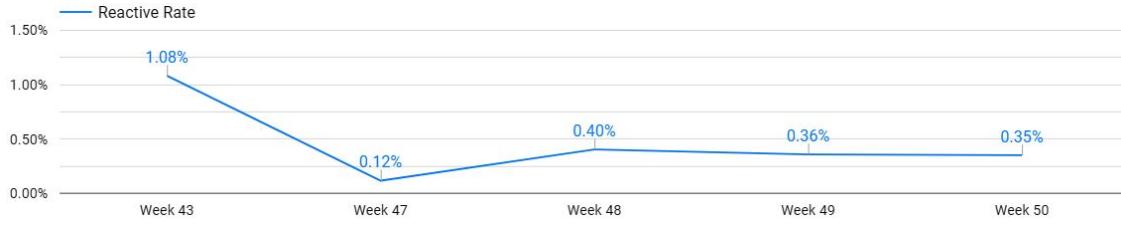
F7D Rate
-22.2% WoW

F3D Rate
-67% WoW



Repeat Rate
+10% WoW

Typical W50 customers are repeat purchasers



Reactive Rate
-2.7% WoW



Thank you ❤️



Performance 1-7 Dec 2025



CRM

Email IP Warmup Report

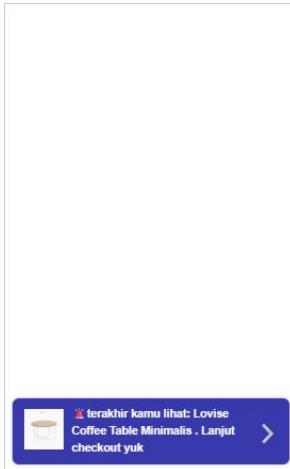
IP WARM UP REPORT										
	Deliveries	Bounces	Spam Reports	Total Opens	Total Clicks	Unsubscribes	OR	CR	unsubscribe rate	
Nov 12, 2025 10	50	0	0	8	0	0	16.0%	0.0%	0.00%	
Nov 13, 2025 10	98	1	0	5	0	0	5.1%	0.0%	0.00%	
Nov 18, 2025 10	100	0	0	1	0	0	1.0%	0.0%	0.00%	
Nov 19, 2025 10	467	6	0	38	1	2	8.1%	0.2%	0.43%	
Nov 20, 2025 10	988	1	0	129	5	1	13.1%	0.5%	0.10%	
Nov 20, 2025 10	936	15	0	145	3	0	15.5%	0.3%	0.00%	
Nov 20, 2025 10	905	3	0	126	0	0	13.9%	0.0%	0.00%	
Nov 21, 2025 10	929	7	0	136	5	3	14.6%	0.5%	0.32%	
Nov 24, 2025 14	928	3	0	120	1	1	12.9%	0.1%	0.11%	
Nov 25, 2025 17	1974	0	0	214	9	4	10.8%	0.5%	0.20%	
Nov 27, 2025 10	3953	2	0	539	10	6	13.6%	0.3%	0.15%	
Nov 28, 2025 10	4852	0	0	732	13	7	15.1%	0.3%	0.14%	
total	16180	38	0	2193	47	24	13.6%	0.3%	0.15%	

Key Take Away

- Marketing email IP Warmup has been concluded
 - We are unable to achieve the overall 14% open rate for email , BUT the gap between the target and the 13.6% that we've achieved is not significant
 - Some email sendout managed to get past the 14% threshold
 - To keep using this domain name and proceed the BAU process
- CS email warmup is ongoing and to be concluded EO Dec



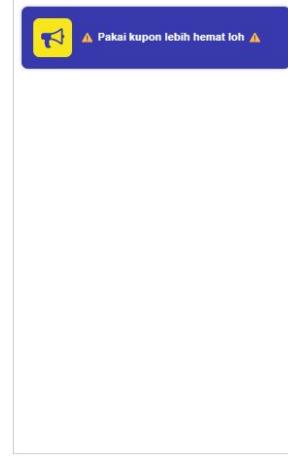
CRM: Overall Performance (1-7 Dec)



Drop off

Pop-up shown to user who abandon prod at least 24 hours ago

Impression: 1K
Click: 103
Orders: 17
CR: 9.75%
CVR: 16.5%
Rev: 175.5MIDR



Coupon reminder

To remind user that coupon exist to be used for their purchase

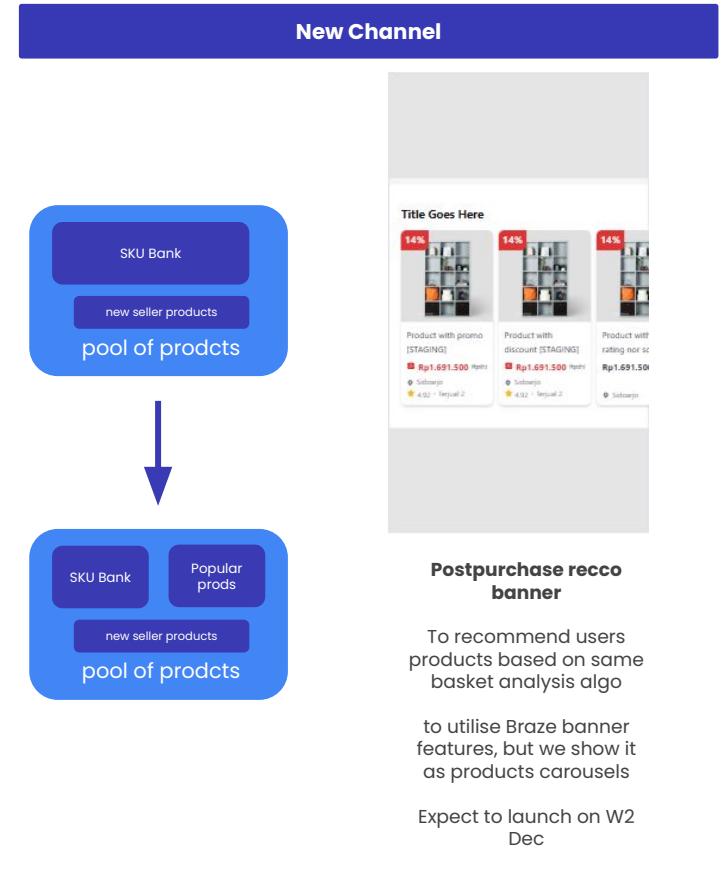
Impression: 492
Click: 55
Orders: 7
CR: 11.18%
CVR: 12.73%
Rev: 9.5MIDR



Thematic - impulsive

thematic banner shown to impulsive users

Impression: 479
Click: 69
Orders: 3
CR: 14.41%
CVR: 4.35%
Rev: 344KIDR

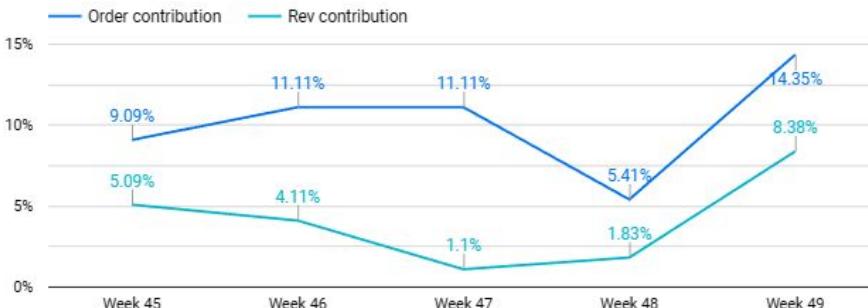




CRM: Overall Performance (1-7 Dec vs 1-7 Nov 2025)

Channel Performance										
Send	Open (Email ...	Click	Order	Open rate (fix)	Click rate (fix)	Conversion ra...	Revenue	AOV		
13.7K -29%	1.4K +39x	778.0 +31.4%	30.0 +9x	55.21% +2x*	5.66% +85%	2.46% +3.8x	185.4M +9x	6.2M +3%		
+ campaign ty...	Send	Open (Email + ...	Click	Conversion	Open rate (fix)	Click rate (fix)	Conversion rat...	Revenue		
dropoff	1,056	0	103	17	-	9.75%	16.5%	175,511,000		
couponremind...	492	0	55	7	-	11.18%	12.73%	9,492,945		
thematic	4,044	0	272	5	-	6.73%	0.7%	368,000		
onboarding	8,151	0	348	1	-	4.27%	0.29%	12,000		
+ medium	Send	Open (Email + ...	Click	Conversion	Open rate (fix)	Click rate (fix)	Conversion rat...	Revenue		
web-pop-up	10,204	0	573	28	-	5.62%	4.89%	185,359,945		
email	2,534	0	99	1	-	3.91%	1.01%	12,000		
whatsapp	985	0	100	1	-	10.15%	0.18%	12,000		
app-pop-up	20	0	6	0	-	30.00%	0%	0		

Conversions and Revenue Growth



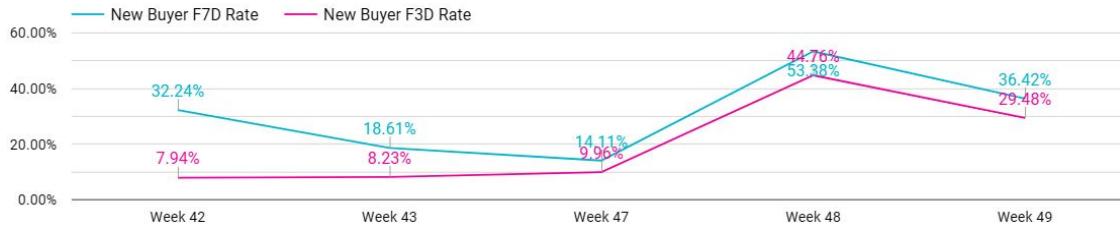
Key Takeaways

- First email and whatsapp purchase has been tracked via click through attribution
 - 12.12 flash sale products
- App integration has been completed, the new app has been launched on playstore and app store on Dec 8th
- The average of 10% order contribution to be expected as the new normal for L5W data
- The average of 4% rev contribution to be expected as the new normal for L5W data



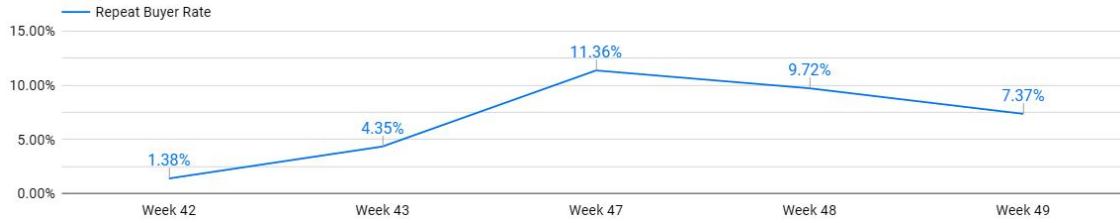


CRM Pillars

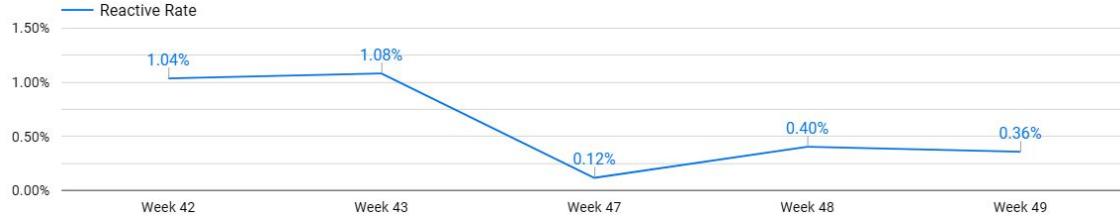


F7D Rate
-31.7% WoW

F3D Rate
-34.1% WoW



Repeat Rate
-24.2% WoW



Reactive Rate
-10% WoW



Thank you ❤️



Performance 1-30 Nov 2025



CRM

Campaign Performance by Media – Purchase

medium	campaign type	Send	Open (Email + WA)	Click	orders	Open rate (fix)	Click rate (fix)	CVR	Revenue	Campaign Order Contribution	Campaign Rev Contribution	CR MoM	CVR MoM
email	thematic	16,178	30	56	1	-	0.35%	1.79%	89,100	2.56%	0.06%	-60.14%	-64.41%
email	onboarding	0	11	0	0	-	-	0.00%	0	0.00%	0.00%		
email	post-purchase	0	3	0	0	-	-	0.00%	0	0.00%	0.00%		
email	dropoff	0	3	0	0	-	-	0.00%	0	0.00%	0.00%		
email total		16,178	47	56	1	0.29%	0.35%	1.79%	89,100	2.56%	0.06%		
web-pop-up	couponreminder	1,387	0	145	20	-	10.45%	13.79%	51,018.764	51.28%	36.04%		
web-pop-up	thematic	14,460	0	857	10	-	5.93%	1.17%	9,625,272	25.64%	6.80%	28.69%	-64.96%
web-pop-up	dropoff	754	0	58	7	-	7.69%	12.07%	62,948,654	17.95%	44.46%	102.45%	455.87%
web-pop-up	onboarding	21,875	0	583	1	-	2.67%	0.17%	17,899,000	2.56%	12.64%	175.94%	-98.77%
web-pop-up	post-purchase	0	0	0	0	-	-	0.00%	0	0.00%	0.00%		
web-pop-up total		38,476	0	1,643	38	0.00%	4.27%	2.31%	141,491,690	97.44%	99.94%		
grand total		54,654	47	1,699	39	0.09%	3.11%	2.30%	141,580,790	100.00%	100.00%		



IP WARM UP REPORT										
	Deliveries	Bounces	Spam Reports	Total Opens	Total Clicks	Unsubscribes	OR	CR	unsubscribe rate	
Nov 12, 2025 10	50	0	0	8	0	0	16.0%	0.0%	0.00%	
Nov 13, 2025 10	98	1	0	5	0	0	5.1%	0.0%	0.00%	
Nov 18, 2025 10	100	0	0	1	0	0	1.0%	0.0%	0.00%	
Nov 19, 2025 10	467	6	0	38	1	2	8.1%	0.2%	0.43%	
Nov 20, 2025 10	988	1	0	129	5	1	13.1%	0.5%	0.10%	
Nov 20, 2025 10	936	15	0	145	3	0	15.5%	0.3%	0.00%	
Nov 20, 2025 10	905	3	0	126	0	0	13.9%	0.0%	0.00%	
Nov 21, 2025 10	929	7	0	136	5	3	14.6%	0.5%	0.32%	
Nov 24, 2025 14	928	3	0	120	1	1	12.9%	0.1%	0.11%	
Nov 25, 2025 17	1974	0	0	214	9	4	10.8%	0.5%	0.20%	
Nov 27, 2025 10	3953	2	0	539	10	6	13.6%	0.3%	0.15%	
Nov 28, 2025 10	4852	0	0	732	13	7	15.1%	0.3%	0.14%	
total	16180	38	0	2193	47	24	13.6%	0.3%	0.15%	

**Highest CR****Coupon Reminder pop-up**

Impression: 1.3K
 Click: 145
 Click Rate: 10.45%
 Order: 20
 CVR: 13.79%
 Rev: 51MIDR
 CVR MoM: 455.87%

Highest CVR MoM**Drop off campaign pop-up**

Impression: 754
 Click: 58
 Click Rate: 7.69%
 Order: 7
 CVR: 12.07%
 Rev: 62.9MIDR
 CVR MoM: 455.87%

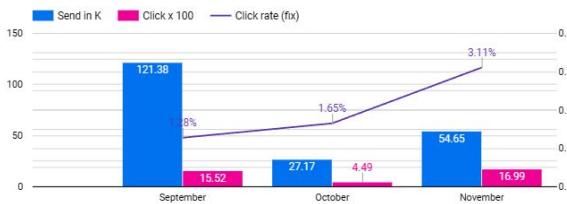


Section 2: Drive Organic Demand and Retention

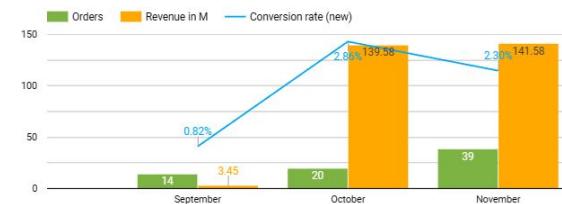
CRM Overall Performance Nov – Purchase

*data already exclude surveys

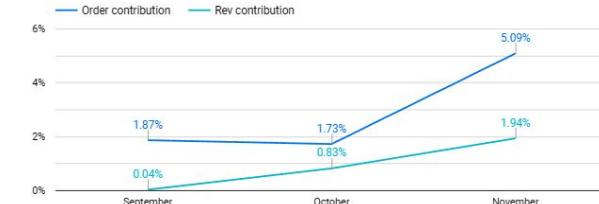
Engagement



Conversion



Contribution



Pop Up

38.5K
+133.1% MoM
Impression

1.6K
+372.1% MoM
Click

4.27%
+102.5% MoM
CTR

2.31%
-27.7% MoM
CVR

38
+100% MoM
CONVERSION



Email

16.2K
+116% MoM
Impression

47
-97.7% MoM
Opens

56
+0% MoM
Clicks

1
0% MoM
CONVERSION

0.35%
-53.7% MoM
CTR

1.79%
+0% MoM
CVR





Section 2: Drive Organic Demand and Retention

CRM User Performance



New Register



New Buyer



Acquisition - onboarding journey



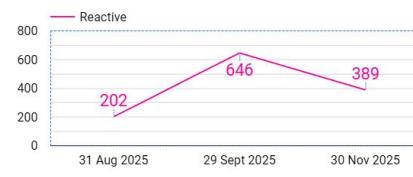
Khusus pengguna baru:
Diskon sd 70% + voucher sd Rp1jt



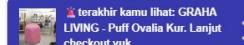
Repeat Buyer



Reactivated Buyer



Conversion - drop-off and up-sell



Retention - cross-sell



New Register: Visitors who sign up within the month

New Buyer: Users who register and make a purchase on the same month

New Buyer Rate: (New Buyer/New Register)

Buyer: Users who registered outside the month and make 1 purchase within the month

Repeat Buyer: Users who registered outside the month and make more than 1 purchase within the month

Retention Rate: (Repeat Buyer/buyer)

Reactivated Buyer: (Total Users - Inactive Buyer)

Reactive Rate: (Reactivated Buyer/Total Users)

Total Users: Total registered users from the beginning of time to now

Inactive Buyer: Users who make a purchase outside of the month but make no purchase within the month

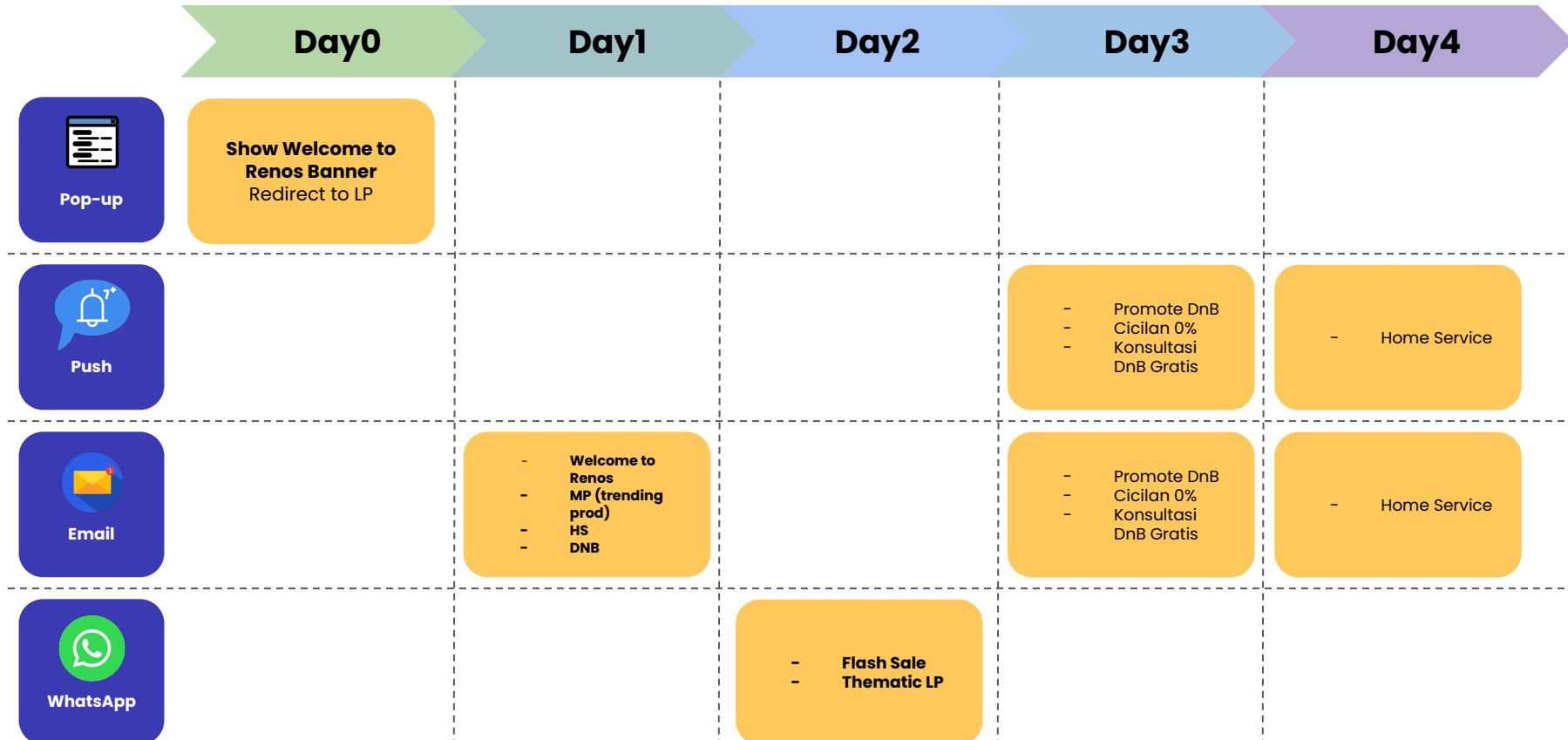


Thank you ❤️



Onboarding Flow 2.2 (Launched)

Proposed New Onboarding Flow (To Encourage user To Browse)





CRM

WhatsApp Comms Scheme

WhatsApp Scheme

Onboarding WA on Day2

Around 1 user sign-up w/ mobile number per day

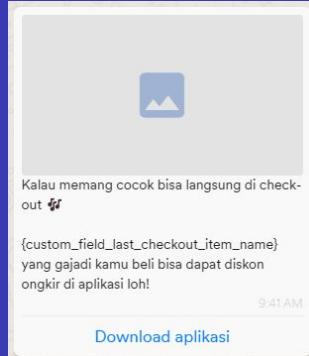
Estimated monthly send: 30 WA
Estimated price: $450.43 * 30 = 13,512.9$ IDR



Check-out D/O

Around 18 user w/ mobile number per day check-out but not making any purchase

Estimated monthly send: 540 WA
Estimated price: $450.43 * 540 = 243,232.2$ IDR



Major Thematic Blast

Around 522 user w/ mobile number per month visit Renos

Estimated monthly send: 522 WA
Estimated price: $450.43 * 522 = 235,124.46$ IDR



Overall WA sends and pricing

Sends: $30+540+522 = 1092$ WA
Price: $450.43 * 1092 = 491,869.56$ IDR



Performance 1-23 Nov 2025



CRM: Overall Performance (1-23 Nov)



Thematic Campaign

Pop-up shown to desktop / browser user

Impression: 16.9K
Click: 729
Orders: 9
CR: 4.3%
CVR: 1.23%
Rev: 9.5MIDR



Onboarding

To urge user to sign-up with the incentive of discount and voucher

Impression: 21.8K
Click: 583
Orders: 1
CR: 2.67%
CVR: 0.17%
Rev: 17.9 MIDR



Coupon reminder

To remind user that coupon exist to be used for their purchase

Impression: 1153
Click: 110
Orders: 10
CR: 9.54%
CVR: 9.09%
Rev: 47.4MIDR

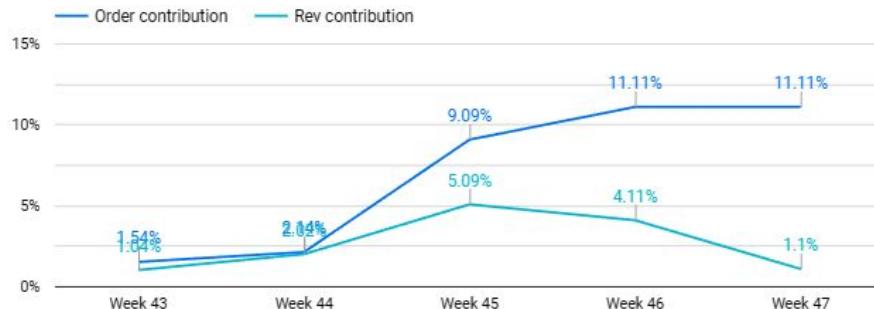


CRM: Overall Performance (1-23 Nov vs 1-23 Oct 2025)

Channel Performance

Send	Open (Email + WA)	Click	Order	Open rate (fix)	Click rate (fix)	Conversion rate (new)	Revenue	AOV
40.0K +100%	47.0 -97%	1.4K +293%	20.0 +42.9%	No data	3.56% +100%	1.41% -40%	74.8M -14%	3.7M -41%
+ campaign type	Send	Open (Email + ...)	Click	Conversion	Open rate (fix)	Click rate (fix)	Conversion rat...	Revenue
couponrem...	1,153	0	110	10	-	9.54%	9.09%	47,449,351
thematic	16,945	30	729	9	-	4.30%	1.23%	9,460,272
onboarding	21,875	11	583	1	-	2.67%	0.17%	17,899,000
post-purchase	0	3	0	0	-	-	-	0
dropoff	0	3	0	0	-	-	-	0

Conversions and Revenue Growth



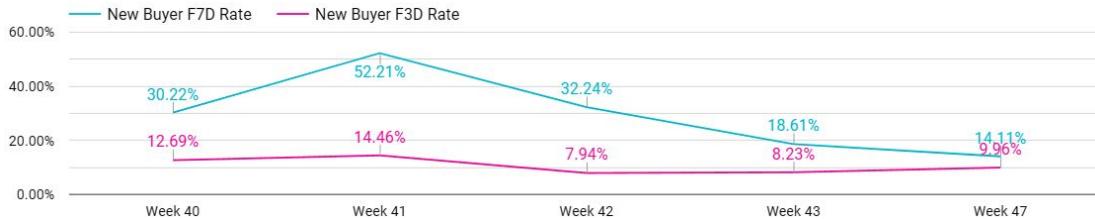
Conversions and Revenue Growth

- Overall campaign send rate has been normalised
 - It correlate with the jump in conversion rate by 5x relatives WoW
- Total number of open has decrement due to email still in warm up process and whatsapp still not launched yet
 - Email IP Warm Up progressing slowly with max open rate of 10%
 - Need 4% more absolute to get to the previous average
- Revenue has decrement due to AOV dropping by 41%
 - It affect CRM revenue contribution which dropped 73% relatives WoW
- Braze version of drop off slide-up campaign has been launched on Nov 24th



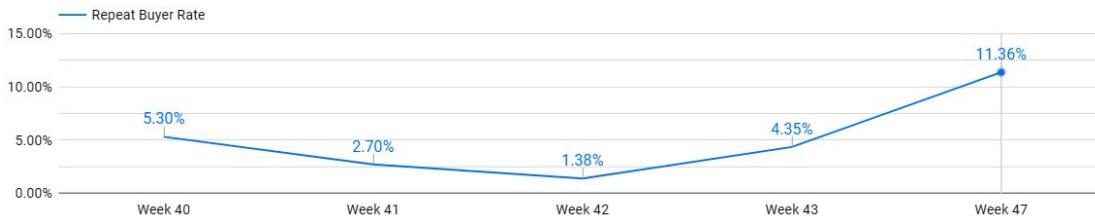


CRM Pillars



F7D Rate
-24% WoW

F3D Rate
+20% WoW



Repeat Rate
+1.6x WoW



Reactive Rate
-88% WoW



Thank you ❤️



CRM: Braze alignment

IP Warm Up Potential Issue

Most of our message got stranded in `promotion` tab

our send address contains the word `promo` . most probably it cause the mail to get into the promotion tab

→ braze team suggest it is not the cause

→ internet suggest it is the cause

→ mishap happen today.

purchase event issue

Since last week, the purchase log is not being received in Braze properly.

For next round reporting, will try to salvage using `payment` event

For future reporting, had tried to fix to flush the data right after purchase happen

Timeline

Nov 27: IP WarmUp finished (should there be no need to change sender address)

Nov 25: WhatsApp campaign creation to start



Performance 1-18 Nov 2025



CRM: Overall Performance (1-16 Nov vs 1-16 Oct 2025)

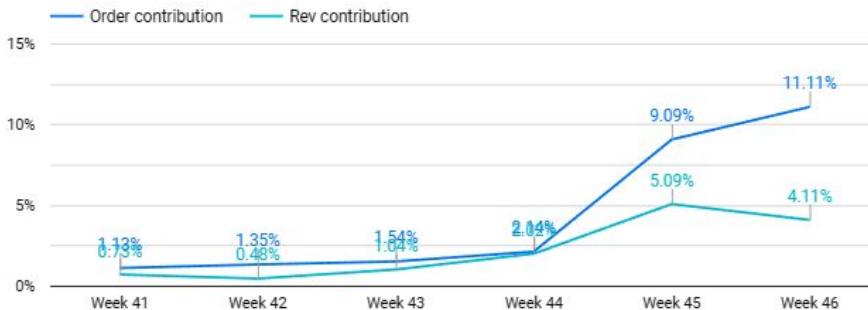
Channel Performance

Send	Open (Email + WA)	Click	Order	Open rate (fix)	Click rate (fix)	Conversion rate (new/Revenue)	AOV
33.5K +89%	47.0 -96.8%	1.1K +284%	7.0 -36%	No data	3.36% +108.6%	0.62% -71.8%	65.4M +18%
+ campaign ty...	Send	Open (Email + ...	Click	Conversion	Open rate (fix)	Click rate (fix)	Conversion rat...
couponremind...	870	0	75	4	-	8.62%	5.33%
thematic	10,738	30	468	2	-	4.36%	0.43%
onboarding	21,875	11	583	1	-	2.67%	0.17%
post-purchase	0	3	0	0	-	-	-
dropoff	0	3	0	0	-	-	-

Conversions and Revenue Growth

- The data is based on click through attribution model with 30 day attribution day
 - Pulled the data via sql with minimum credit usage
- Total send still too high even after the onboarding comms send rate being controlled down
 - To control it further down with 6 hours delay. Currently it is 2 hours delay
- Email open went down due to minimum email send
 - We're still on the IP Warm-up session to send gradually up
- Click rate went up significantly
 - Correct timing with braze
- Conversion rate went down significantly
 - Happened due to over-sending the comms
 - Still no product offer algorithm in place
 - Can do the previous same basket analysis algo to be placed as drop off campaign and post-purchase campaign

Conversions and Revenue Growth





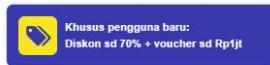
CRM: Overall Performance (1-16 Nov)



Thematic Campaign

Pop-up shown to desktop / browser user

Impression: 10.8K
Click: 468
Orders: 2
CR: 4.36%
CVR: 0.43%
Rev: 100 KIDR



Onboarding

To urge user to sign-up with the incentive of discount and voucher

Impression: 21.8K
Click: 583
Orders: 1
CR: 2.67%
CVR: 0.17%
Rev: 17.9 MIDR



Coupon reminder

To remind user that coupon exist to be used for their purchase

Impression: 870
Click: 75
Orders: 4
CR: 8.6%
CVR: 5.33%
Rev: 47.3MIDR



Performance 1-9 Nov 2025



CRM: Overall Performance (1-9 Nov 2025)

Channel Performance

campaign type	view	open	click	orders	value	OR	CR	CVR
couponreminder	461	0	42	7	103,093,700	0.00%	9.11%	16.67%
onboarding	13506	0	333	0	0	0.00%	2.47%	0.00%
thematic	3144	0	164	27	233,189,201	0.00%	5.22%	16.46%
Grand Total	17111	0	539	34	336,282,901	0.00%	3.15%	6.31%
	+40%		+165%	+4.6x	+11.27x		+89.7%	+139%

Conversions and Revenue Growth

week	crm?	num_of_purchas	value	order cont	value cont
45	CRM	35	340,281,901	38.46%	38.26%
	organic	56	549,175,650	61.54%	61.74%
45 Total		91	889,457,551	1	1

Highest CVR



Thematic for Design Segment

crm_thematic_2025-11_d0_web-pop-up_doubledigit_design

Impression: 2
Click: 0
Orders: 3
CR: 0%
CVR: 150%
Rev: 71.1MIDR

Highest Revenue



Coupon Reminder

Pop-up shown to user when they checkout

Impression: 659
Click: 59
CVR: 5.83%
Rev: 103MIDR



Thank you ❤️



Performance 1-31 Oct 2025



CRM

Campaign Performance by Media - Purchase

medium	campaign type	Send	Open (Email + WA)	Click	order	Open rate (fix)	Click rate (fix)	CVR	Revenue	Campaign Order Contribution	Campaign Rev Contribution	CR MoM	CVR MoM
app-pop-up	thematic	1,212	0	95	4	-	7.84%	4.21%	18,769,100	20.00%	13.45%	-1.96%	
app-pop-up	segmentation	0	0	0	1	-	-	0.00%	5,250,000	5.00%	3.76%		
app-pop-up	onboarding	0	0	0	0	-	-	0.00%	0	0.00%	0.00%		
app-pop-up total		1,212	0	95	5	0.00%	7.84%	5.26%	24,019,100	25.00%	17.21%		
app-push	onboarding	29	0	0	0	-	0.00%	0.00%	0	0.00%	0.00%		
app-push	dropoff	56	0	4	0	-	7.14%	0.00%	0	0.00%	0.00%	28.57%	
app-push	thematic	6,322	0	46	0	-	0.73%	0.00%	0	0.00%	0.00%	-26.81%	-100.00%
app-push	post-purchase	147	0	2	0	-	1.36%	0.00%	0	0.00%	0.00%	-70.75%	
app-push	marsol	272	0	1	0	-	0.37%	0.00%	0	0.00%	0.00%		
app-push total		6,826	0	53	0	0.00%	0.78%	0.00%	0	0.00%	0.00%		
email	thematic	8,405	2,054	63	1	24.44%	0.75%	1.59%	10,557,000	5.00%	7.56%	-3.91%	-69.88%
email	dropoff	501	126	2	0	25.15%	0.40%	0.00%	0	0.00%	0.00%	-95.06%	-100.00%
email	post-purchase	176	9	0	0	5.11%	0.00%	0.00%	0	0.00%	0.00%		
email	onboarding	1,089	165	9	0	15.15%	0.83%	0.00%	0	0.00%	0.00%	57.02%	
email total		10,171	2,354	74	1	23.14%	0.73%	1.35%	10,557,000	5.00%	7.56%		
web-pop-up	onboarding	1,480	0	15	5	-	1.01%	33.33%	50,558,000	25.00%	36.22%	44.12%	
web-pop-up	dropoff	2,578	0	105	4	-	4.07%	3.81%	18,908,400	20.00%	13.55%	-18.65%	438.19%
web-pop-up	thematic	1,597	0	70	3	-	4.38%	4.29%	18,352,400	15.00%	13.15%	-20.81%	
web-pop-up	segmentation	0	0	0	1	-	-	0.00%	11,790,000	5.00%	8.45%		
web-pop-up	post-purchase	257	0	11	0	-	4.28%	0.00%	0	0.00%	0.00%		
web-pop-up total		5,912	0	201	13	0.00%	3.40%	6.47%	99,608,800	65.00%	71.36%		
web-push	onboarding	70	0	1	0	-	1.43%	0.00%	0	0.00%	0.00%		
web-push	dropoff	125	0	1	0	-	0.80%	0.00%	0	0.00%	0.00%	-44.60%	
web-push	thematic	1,394	0	12	0	-	0.86%	0.00%	0	0.00%	0.00%	-74.76%	
web-push	marsol	893	0	7	0	-	0.78%	0.00%	0	0.00%	0.00%		
web-push	post-purchase	12	0	0	0	-	0.00%	0.00%	0	0.00%	0.00%		
web-push total		2,494	0	21	0	0.00%	0.84%	0.00%	0	0.00%	0.00%		
whatsapp	thematic	389	182	0	1	46.79%	0.00%	0.00%	5,400,000	5.00%	3.87%		
whatsapp	onboarding	137	68	0	0	49.64%	0.00%	0.00%	0	0.00%	0.00%		
whatsapp total		526	250	0	1	47.53%	0.00%	0.00%	5,400,000	5.00%	3.87%		
Grand Total		27,141	2,604	444	20	9.59%	1.64%	4.50%	139,584,900	100.00%	100.00%		



Highest CR

app pop-up Thematic

Impression: 1.2K
Click: 95
Click Rate: 7.84%
Order: 4
CVR: 4.21%
Rev: 18.8MIDR



Highest Orders, CVR, Rev

Web pop-up onboarding

Delivered: 1.5K
Click: 15
Click Rate: 1.01%
Order: 5
CVR: 33.3%
Rev: 50.5MIDR



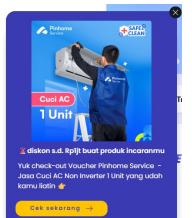
Halo charlina! ☺
Keluai cuma dilihat ajah mana puas ☺
Cus langsung check-out produk yang kamu latihin.
karena ada diskon ongkir di aplikasi Renos!
Biar lebih ringan, mantauan juga fitur cicilan 0%



Highest CR MoM

Email onboarding

Delivered: 1.1K
Open: 165
OR: 15.15%
Click: 9
Click Rate: 0.83%
Order: 0



Highest CVR MoM

Web-pop-up Drop off campaign

Delivered: 2.6K
Orders: 4
CVR: 3.8%
CR MoM: 438.19%

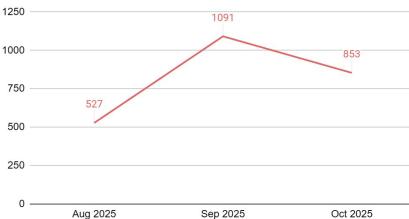


Section 2: Drive Organic Demand and Retention

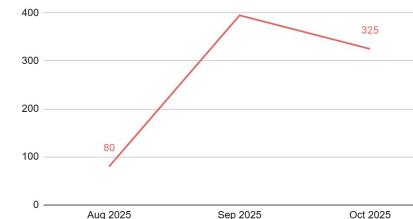
CRM User Performance



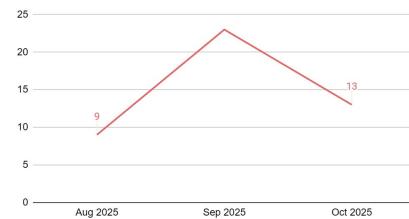
New Register



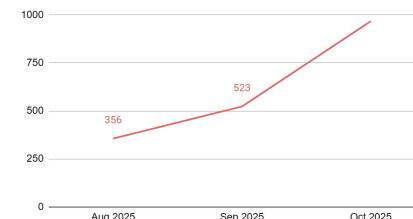
New Buyer



Repeat Buyer



Reactivated Buyer



New Register: Visitors who sign up within the month

New Buyer: Users who register and make a purchase on the same month

New Buyer Rate: (New Buyer/New Register)

Buyer: Users who registered outside the month and make 1 purchase within the month

Repeat Buyer: Users who registered outside the month and make more than 1 purchase within the month

Retention Rate: (Repeat Buyer/buyer)

Reactivated Buyer: (Total Users - Inactive Buyer)

Reactive Rate: (Reactivated Buyer/Total Users)

Total Users: Total registered users from the beginning of time to now

Inactive Buyer: Users who make a purchase outside of the month but make no purchase within the month

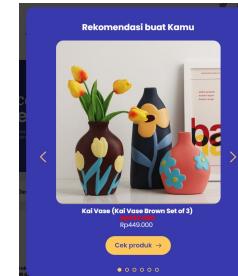
Acquisition - onboarding journey



Conversion - drop-off and up-sell



Retention - cross-sell



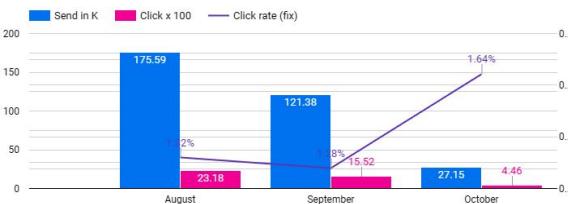


Section 2: Drive Organic Demand and Retention

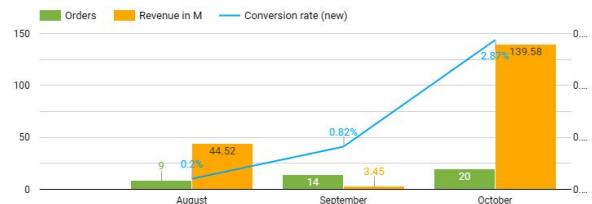
CRM Overall Performance Q2 - Purchase

*data already exclude surveys

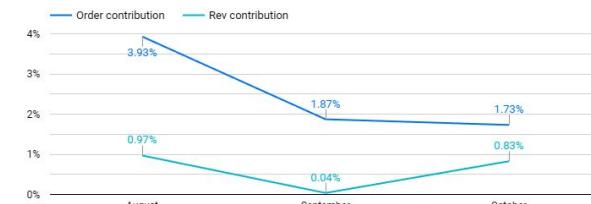
Engagement



Conversion



Contribution



Pop Up

7.1K
-93.3% MoM
Impression

298
-78.8% MoM
Click

4.18%
+2.2x MoM
CTR

6.04%
+10x MoM
CVR

18
+125% MoM
CONVERSION



Pushes

9.3K
+37% MoM
Impression

74
-20% MoM
Click

0.79%
-41.9% MoM
CTR

0%
-100% MoM
CVR

0
-100% MoM
CONVERSION



WhatsApp

526
+17.4% MoM
Impression

250
+60.3% MoM
Open

47.53%
+36.5% MoM
Open Rate

0.4%
+0% MoM
CVR

1
+0% MoM
CONVERSION



Email

10.2K
-8.4% MoM
Impression

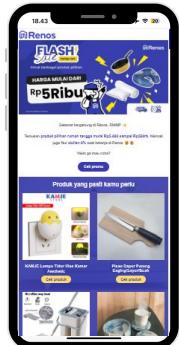
2.4K
+41.9% QoQ
Opens

74
-22.9% MoM
Clicks

0.73%
-15.8% MoM
CTR

1
-80% MoM
CONVERSION

1.35%
-74.1% MoM
CVR





CRM: Overall Performance (1-31 Oct vs 1-30 Sep 2025)

Channel Performance

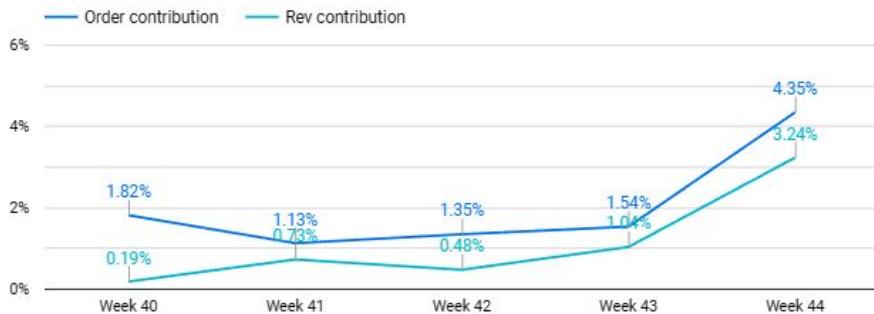
Send	Open (Email + WA)	Click	Order	Open rate (fix)	Click rate (fix)	Conversion rate (new)	Revenue	AOV
27.2K ↓ -78.2%	2.6K ↑ 43.5%	446.0 ↓ -72.0%	20.0 ↑ 42.9%	24.34% ↑ 55.0%	1.64% ↑ 28.4%	2.87% ↑ 259.0%	139.6M ↑ 3,946.1%	7.0M ↑ 2,732.3%

+ campaign type	Send	Open (Email + ...)	Click	Conversion	Open rate (fix)	Click rate (fix)	Conversion rat...	Revenue
thematic	19,319	2,236	286	9	25.43%	1.48%	1.92%	53,078,500
onboarding	2,805	233	25	5	19%	0.89%	5.38%	50,558,000
dropoff	3,260	126	112	4	25.15%	3.44%	3.57%	18,908,400
segmentation	0	0	0	2	-	-	-	17,040,000
post-purchase	592	9	13	0	5.11%	2.20%	0%	0
adsupport	11	0	2	0	-	18.18%	0%	0
+ medium	Send	Open (Email + ...)	Click	Conversion	Open rate (fix)	Click rate (fix)	Conversion rat...	Revenue
web-pop-up	5,923	0	203	13	-	3.43%	6.4%	99,608,800
app-pop-up	1,212	0	95	5	-	7.84%	5.26%	24,019,100
whatsapp	526	250	0	1	47.53%	0.00%	0.4%	5,400,000
email	10,171	2,354	74	1	23.14%	0.73%	1.35%	10,557,000
web-push	2,494	0	21	0	-	0.84%	0%	0
app-push	6,826	0	53	0	-	0.78%	0%	0

Conversions and Revenue Growth

- W44 orders and revenue contributions had significant increment of 182% and 21% respectively within WoW basis
- Conversion rate also soared to 7.4-ish percent on W44
- Most performing campaign is the thematic campaign and the most performing channel is the web pop-up

Conversions and Revenue Growth





Thank you ❤️



CRM: Braze alignment

Attribution and Tracking

How do nocnoc track attribution?
Is it click through through a dashboard that pull the data from braze?
or fully utilising braze?

renos currently use click attribution but braze use view attribution.

i can use sql but it will take amount of credit per pull

Product recco

In braze we can kinda temporary store data using canvas.

instead of we upload the whole prod database, we store only the intended prod on with canvas

((to do: size the file to gauge the actual size))

Timeline

Nov 1st: IAM Launch
W2 NOV: IP Warmup
W3 NOV: external channel launch



Performance 1-26 Oct 2025



CRM: Overall Performance (1-26 Oct 2025)

Highest Click Rate



Highest CVR



Highest Orders and Rev



Highest Open Rate



Thematic for Design Segment

Pop-up shown to desktop / browser user

Impression: 37
Click: 8
Orders: 0
CR: 21.62%
CVR: 7.14%
Rev: 0

Thematic for Impulsive Segment

Pop-up shown to desktop / browser user

Impression: 378
Click: 28
Orders: 2
CR: 7.41%
CVR: 7.14%
Rev: 7.3 MIDR

Drop off web-pop up

Shown to user who visit homepage and we know that they are dropping off pdp at least 24 hrs ago

Impression: 2.2K
Click: 98
Orders: 4
CR: 4.4%
CVR: 4.08%
Rev: 18.9MIDR

Onboarding WhatsApp

Sent to newly registered users

Impression: 115
Open: 60
OR: 52.17%



CRM: Overall Performance (1-26 Oct vs 1-26 Sep 2025)

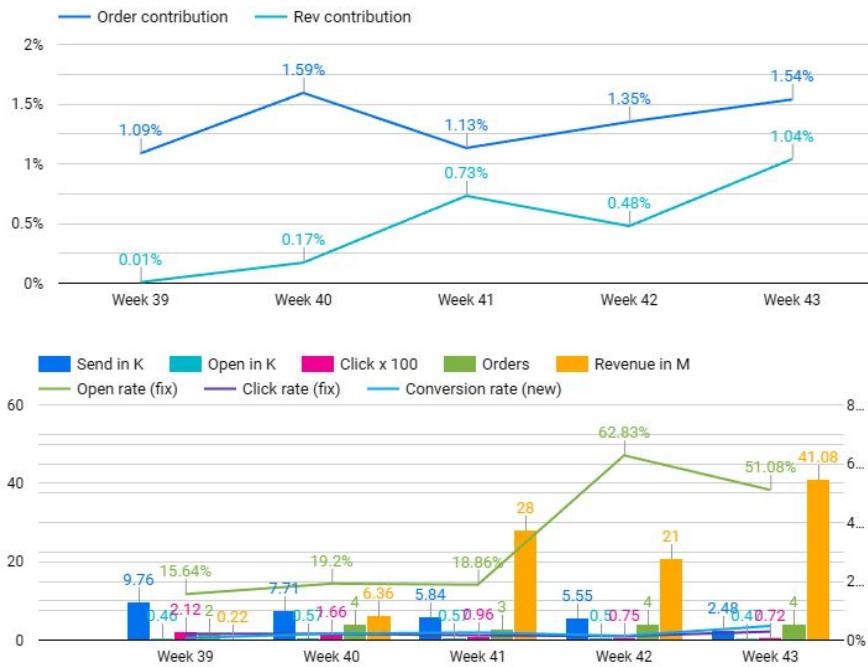
Channel Performance

Send	Open (Email + WA)	Click	Order	Open rate (fix)	Click rate (fix)	Conversion rate (new)	Revenue	AOV
21.0K -82.9%	2.1K +31.3%	387.0 -72.3%	15.0 +25%	27.08% +86.6%	1.84% +49.5%	2.38% +2x	96.4M +24x	6.4M +22x
+ campaign type	Send	Open (Email + ...)	Click	Conversion	Open rate (fix)	Click rate (fix)	Conversion rat...	Revenue
themtic	14,292	1,766	241	8	28.79%	1.69%	1.89%	39,878,500
dropoff	2,751	99	104	4	25.38%	3.78%	3.85%	18,908,400
onboarding	2,358	201	21	2	19.98%	0.89%	2.47%	25,865,000
segmentation	0	0	0	1	-	-	-	11,790,000
post-purchase	472	8	11	0	6.2%	2.33%	0%	0
adsupport	10	0	2	0	-	20.00%	0%	0
marsol	1,165	0	8	0	-	0.69%	0%	0
+ medium	Send	Open (Email + ...)	Click	Conversion	Open rate (fix)	Click rate (fix)	Conversion rat...	Revenue
web-pop-up	5,149	0	184	9	-	3.57%	4.89%	61,715,800
app-pop-up	1,042	0	85	4	-	8.16%	4.71%	18,769,100
whatsapp	504	242	0	1	48.02%	0.00%	0.41%	5,400,000
email	7,155	1,832	63	1	25.6%	0.88%	1.59%	10,557,000
web-push	2,076	0	18	0	-	0.87%	0%	0
app-push	5,122	0	37	0	-	0.72%	0%	0

Conversions and Revenue Growth

- Overall increment in the whole CRM metrics, especially CVR, revenue, and AOV
- Absolute number of orders has 25% increment compared to the same period last month.
 - Although, the actual weekly stands steadily in 3 to 4 purchases with 6.4 MIDR AOV
- Braze website tracking and inapp message is possible to launch on Nov 1st
 - New requested data is still on progress but we can start with currently available data

Conversions and Revenue Growth



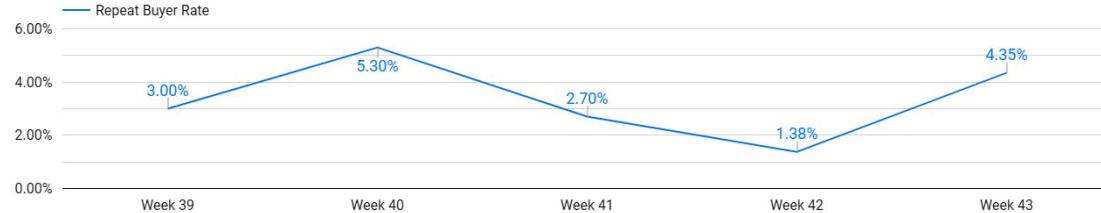


CRM Pillars

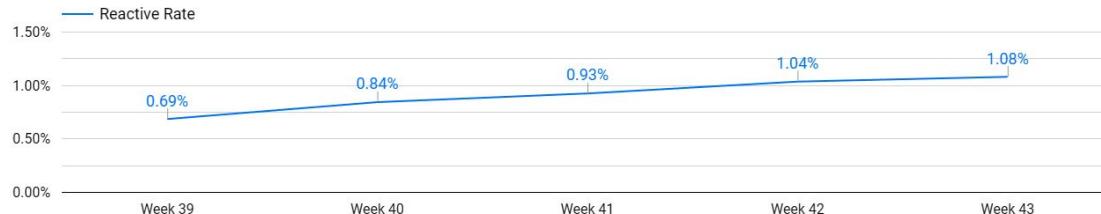


F7D Rate
-42.3% WoW

F3D Rate
+3.6% WoW



Repeat Rate
+2.2x WoW



Reactive Rate
+3.8% WoW



Thank you ❤️



Performance 1-19 Oct 2025



CRM: Overall Performance (1-19 Oct 2025)

Highest Click Rate



Thematic for Design Segment

Pop-up shown to desktop / browser user

Impression: 37
Click: 8
Orders: 0
CR: 21.62%
CVR: 7.14%
Rev: 0

Highest Revenue and CVR



Thematic Halloween

Pop-up shown to app user

Impression: 208
Click: 23
Orders: 2
CR: 11.06%
CVR: 8.7%
Rev: 11.5MIDR

Highest Orders



Drop off web-pop up

Shown to user who visit homepage and we know that they are dropping off pdp at least 24 hrs ago

Impression: 1.7K
Click: 78
Orders: 3
CR: 4.59%
CVR: 3.85%
Rev: 10MIDR

Highest Open Rate



Onboarding WhatsApp

Sent to newly registered users

Impression: 90
Open: 49
OR: 54.4%



CRM: Overall Performance (1-19 Oct vs 1-19 Sep 2025)

Channel Performance

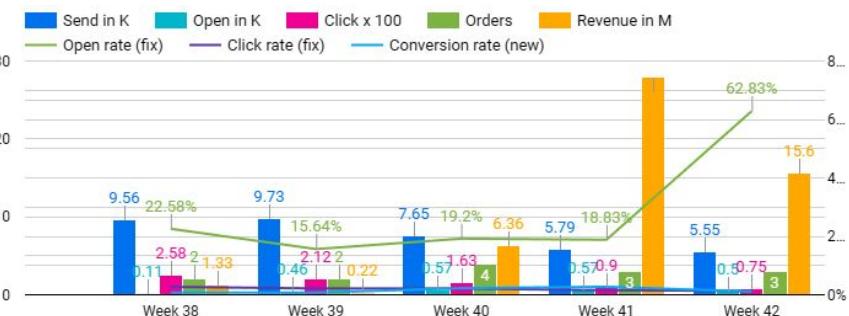
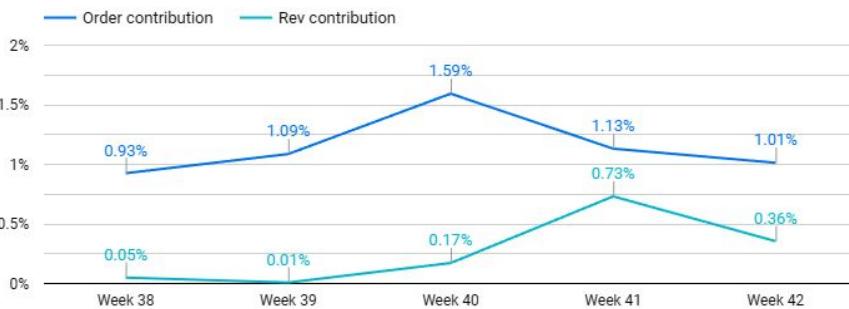
Send	Open (Email + WA)	Click	Order	Open rate (fix)	Click rate (fix)	Conversion rate (new)	Revenue	AOV
18.6K -82.9%	1.6K +23%	315.0 -75.7%	10.0 -9%	23.78% +58.7%	1.70% +46.6%	1.83% +57.7%	50.0M +25x	5.0M +27x

+ campaign type	Send	Open (Email + ...)	Click	Conversion	Open rate (fix)	Click rate (fix)	Conversion rat...	Revenue
thematic	19,233	1,378	196	6	24.08%	1.48%	1.59%	23,921,500
dropoff	2,020	59	80	3	26.58%	3.96%	3.75%	10,062,800
onboarding	1,840	158	21	1	21.88%	1.14%	1.43%	15,975,000
post-purchase	305	6	10	0	9.09%	3.28%	0%	0
adsupport	8	0	0	0	-	0.00%	-	0
segmentation	0	0	0	0	-	-	-	0
marsol	1,165	0	8	0	-	0.69%	0%	0

+ medium	Send	Open (Email + ...)	Click	Conversion	Open rate (fix)	Click rate (fix)	Conversion rat...	Revenue
web-pop-up	4,024	0	148	6	-	3.68%	4.05%	31,190,200
app-pop-up	699	0	65	4	-	9.30%	6.15%	18,769,100
whatsapp	479	231	0	0	48.23%	0.00%	0%	0
email	6,254	1,370	49	0	21.91%	0.78%	0%	0
web-push	2,037	0	18	0	-	0.88%	0%	0
app-push	5,078	0	35	0	-	0.69%	0%	0

+ segment	Send	Open (Email + ...)	Click	Conversion	Open rate (fix)	Click rate (fix)	Conversion rat...	Revenue
impulsive	6,073	498	100	5	19.65%	1.65%	5%	23,794,100
all	7,589	382	120	4	29.23%	1.58%	1.14%	26,037,800
functional	999	51	33	1	27.13%	3.30%	3.03%	127,400
design	3,715	638	53	0	24.43%	1.43%	0%	0

Conversions and Revenue Growth



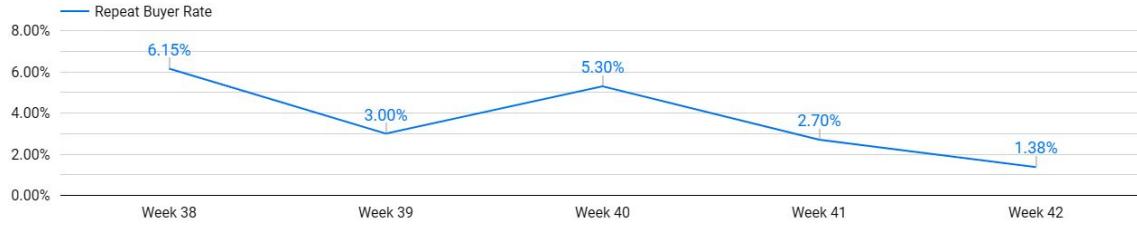


CRM Pillars

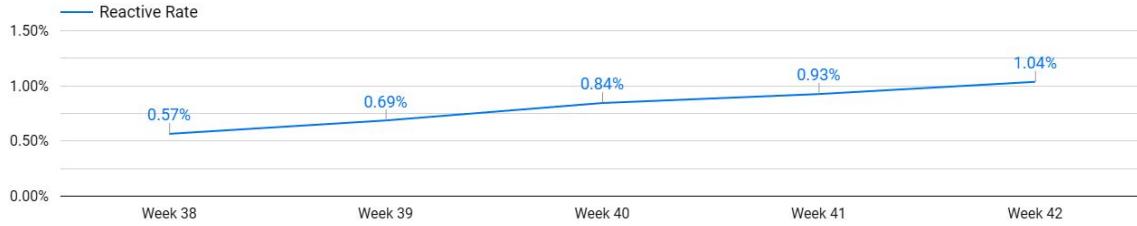


F7D Rate
-38.2% WoW

F3D Rate
-45.1% WoW



Repeat Rate
-49% WoW



Reactive Rate
+11.8% WoW



Thank you ❤️



Braze Update

- Constant delay of 1 minute
 - Better be constant than random
- Suggestion related to how to handle email IP and subdomain
 - Our current case is
 - 1 IP that contains 2 sub domain
 - subdomain @marketing.renos.id
 - subdomain @contact.renos.id
 - What braze team onboarding team suggest:
 - Use 2 different IP. Each IP contains 1 subdomain
 - Constraints in Braze's suggestion
 - Need additional fee to get new IP
 - What CRM team suggest:
 - Keep the 1 IP with 2 subdomain

A	JO	JP	JQ	JR	JS	JT	JU	JV	JW	JX	JY	JZ	KA	KB	KC	KD	KE	KF	KG	KH	KI	KJ	KK	KL	KM	KN	KO	KP	KQ	KR	KS
[1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
Always On																															
Thematic																															
Special Campaign																															
TIF																															
Seller																															
Segmentation																															
Segmentation																															
Home Service																															
New User Voucher																															
TKP																															
GADGET																															
FLASH SALE																															
Brand Day																															
New Arrival																															
HOME SERVICE Disc s.d 50%																															
EDM Thematic																	17:00														
PN Thematic																		17:00													
WA																			09:09												
PN Marsol - Pineapple																			09:09												
PN Marsol - Guppa																			09:09												
PN Marsol - Sanken																			09:09												
PN Marsol - Pinhome																			09:09												
WA Thematic																				17:00											
EDM																															
PN																															
WA																															
EDM Thematic Reminder																				10:10											
PN Thematic Reminder																				10:10											
WA Thematic Reminder																															

https://docs.google.com/spreadsheets/d/1kvFnQdJCViDqdNgobGyoV3jvQB5i2_tIurlBlmUHPag/edit?gid=133632330#gid=133632330

IP Reputation

marketing.renos.id

contact.renos.id



Performance 1-12 Oct 2025



CRM: Overall Performance (1-12 Oct 2025)

Highest CVR



Highest Revenue



Highest Orders



Thematic for Functional Segment

Pop-up shown to desktop / browser user

Impression: 238
Click: 14
Orders: 1
CR: 5.88%
CVR: 7.14%
Rev: 127.4KIDR

Thematic for Impulsive Segment

Pop-up shown to desktop / browser user

Impression: 378
Click: 28
Orders: 2
CR: 7.41%
CVR: 7.14%
Rev: 7.26MIDR

Drop off web-pop up

Shown to user who visit homepage and we know that they are dropping off pdp at least 24 hrs ago

Impression: 1209
Click: 65
Orders: 2
CR: 5.38%
CVR: 3.08%
Rev: 5.9MIDR



CRM: Overall Performance (1-12 Oct vs 1-12 Sep 2025)

Channel Performance

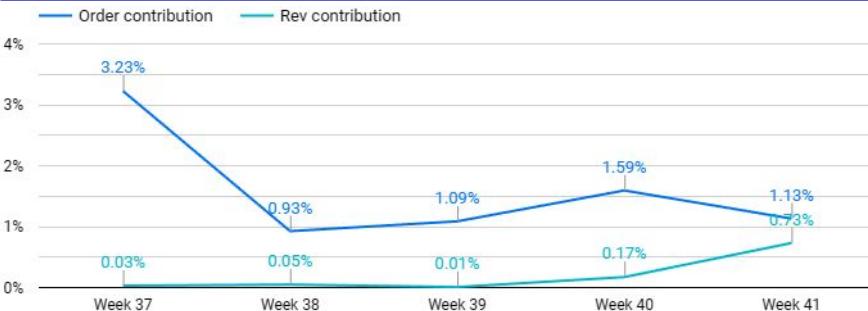
Send	Open (Email + WA)	Click	Order	Open rate (fix)	Click rate (fix)	Conversion rate (new)	Revenue	AOV
13.0K -84.4%	1.1K +0	240.0 -71.3%	7.0 -22%	18.52% +31.3%	1.84% +84%	2.58% +158%	34.4M +18x	4.9M +23x

+ campaign type	Send	Open (Email + ...)	Click	Conversion	Open rate (fix)	Click rate (fix)	Conversion rat...	Revenue
thematic	10,248	953	150	4	17.87%	1.46%	2.67%	12,416,400
dropoff	1,328	31	66	2	37.35%	4.97%	3.03%	5,972,800
onboarding	1,264	109	15	1	22.43%	1.19%	2.17%	15,975,000
post-purchase	176	6	9	0	19.35%	5.11%	0%	0
adsupport	7	0	0	0	-	0.00%	-	0
segmentation	0	0	0	0	-	-	-	0
agresadsupp...	0	0	0	0	-	-	-	0

+ campaign type	Send	Click	Conversion	Conversion...	PDP	PDP rate	Add to Cart	Cart rate	Check-out	Check-out ...
thematic	10,248	150	4	2.67%	481	320.67%	30	20.00%	171	114.00%
dropoff	1,328	66	2	3.03%	39	59.09%	1	1.52%	8	12.12%
onboarding	1,264	15	1	2.17%	22	47.83%	0	0.00%	1	2.17%
post-purchase	176	9	0	0%	14	155.56%	0	0.00%	0	0.00%
adsupport	7	0	0	-	0	-	0	-	0	-
segmentation	0	0	0	-	326	-	10	-	46	-
agresadsupp...	0	0	0	-	0	-	0	-	0	-

+ medium	Send	Open (Email + ...)	Click	Conversion	Open rate (fix)	Click rate (fix)	Conversion rat...	Revenue
web-pop-up	2,865	0	120	5	-	4.19%	4.17%	27,100,200
app-pop-up	461	0	41	2	-	8.89%	4.88%	7,264,000
whatsapp	53	31	0	0	58.49%	0.00%	0%	0
email	5,881	1,068	46	0	18.16%	0.78%	0%	0
web-push	723	0	6	0	-	0.83%	0%	0
app-push	3,040	0	27	0	-	0.89%	0%	0

Conversions and Revenue Growth





CRM Pillars

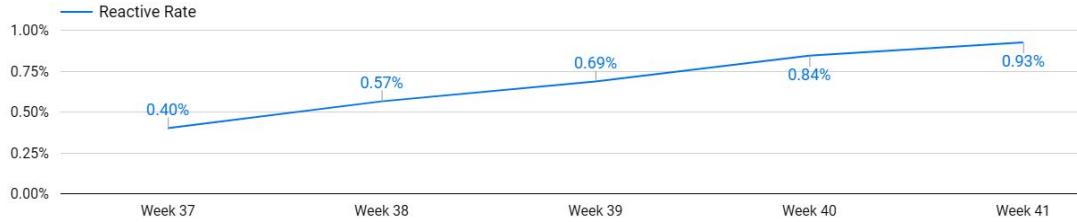


F7D Rate
+72.8% WoW

F3D Rate
+13.9% WoW



Repeat Rate
-49% WoW



Reactive Rate
+10.7% WoW



Thank you ❤️



Marketing Concern Relating Properties sent to Braze

Braze's custom event property article implies standard GTM-like data structure like so

```
"properties": {  
    "items": [  
        {  
            "quantity": 1,  
            "item_name": "Kursi kayu minimalis rotan - Desain estetik dan nyaman untuk kafe  
dan rumah",  
            "item_brand": "Furniture Brainwood",  
            "item_id": "c11030123460000023260",  
            "price": 871310,  
            "full_price": 871310,  
            "item_variant": "none",  
            "bundle": "no",  
            "item_category": "Rumah Tangga",  
            "item_category2": "Furniture",  
            "item_category3": "Kursi Makan",  
            "URL": "https://www.renos.id/p/adfadf/adfadfadfdafdf",  
            "bundle": "no",  
            "seller_type": "Authorized",  
            "seller_status": "Aktif"  
        },  
        {  
            "quantity": 1,  
            "item_name": "Casha Bean Bag Gummy Karakter",  
            "item_brand": "Casha_Official",  
            "item_id": "c11030221990000247547",  
            "price": 419000,  
            "full_price": 419000,  
            "item_variant": "Donald",  
            "bundle": "no",  
            "item_category": "Rumah Tangga",  
            "item_category2": "Ruang Tamu Keluarga",  
            "item_category3": "Bean Bag",  
            "URL": "https://www.renos.id/p/adfadf/adfadfadfdafdf",  
            "bundle": "no",  
            "seller_type": "Authorized",  
            "seller_status": "Aktif"  
        }  
    ]  
}
```

In renos and nocnoc, we parse that data so it looks like this when it arrives as event property on braze

```
"sku_name": [  
    "Kursi kayu minimalis rotan - Desain estetik dan nyaman untuk kafe dan rumah",  
    "Casha Bean Bag Gummy Karakter"  
],  
"sku_brand": [  
    "Furniture Brainwood", "Casha_Official"  
],  
"category_lv1": [  
    "Rumah Tangga", "Rumah Tangga"  
],  
"category_lv2": [  
    "Furniture", "Ruang Tamu Keluarga"  
],  
"category_lv3": [  
    "Kursi Makan", "Bean Bag"  
],  
"sku_id": [  
    "c11030123460000023260", "c11030221990000247547"  
],  
"variant_name": [  
    "none", "Donald"  
],  
"sku_original_price": [  
    871310, 419000  
],  
"sku_sale_price": [  
    871310, 419000  
],  
"seller_type": [  
    "Authorized", "Authorized"  
],  
"seller_status": [  
    "Authorized", "Authorized"  
],  
"URL": [  
    "https://www.renos.id/p/adfadf/adfadfadfdafdf", "https://www.renos.id/p/adfadf/adfadfadfdafdf"  
],  
"bundle": [  
    "no", "no"  
],  
"quantity": [  
    1, 1  
]
```

would that cause problem for Renos when we want to use the purchase log/tracking, and when we wanna use the product catalog recommendation logic?



Performance 1-5 Oct 2025



CRM: Overall Performance (1-5 Oct 2025)

Highest CVR



Highest Orders



Thematic for Functional Segment

Pop-up shown to desktop / browser user

Impression: 102
Click: 6
Orders: 1
CR: 5.88%
CVR: 16.7%
Rev: 127.4K

Drop off web-pop up

Shown to user who visit homepage and we know that they are dropping off pdp at least 24 hrs ago

Impression: 675
Click: 49
Orders: 2
CR: 7.26%
CVR: 4.08%
Rev: 5.9MIDR



CRM: Overall Performance (1-5 Oct vs 1-5 Sep 2025)

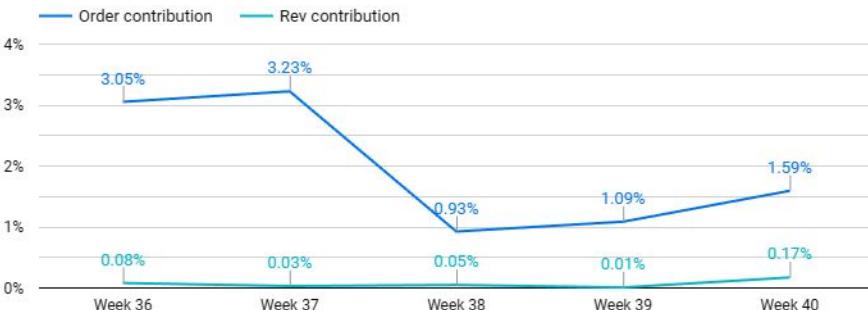
Channel Performance

	Send	Open (Email + WA)	Click	Order	Open rate (fix)	Click rate (fix)	Conversion rate (new)	Revenue	AOV
7.2K	525.0	144.0	4.0	18.16%	2.01%	2.56%	6.4M	1.6M	-78.24%
-78.24%	-33.2%	-51.7%	+0%	+47.6%	+123%	+96%	+4.8x	+4.8x	
+ campaign type	Send	Open (Email + ...)	Click	Conversion	Open rate (fix)	Click rate (fix)	Conversion rat...	Revenue	
themtic	5,701	463	79	2	17.49%	1.39%	2.53%	387,400	
dropoff	687	3	49	2	150%	7.13%	4.08%	5,972,800	
post-purchase	86	5	3	0	35.71%	3.49%	0%	0	
onboarding	703	54	13	0	23.68%	1.85%	0%	0	
+ medium	Send	Open (Email + ...)	Click	Conversion	Open rate (fix)	Click rate (fix)	Conversion rat...	Revenue	
web-pop-up	1,567	0	81	3	-	5.17%	3.7%	6,100,200	
app-pop-up	282	0	28	1	-	9.93%	3.57%	260,000	
whatsapp	23	12	0	0	52.17%	0.00%	0%	0	
email	2,868	513	20	0	17.89%	0.70%	0%	0	
web-push	449	0	4	0	-	0.89%	0%	0	
app-push	1,991	0	11	0	-	0.55%	0%	0	
+ segment	Send	Open (Email + ...)	Click	Conversion	Open rate (fix)	Click rate (fix)	Conversion rat...	Revenue	
all	1,425	68	62	2	28.1%	4.35%	2.7%	5,972,800	
impulsive	5,340	417	55	1	16.46%	1.03%	1.82%	260,000	
functional	253	26	10	1	35.14%	3.95%	10%	127,400	
design	108	11	14	0	28.21%	12.96%	0%	0	

Key Takeaways

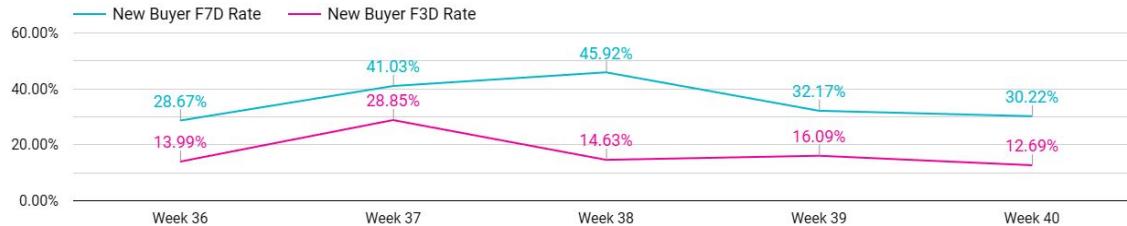
- Segmentation report:
 - Functional segment has the most cvr
- Order contribution swinging back up with 45% increment WoW
- Rev contribution has significant increment due to increased in W40 revenue and AOV

Conversions and Revenue Growth



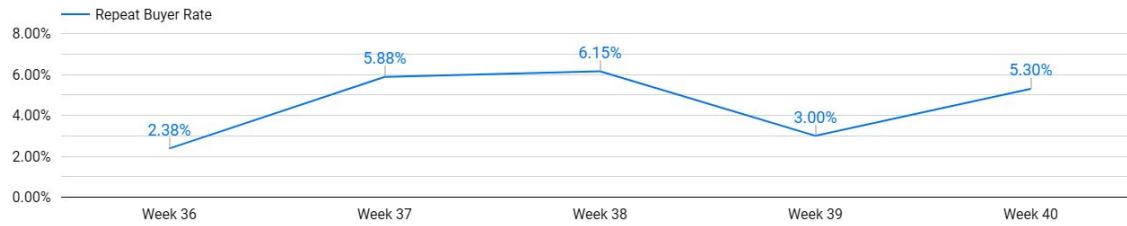


CRM Pillars

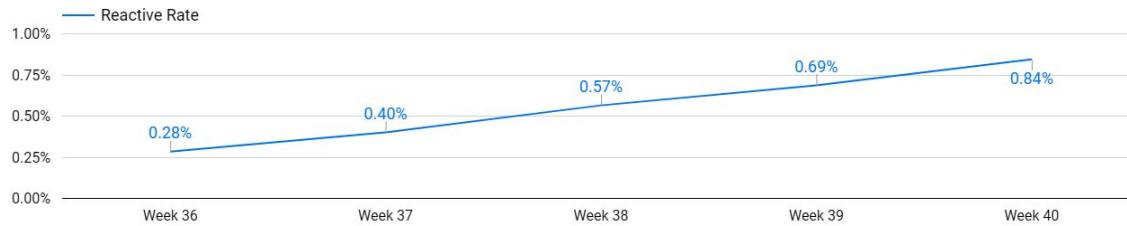


F7D Rate
-6.2% WoW

F3D Rate
-21.1% WoW



Repeat Rate
76.7% WoW



Reactive Rate
+27.7% WoW





CRM for Savetember

Thematic

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

Renos Users

Pop-Up

Active Users
No Purchase
(active in L60D doesn't
have purchase in L10D)

External
Comms

External
Comms

Drop Off Users

Pop Up (always on)
External (only if applicable)

Slice Image on Email



Recco Ratio

Impulsive → penny products

Functional → Hottest HA

Design → Hottest HA

Prod Recco Logic

last_purchased



last_item_view



Section 2: Drive Organic Demand and Retention

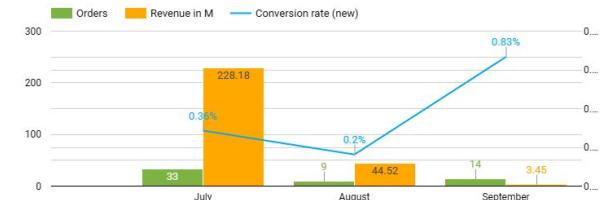
CRM Overall Performance Q2 - Purchase

*data already exclude surveys

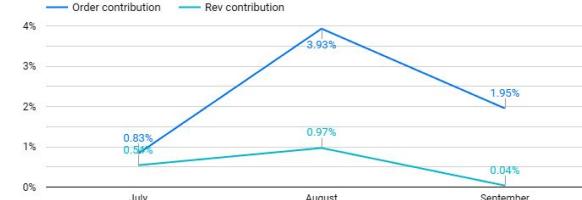
Engagement



Conversion



Contribution



Pop Up

102.6K
-33.2% MoM
Impression

1.3K
-38.09% MoM
Click

1.31%
-6.4% MoM
CTR

0.6%
+81.8% MoM
CVR

8
+14.3% MoM
CONVERSION



Pushes

6.8K
-9.3% MoM
Impression

93
+4.5% MoM
Click

1.37%
+15.1% MoM
CTR

1.08%
100% MoM
CVR

1
100% MoM
CONVERSION



WhatsApp

440
-90% MoM
Impression

150
-92.8% MoM
Open

34.1%
-24.3% MoM
Open Rate

0
+0% MoM
CVR

0
+0% MoM
CONVERSION



Email

11K
+11.1% MoM
Impression

1.6K
+6.7% QoQ
Opens

94
+16.04% MoM
Clicks

0.85%
+3.7% MoM
CTR

5
-0.2% MoM
CONVERSION

5.32%
+2x MoM
CVR





Performance Sep 2025



Section 2: Drive Organic Demand and Retention

CRM User Performance



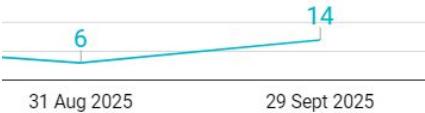
New Register



New Buyer



Repeat Buyer



Reactivated Buyer



New Register: Visitors who sign up within the month

New Buyer: Users who register and make a purchase on the same month

New Buyer Rate: (New Buyer/New Register)

Buyer: Users who registered outside the month and make 1 purchase within the month

Repeat Buyer: Users who registered outside the month and make more than 1 purchase within the month

Retention Rate: (Repeat Buyer/Buyer)

Reactivated Rate: (Reactivated Buyer/Total Users)

Total Users: Total registered users from the beginning of time to now

Inactive Buyer: Users who make a purchase outside of the month but make no purchase within the month



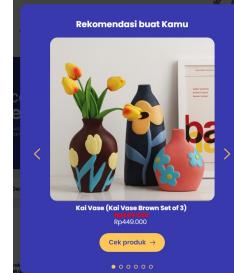
Acquisition - onboarding journey



Conversion - drop-off and up-sell



Retention - cross-sell





CRM: Overall Performance (1-28 Sep vs 1-28 Aug 2025)

Channel Performance

Send	Open (Email + WA)	Click	Order	Open rate (fix)	Click rate (fix)	Conversion rate (new)	Revenue	AOV
120.8K ↓-22.4%	1.8K ↓-32.0%	1.5K ↓-22.6%	14.0 ↑55.6%	15.29% ↓-35.8%	1.27% ↓-0.2%	0.83% ↑200.3%	3.4M ↓-92.3%	246.4K ↓-95.0%

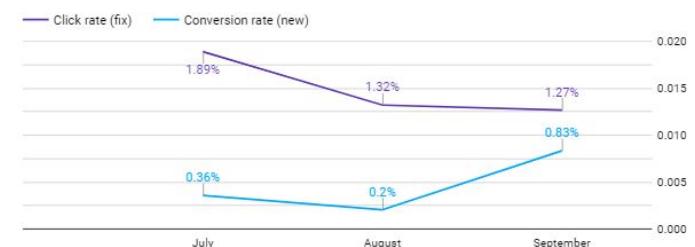
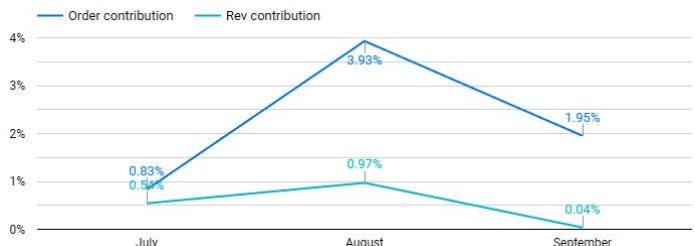
+ campaign type	Send	Open (Email + ...)	Click	Conversion	Open rate (fix)	Click rate (fix)	Conversion rat...	Revenue
segmentation	2,750	0	118	5	-	4.29%	4.24%	1,329,362.99
thematic	18,443	1,462	268	5	13.97%	1.45%	1.4%	1,850,074
dropoff	10,331	63	511	4	40.38%	4.95%	0.78%	270,386
post-purchase	207	17	4	0	30.36%	1.93%	0%	0
onboarding	89,104	213	629	0	26.76%	0.71%	0%	0
adsupport	14	0	0	0	-	0.00%	-	0

+ medium	Send	Open (Email + ...)	Click	Conversion	Open rate (fix)	Click rate (fix)	Conversion rat...	Revenue
web-pop-up	101,469	0	1,273	8	-	1.25%	0.63%	1,490,749
email	11,036	1,605	94	5	14.54%	0.85%	5.32%	1,891,075
app-push	5,715	0	64	1	-	1.12%	1.56%	67,999
app-pop-up	1,126	0	70	0	-	6.22%	0%	0
whatsapp	440	150	0	0	34.09%	0.00%	0%	0
web-push	1,063	0	29	0	-	2.73%	0%	0

Discovered Tradeoffs

- Trade off on current Email and whatsapp strategy
 - Currently we are using the promo focused message
 - The open rate went down
 - The conversion rate actually getting better
- Trade off on product recommendation strategy
 - Currently we are offering the penny products
 - The CVR actually went up
 - although, the CRM revenue contribution got plunged

Conversions and Revenue Growth





CRM

Campaign Performance by Media - Purchase (source)

medium	campaign type	Send	Open (Email + WA)	Click	Orders	Open rate (fix)	Click rate (fix)	CVR	Revenue	Campaign Order Contribution	Campaign Rev Contribution	CR MoM	CVR MoM
app-pop-up	segmentation	435	0	16	0	-	3.68%	0.00%	0	0.00%	0.00%	-10.80%	
app-pop-up	thematic	691	0	54	0	-	7.81%	0.00%	0	0.00%	0.00%	-40.19%	
	app-pop-up total	1,126	0	70	0	0.00%	6.22%	0.00%	0	0.00%	0.00%		
app-push	thematic	5,532	0	55	1	-	0.99%	0.02%	67,999	7.14%	1.97%	-19.50%	
app-push	onboarding	13	0	0	0	-	0.00%	0.00%	0	0.00%	0.00%		
app-push	post-purchase	81	0	4	0	-	4.94%	0.00%	0	0.00%	0.00%	18.52%	
app-push	dropoff	89	0	5	0	-	5.62%	0.00%	0	0.00%	0.00%	377.53%	
	app-push total	5,715	0	64	1	0.00%	1.12%	1.56%	67,999	7.14%	1.97%		
email	thematic	10,128	1372	77	4	13.55%	0.76%	0.04%	1,782,075	28.57%	51.66%	51.80%	183.89%
email	dropoff	156	63	13	1	40.38%	8.33%	0.64%	109,000	7.14%	3.16%	-27.38%	
email	onboarding	696	153	4	0	21.98%	0.57%	0.00%	0	0.00%	0.00%		
email	post-purchase	56	17	0	0	30.36%	0.00%	0.00%	0	0.00%	0.00%	-100.00%	
	email total	11,036	1605	94	5	14.54%	0.85%	5.32%	1,891,075	35.71%	54.82%		
web-pop-up	segmentation	2,315	0	102	5	-	4.41%	0.22%	1,329,363	35.71%	38.53%	-23.01%	49.08%
web-pop-up	dropoff	9,821	0	489	3	-	4.98%	0.03%	161,386	21.43%	4.68%	5.18%	
web-pop-up	post-purchase	62	0	0	0	-	0.00%	0.00%	0	0.00%	0.00%	-100.00%	
web-pop-up	onboarding	88,238	0	625	0	-	0.71%	0.00%	0	0.00%	0.00%	30.55%	-100.00%
web-pop-up	adsupport	14	0	0	0	-	0.00%	0.00%	0	0.00%	0.00%	-100.00%	
web-pop-up	thematic	1,019	0	57	0	-	5.59%	0.00%	0	0.00%	0.00%	-18.89%	
	web-pop-up total	101,469	0	1273	8	0.00%	1.25%	0.63%	1,490,749	57.14%	43.21%		
web-push	onboarding	57	0	0	0	-	0.00%	0.00%	0	0.00%	0.00%		
web-push	post-purchase	8	0	0	0	-	0.00%	0.00%	0	0.00%	0.00%	-100.00%	
	web-push total	265	0	4	0	-	1.51%	0.00%	0	0.00%	0.00%	665.28%	
web-push	thematic	733	0	25	0	-	3.41%	0.00%	0	0.00%	0.00%	338.61%	
	web-push total	1,063	0	29	0	0.00%	2.73%	0.00%	0	0.00%	0.00%		
whatsapp	thematic	340	90	0	0	26.47%	0.00%	0.00%	0	0.00%	0.00%	-100.00%	
whatsapp	onboarding	100	60	0	0	60.00%	0.00%	0.00%	0	0.00%	0.00%		
	whatsapp total	440	150	0	0	34.09%	0.00%	0.00%	0	0.00%	0.00%		
	Grand Total	120,849	1755	1530	14	1.45%	1.27%	0.80%	3,449,823				



Highest Orders and Rev Contribution

Web Pop-up Segmentation Campaign

Impression: 2.3K
 Click: 102
 Click Rate: 4.41%
 Order: 5
 CVR: 0.22%
 Rev: 1.3MIDR

Order contribution: 35.71%
 Rev contribution: 38.53%



Hallo charlma! ☺
 Kalau cuma dilihat aja mana puas? ☺
 Cek langsung check-out produk yang kamu liatin.
 karena ada diskon ongkir di aplikasi Renos!
 Bisa labih ringan, mantapkan juga fitur cicilan 0%!



Email Drop off

Delivered: 156
 Open: 63
 OR: 40.38%
 Click: 13
 Click Rate: 8.33%
 Order: 4
 CVR: 0.04%
 Rev: 1.7MIDR



Highest CVR MoM

Email Thematic

Delivered: 10.1K
 Open: 1372
 OR: 13.55%
 Click: 77
 Click Rate: 0.76%
 Order: 4
 CVR: 0.04%
 CVR MoM: 183.89%
 Rev: 1.7MIDR



Highest Click Rate MoM

Web-Push Drop off campaign

Delivered: 265
 Click: 4
 Click Rate: 1.51%
 CR MoM: 664.28%



Performance 1-21 Sep 2025



CRM: Overall Performance (1-21 Sep 2025)

Highest OR



Onboarding whatsapp

Email sent to newly registered user without purchase on their 2nd day of tenure

Delivered: 68
Open: 42
OR: 61.76%

Highest Orders



Drop off web-pop up

Shown to user who visit homepage and we know that they are dropping off pdp at least 24 hrs ago

Impression: 8138
Click: 391
Click Rate: 4.8%
Order: 3
CVR: 0.77%
Rev 161.3KIDR

Highest Revenue



Web-pop up segmentation campaign for usual living

Sent to all usual living ppl who open a website

Delivered: 871
Clicked: 38
Click rate: 4.36%
Orders: 3
CVR: 7.89%
Revenue: 1.1IMDR

Highest Click



Pop-up before log in

Pop-up shown to users who hasn't logged in

Delivered: 86.3K
Click: 596
Click Rate: 0.69%



CRM: Overall Performance (1-21 Sep vs 1-21 Aug 2025)

Channel Performance

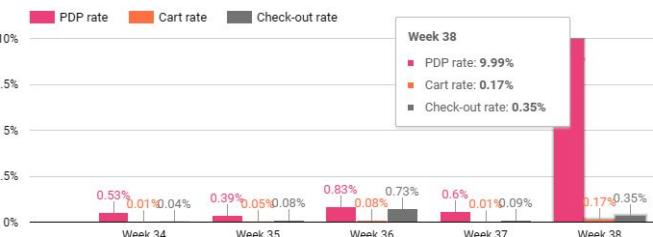
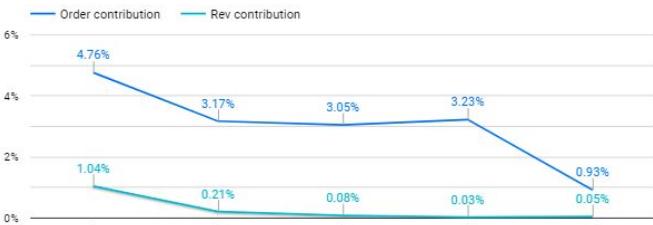
Send	Open (Email + WA)	Click	Order	Open rate (fix)	Click rate (fix)	Conversion rate (new)	Revenue	AOV
111.1K -7.5%	1.3K -50%	1.3K -27.7%	12.0 +120%	15.17% -51.8%	1.19% -20.1%	0.85% +5x	3.2M -93.2%	269.3K -96.9%

+ campaign type	Send	Open (Email + ...)	Click	Conversion	Open rate (fix)	Click rate (fix)	Conversion rat...	Revenue
segmentation	2,750	0	118	5	-	4.29%	4.24%	1,329,352.99
dropoff	8,531	47	411	4	38.21%	4.82%	0.97%	270,386
thematic	12,702	1,070	190	3	13.82%	1.50%	1.26%	1,892,075
post-purchase	134	12	2	0	27.91%	1.49%	0%	0
onboarding	86,956	163	597	0	26.77%	0.69%	0%	0
edsupport	10	0	0	0	-	0.00%	-	0
agressadsupp...	0	0	0	0	-	-	-	0
+ medium	Send	Open (Email + ...)	Click	Conversion	Open rate (fix)	Click rate (fix)	Conversion rat...	Revenue
web-pop-up	97,388	0	1,118	8	-	1.15%	0.72%	1,490,749
email	8,353	1,202	79	4	14.39%	0.95%	5.06%	1,741,075
app-pop-up	877	0	51	0	-	5.82%	0%	0
whatsapp	162	90	0	0	55.56%	0.00%	0%	0
web-push	971	0	28	0	-	2.88%	0%	0
app-push	3,335	0	42	0	-	1.26%	0%	0

Key Takeaways

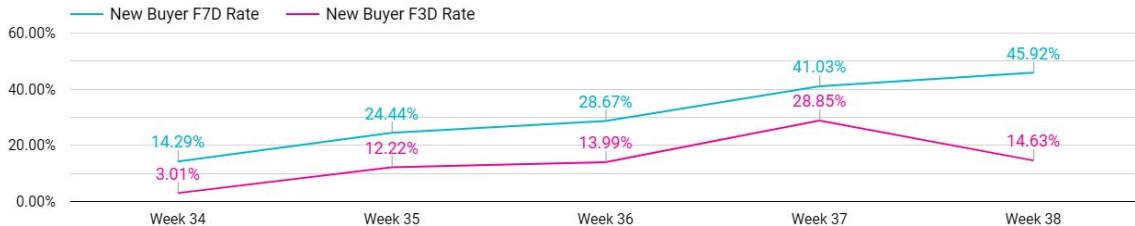
- CRM orders and CVR are improving significantly compared to the same period last month
 - It signify the correct segmentation and product offer strategy
- CRM engagement metrics like click rate and open rate is having a decrement
 - It signify that the copywriting needs to be improved for the current segmentation strategy
- The right graph indicates that CRM offers is getting better as the PDP, ATC and check out rate is improving WoW, although people are taking a long time to convert so that it doesn't get attributed to CRM
- Next slide will show that Renos as a whole is doing okay
- CRM Next Step to increase engagement rates while maintaining CVR
 - Post-purchase:** Basket analysis analysis covering all purchased category within 130d.(previously just top 5)
 - Post-purchase:** Service related recommendations for initial purchase

Conversions and Revenue Growth



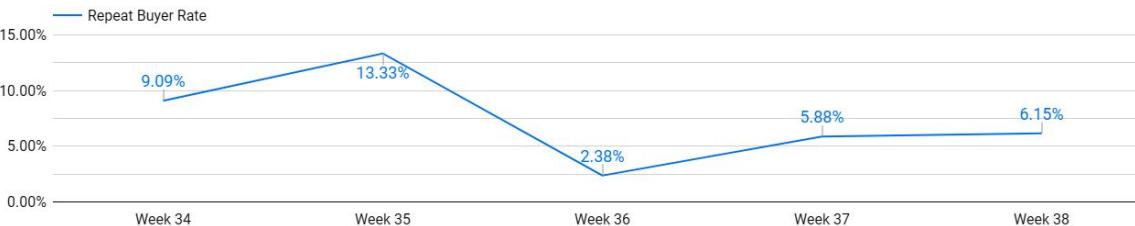


CRM Pillars



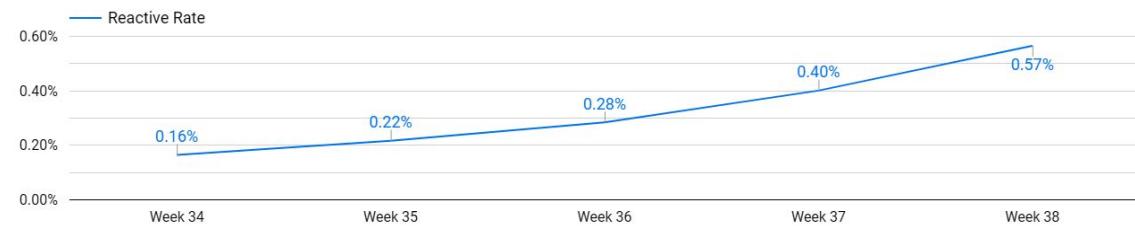
F7D Rate
+11.8% WoW

F3D Rate
-48.8% WoW



Repeat Rate
4.6% WoW

- W38 typical customers are a balance between new and old customers who make more than 1 purchases



Reactive Rate
+42.5% WoW



Thank you ❤️



CRM for Savetember

Strike Price on Email



Diskon s.d. Rp1jt di akun kamu masih aktif loh.

Coba deh dipakai buat bawa pulang produk-produk lucu ini

Cek aja dulu

Cek Promo

Price starting



Diskon s.d. Rp1jt di akun kamu masih aktif loh.

Coba deh dipakai buat bawa pulang produk-produk lucu ini

Cek aja dulu

Cek Promo

VS



Cat Litter Box with Scoop

Rp32.500

[Cek produk](#)

Ceramora Harmony Bowl Series

Rp33.526

[Cek produk](#)



[Cek produk](#)

[Cek produk](#)

Data Structure & BRD

- Fundamentally different data that the system ingest
- Several things to follow Nocnoc
 - Naming convention
 - item_name → sku_name
 - utm data
 - user's email, id, phone
- Several things that we cannot match
 - category structure
 - ours: sku_category, sku_category2, sku_category3
- <https://renosid.atlassian.net/wiki/spaces/REQUEST/pages/1058045953/BRD+-+Braze+Integration>

Potential Hindrance

Inconsistent category name format:

- in GTM the `&` symbol is deleted
- in API call the `&` symbol is not deleted

Example

- Mug & Glass
- vs
- Mug Glass



Performance 1-14 Sep 2025



CRM: Overall Performance (1-14 Sep 2025)

Highest OR and CVR



Halo Alifanda 🌟

Kalau cuma dilihat aja mana puas 😊

Cus langsung check-out produk yang kamu liatin,
karena ada diskon ongkir di aplikasi!

Biar lebih ringan, manfaatkan juga fitur cicilan 0%



Drop off for JPH

Email sent to JPH users who dropping off PDP the day before the email is sent

Delivered: 8
Open: 6
OR: 75%
Click: 4
Order: 1
CVR: 25%

Highest Click Rate



Thematic functional on app

Pop-up shown on app to functional segment

Delivered: 42
Open: 0
Open Rate: 0
Click: 4
Click Rate: 16.04%

Highest Revenue



Web-pop up segmentation campaign for usual living

Sent to all usual living ppl who open a website

Delivered: 18
Clicked: 2
Click rate: 15%
Orders: 1
CVR: 5%
Revenue: 180KIDR

Highest Click



Drop off web-pop up

Shown to user who visit homepage and we know that they are dropping off pdp at least 24 hrs ago

Impression: 5101
Click: 223
Click Rate: 4.21%
Order: 3
CVR: 1.35%
Rev 161.3KIDR



CRM: Overall Performance - New CVR Definition(1-14 Sep vs 1-14 Aug 2025)

Channel Performance

Send	Open (Email + WA)	Click	Order	Open rate (fix)	Click rate (fix)	Conversion rate (new)	Revenue	AOV
101.5K +15.7%	1.2K -52%	1.1K -21.4%	10.0 +233%	14.75% -55.3%	1.04% -36.5%	0.88% +8x	1.9M -93.2%	190.3K -98%

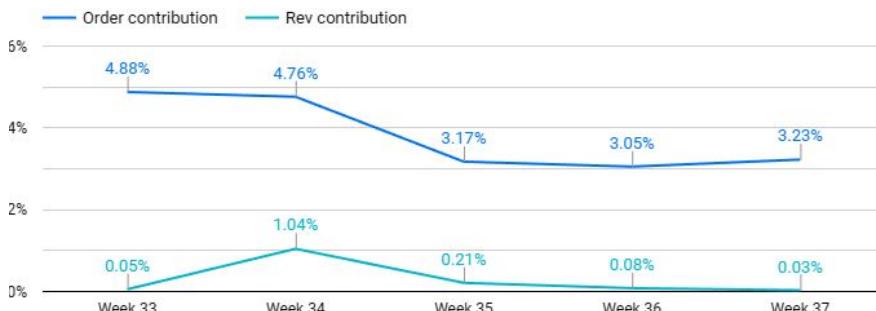
+ campaign type	Send	Open (Email + ...)	Click	Conversion	Open rate (fix)	Click rate (fix)	Conversion rat...	Revenue
segmentation	2,738	0	118	4	-	4.31%	3.39%	1,319,362.99
dropoff	5,303	36	238	4	42.35%	4.49%	1.68%	270,386
thematic	11,415	1,039	137	2	13.73%	1.20%	1.08%	313,075
post-purchase	74	1	1	0	5.26%	1.35%	0%	0
onboarding	81,989	111	566	0	29.52%	0.69%	0%	0
adsupport	8	0	0	0	0.00%	-	-	0

+ medium	Send	Open (Email + ...)	Click	Conversion	Open rate (fix)	Click rate (fix)	Conversion rat...	Revenue
web-pop-up	89,078	0	891	7	-	1.00%	0.79%	1,480,749
email	7,916	1,114	75	3	14.07%	0.95%	4%	422,075
app-pop-up	551	0	32	0	-	5.81%	0%	0
whatsapp	134	73	0	0	54.48%	0.00%	0%	0
web-push	663	0	23	0	-	3.47%	0%	0
app-push	3,185	0	39	0	-	1.22%	0%	0

Key Takeaways

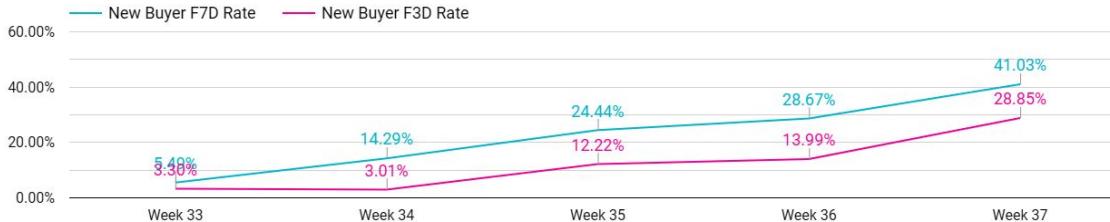
- Overall CRM interaction metrics still cannot surpass the 1-14 Aug 2025 performance.
- Although, there are improvements on WoW basis
 - OR increase to 19.72%
 - CR increase to 1.17%
- Massive jump in send due to adjustment period on the pop-up showing logic
 - Previously, 1 web pop up and 1 app pop up will have different suppression logic set-up
 - New rule: web pop-up and app pop-up have same logic set up with aggregate
 - if u receive web pop up now, you won't receive both web pop up and app pop up to the next 6 hours.

Conversions and Revenue Growth



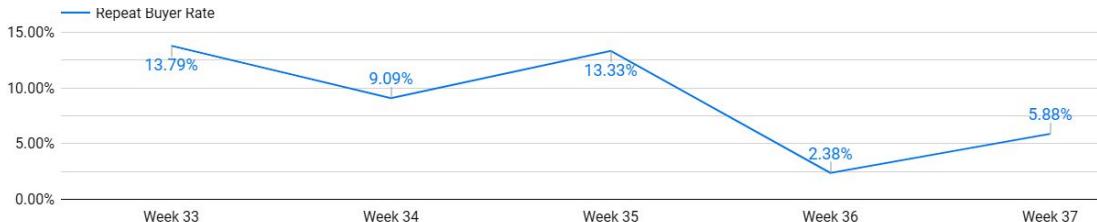


CRM Pillars



F7D Rate
+43.11% WoW

F3D Rate
+106% WoW



Repeat Rate
+147 WoW

- W37 typical customers are a balance between new buyer, repeat purchasers, and returned customers



Reactive Rate
+42.8% WoW



Thank you ❤️



CRM for Savetember

Thematic

11	12	13	14	15	16	17	18	19	20	21	22	23	24
----	----	----	----	----	----	----	----	----	----	----	----	----	----

Renos Users

Pop-Up

Active Users
No Purchase
(active in L60D doesn't have purchase in L10D)

External Comms

External Comms

Drop Off Users

Pop Up (always on External (only if applicable))

Strike Price on Email



Data Structure

1. Is there any parameter / property's value that is formatted in Array, like: {"sku_subcategory_list": ["x", "y", "z"]}
2. How many purchase event got trigger within this case?

A user purchase 1 product from seller K and 2 products from seller L on the same basket

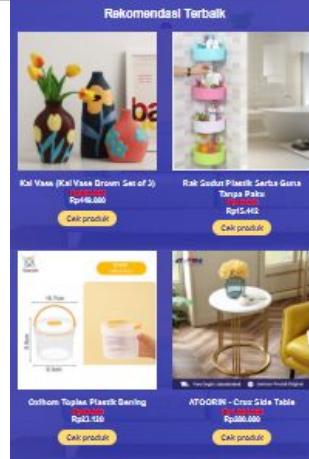
Segmentation

More than 2 pdp within L10D

cat_3	total_sku	▼ 1
Gelas & Mug	58	
Kebutuhan Rumah Lainnya	28	
Alat Pel	23	
Bantal Kepala	22	
Mangkok Makanan	21	

VS

cat_2	total_sku	▼ 1
Peralatan Makan & Minum	126	
Tempat Penyimpanan	57	
Furniture	57	
Kebersihan	48	
Kamar Tidur	47	





Performance 1-7 Sep 2025



CRM: Overall Performance - Old CVR Definition(1-7 Sep vs 1-7 Aug 2025)

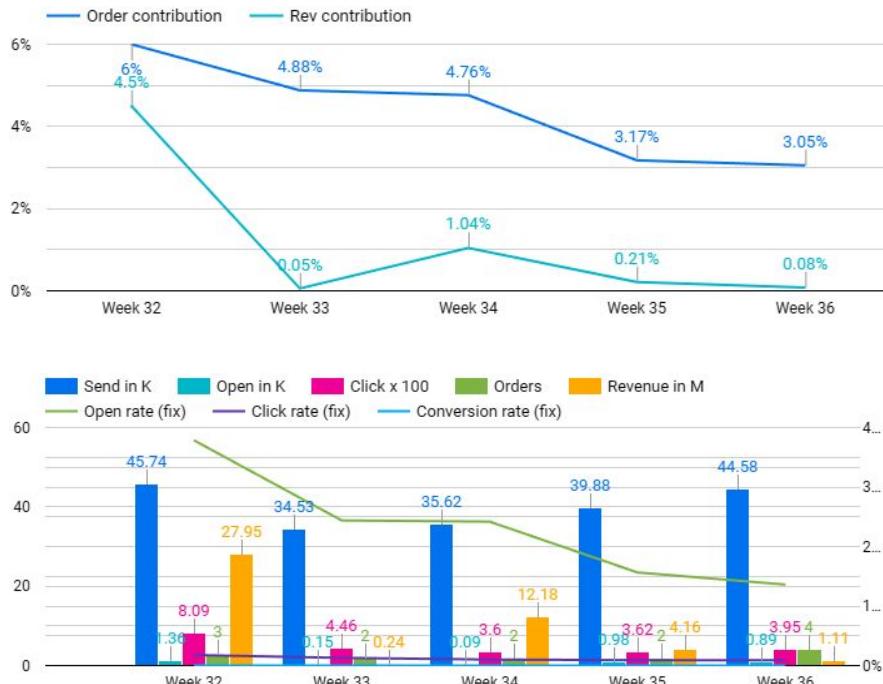
Channel Performance

	Send	Open (Email + WA)	Click	Order	Open rate (fix)	Click rate (fix)	Conversion rate (fix)	Revenue	AOV
44.6K	892.0	395.0	4.0	13.61%	0.89%	0.01%	1.1M	276.3K	-89%
-6.8%	-59.5%	-53.8%	+300%	-55.1%	-50.3%	+329%	-56%		
[+ campaign ty...]	Send	Open (Email + ...	Click	Conversion	Open rate (fix)	Click rate (fix)	Conversion rat...	Revenue	
segmentation	1,100	0	47	2	-	4.27%	0.18%	1,063,499.99	
dropoff	2,093	22	77	2	59.46%	3.68%	0.10%	41,786	
onboarding	32,693	51	191	0	25.12%	0.58%	0.00%	0	
agressadsupp...	0	0	0	0	-	-	-	0	
thematic	8,665	819	80	0	12.98%	0.92%	0.00%	0	
post-purchase	27	0	0	0	0%	0.00%	0.00%	0	
adsupport	6	0	0	0	-	0.00%	0.00%	0	
drop-off	0	0	0	0	-	-	-	0	
[+ medium]	Send	Open (Email + ...	Click	Conversion	Open rate (fix)	Click rate (fix)	Conversion rat...	Revenue	
web-pop-up	35,489	0	303	4	-	0.85%	0.01%	1,105,286	
app-pop-up	212	0	16	0	-	7.55%	0.00%	0	
whatsapp	116	61	0	0	52.59%	0.00%	0.00%	0	
email	6,438	831	36	0	12.91%	0.56%	0.00%	0	
web-push	363	0	21	0	-	5.79%	0.00%	0	
app-push	1,966	0	19	0	-	0.97%	0.00%	0	

Key Takeaways

- On week on week basis, CRM revenue is improving from 0.24 MIDR to 12.18 MIDR with the same order of 2 orders on each week
- The AOV WoW is increasing from around 120KIDR in W33 to 6MIDR in W34
- In terms of channel engagement, there is no significant difference in W34 than W33.
- Although, the overall metrics went down if we compare them to 1-24 July 2025.

Conversions and Revenue Growth





CRM: Overall Performance - New CVR Definition(1-7 Sep vs 1-7 Aug 2025)

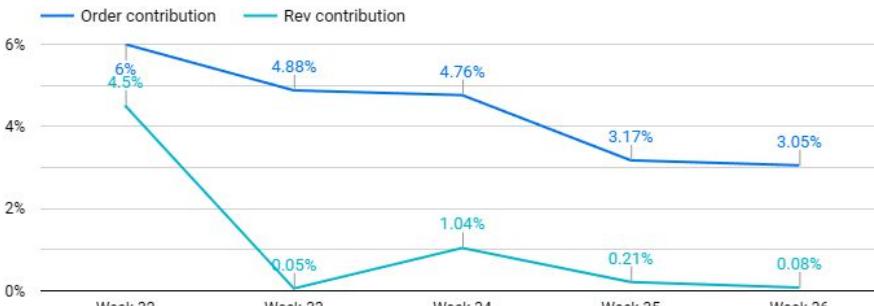
Channel Performance

	Send	Open (Email + WA)	Click	Order	Open rate (fix)	Click rate (fix)	Conversion rate (fix)	Revenue	AOV
44.6K	892.0	395.0	4.0	13.61%	0.89%	0.01%	1.1M	276.3K	-12.1%
-6.8%	-74.3%	-39.4%	-78.1%	-20.5%	-27.6%	-50%	-80.9%		
+ campaign type	Send	Open (Email + ...)	Click	Conversion	Open rate (fix)	Click rate (fix)	Conversion rat...	Revenue	
segmentation	1,100	0	47	2	4.27%	4.26%			
dropoff	2,093	22	77	2	3.68%	2.6%			
onboarding	32,693	51	191	0	25.12%	0.58%	0%		
agressadsupp...	0	0	0	0	-	-	-		0
thematic	8,665	819	80	0	12.96%	0.92%	0%		
post-purchase	27	0	0	0	0%	0.00%	-		0
adsupport	6	0	0	0	-	0.00%	-		0
+ medium	Send	Open (Email + ...)	Click	Conversion	Open rate (fix)	Click rate (fix)	Conversion rat...	Revenue	
web-pop-up	35,485	0	303	4	-	0.85%	1.32%	1,105,286	
app-pop-up	212	0	16	0	-	7.55%	0%		0
whatapp	116	61	0	0	52.59%	0.00%	0%		0
email	6,438	831	36	0	12.91%	0.56%	0%		0
web-push	363	0	21	0	-	5.79%	0%		0
app-push	1,966	0	19	0	-	0.97%	0%		0

Key Takeaways

- On week on week basis, CRM revenue is improving from 0.24 MIDR to 12.18 MIDR with the same order of 2 orders on each week
- The AOV WoW is increasing from around 120KIDR in W33 to 6MIDR in W34
- In terms of channel engagement, there is no significant difference in W34 than W33.
- Although, the overall metrics went down if we compare them to 1-24 July 2025.

Conversions and Revenue Growth



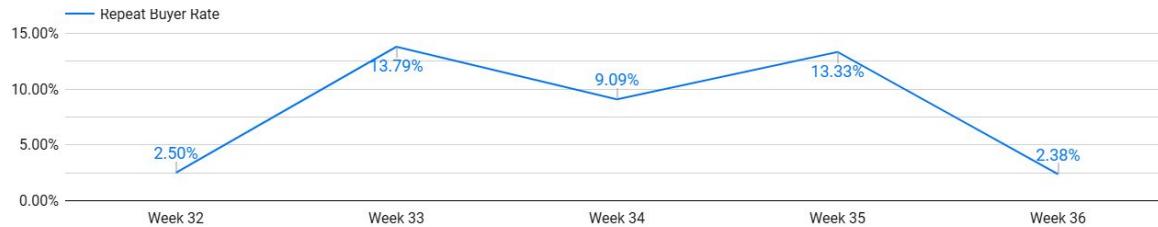


CRM Pillars



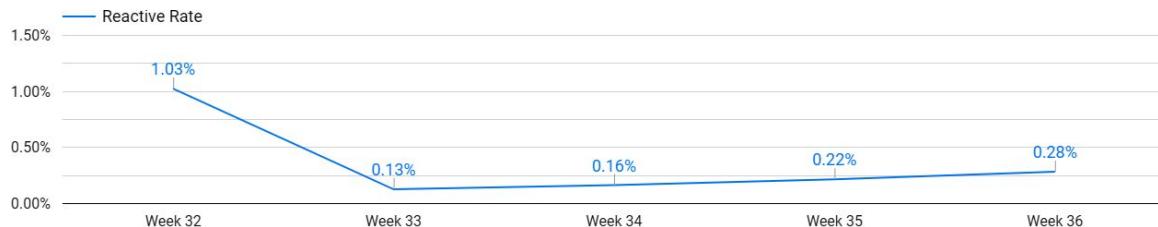
F7D Rate
+17.2% WoW

F3D Rate
+14.5% WoW



Repeat Rate
-82.1% WoW

- W36 typical customers
are new purchasers



Reactive Rate
+27.3% WoW



Thank you ❤️



Performance 1-31 Aug 2025



Section 2: Drive Organic Demand and Retention

CRM User Performance



New Register: Visitors who sign up within the month
 New Buyer: Users who register and make a purchase on the same month
 New Buyer Rate: (New Buyer/New Register)
 Buyer: Users who registered outside the month and make 1 purchase within the month
 Repeat Buyer: Users who registered outside the month and make more than 1 purchase within the month
 Retention Rate: (Repeat Buyer/Buyer)
 Reactivated Buyer: (Total Users - Inactive Buyer)
 Reactive Rate: (Reactivated Buyer/Total Users)
 Total Users: Total registered users from the beginning of time to now
 Inactive Buyer: Users who make a purchase outside of the month but make no purchase within the month





Section 2: Drive Organic Demand and Retention

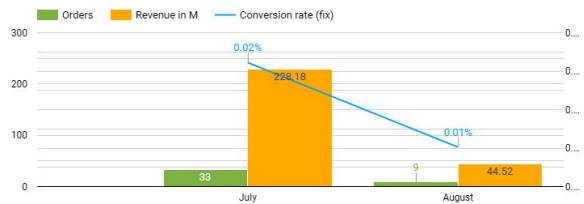
CRM Overall Performance Q2 - Purchase

*data already exclude surveys

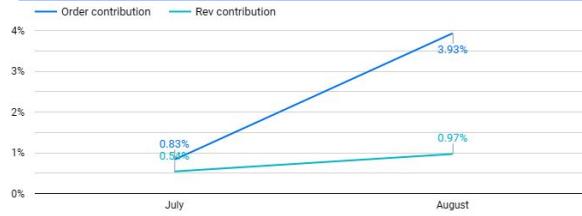
Engagement



Conversion



Contribution



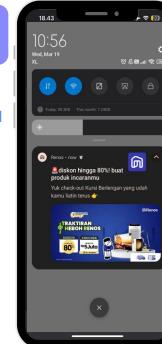
Pop Up

153.6K -5.8% MoM Impression	2.1K -39.7% MoM Click
1.4% -36% MoM CTR	0.004% -75.2% MoM CVR
9 -72.7% QoQ CONVERSION	



Pushes

7.5K -31.2% MoM Impression	89 -56.6x MoM Click
1.19% -36.9% MoM CTR	0 0% MoM CVR
0 0% MoM CONVERSION	



WhatsApp

4.7K -57.5% MoM Impression	2.1K -60.8% MoM Open
45.01% -7.6% MoM Open Rate	0% +0% MoM CVR
0 +0% MoM CONVERSION	



Email

9.9K -50.4% MoM Impression	1.5K -73.2% QoQ Opens
81 -20.6% MoM Clicks	0.82% +60.1% MoM CTR
5 +150% MoM CONVERSION	0.05% +404% MoM CVR





CRM

Campaign Performance by Media - Purchase (source)

medium	campaign type	Send	Open (Email + WA)	Click	Orders	Open rate (fix)	Click rate (fix)	CVR	Revenue	Campaign Order Contribution	Campaign Rev Contribution	CTR MoM	CVR MoM
app-pop-up	segmentation	313	0	12	0	-	3.83%	0.00%	0	0.00%	0.00%	280.32%	
app-pop-up	thematic	218	0	27	0	-	12.39%	0.00%	0	0.00%	0.00%	80.74%	-100.00%
app-pop-up total		531	0	39	0	0.00%	7.34%	0.00%	0	0.00%	0.00%	0.00%	
app-push	thematic	6,117	0	80	0	-	1.31%	0.00%	0	0.00%	0.00%	0.00%	
app-push	post-purchase	25	0	1	0	-	4.00%	0.00%	0	0.00%	0.00%	117.18%	
app-push	dropoff	99	0	1	0	-	1.01%	0.00%	0	0.00%	0.00%	-75.98%	
app-push	onboarding	20	0	0	0	-	0.00%	0.00%	0	0.00%	0.00%	-100.00%	
app-push total		6,261	0	82	0	0.00%	1.31%	0.00%	0	0.00%	0.00%	0.00%	
email	thematic	8,927	1,235	40	1	13.83%	0.45%	0.01%	25,336,570	11.11%	56.91%	23.19%	
email	onboarding	743	190	0	0	25.57%	0.00%	0.00%	0	0.00%	0.00%	-100.00%	-100.00%
email	dropoff	136	67	38	0	49.26%	27.94%	0.00%	0	0.00%	0.00%	858.38%	
email	post-purchase	22	3	2	0	13.64%	9.09%	0.00%	0	0.00%	0.00%	1412.01%	-100.00%
email	coupon	29	10	1	0	34.48%	3.45%	0.00%	0	0.00%	0.00%	-82.76%	
email total		9,857	1,505	81	1	15.27%	0.82%	0.01%	25,336,570	11.11%	56.91%		
web-pop-up	segmentation	2,862	0	166	4	-	5.80%	0.14%	16,315,220	44.44%	36.65%	-16.41%	-56.32%
web-pop-up	post-purchase	35	0	5	2	-	14.29%	5.71%	255,000	22.22%	0.57%	369.39%	3185.71%
web-pop-up	onboarding	124,861	0	687	1	-	0.55%	0.00%	114,000	11.11%	0.26%	4.98%	-53.39%
web-pop-up	adsupport	179	0	18	0	-	10.06%	0.00%	0	0.00%	0.00%	23.49%	
web-pop-up	thematic	59	0	4	0	-	6.78%	0.00%	0	0.00%	0.00%	-1.17%	
web-pop-up	dropoff	25,075	0	1,229	0	-	4.90%	0.00%	0	0.00%	0.00%	-26.21%	-100.00%
web-pop-up	agresadsupport	2	0	0	0	-	0.00%	0.00%	0	0.00%	0.00%	-100.00%	
web-pop-up total		153,073	0	2,109	7	0.00%	1.38%	0.00%	16,684,220	77.78%	37.48%		
web-push	onboarding	26	0	0	0	-	0.00%	0.00%	0	0.00%	0.00%	-100.00%	
web-push	dropoff	527	0	1	0	-	0.19%	0.00%	0	0.00%	0.00%	-86.57%	-100.00%
web-push	post-purchase	12	0	1	0	-	8.33%	0.00%	0	0.00%	0.00%	152.78%	
web-push	thematic	643	0	5	0	-	0.78%	0.00%	0	0.00%	0.00%		
web-push total		1,208	0	7	0	0.00%	0.58%	0.00%	0	0.00%	0.00%		
whatsapp	thematic	4,562	2,029	0	1	44.48%	0.00%	0.02%	2,499,000	11.11%	5.61%		
whatsapp	onboarding	99	69	0	0	69.70%	0.00%	0.00%	0	0.00%	0.00%		
whatsapp total		4,661	2,098	0	1	45.01%	0.00%	0.02%	2,499,000	11.11%	5.61%		
GRAND TOTAL		175,591	3,603	2,318	9	2.05%	1.32%	0.01%	44,519,790		100.00%		

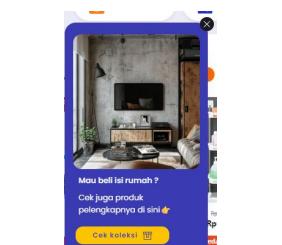


Highest Orders

Usual Living Home Page Promo

Email sent to Usual Living users who visit renos home page

Delivered: 2.8K
Click: 166
Click Rate: 5.8%
Order: 4
CVR: 0.14%
Rev: 16.3MIDR



Highest CVR and CVR MoM

Web Pop-Up Post-Purchase

Pop-up shown to users who had a purchase at least the day before

Delivered: 35
Clicked: 5
Click rate: 14.29%
Orders: 2
CVR: 5.71%
Revenue: 255KIDR
CVR MoM: 31x



Highest Click Rate

Email Drop Off

Email sent the next day after user visit PDP but not proceed to lower funnel

Delivered: 136
Open: 67
Open Rate: 49.26%
Click: 38
Click Rate: 27.94%



Highest Rev

Thematic Email

Sent on tactical basis when we launch new campaign

Impression: 8.9K
Click: 40
Click Rate: 0.45%
Order: 1
CVR: 0.01%
Rev: 25.3MIDR



Thank you ❤️



Performance 1-24 Aug 2025



CRM: Overall Performance (1-17 Aug 2025)

Highest CVR



Post-Purchase Usual Living

Sent to all usual living ppl who make a purchase. Send them to home trend

Delivered: 18
Clicked: 2
Click rate: 15%
Orders: 1
CVR: 5%
Revenue: 180KIDR

Highest Click Rate



Drop-Off for Usual Living users

Email sent to Usual Living users who dropping off PDP the day before the email is sent

Delivered: 93
Open: 39
Open Rate: 41.94%
Click: 38
Click Rate: 25.04%

Highest Open Rate



Drop off for JPH

Email sent to JPH users who dropping off PDP the day before the email is sent

Delivered: 10
Open: 10
Open Rate: 100%

Highest Click



Onboarding for Unknown User

Shown to user who visit homepage but not recognised as logged in nor signed user

Impression: 100.7K
Click: 567
Click Rate: 0.57%
Order: 1
CVR: 0.009%
Rev 114KIDR



CRM: Overall Performance (1-24 Aug vs 1-24 July 2025)

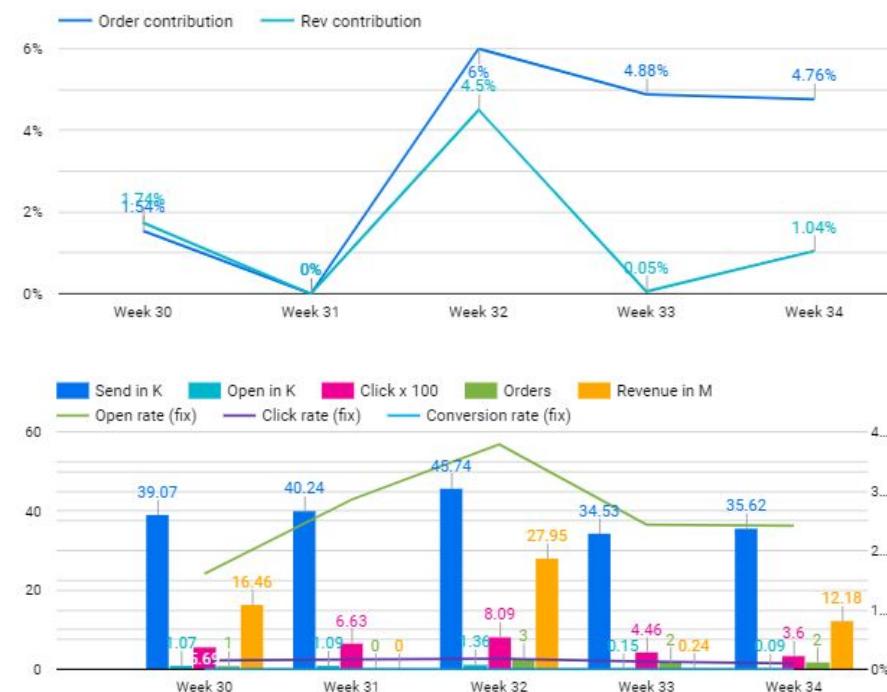
Channel Performance

Send	Open (Email + WA)	Click	Order	Open rate (fix)	Click rate (fix)	Conversion rate (fix)	Revenue	AOV
135.7K -18.1%	2.6K -74.3%	2.0K -39.4%	7.0 -78.1%	31.77% -20.5%	1.44% -27.6%	0.01% -50%	40.4M -80.9%	5.8M -12.1%
+ campaign type	Send	Open (Email + ...)	Click	Conversion	Open rate (fix)	Click rate (fix)	Conversion rat...	Revenue
segmentation	2,417	0	154	3	-	6.37%	0.12%	12,234.720
thematic	9,204	2,372	63	2	31.67%	0.58%	0.02%	27,233.570
post-purchase	68	3	4	1	18.75%	5.88%	1.47%	180,000
onboarding	101,461	200	567	1	30.72%	0.56%	0.00%	114,000
agressadsupp...	2	0	0	0	-	0.00%	0.00%	0
dropoff	22,409	49	1,152	0	47.57%	5.14%	0.00%	0
adsupport	147	0	16	0	-	10.88%	0.00%	0
+ medium	Send	Open (Email + ...)	Click	Conversion	Open rate (fix)	Click rate (fix)	Conversion rat...	Revenue
web-pop-up	124,911	0	1,843	5	-	1.48%	0.00%	12,528.720
email	3,668	563	48	1	15.35%	1.31%	0.03%	25,336.570
whatsapp	4,592	2,061	0	1	44.88%	0.00%	0.02%	2499,000
app-pop-up	423	0	31	0	-	7.33%	0.00%	0
app-push	1,598	0	33	0	-	2.07%	0.00%	0
web-push	516	0	1	0	-	0.19%	0.00%	0

Key Takeaways

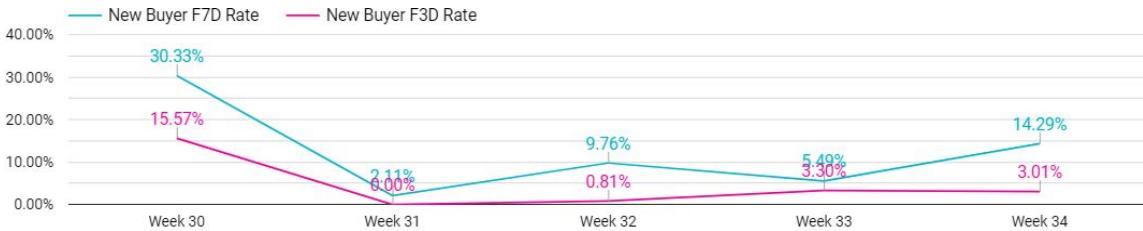
- On week on week basis, CRM revenue is improving from 0.24 MIDR to 12.18 MIDR with the same order of 2 orders on each week
- The AOV WoW is increasing from around 120KIDR in W33 to 6MIDR in W34
- In terms of channel engagement, there is no significant difference in W34 than W33.
- Although, the overall metrics went down if we compare them to 1-24 July 2025.

Conversions and Revenue Growth



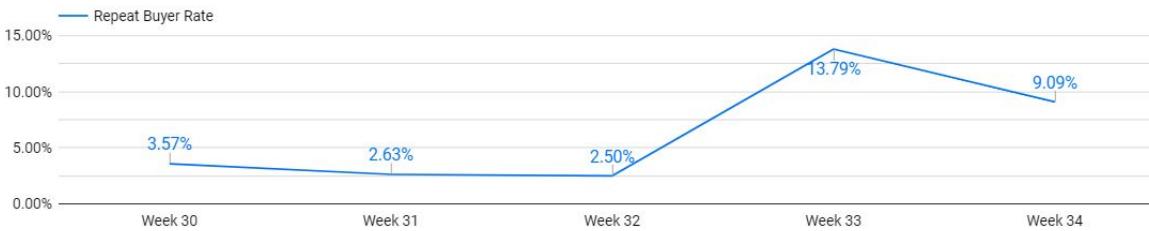


CRM Pillars



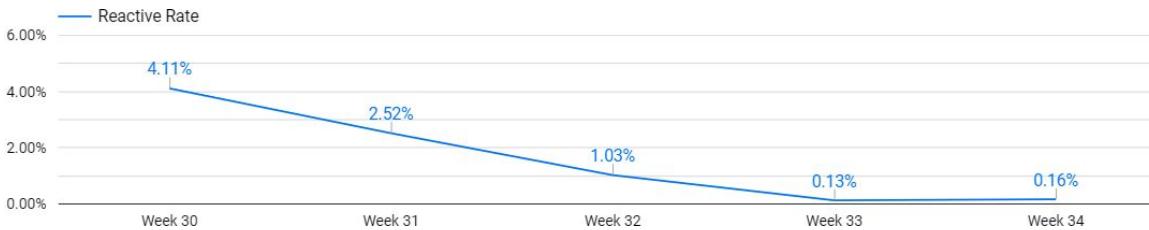
F7D Rate
+160.3% WoW

F3D Rate
-8.8% WoW



Repeat Rate
-34.1 WoW

- W34 typical customers are either new buyers or reactivated buyer



Reactive Rate
+23% WoW



Thank you ❤️



Performance 1-17 Aug 2025



CRM: Overall Performance (1-17 Aug 2025)

Highest Revenue

Renos

SEMASA
RENOS FAIR 2025 at SEMASA
Diskon hingga 50% 27-29 Juni

Halo [[UserAttribute[First Name]]] default('Renosian')! 😊
Inget, ya. Renos Fair 2025 hadir di Semasa Picnik.
Kamu bisa bawa pulang berbagai produk keran dengan diskon hingga 50% 😊.
Selain promo, ada juga acara:
Workshop kerajinan tangan bersama Dinas PPKUKM
Lucky Draw dengan hadiah menarik
Impression Wall dari Daurat.id
Serta free custom keychain, free coffee, dan banyak kejutan lainnya!
Ditunggu, ya...
Tanggal: 27-29 Juni 2025
Lokasi: Lapangan Banteng
Gratis masuk untuk semua pengunjung

Cek sekarang

Thematic WhatsApp

Sent to all users to inform about Renos Fair back in June

Delivered: 9.1K
Opens: 3.9K
Open rate: 42%
Clicked: 14
Click rate: 0.15%
Revenue: 25.3 MIDR

Highest Open Rate

Renos

Gratis Ongkir Seluruh Indonesia Berlaku hanya di aplikasi Renos
POTONGAN HINGGA Rp50Ribu MITRA PENGERJIAN

Halo RMMP! 🎉
Kalau cuma dilihat aja mma puas 😊
Cus langsung check-out produk yang kamu liatin,
karena ada diskon ongkir di aplikasi!
Biar lebih ringan, manfaatkan juga fitur cicilan 0%

Terakhir kamu lihat
In-N-Out Pixie Blue Gagap In-N-Out Pixie Blue 480ml Botol Minum Thermos
Cek lagi

Drop-Off for JPH users

Email sent to JPH users who dropping off PDP the day before the email is sent

Delivered: 20
Open: 16
Open Rate: 80%

Highest Click Rate

Renos

Mulai tanggal 7Rb Voucher Diskon Hingga 800Rb
PANJAT PERIODIKALISASI GULUNGAN RUMAH
diskon s.d. Rp1jt

Halo charisma! 🎉
Kalau cuma dilihat aja mma puas 😊
Cus langsung check-out produk yang kamu liatin, mumpung diskon s.d. Rp1jt!
Biar lebih ringan, manfaatkan juga fitur cicilan 0%

Terakhir kamu lihat
Kursi kayu ini membuat ruang - Desain elegan dan nyaman untuk kafe dan rumah Furniture Minimalis
Cek lagi

Drop off for usual living

Shown to users who just purchase

Delivered: 192
Click: 46
Click Rate: 18.96%

Highest Click

Pinhome Service
DATE CLEAN
Home Cleaning 1.5 Jam
diskon s.d. Rp1jt buat produk incaranmu
Yuk check-out Voucher Pinhome Service - Home Cleaning with Tools 1.5 Jam yang udah kamu liatin! 👍

Cek sekarang

<https://www.renos.id/promospesial/88>

Drop off campaign pop-up

Shown to user who drop off PDP the next time day reopen Renos within different day

Impression: 18.2
Click: 1.2K
Click Rate: 6.52%
Order: 2
CVR: 0.01%
Rev 12.26MIDR



CRM: Overall Performance (1-17 Aug vs 1-17 July 2025)

Channel Performance

Send	Open (Email + WA)	Click	Order	Open rate (fix)	Click rate (fix)	Conversion rate (fix)	Revenue	AOV
100.1K -20%	2.5K -72.2%	1.6K -40.7%	5.0 -84.4%	32.12% -16.4%	1.59% -24.6%	+0.00% -84.7%	28.2M -86.7%	5.6M -15.2%
[+ campaign type]	Send	Open (Email + ...)	Click	Conversion	Open rate (fix)	Click rate (fix)	Conversion rat...	Revenue
thematic	9,028	2,336	59	2	31.68%	0.65%	0.02%	27,835.570
segmentation	1,656	0	117	2	-	7.07%	0.12%	235,220
onboarding	70,928	151	423	1	35.2%	0.60%	0.00%	114,000
agressadsupp...	2	0	0	0	-	0.00%	0.00%	0
dropoff	18,322	45	988	0	55.56%	5.39%	0.00%	0
post-purchase	49	3	3	0	33.33%	6.12%	0.00%	0
adsupport	107	0	6	0	-	5.61%	0.00%	0
[+ medium]	Send	Open (Email + ...)	Click	Conversion	Open rate (fix)	Click rate (fix)	Conversion rat...	Revenue
web-pop-up	89,863	0	1,489	3	-	1.66%	0.00%	349,220
email	3,391	523	48	1	15.42%	1.42%	0.03%	25,336,570
whatsapp	4,501	2,012	0	1	44.7%	0.00%	0.02%	2,499,000
app-pop-up	346	0	26	0	-	7.51%	0.00%	0
app-push	1,536	0	32	0	-	2.08%	0.00%	0
web-push	455	0	1	0	-	0.22%	0.00%	0

Key Takeaways

- CRM is testing a way to make attribution window longer
 - Using utm_id which is tracked on GA4
 - The identifier is not used by any team, thus will not overwrite other team's effort
 - Attribution window up to 30 days

Conversions and Revenue Growth





CRM Pillars



F7D Rate
-43.7% WoW

F3D Rate
+3x WoW

Repeat Rate
4.5x WoW

Reactive Rate
-87% WoW

- W33 typical customers are a balance between new and old customers who make more than 1 purchases



Performance 1-3 Aug 2025

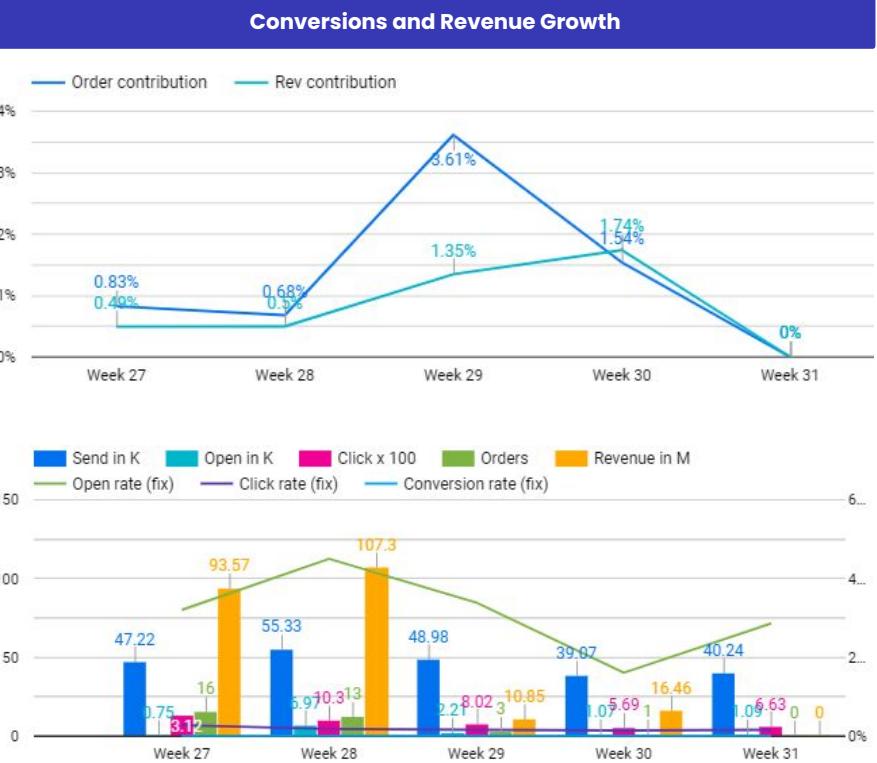


CRM: Overall Performance (1-3 Aug vs 1-3 July 2025)

Channel Performance									
Send	Open (Email + WA)	Click	Order	Open rate (fix)	Click rate (fix)	Conversion rate (fix)	Revenue	AOV	No data
19.8K -11.2%	1.0K +151.8%	341.0 -44.3%	0.0 -100%	27.77% -19.6%	1.72% -37.5%	0.00% -100%	0.0 -100%	No data -100%	
+ campaign type	Send	Open (Email...)	Click	Conversion	Open rate (fix)	Click rate (fix)	Conversion r...	Revenue	Check-out ra...
thematic	4,401	996	19	0	27.61%	0.43%	0.00%	0	0.00%
segmentation	123	0	8	0	-	6.50%	0.00%	0	3.25%
agressadsupp...	1	0	0	0	-	0.00%	0.00%	0	0.00%
dropoff	3,704	5	239	0	35.71%	6.45%	0.00%	0	0.00%
post-purchase	4	0	1	0	0%	25.00%	0.00%	0	25.00%
onboarding	11,563	20	72	0	37.74%	0.62%	0.00%	0	0.00%
adsupport	29	0	2	0	-	6.90%	0.00%	0	0.00%
+ medium	Send	Open (Email...)	Click	Conversion	Open rate (fix)	Click rate (fix)	Conversion r...	Revenue	Check-out ra...
email	1,795	189	28	0	10.53%	1.56%	0.00%	0	0.00%
app-pop-up	41	0	1	0	-	2.44%	0.00%	0	0.00%
web-pop-up	15,295	0	298	0	-	1.95%	0.00%	0	0.03%
app-push	790	0	14	0	-	1.77%	0.00%	0	0.00%
whatsapp	1,881	832	0	0	44.23%	0.00%	0.00%	0	0.00%
web-push	23	0	0	0	-	0.00%	0.00%	0	0.00%

Key Takeaways

- Effect of halting pop-up is showing
 - Lower conversion since pop-up is the comms that is proven to seal the deal
 - Lower click rate due to untracked click in WA
- Onboarding campaign drives open rate wth 37.74% OR
- Drop-off campaign drives click rate with 35.71% CR





CRM: Overall Performance (1-3 Aug 2025)

Highest Open



Thematic WhatsApp

Shown to users who had purchased in July, but no purchase on the last week of July

Impression: 1869
Opens: 824
Open rate: 44.1%

Highest Open Rate



Onboarding WhatsApp

Shown to users who visit home page on app

Impression: 12
Open: 8
Open Rate: 66.7%

Highest Click Rate



Post-purchase for usual living

Shown to users who just purchase

Impression: 1
Click: 1
Open Rate: 100%

Highest Click



Drop off campaign (default)

Shown to users who abandon product

Impression: 3656
Click: 215
Open Rate: 5.97%



CRM Pillars



F7D Rate
+30.2% MoM

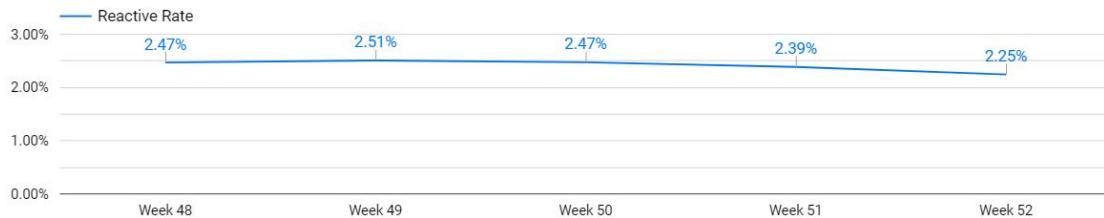
F3D Rate
-5.2% MoM



Repeat Rate
+64.5% MoM

W30 typical customers are:

- A balance between new user, repeat purchaser, and returning customers



Reactive Rate
+2.2% WoW



qgroup	min_avg_item_price	max_avg_item_price	avg_order	avg_item_per_basket	num_of_users
q1	2,795	6,069,000	1.1917	12.8754	1,059
q2	6,075,970	7,982,500	1.0264	2.1379	1,059
q3	7,982,500	12,360,000	1.0331	2.1314	1,058
q4	12,360,000	50,000,000	1.0425	2.1267	1,058

Key Takeaways

July typical customers are:

- When price hit above 6MIDR, people tend to stop purchasing more than one item in a day
 - It is an impulse purchaser
- Although, we also see users who purchase product that is more than 12MIDR also purchase more than 1 time in a day
 - It might be users who are purchasing furnitures for his new home
- Same basket analysis done with SQL help
 - Creating unique pairing based on the initial category that got purchased

Action for Aug:

- q1 and q4 group will receive cross sell comms on D+1. Other will receive D+8 like BAU
- To utilise the newly improved same-basket pairing

initial_cat	initial_orders	pair_1	pair_2	pair_3
Microwave Oven	20	Pisau		
Setrika	11	Rice Cooker	Kipas	
Kipas	7	Setrika	Home Service	
Rice Cooker	5	Setrika		
Pisau	2	Microwave		
Home Service	1	Kipas		

* note: already exclude o2o, b2b, sus seller, sus buyer, and product priced > 1.5MIDR

** HL purchases within 1-27 July 2025 is only 38 occurrences based on Ritme's data



Performance 1-27 July 2025



CRM: Overall Performance (1-27 July vs 1-27 June 2025)

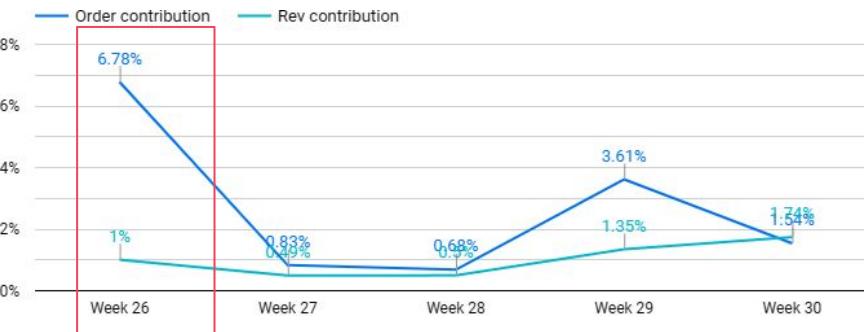
Channel Performance

Send	Open (Email + WA)	Click	Order	Open rate (fix)	Click rate (fix)	Conversion rate (fix)	Revenue	AOV
184.4K -16.5%	10.9K -12.1%	3.5K -7.9%	33.0	35.50% -15.3%	1.92% +10.9%	0.02%	228.2M	6.9M
+ campaign ty...	Send	Open (Email + ...	Click	Conversion	Open rate (fix)	Click rate (fix)	Conversion rat...	Revenue
segmentation	7,776	0	370	16	-	4.76%	0.21%	100,740,600
thematic	27,955	8,433	501	8	39.46%	1.79%	0.03%	51,928,900
post-purchase	16,191	1,479	229	3	23.96%	1.41%	0.02%	24,384,000
dropoff	27,174	90	1,704	3	28.13%	6.57%	0.01%	27,470,520
onboarding	104,032	894	551	3	31.51%	0.53%	0.00%	23,654,750
coupon	9	8	1	0	88.89%	11.11%	0.00%	0
agressadsupp...	28	0	4	0	-	14.29%	0.00%	0
adsupport	1,188	0	96	0	-	8.08%	0.00%	0
marsol	41	0	12	0	-	29.27%	0.00%	0
+ medium	Send	Open (Email + ...	Click	Conversion	Open rate (fix)	Click rate (fix)	Conversion rat...	Revenue
web-pop-up	134,295	0	2,830	22	-	2.11%	0.02%	151,522,600
app-pop-up	8,581	0	421	8	-	4.91%	0.09%	51,928,900
email	19,750	5,566	94	2	28.18%	0.48%	0.01%	9,515,750
web-push	746	0	14	1	-	1.88%	0.13%	15,211,520
whatsapp	10,962	5,338	0	0	48.7%	0.00%	0.00%	0
app-push	10,060	0	189	0	-	1.88%	0.00%	0

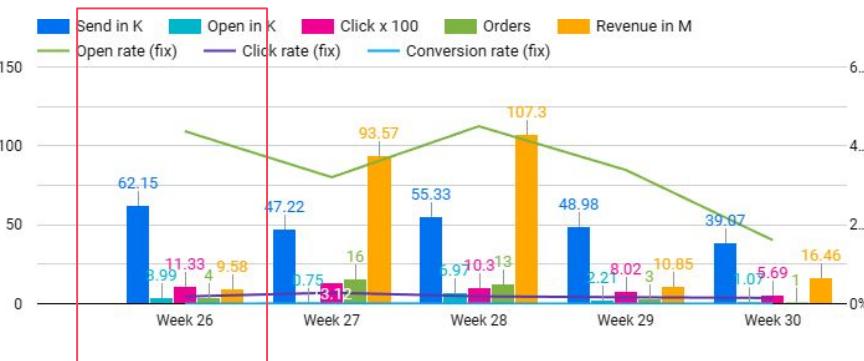
Key Takeaways

- No significant change in CRM order contribution WoW
- CRM comms performance is increasing in open rate and click rate
 - Compared to the last period where orders are tracked, we had Order increment by +22.2%
- KAM and CS team received news that CRM pop-up is getting in the way of users browsing, worsening the user experience.
 - To show only 1 pop-up every 6 hours
 - To increase external comms sendout

Conversions and Revenue Growth



Anomaly periods





qgroup	min_avg_item_price	max_avg_item_price	avg_order	avg_item_per_basket	num_of_users
q1	2,795	6,069,000	1.1917	12.8754	1,059
q2	6,075,970	7,982,500	1.0264	2.1379	1,059
q3	7,982,500	12,360,000	1.0331	2.1314	1,058
q4	12,360,000	50,000,000	1.0425	2.1267	1,058

Key Takeaways	
July typical customers are:	
• When price hit above 6MIDR, people tend to stop purchasing more than one item in a day	◦ It is an impulse purchaser
• Although, we also see users who purchase product that is more than 12MIDR also purchase more than 1 time in a day	◦ It might be users who are purchasing furnitures for his new home
• Same basket analysis done with SQL help	◦ Creating unique pairing based on the initial category that got purchased
Action for Aug:	
• q1 and q4 group will receive cross sell comms on D+1. Other will receive D+8 like BAU	
• To utilise the newly improved same-basket pairing	

initial_cat	initial_orders	pair_1	pair_2	pair_3
Microwave Oven	20	Pisau		
Setrika	11	Rice Cooker	Kipas	
Kipas	7	Setrika	Home Service	
Rice Cooker	5	Setrika		
Pisau	2	Microwave		
Home Service	1	Kipas		

* note: already exclude o2o, b2b, sus seller, sus buyer, and product priced > 1.5MIDR



CRM: Overall Performance (1-27 July 2025)

Highest CVR



Settings

View Item drop off for JPH peeps

Shown to JPH people who view items but not making any lower funnel activities

Impression: 38
Click: 2
Click rate: 22.2%
Orders: 1
CVR: 5%
Rev: 15.2 MIDR

Highest Revenue and Orders



Thematic Pop-up on App

Shown to users who visit home page on app

Impression: 4.3K
Click: 374
Click rate: 7.75%
Orders: 15
CVR: 0.31%
Rev: 92.9 MIDR

Highest Click



Drop-off campaign from PDP

Shown to those who open PDP and not having any lower funnel activity

Impression: 35.4K
Click: 2.4K
Click rate: 6.84%
Orders: 2
CVR: 0.01%
Rev: 12.3 MIDR

Highest Click Rate



Quppa Marsol

Shown to users who visit Atoorin Related Page

Impression: 75
Click: 28
Click rate: 35.87%
Orders: 3
CVR: 2.04%
Rev: 707K IDR



CRM: List of Performing Sellers and Campaign on (1-27 July 2025)

Attribute Name	Attribute Value	Seller status
item_brand	['Quppa Official']	Safe
item_brand	['IMC Garrage']	Safe
item_brand	['BARDI Official Store']	Suspicious
item_brand	['Craven Cell']	Safe
item_brand	['azmi-shop']	Safe
item_brand	['Dunia Elektronik']	Safe
item_brand	['Graha Ponsel']	Safe
item_brand	['GadgetAsean']	Safe
item_brand	['Bhejo shop']	Safe
item_brand	['AA Gadget Store']	Safe
item_brand	['Cakrawala Cell']	Safe
item_brand	['Advan Indonesia']	Safe
item_brand	['Aspiration Store']	Safe
item_brand	['DKA Stor']	Safe
item_brand	['Bhejo shop']	Safe
item_brand	['IMC Garrage']	Safe

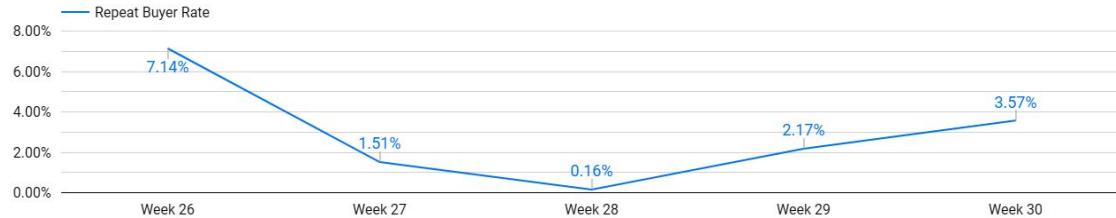


CRM Pillars



F7D Rate
+30.2% MoM

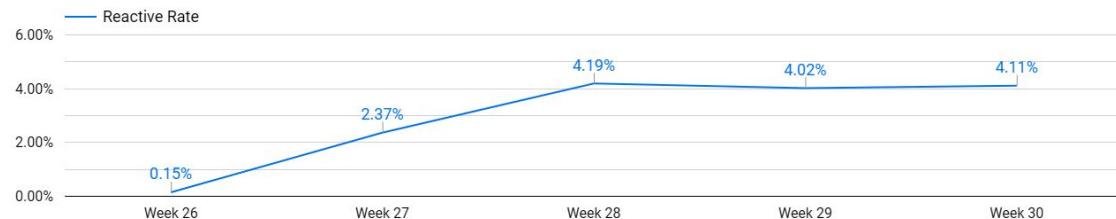
F3D Rate
-5.2% MoM



Repeat Rate
+64.5% MoM

W30 typical customers are:

- A balance between new user, repeat purchaser, and returning customers



Reactive Rate
+2.2% WoW



Performance 1-13 July 2025



CRM: Overall Performance (1-13 July vs 1-13 June 2025)

Channel Performance

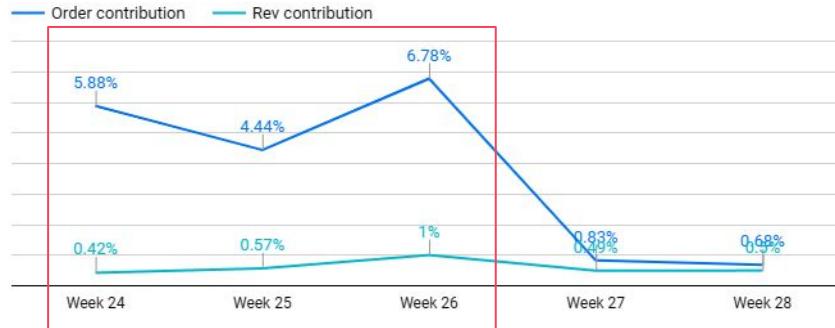
Send	Open (Email + WA)	Click	Order	Open rate (fix)	Click rate (fix)	Conversion rate (fix)	Revenue	AOV
96.3K +28%	7.6K +153%	2.2K +37.5%	29.0	43.45% +41.5%	2.26% +3.2%	0.03%	200.9M	6.9M

+ campaign type	Send	Open (Email + ...)	Click	Conversion	Open rate (fix)	Click rate (fix)	Conversion rat...	Revenue
segmentation	5,990	0	288	13	-	4.81%	0.22%	82,561,200
thematic	20,163	6,586	453	8	45.99%	2.25%	0.04%	51,928,900
post-purchase	6,653	231	152	3	31.6%	2.28%	0.05%	24,384,000
dropoff	15,106	49	952	3	23.11%	6.30%	0.02%	27,470,520
onboarding	47,442	747	237	2	32.94%	0.50%	0.00%	14,528,750
coupon	9	8	1	0	88.89%	11.11%	0.00%	0
agresadsupp...	17	0	4	0	-	23.53%	0.00%	0
adsupport	922	0	78	0	-	8.46%	0.00%	0
marsol	40	0	12	0	-	30.00%	0.00%	0
+ medium	Send	Open (Email + ...)	Click	Conversion	Open rate (fix)	Click rate (fix)	Conversion rat...	Revenue
web-pop-up	64,510	0	1,589	18	-	2.46%	0.03%	124,217,200
app-pop-up	7,862	0	399	8	-	5.08%	0.10%	51,928,900
email	10,642	4,243	43	2	39.87%	0.40%	0.02%	9,515,750
web-push	537	0	13	1	-	2.42%	0.19%	15,211,520
whatsapp	6,899	3,378	0	0	48.96%	0.00%	0.00%	0
app-push	5,892	0	133	0	-	2.26%	0.00%	0

Key Takeaways

- No significant change in CRM order contribution WoW
- CRM comms performance is increasing in open rate and click rate
 - Compared to the last period where orders are tracked, we had Order increment by + 52.6%
- We managed to send relevant content to users in W28 as open rate and click rate have increment along with the total send
 - The orders coming from post-purchase and drop-off support that findings as well

Conversions and Revenue Growth



Anomaly periods





CRM: Overall Performance (1-13 July 2025)

Highest CVR



View Item drop off for JPH peeps

Shown to JPH people who view items but not making any lower funnel activities

Impression: 16
Click: 2
Click rate: 22.2%
Orders: 1
CVR: 11.1%
Rev: 15.2 MIDR

Highest Revenue and Orders



Thematic Pop-up on App

Shown to users who visit home page on app

Impression: 2.4K
Click: 227
Click rate: 9.55%
Orders: 12
CVR: 0.52%
Rev: 74.8 MIDR

Highest Click

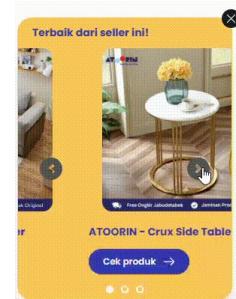


Drop-off campaign from PDP

Shown to those who open PDP and not having any lower funnel activity

Impression: 14.3K
Click: 929
Click rate: 6.46%
Orders: 2
CVR: 0.01%
Rev: 12.3 MIDR

Highest Click Rate



Atoorin Marsol

Shown to users who visit Atoorin Related Page

Impression: 40
Click: 12
Click rate: 25.56%
Orders: 0
CVR: 0.0%
Rev: 0

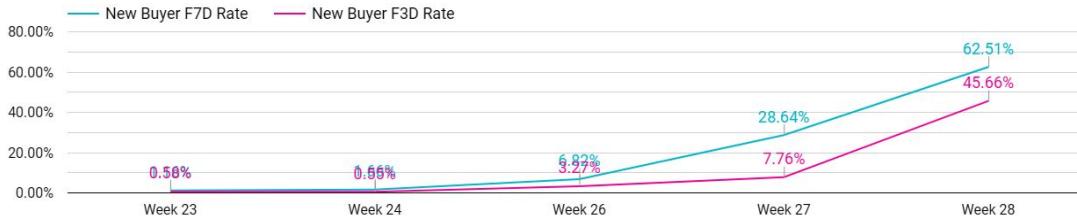


CRM: List of Performing Sellers and Campaign on (1-13 July 2025)

Attribute Name	Attribute Value	Seller status
item_brand	['Yureka Celular']	Safe (to be exclude)
item_brand	['Quppa Official']	Safe
item_brand	['IMC Garrage']	Safe
item_brand	['BARDI Official Store']	Suspicious
item_brand	['Craven Cell']	Safe
item_brand	['azmi-shop']	Safe
item_brand	['Dunia Elektronik']	Safe
item_brand	['Graha Ponsel']	Safe
item_brand	['GadgetAsean']	Safe
item_brand	['Bhejo shop']	Safe
item_brand	['AA Gadget Store']	Safe
item_brand	['Cakrawala Cell']	Safe
item_brand	['Advan Indonesia']	Safe
item_brand	['Aspiration Store']	Safe
item_brand	['DKA Stor']	Safe
item_brand	['Bhejo shop']	Safe
item_brand	['IMC Garrage']	Safe

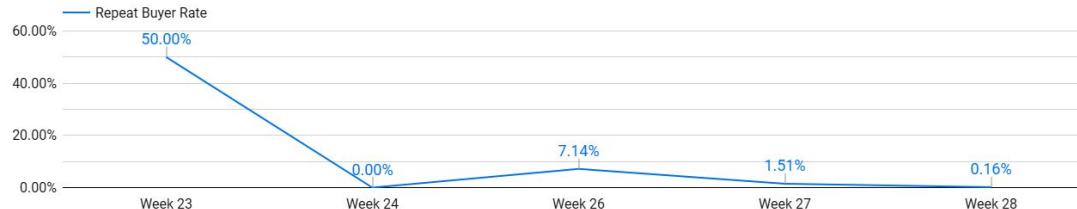


CRM Pillars



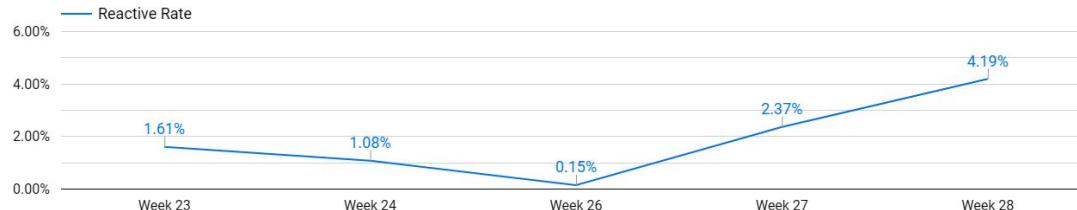
F7D Rate
+118% MoM

F3D Rate
+492% MoM



Repeat Rate
-89.4% MoM

- W28 typical customers are:**
- Those who are new to the platform
 - Those who had purchase long before W28 and make another purchase



Reactive Rate
+76.7% WoW



CRM Renos Fair Retention

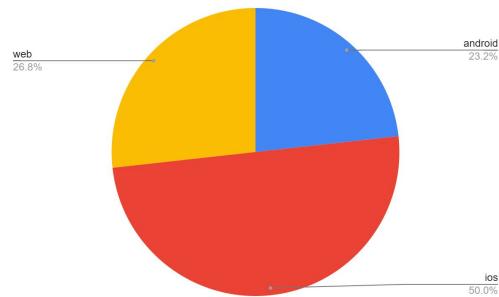
avg_days_between_orders

16.7108

* renos fair data between 27-29 June

** revisit and repurchase data between 30 June - 13 July

renos fair purchasers	after-event revisit	revisit rate	after-event purchasers	repurchase rate	drop off	drop off rate
404	194	48.02%	7	1.73%	397	98.27%



Key Take Away for Visit Retention

- App revisitor has already surpassed the web visitor
 - CRM to prioritise post-purchase recco on app instead of web

seller_name
Factory Outlet Electronic Event
UFO TCL EVENT
Toko Test Helmi
RAJAWALI ELEKTRONIK
Atoorin
Quppa Official
Satu Elektronik
OXIHOME
GAMER ID
Blooming_deal
Summerscent Indonesia
MisterMurah
Dunia Elektronik
SC Johnson&Son Official
SharkNinja Official Store

Key Take Away for Purchase Retention

- There are 2 possible reasons as why the repurchase rate is lower than the global repurchase rate
 - We are currently D+14 after renos fair while the avg repurchase is 17 days
 - Global repurchase rate is inflated by gadget purchases



Performance 1-29 June 2025



Survey Result Analysis



Renos Fair Merchandise Report

tanggal	Key chain taker	Gacha winners
	0	0
2025-06-27	69	17
2025-06-28	97	7
2025-06-29	135	3
Grand Total	301	27

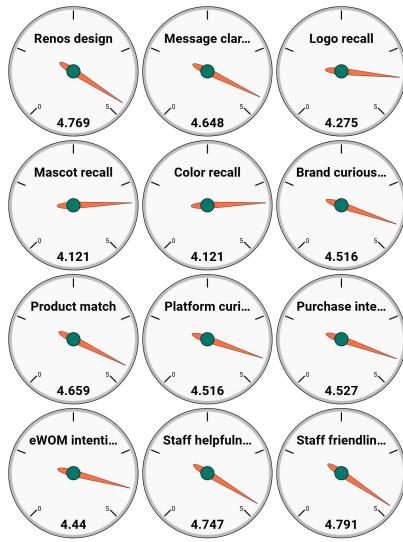


Renos Fair Brand Survey Result – Executive Summary

Number of Respondents **91**

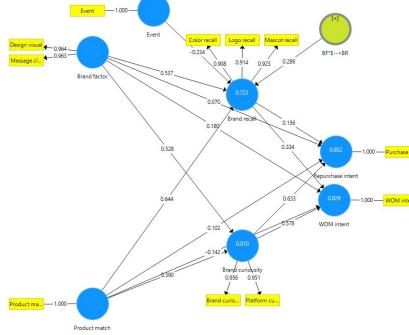
86.8% of the Respondents are Female

Average age **29y/o**



Survey Key Take Away

- Renos booth designs and the staff friendliness are two pointers that leave the most impressions on the booth visitors
- The mascot and the color recall pointers are the least pointers that leave impressions

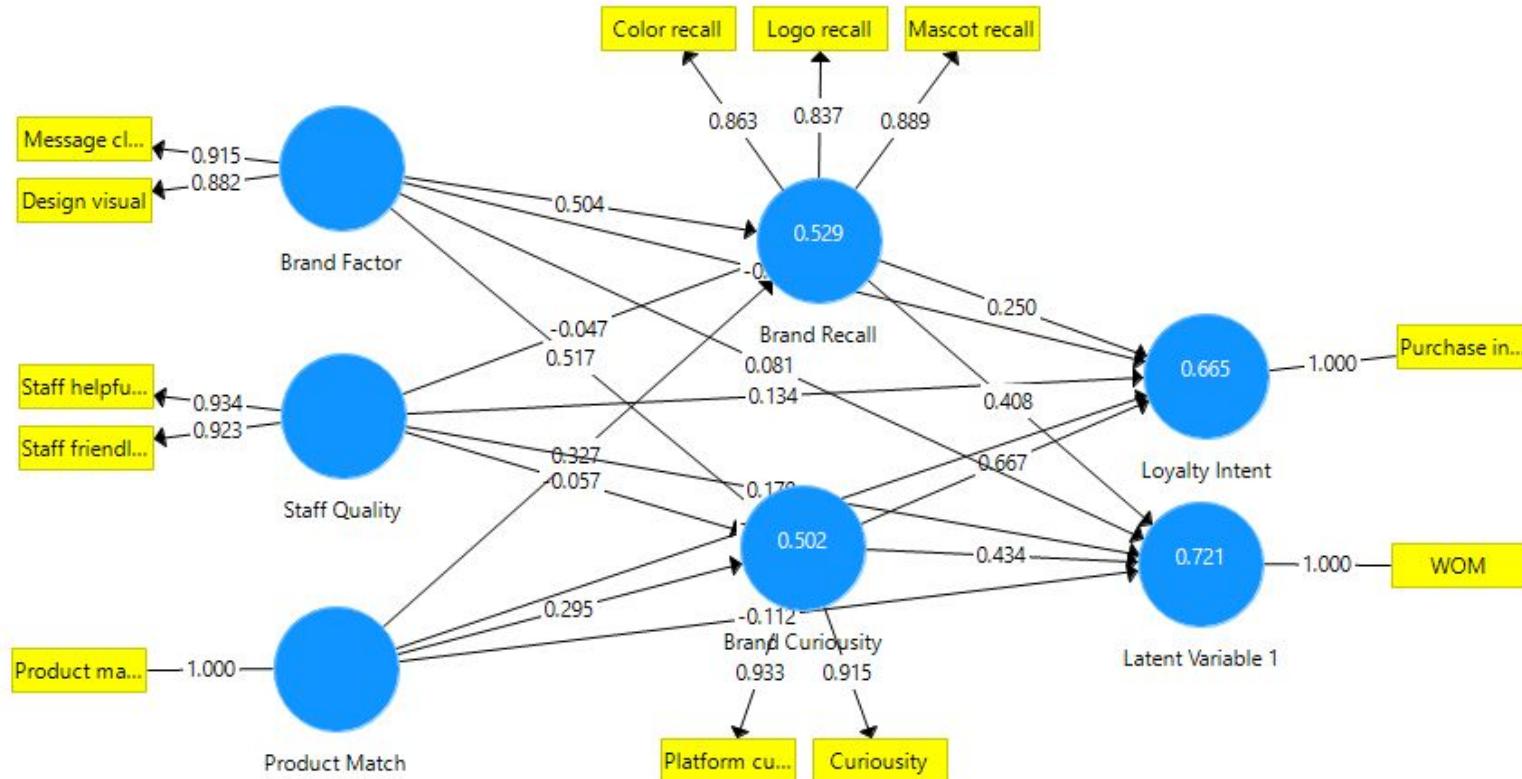


Executive Summary of the survey

- Renos Fair branding leaves **2x** time more impression than our usual BAU
- Our **branding effort and product matching doesn't translate straight into purchase intention and WOM**
 - Although, it makes people curious and remember us
 - When they are curious and remember us, that's when they have the intent to purchase and WOM
- Event is the chance to make people remember us
- Product recommendation matching is a must, within or without Event
- To be fair with that finding, repeat order is our long term goal
 - Our immediate goal should be re-visit, click, open, and impression; or other metrics that represent recall and curiosity



Renos Fair Brand Survey Result





Renos Fair Brand Survey Result

This table means, the survey questions are valid

	Original Sample...	Sample Mean (...)	Standard Devia...	T Statistics (0...	P Values
Color recall <- Brand Recall	0.863	0.863	0.029	29.514	0.000
Curiosity <- Brand Curiosity	0.915	0.917	0.025	36.559	0.000
Design visual <- Brand Factor	0.882	0.877	0.039	22.837	0.000
Logo recall <- Brand Recall	0.837	0.841	0.039	21.736	0.000
Mascot recall <- Brand Recall	0.889	0.889	0.027	32.660	0.000
Message clarity <- Brand Factor	0.915	0.914	0.021	43.558	0.000
Platform curiosity <- Brand Curiosity	0.933	0.934	0.014	65.114	0.000
Product match <- Product Match	1.000	1.000	0.000		
Purchase intention <- Repurchase intent	1.000	1.000	0.000		
Staff friendliness <- Staff Quality	0.923	0.915	0.052	17.669	0.000
Staff helpfulness <- Staff Quality	0.934	0.936	0.034	27.351	0.000
WOM <- WOM	1.000	1.000	0.000		

This table means, the survey questions are reliable

	Cronbach's Al...	rho_A	Composite Rel...	Average Varian...	
Brand Curiosity	0.830	0.837	0.921	0.854	
Brand Factor	0.763	0.776	0.893	0.808	
Brand Recall	0.830	0.838	0.898	0.746	
Product Match	1.000	1.000	1.000	1.000	
Repurchase int...	1.000	1.000	1.000	1.000	
Staff Quality	0.840	0.843	0.926	0.862	
WOM	1.000	1.000	1.000	1.000	

	VIF
Color recall	1.810
Curiosity	2.009
Design visual	1.614
Logo recall	1.868
Mascot recall	2.135
Message clarity	1.614
Platform curio...	2.009
Product match	1.000
Purchase inten...	1.000
Staff friendli...	2.098
Staff helpfuln...	2.098
WOM	1.000

These tables mean, there are no redundancy

Brand Curiosity	Brand Factor	Brand Recall	Product Match	Repurchase int...	Staff Quality	WOM
Brand Curiosity	0.839					
Brand Factor	0.862	0.850				
Product Match	0.641	0.709	0.669			
Repurchase int...	0.868	0.607	0.736	0.519		
Staff Quality	0.416	0.563	0.447	0.639	0.425	
WOM	0.849	0.752	0.843	0.541	0.719	0.487



Renos Fair Brand Survey Result

Stat Lingo (direct effect)

	Original Sampl...	Sample Mean (...	Standard Devia...	T Statistics (O...	P Values
Brand Curiosity -> Repurchase intent	0.667	0.681	0.140	4.752	0.000
Brand Curiosity -> WOM	0.434	0.429	0.124	3.508	0.000
Brand Factor -> Brand Curiosity	0.517	0.529	0.125	4.130	0.000
Brand Factor -> Brand Recall	0.504	0.504	0.084	5.982	0.000
Brand Factor -> Repurchase intent	-0.140	-0.142	0.140	1.002	0.317
Brand Factor -> WOM	0.081	0.085	0.108	0.751	0.453
Brand Recall -> Repurchase intent	0.250	0.248	0.113	2.220	0.027
Brand Recall -> WOM	0.408	0.399	0.131	3.125	0.002
Product Match -> Brand Curiosity	0.295	0.302	0.137	2.145	0.032
Product Match -> Brand Recall	0.327	0.360	0.130	2.520	0.012
Product Match -> Repurchase intent	-0.015	-0.030	0.129	0.119	0.905
Product Match -> WOM	-0.112	-0.092	0.121	0.927	0.355
Staff Quality -> Brand Curiosity	-0.057	-0.072	0.118	0.481	0.631
Staff Quality -> Brand Recall	-0.047	-0.077	0.124	0.381	0.703
Staff Quality -> Repurchase intent	0.134	0.136	0.102	1.316	0.189
Staff Quality -> WOM	0.170	0.158	0.096	1.769	0.078

Street Lingo

- Ih, brand apa sih nih? → jadi pengen beli deh
- Ih, brand apa sih nih? → jadi pengen ngomongin ini ke bestie deh
- Wow. Brandingnya keren → Ih, brand apa sih nih?
- Wow. Brandingnya keren → Oh.. ini brand Renos ya!

- Oh.. ini brand Renos ya! → jadi pengen beli deh
- Oh.. ini brand Renos ya! → jadi pengen ngomongin ini ke bestie deh
- WAH! INI PRODUK YANG AKU CARI → Ih, brand apa sih nih?
- WAH! INI PRODUK YANG AKU CARI → Oh.. ini brand Renos ya!

The blobs above are the thought process of our customers in Renosfair

Next big question/problem are:

- **JADI, PRODUCT MATCH TIDAK BIKIN ORANG PENGEN BELI DAN NGOMONGIN RENOS?**
- **JADI, DESAIN YANG SUDAH SUSAH PAYAH DIBIKIN TIDAK BIKIN ORANG PENGEN BELI DAN NGOMONGIN RENOS?**
- ...eits. tunggu dulu



Renos Fair Brand Survey Result

Stat Lingo (Total Indirect Effect)

	Original Sampl...	Sample Mean (...	Standard Devia...	T Statistics (O...	P Values
Brand Curiosity -> Repurchase intent					
Brand Curiosity -> WOM					
Brand Factor -> Brand Curiosity					
Brand Factor -> Brand Recall					
Brand Factor -> Repurchase intent	0.471	0.488	0.124	3.810	0.000
Brand Factor -> WOM	0.430	0.425	0.089	4.816	0.000
Brand Recall -> Repurchase intent					
Brand Recall -> WOM					
Product Match -> Brand Curiosity					
Product Match -> Brand Recall					
Product Match -> Repurchase intent	0.278	0.294	0.120	2.320	0.021
Product Match -> WOM	0.262	0.271	0.105	2.496	0.013
Staff Quality -> Brand Curiosity					
Staff Quality -> Brand Recall					
Staff Quality -> Repurchase intent	-0.050	-0.068	0.096	0.519	0.604
Staff Quality -> WOM	-0.044	-0.059	0.081	0.539	0.590

Street Lingo

- Wow brandingnya keren! → Eh, ini dari brand apa sih? Oh.. ini brand Renos ya! → PAPA MAU TIGA! aku mau kasih tau bestie ah!
- WAH! INI PRODUK YANG AKU CARI → Eh, ini dari brand apa sih? Oh.. ini brand Renos ya! → PAPA MAU TIGA! aku mau kasih tau bestie ah!

General Conclusion

- TLDR 1: In Renos' case, we have to spark our user's curiosity and becoming top of mind if we want them to easily make a repurchase and talk about us.
- TLDR 2: To spark that feeling, we can keep doing what we're doing, but better
 - Better product match
 - Better branding effort
- TLDR 3: Based on the statistics, repurchase and WOM is not our immediate objective. It's a long term game
 - What we need is "recall" and "curiosity"
 - Translate that into day to day activity: **We need click, open, and impression**



Renos Fair Brand Survey Result - What Actually Different Than BAU branding effort?

ANOVA - Design visual

Cases	Sum of Squares	df	Mean Square	F	p
Event	154.822	1	154.822	406.466	< .001
Residuals	56.754	149	0.381		

Note. Type III Sum of Squares

ANOVA - Message clarity

Cases	Sum of Squares	df	Mean Square	F	p
Event	131.454	1	131.454	270.186	< .001
Residuals	72.493	149	0.487		

Note. Type III Sum of Squares

ANOVA - Logo recall ▼

Cases	Sum of Squares	df	Mean Square	F	p
Event	82.234	1	82.234	114.657	< .001
Residuals	106.865	149	0.717		

Note. Type III Sum of Squares

ANOVA - Mascot recall ▼

Cases	Sum of Squares	df	Mean Square	F	p
Event	87.345	1	87.345	84.288	< .001
Residuals	154.404	149	1.036		

Note. Type III Sum of Squares

ANOVA - Color recall

Cases	Sum of Squares	df	Mean Square	F	p
Event	89.228	1	89.228	89.516	< .001
Residuals	148.520	149	0.997		

Note. Type III Sum of Squares

ANOVA - Brand curiosity

Cases	Sum of Squares	df	Mean Square	F	p
Event	151.931	1	151.931	252.488	< .001
Residuals	89.659	149	0.602		

Note. Type III Sum of Squares

ANOVA - Platform curiosity

Cases	Sum of Squares	df	Mean Square	F	p
Event	79.540	1	79.540	130.726	< .001
Residuals	90.659	149	0.608		

Note. Type III Sum of Squares

ANOVA - Purchase intent ▼

Cases	Sum of Squares	df	Mean Square	F	p
Event	120.758	1	120.758	210.984	< .001
Residuals	85.281	149	0.572		

Note. Type III Sum of Squares

ANOVA - WOM intent ▼

Cases	Sum of Squares	df	Mean Square	F	p
Event	76.679	1	76.679	136.990	< .001
Residuals	83.401	149	0.560		

Note. Type III Sum of Squares

General Conclusion

- Well, based on the statistics, everything that we do on Renos Fair are significantly better than our BAU ads and branding effort



Renos Fair Brand Survey Result - Does The Differences Actually Make Any Difference?

Stat Lingo (Total Indirect Effect)

	Original Sample Size	Sample Mean (Mean)	Standard Deviation (SD)	T Statistics (t)	P Values
BF*E-->BC -> Brand curiosuty					
BF*E-->BC -> Repurchase intent	0.053	0.042	0.079	0.669	0.504
BF*E-->BC -> WOM intent	0.048	0.038	0.070	0.684	0.494
BF*E-->BR -> Repurchase intent	0.063	0.058	0.028	2.234	0.026
BF*E-->BR -> WOM intent	0.099	0.086	0.041	2.407	0.016
PM*E-->BC -> Repurchase intent	-0.039	-0.031	0.079	0.495	0.621
PM*E-->BC -> WOM intent	-0.036	-0.030	0.073	0.492	0.623
PM*E-->BR -> Repurchase intent	-0.009	-0.004	0.026	0.334	0.739
PM*E-->BR -> WOM intent	-0.014	-0.005	0.040	0.343	0.731
Product match -> Repurchase intent	0.402	0.406	0.103	3.885	0.000
Product match -> WOM intent	0.450	0.453	0.130	3.459	0.001

Street Lingo

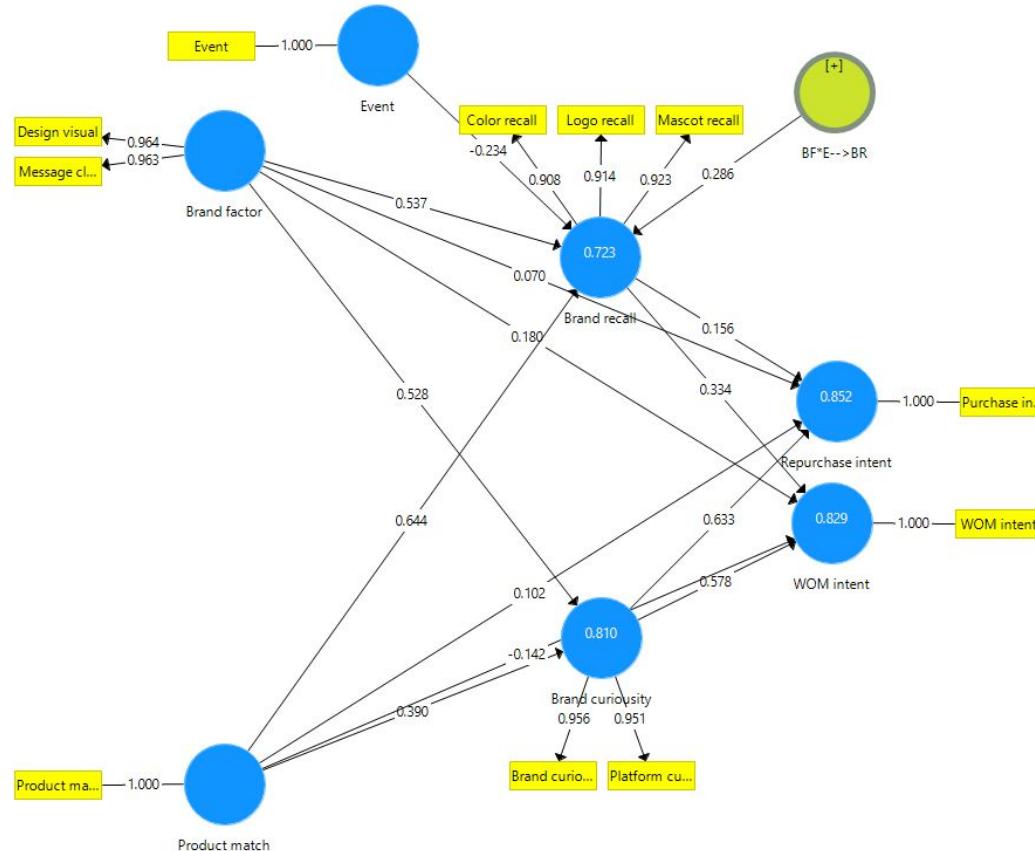
- Event makes branding effort significantly improve purchase intent and WOM by making people remember us
- Event doesn't make any difference in the relationship between product match and both purchase intention and WOM
- Product match is a must as it has significant effect on purchase intention and wom, with or without event

General Conclusion

- **TLDL 1: Event is a good strategy to make people remember us**
- **TLDL 2: Pls make braze happen as we need the auto product recco**



Renos Fair Brand Survey Result – To Prove it further...





Renos Fair Brand Survey Result – To Prove it further...

This table means, the survey questions are valid

	Original Sampl...	Sample Mean (...)	Standard Devia...	T Statistics (I.O...)	P Values
Brand curiouisty <- Brand curiouisty	0.956	0.956	0.008	123.891	0.000
Color recall <- Brand recall	0.908	0.907	0.017	32.838	0.000
Design visual <- Brand factor	0.964	0.964	0.005	179.254	0.000
Event <- Event	1.000	1.000	0.000		
Event * Design visual <- BF*E-->BR	0.641	0.652	0.098	6.538	0.000
Event * Message clarity <- BF*E-->BR	0.602	0.603	0.119	5.067	0.000
Logo recall <- Brand recall	0.914	0.915	0.016	58.194	0.000
Mascot recall <- Brand recall	0.923	0.923	0.014	67.449	0.000
Message clarity <- Brand factor	0.963	0.962	0.006	155.199	0.000
Platform curiouisty <- Brand curiouisty	0.951	0.951	0.010	96.678	0.000
Product match <- Product match	1.000	1.000	0.000		
Purchase intent <- Repurchase intent	1.000	1.000	0.000		
WOM intent <- WOM intent	1.000	1.000	0.000		

This table means, the survey questions are reliable

	Original Sampl...	Sample Mean (...)	Standard Devia...	T Statistics (I.O...)	P Values
BF*E-->BR	0.900	0.893	0.042	21.370	0.000
Brand curiouisty	0.952	0.953	0.009	105.018	0.000
Brand factor	0.962	0.962	0.006	162.904	0.000
Brand recall	0.939	0.939	0.009	100.442	0.000
Event	1.000	1.000	0.000		
Product match	1.000	1.000	0.000		
Repurchase intent	1.000	1.000	0.000		
WOM intent	1.000	1.000	0.000		

	VIF
Brand curiouisty	3.011
Color recall	2.659
Design visual	3.720
Event	1.000
Event * Design visual	1.701
Event * Message clarity	1.701
Logo recall	2.903
Mascot recall	3.139
Message clarity	3.720
Platform curiouisty	3.011
Product match	1.000
Purchase intent	1.000
WOM intent	1.000

These tables mean, there are redundancy,
although it is still in "yellow" zone

	BF*E-->BR	Brand curiouisty	Brand factor	Brand recall	Event	Product match	Repurchase int...	WOM intent
BF*E-->BR								
Brand curiouisty	0.631							
Brand factor	0.716	0.974						
► Brand recall	0.449	0.911	0.885					
Event	0.628	0.817	0.897	0.718				
Product match	0.675	0.923	0.960	0.858	0.876			
Repurchase int...	0.610	0.963	0.888	0.859	0.766	0.849		
WOM intent	0.503	0.936	0.866	0.882	0.692	0.803	0.869	



Renos Fair Brand Survey Result – To Prove it further...

Stat Lingo (direct effect)

	Original Sampl...	Sample Mean (...	Standard Devia...	T Statistics (O...	P Values
BF*E-->BR -> Brand recall	0.286	0.278	0.087	3.304	0.001
Brand curiouosity -> Repurchase intent	0.633	0.632	0.099	6.407	0.000
Brand curiouosity -> WOM intent	0.578	0.576	0.103	5.619	0.000
Brand factor -> Brand curiouosity	0.528	0.527	0.114	4.649	0.000
Brand factor -> Brand recall	0.537	0.531	0.128	4.199	0.000
Brand factor -> Repurchase intent	0.070	0.067	0.107	0.655	0.513
Brand factor -> WOM intent	0.180	0.182	0.115	1.568	0.117
Brand recall -> Repurchase intent	0.156	0.165	0.056	2.766	0.006
Brand recall -> WOM intent	0.334	0.338	0.087	3.824	0.000
Event -> Brand recall	-0.234	-0.230	0.095	2.460	0.014
Product match -> Brand curiouosity	0.390	0.392	0.119	3.287	0.001
Product match -> Brand recall	0.644	0.646	0.121	5.325	0.000
Product match -> Repurchase intent	0.102	0.099	0.106	0.965	0.335
Product match -> WOM intent	-0.142	-0.146	0.114	1.249	0.212

Street Lingo

- Kata manusia yg datang event: "Oh.. ini brand Renos ya!"
- Ih, brand apa sih nih? → jadi pengen beli deh
- Ih, brand apa sih nih? → jadi pengen ngomongin ini ke bestie deh
- Wow. Brandingnya keren → Ih, brand apa sih nih?
- Wow. Brandingnya keren → Oh.. ini brand Renos ya!

- Oh.. ini brand Renos ya! → jadi pengen beli deh
- Oh.. ini brand Renos ya! → jadi pengen ngomongin ini ke bestie deh
- Kata manusia yg datang event: "Oh.. ini brand Renos ya!"
- WAH! INI PRODUK YANG AKU CARI → Ih, brand apa sih nih?
- WAH! INI PRODUK YANG AKU CARI → Oh.. ini brand Renos ya!

The blobs above are the thought process of our customers in Renosfair

Next big question/problem are:

- **JADI, PRODUCT MATCH TIDAK BIKIN ORANG PENGEN BELI DAN NGOMONGIN RENOS?**
- **JADI, DESAIN YANG SUDAH SUSAH PAYAH DIBIKIN TIDAK BIKIN ORANG PENGEN BELI DAN NGOMONGIN RENOS?**
- ...eits. tunggu dulu



Renos Fair Brand Survey Result – To Prove it further...

Stat Lingo (Total Indirect Effect)

	Original Sampl...	Sample Mean (...	Standard Devia...	T Statistics (O...	P Values
BF*E-->BR -> Brand recall					
BF*E-->BR -> Repurchase intent	0.045	0.045	0.019	2.298	0.022
BF*E-->BR -> WOM intent	0.096	0.092	0.032	2.979	0.003
Brand curiouosity -> Repurchase intent					
Brand curiouosity -> WOM intent					
Brand factor -> Brand curiouosity					
Brand factor -> Brand recall					
Brand factor -> Repurchase intent	0.418	0.423	0.098	4.275	0.000
Brand factor -> WOM intent	0.485	0.484	0.091	5.308	0.000
Brand recall -> Repurchase intent					
Brand recall -> WOM intent					
Event -> Brand recall					
Event -> Repurchase intent	-0.036	-0.039	0.023	1.579	0.115
Event -> WOM intent	-0.078	-0.078	0.039	2.018	0.044
Product match -> Brand curiouosity					
Product match -> Brand recall					
Product match -> Repurchase intent	0.347	0.352	0.092	3.786	0.000
Product match -> WOM intent	0.440	0.443	0.112	3.931	0.000

Street Lingo

- Wow brandinggannya keren di EVENT ini! → Oh.. ini brand Renos ya! → PAPA MAU TIGA! aku mau kasih tau bestie ah!
- Wow brandingnya keren! → Ih, ini dari brand apa sih? Oh.. ini brand Renos ya! → PAPA MAU TIGA! aku mau kasih tau bestie ah!
- WAH! INI PRODUK YANG AKU CARI → Ih, ini dari brand apa sih? Oh.. ini brand Renos ya! → PAPA MAU TIGA! aku mau kasih tau bestie ah!



Thank You



Performance 1-06 July 2025



CRM: Overall Performance (1-31 May vs 1-31 Apr 2025)

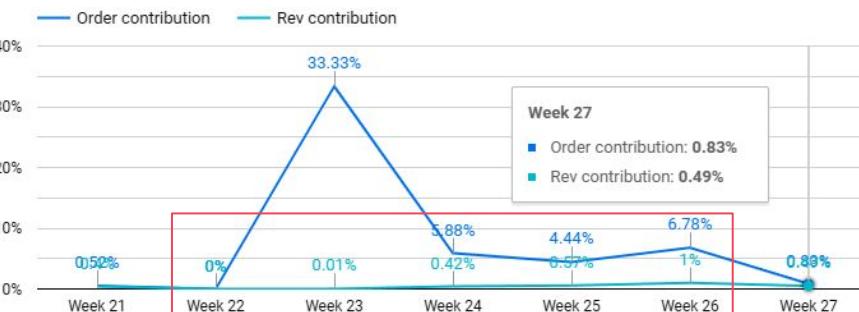
Channel Performance

Send	Open (Email + WA)	Click	Conversion	Open rate (fix)	Click rate (fix)	Conversion rate (fix)	Revenue	AOV
47.2K -52.6%	747.0 +609%	1.3K -47%	16.0 -64.9%	32.05% +37.5%	2.78% +12.7%	0.03% 0%	93.6M -60.1%	5.8M +15.7%
+ campaign ty...	Send	Open (Email + ...	Click	Conversion	Open rate (fix)	Click rate (fix)	Conversion rat...	Revenue
themtic	4,557	0	336	7	-	7.37%	0.15%	44,110,900
segmentation	3,780	0	181	6	-	4.79%	0.16%	29,200,000
onboarding	28,161	610	152	2	32.62%	0.54%	0.01%	14,528,750
dropoff	8,992	25	574	1	22.73%	6.38%	0.01%	5,735,000
coupon	13	9	1	0	69.23%	7.69%	0.00%	0
post-purchase	1,168	103	12	0	30.47%	1.03%	0.00%	0
agresadsupp...	16	0	4	0	-	25.00%	0.00%	0
adsupport	502	0	44	0	-	8.76%	0.00%	0
marsol	28	0	8	0	-	28.57%	0.00%	0
+ medium	Send	Open (Email + ...	Click	Conversion	Open rate (fix)	Click rate (fix)	Conversion rat...	Revenue
web-pop-up	37,679	0	973	8	-	2.58%	0.02%	40,583,000
app-pop-up	5,841	0	316	7	-	5.41%	0.12%	44,110,900
email	1,560	395	5	1	25.32%	0.32%	0.06%	8,780,750
whatsapp	771	352	0	0	45.65%	0.00%	0.00%	0
app-push	1,101	0	15	0	-	1.36%	0.00%	0
web-push	265	0	3	0	-	1.13%	0.00%	0

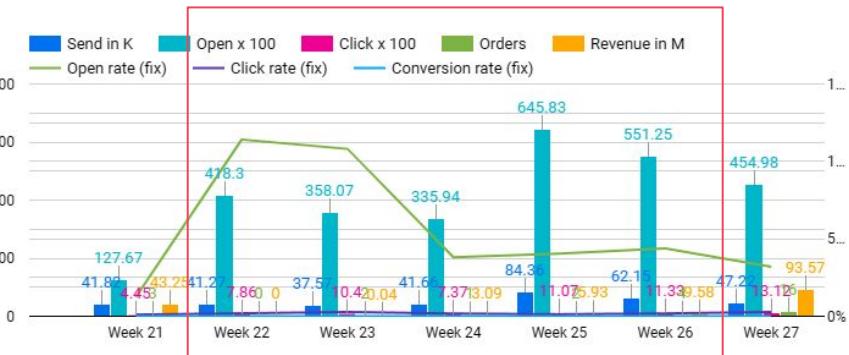
Key Takeaways

- Purchase not tracked issue has been fixed since July 1st
 - Problem on the AWS server setting
- App pop-up has the best performance both on the click rate, conversion rate, and revenue
 - Shifting users interest from web to app
 - We can read it as a signal where Renos has become a legit ecommerce
- Anomaly period aside, CRM performance is picking up from the W21, the last week before the purchase tracking anomaly happened

Conversions and Revenue Growth



Anomaly periods





CRM: Overall Performance (1-29 June 2025)

Highest CVR



Usual Living Home Page Pop-Up on web

Shown to all usual living identified users who visit home page web

Impression: 1.46K
Click: 144
Click rate: 10.26%
Orders: 6
CVR: 0.39%
Rev: 29.2 MIDR

Highest Revenue and Orders



Thematic Pop-up on App

Shown to users who visit home page on app

Impression: 4.16K
Click: 305
Click rate: 7.9%
Orders: 7
CVR: 0.19%
Rev: 44.1 MIDR

Highest Click



Drop-off campaign from PDP

Shown to those who open PDP and not having any lower funnel activity

Impression: 8.53K
Click: 567
Click rate: 6.64%
Orders: 1
CVR: 0.01%
Rev: 5.7 MIDR

Highest Click Rate



Agres AdSupport

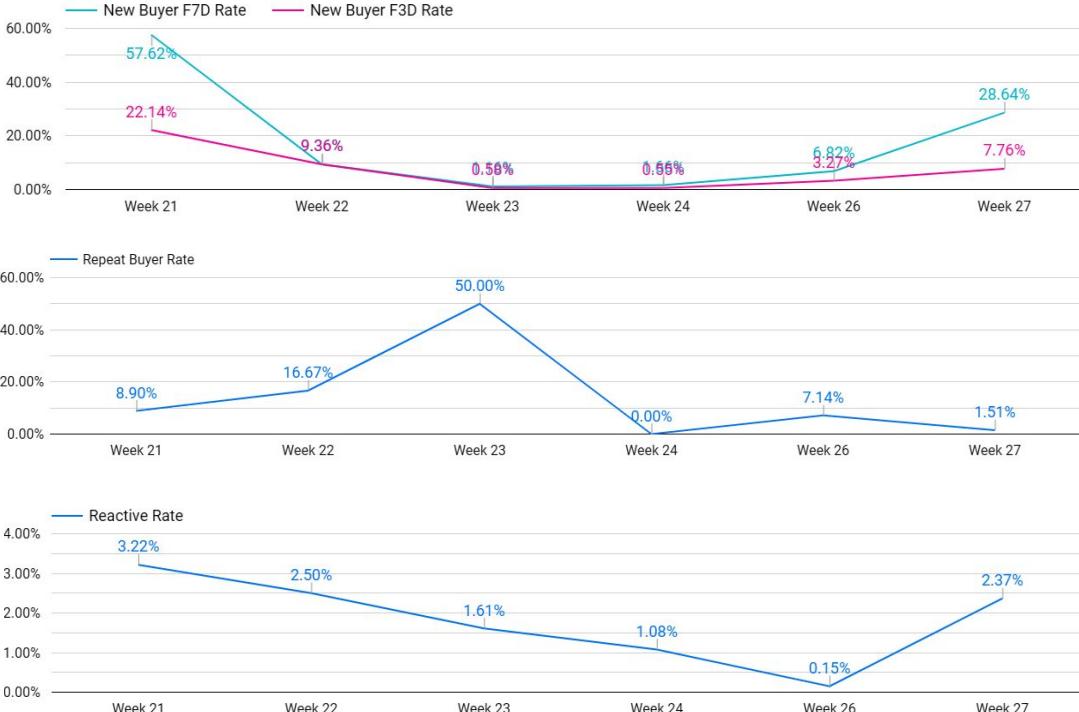
Shown to users who visit Agres Related Page through ads channel

Impression: 16
Click: 4
Click rate: 23.81%
Orders: 0
CVR: 0.0%
Rev: 0



CRM: List of Performing Sellers and Campaign on (1-6 July 2025)

Attribute Name	Attribute Value	Seller status
item_brand	['Yureka Celular']	Safe (to be exclude)
item_brand	['Quppa Official']	Safe
item_brand	['IMC Garrage']	Safe
item_brand	['BARDI Official Store']	Suspicious
item_brand	['Craven Cell']	Safe
item_brand	['azmi-shop']	Safe
item_brand	['Dunia Elektronik']	Safe
item_brand	['Graha Ponsel']	Safe





Performance 1-29 June 2025



CRM: Overall Performance (1-29 June vs 1-29 May 2025)

Channel Performance

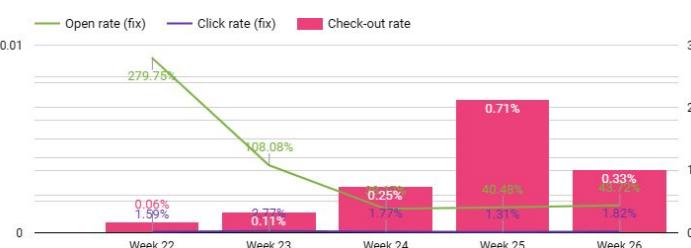
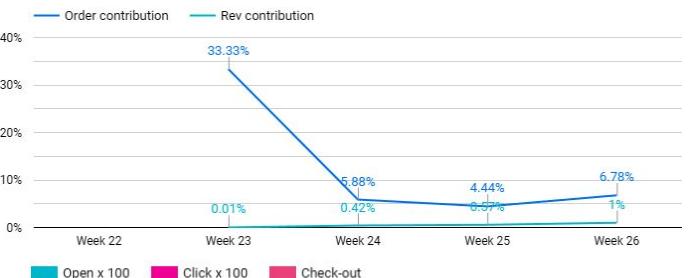
	Send (fix)	Open (Email + WA)	Click	Check-out	Open rate (fix)	Click rate (fix)	Check-out rate	Revenue	AOV
232.7K	12.7K	4.1K	956.0	42.90%	1.77%	0.41%	18.6M	2.1M	
+38.8%	+43.6%	+39.3%	+373.3%	+85.3%	+0.3%	+240.9%			Most Order and Rev Tracking Still Broken

	Send	Open (Email + WA)	Click	Open rate (fix)	Click rate (fix)	Check-out	Check-out rate
segmentation	6,356	0	401	-	6.31%	234	3.68%
marsol	727	0	148	-	20.36%	41	5.64%
onboarding	121,478	428	863	22.03%	0.71%	36	0.03%
post-purchase	1,000	1	19	3.7%	1.90%	22	2.20%
thematic	71,433	12,229	648	44.48%	0.91%	613	0.86%
dropoff	29,931	47	1,098	25.82%	6.34%	9	0.03%
viewitem	0	1	0	-	-	0	-
medium	Send	Open (Email + WA)	Click	Open rate (fix)	Click rate (fix)	Check-out	Check-out rate
web-pop-up	162,475	0	3,524	-	2.17%	365	0.22%
email	28,918	12,317	73	42.59%	0.25%	2	0.01%
app-pop-up	3,764	0	265	-	7.04%	471	12.51%
app-push	12,344	0	195	-	1.58%	118	0.96%
web-push	24,502	0	71	-	0.29%	0	0.00%
whatsapp	736	405	0	55.03%	0.00%	0	0.00%

Key Takeaways

- Purchase event still hasn't tracked on Moengage
- Purchase is 16.67 of check-out in the period of Jan-May 2025
 - Estimated order of 1-29 June = **159 orders**
 - Estimated rev based on tracked AOV = **333.9MIDR**
- Renos Fair related campaign delivers the best result
 - Has 20.36% click rate
 - Has 5.64% check-out rate

Conversions and Revenue Growth





CRM: Overall Performance (1-29 June 2025)

Highest Checkout & ATC



Thematic - App Pop-Up

Shown to all users who has not put into any segment

Click: 255
Click rate: 8.97%
ATC: 98

ATC Rate: 3.41%
Check-out: 458
Check-out rate: 15.92%

Highest Check Out Rate



Relaxin Product Recommendation

Shown to users who open Relaxin related page

Send: 12
Click: 10
Click rate: 61.3%
ATC: 6
ATC Rate: 50%
Check-out: 12
Check-out rate: 100%

Highest Click



Drop-off campaign from PDP

Shown to those who open PDP and not having any lower funnel activity

Click: 1890
Click rate: 6.44%
ATC: 0
ATC rate: 0%
Check-out: 0
Check-out rate: 0%

Highest Click Rate



Rupa Terra Product Recommendation

Shown to users who open Rupa Terra related page

Send: 17
Click: 6
Click rate: 77.8%
ATC: 0
ATC Rate: 0%
Check-out: 0
Check-out rate: 0%



Performance 1-15 June 2025



CRM: Overall Performance (1-15 June vs 1-15 May 2025)

Channel Performance

Send (fix)	Open	Click	Check-out	Open rate (fix)	Click rate (fix)	Check-out rate	Revenue	AOV
86.2K -16%	76.5K -24.8%	1.9K +0	149.0 -9.6%	88.77% -10.6%	2.19% +17.7%	0.17% +6.2%	3.1M	1.0M

+ campaign type	Send	Open	Click	Conversion	Open rate (fix)	Click rate (fix)	Check-out	Check-out rate
segmentation	3,237	3,237	208	3	100%	6.43%	30	0.93%
thematic	17,855	10,125	231	0	56.71%	1.29%	103	0.58%
onboarding	49,208	47,579	449	0	96.69%	0.91%	10	0.02%
dropoff	14,714	14,434	880	0	98.1%	5.98%	0	0.00%
post-purchase	313	268	3	0	85.62%	0.96%	5	1.60%
viewitem	0	1	0	0	-	-	0	-
agresadsupp...	8	8	1	0	100%	12.50%	0	0.00%
+ medium	Send	Open	Click	Conversion	Open rate (fix)	Click rate (fix)	Check-out	Check-out rate
web-pop-up	71,039	71,039	1,691	3	100%	2.38%	72	0.10%
email	9,741	4,342	36	0	44.57%	0.37%	0	0.00%
app-pop-up	1,014	1,014	83	0	100%	8.19%	61	6.02%
app-push	4,125	74	74	0	1.79%	1.79%	16	0.39%
web-push	198	4	4	0	2.02%	2.02%	0	0.00%
whatsapp	106	66	0	0	62.26%	0.00%	0	0.00%

Key Takeaways

- Push notification send-out issue has been fixed
 - Comms has sent, and check-out has been tracked with promising result
 - Highest click rate
 - Highest check-out rate
- Web pop-up still giving the highest check-out in numbers
 - Although, the rate performance is not that good
- Significant increase in campaign relevance
 - Seen in the rate increase of Click and Check-out even though the absolute value went down
- Fixing definition
 - In pop-up:** Send = Open
 - In push:** Open = Click
- New users are curious about us, but still hesitant to use
 - Seen on the high ATC but not high check-out (More on next page)
- Q2 has 5 week swing pattern on check-out rate

Conversions and Revenue Growth





CRM: Overall Performance (1-17 June 2025)

Highest Checkout & Checkout Rate



Thematic - App Pop-Up

Shown to all users who has not put into any segment

Open: 818
Click: 79

Click rate: 9.54%
ATC: 22

ATC Rate: 0.37%

Check-out: 61
Check-out rate: 7.37%

Highest ATC Rate



Onboarding web-push

Shown to newly sign-up user

Send: 44
Click: 2
Click rate: 4.55%
ATC: 2
ATC Rate: 4.55%
Check-out: 0
Check-out rate: 0

Highest Click



Drop-off campaign from PDP

Shown to those who open PDP and not having any lower funnel activity

Open: 14.4K
Click: 878
Click rate: 6.1%
ATC: 0
ATC rate: 0%
Check-out: 0
Check-out rate: 0%

Highest Click Rate



Recommendation - View Item - Usual living

Usual living ppl who visit PDP will see this popular product recommendation

Open: 125
Click: 20
Click rate: 16%
ATC: 3
ATC Rate: 2.4%
Check-out: 7
Check-out rate: 5.6%



Performance 1-8 June 2025

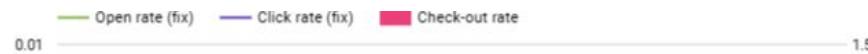


CRM: Overall Performance (1-8 June vs 1-8 May 2025)

Channel Performance

	Send (fix)	Open	Click	Check-out	Open rate (fix)	Click rate (fix)	Check-out rate	AoV and Rev track is broken
campaign type	Send	Open	Click	Open rate (fix)	Click rate (fix)	Check-out	Check-out rate	
segmentation	2,140	2,140	141	100%	6.59%	19	0.89%	
thematic	7,650	7,179	76	93.84%	0.99%	26	0.34%	
onboarding	26,778	26,240	321	98%	1.20%	1	0.00%	
dropoff	8,599	8,519	540	99.07%	6.28%	0	0.00%	
post-purchase	158	135	1	85.44%	0.63%	0	0.00%	
adsupport	491	491	68	100%	13.85%	0	0.00%	
marsol	34	34	4	100%	11.76%	0	0.00%	
medium	Send	Open	Click	Open rate (fix)	Click rate (fix)	Check-out	Check-out rate	
web-pop-up	41,868	41,868	1,108	100%	2.65%	37	0.09%	
email	665	875	3	131.58%	0.45%	0	0.00%	
app-pop-up	116	116	9	100%	7.76%	2	1.72%	
app-push	3,049	1,785	29	58.54%	0.95%	7	0.23%	
web-push	102	62	2	60.78%	1.96%	0	0.00%	
whatsapp	47	32	0	68.09%	0.00%	0	0.00%	

Conversions and Revenue Growth



Key Takeaways

- Push notification send-out issue has been fixed
 - Error due to turned on flag on Moe system, but the flag has no filtering query
- Moengage order and Revenue tracking is broken since May 28th, 2025
 - Tech team still investigate
 - In the meantime, replacing order metric with check-out metric
- Changing definition
 - Open** = inbound channel impression + outbound channel open
 - Send** = inbound channel impression + outbound channel send
 - Changes as per Apr 1st, 2025
 - Dashboard calculate automatically whether the date include before Apr 1st, 2025 or not



CRM: Overall Performance (1-8 June 2025)

Highest Checkout



Segmentation - Web Pop-up - home page d/o - usual living

Shown to usual living ppl who visit home page

Open: 1.8K
Click: 105
Click rate: 6.15%
PDP: 51
PDP rate: 2.83%
Check-out: 13
Check-out rate: 0.72%

Highest Checkout Rate & PDP Rate



Thematic

Shown to those who visit Renos home page, after they exhausted the homepage segmentation campaign

Open: 67
Click: 6
Click rate: 8.31%
PDP: 29
PDP rate: 43.28%
Check-out: 13
Check-out rate: 19.40%

Highest Click & PDP



Before log-in - onboarding

Shown to those who visit Renos without having any user ID, thus marked as non sign-up user

Open: 21.9K
Click: 291
Click rate: 1.29%
PDP: 130
PDP rate: 0.59%
Check-out: 1
Check-out rate: +0.00%

Highest Click Rate



Recommendation - View Item - Usual living

Usual living ppl who visit PDP will see this popular product recommendation

Open: 51
Click: 8
Click rate: 12.02%
PDP: 4
PDP rate: 7.84%
Check-out: 1
Check-out rate: 1.96%



Performance 1-31 May 2025



CRM: Overall Performance (1-31 May vs 1-31 Apr 2025)

Channel Performance

	Impression	Open	Click	Orders	Open rate	Click rate (fix)	Conversion rate (fix)	Revenue	AOV
182.6K	6.8K	3.2K	26.0	17.46%	1.74%	0.01%	268.2M	10.3M	
-52.6%	+609%	-47%	-64.9%	+37.5%	+12.7%	0%	-60.1%	+15.7%	

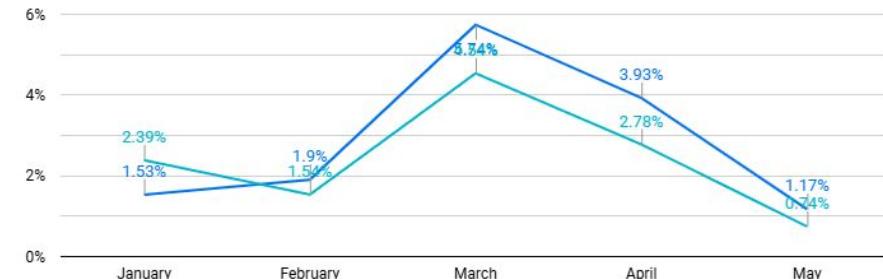
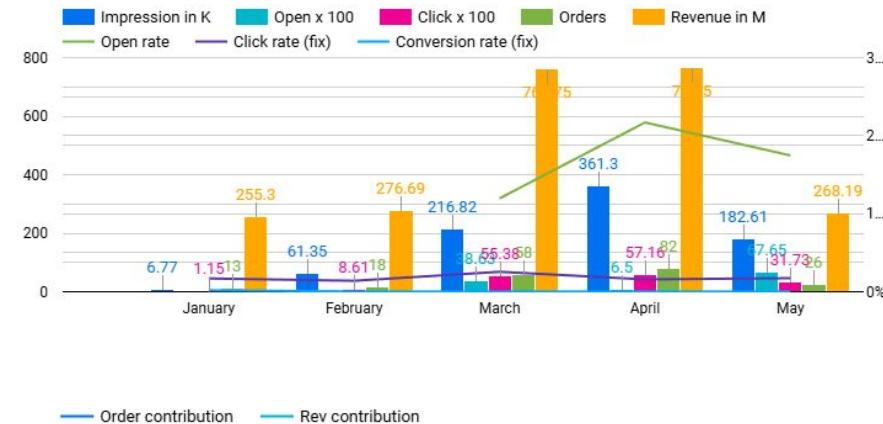
+ campaign type	Impression	Open	Click	Conversion	Open rate	Click rate (fix)	Conversion rate (fix)	Revenue
segmentation	8,679	-	584	18	-	6.73%	0.21%	238,734.79€
onboarding	102,214	322	868	4	17.53%	0.85%	0.00%	7,800,562
dropoff	25,481	33	1,143	2	10.09%	4.49%	0.01%	8,265,999
thematic	43,583	6,410	87	1	17.53%	0.20%	0.00%	17,724,000
adsupport	2,273	-	432	1	-	19.01%	0.04%	5,665,040
marsol	296	-	58	0	-	19.59%	0.00%	0
post-purchase	88	-	1	0	-	1.14%	0.00%	0

+ medium	Impression	Open	Click	Conversion	Open rate	Click rate (fix)	Conversion rate (fix)	Revenue
web-pop-up	143,818	-	3,074	25	-	2.14%	0.02%	268,170,397
email	37,192	5,963	97	1	16.03%	0.26%	0.00%	20,000
whatsapp	1,547	802	0	0	51.84%	0.00%	0.00%	0
web-push	49	-	2	0	-	4.08%	0.00%	0
app-push	8	-	0	0	-	0.00%	0.00%	0

Key Takeaways

- Lorem ipsum

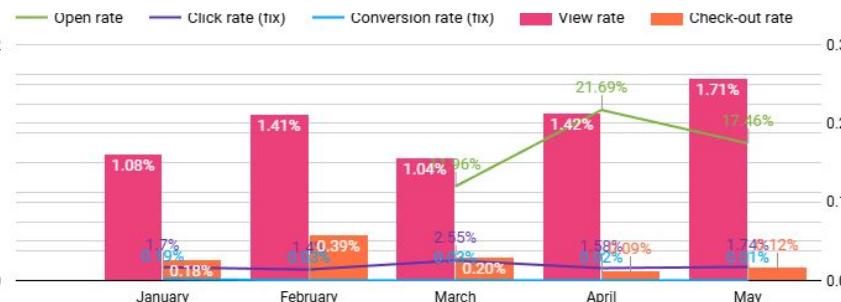
Conversions and Revenue Growth





CRM: Overall Performance (1-31 May vs 1-31 Apr 2025)

Channel Performance						
+ campaign ty...	Impression	Open rate	Click rate (fix)	Conversion rate (fix)	View rate	Check-out rate
segmentation	8,679	-	6.73%	0.21%	20.85%	1.68%
onboarding	102,214	17.53%	0.85%	0.00%	0.49%	0.06%
dropoff	25,481	10.09%	4.49%	0.01%	0.00%	0.00%
thematic	43,583	17.53%	0.20%	0.00%	0.28%	0.02%
adsupport	2,273	-	19.01%	0.04%	24.07%	0.40%
marsol	296	-	19.59%	0.00%	48.99%	0.00%
post-purchase	88	-	1.14%	0.00%	0.00%	0.00%



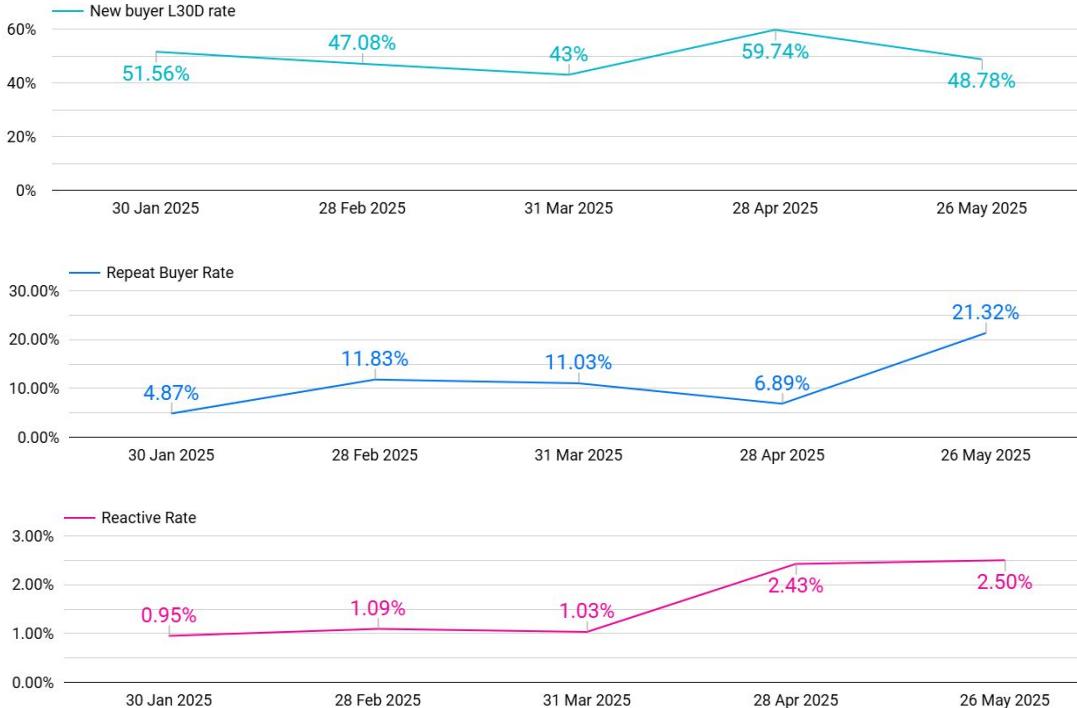


CRM: List of Performing Sellers and Campaign on (1-25 May 2025)

Attribute Name	Attribute Value	Seller status
item_brand	0: Dunia Elektronik, 1: Dunia Elektronik	Safe (to be exclude)
item_brand	0: GAMER ID	Safe
item_brand	['dvliving']	Safe
item_brand	['Factory Outlet Electronic Event']	Suspicious
item_brand	['Eroc Official Store']	Safe
item_brand	['Graha Ponsel', 'Graha Ponsel']	Safe
item_brand	['Hariku Shop']	Safe
item_brand	['Myvo Indonesia Official Store']	Safe



CRM Pillars



F30D Rate
-18.34% MoM

Repeat Rate
+209.4% MoM

Reactive Rate
+2.8% WoW



Performance 1-25 May 2025



CRM: Overall Performance (1-25 May vs 1-25 Apr 2025)

Channel Performance

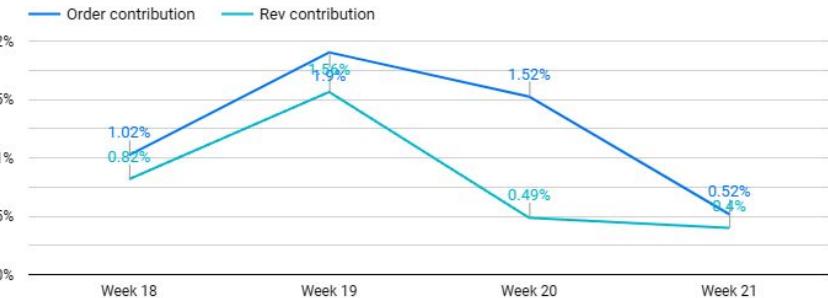
	Impression	Open	Click	Orders	Open rate	Click rate (fix)	Conversion rate (fix)	Revenue	AOV
148.3K	4.0K	2.5K	26.0	11.49%	1.69%	0.02%	268.2M	10.3M	
-52.6%	+609%	-47%	-64.9%	+37.5%	+12.7%	0%	-60.1%		+15.7%
(- campaign type)	(+ segment)	Impression	Open	Click	Conversion	Open rate	Click rate (fix)	Conversion r...	Revenue
segmentation	lihat-lihat-aja	7,329	-	458	13	-	6.25%	0.18%	197,900,691
	baru-beli-rum...	722	-	77	5	-	10.66%	0.69%	30,834,105
	renovasi-rumah	16	-	2	0	-	12.50%	0.00%	0
onboarding	all	66,390	264	597	4	17.71%	0.90%	0.01%	7,800,562
	default	19,675	-	146	0	-	0.74%	0.00%	0
dropoff	all	16,764	-	724	2	-	4.32%	0.01%	8,265,999
	lihat-lihat-aja	234	20	1	0	8.62%	0.43%	0.00%	0
	segmentation	1,679	-	69	0	-	4.11%	0.00%	0
	baru-beli-rum...	22	6	0	0	27.27%	0.00%	0.00%	0
thematic	all	1,770	711	21	1	51.19%	1.19%	0.06%	17,724,000
	lihat-lihat-aja	31,416	2,976	21	0	9.47%	0.07%	0.00%	0
	baru-beli-rum...	188	14	0	0	7.45%	0.00%	0.00%	0
adsupport	all	1,793	-	340	1	-	18.96%	0.06%	5,665,040
Grand total		148,331	3,991	2,513	26	11.49%	1.69%	0.02%	268,190,397

Conversions and Revenue Growth



Key Takeaways

- Impression managed to be pushed down
 - Onboarding pop-up got halted
 - In return, CRM unmanaged to get the non sign-up users to click and make purchase
 - Thus, orders went down since most purchaser on same period last month is coming from new sign-up
 - To less tightening the suppression for onboarding
- Click rate has 12.7% increment
 - To refresh the product recommendation to increase CVR





CRM: Overall Performance (1-27 Apr vs 1-27 Mar 2025)

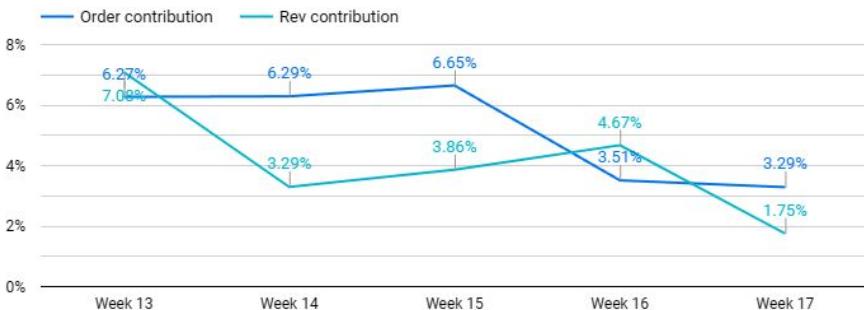
Channel Performance

Impression	Click	Orders	Click rate (fix)	Conversion rate (fix)	Revenue	AOV
335.0K +11%	5.2K +20.9%	85.0 +63.5%	1.56% -42.8%	0.03% +0	783.5M +34.2%	9.2M -17.9%
+ campaign type...						
Impression	Click	Conversion	Click rate (fix)	Conversion rate (fix)	Revenue	
onboarding	288,706	2,558	27	0.89%	0.01%	186,257,954
viewitem	10,533	750	21	7.12%	0.20%	199,088,111
segment	14,754	1,133	18	7.68%	0.12%	169,020,088
home-page	1,285	98	16	7.63%	1.25%	214,166,273
thematic	453	13	3	2.87%	0.66%	14,998,538
renosapp	18,757	655	0	3.49%	0.00%	0
recommend	218	0	0	0.00%	0.00%	0
brandsurvey	126	0	0	0.00%	0.00%	0
+ medium						
Impression	Click	Conversion	Click rate (fix)	Conversion rate (fix)	Revenue	
web-pop-up	332,172	5,198	85	1.56%	0.03%	783,530,964
web-push	16	1	0	6.25%	0.00%	0
app-push	7	0	0	0.00%	0.00%	0
email	2,521	27	0	1.07%	0.00%	0
whatsapp	285	0	0	0.00%	0.00%	0

Key Takeaways

- Onboarding 1st comms got new comms logic
 - right now, it will show when user's mouse hover outside of the browser screen (exit intent)
 - previously, it will show when user open Renos
- Rate metrics got improvement
 - CVR drop got halted in W17
 - CR drop got reduced as W17 CR is improving compared to W16

Conversions and Revenue Growth





CRM: List of Performing Sellers and Campaign on (1-25 May 2025)

Attribute Name	Attribute Value	Seller status
item_brand	0: Dunia Elektronik, 1: Dunia Elektronik	Safe (to be exclude)
item_brand	0: GAMER ID	Safe
item_brand	['dvliving']	Safe
item_brand	['Factory Outlet Electronic Event']	Suspicious
item_brand	['Eroc Official Store']	Safe
item_brand	['Graha Ponsel', 'Graha Ponsel']	Safe
item_brand	['Hariku Shop']	Safe
item_brand	['Myvo Indonesia Official Store']	Safe

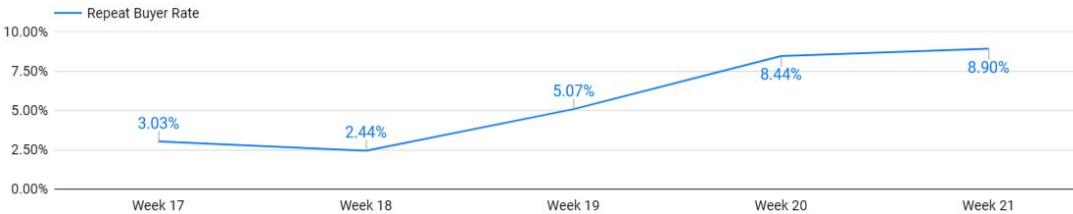


CRM Pillars

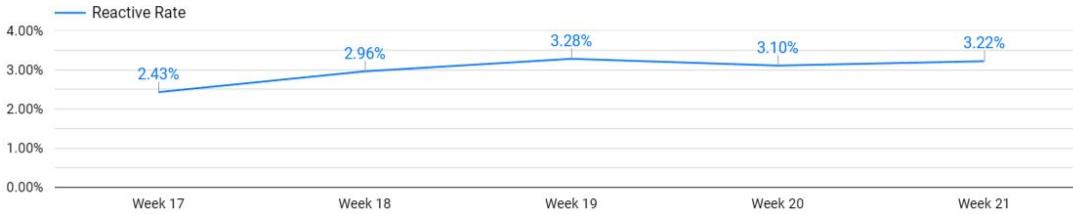


F7D Rate
-0.8% WoW

F3D Rate
-26.1% WoW



Repeat Rate
+5.4% WoW



Reactive Rate
+3.8% WoW



CRM: List of Performing Sellers and Campaign on (1-25 May 2025)

F7D Rate
-0.8% WoW



Segmentation - JPH - Home Page

CTR: 6.89%
CVR: 0.98%

Impressions: 508
Clicks: 35
Orders: 5

Segment: User who got identified as just purchase home ppl, visit homepage

Segmentation - Usual Living - Home Page

CTR: 5.82%
CVR: 0.1%

Impressions: 6701
Clicks: 390
Orders: 7

Segment: User who got identified as usual living ppl, visit homepage

Repeat Rate
+5.4% WoW



Segmentation - Usual Living - Home Page

CTR: 5.82%
CVR: 0.1%

Impressions: 6701
Clicks: 390
Orders: 7

Segment: User who got identified as usual living ppl, visit homepage

Reactive Rate
+3.8% WoW



Segmentation - Usual Living - PDP

CTR: 11.51%
CVR: 1.02%

Impressions: 591
Click: 68
Orders: 6

Segment: When user visit PDP and they got identified as usual living, we show cheap recco



CRM: Segmentation Campaign Breakdown (1-25 May 2025)

campaign type	segment	version	medium	Impression	Open	Click	Conversion	Open rate	Click rate (fix)	Conversion rate (fix)	Revenue
segmentation	lihat-lihat-aja	home-page	web-pop-up	6,701	-	390	7	-	5.82%	0.10%	123,167,538
segmentation	baru-beli-rumah	home-page	web-pop-up	508	-	35	5	-	6.89%	0.98%	30,834,105
segmentation	renovasi-rumah	home-page	web-pop-up	4	-	0	0	-	0.00%	0.00%	0
segmentation	lihat-lihat-aja	viewitem	web-pop-up	591	-	68	6	-	11.51%	1.02%	74,733,153
segmentation	baru-beli-rumah	viewitem	web-pop-up	214	-	42	0	-	19.63%	0.00%	0
segmentation	renovasi-rumah	viewitem	web-pop-up	12	-	2	0	-	16.67%	0.00%	0
segmentation	lihat-lihat-aja	post-purchase	web-pop-up	37	-	0	0	-	0.00%	0.00%	0



Performance 1-18 May 2025



CRM: Overall Performance (1-18 May vs 1-18 Apr 2025)

Channel Performance

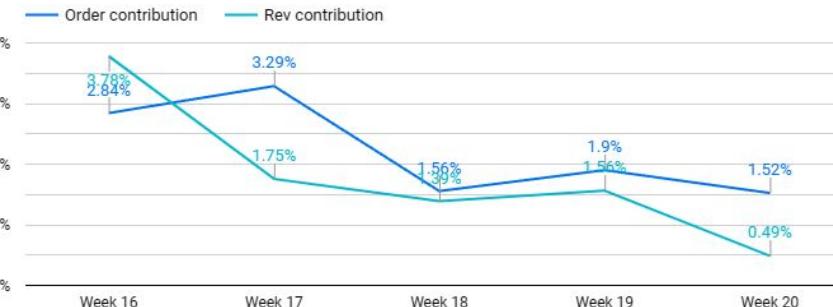
	Impression	Open	Click	Orders	Open rate	Click rate (fix)	Conversion rate (fix)	Revenue	AOV
106.5K	398.0	2.1K		23.0	25.33%	1.95%	0.02%	224.9M	9.8M
-47.2%	+6.1%	-32.2%		-57.4%	+37.5%	+26.6%	-33.3%	-44.5%	+30.7%
(-)	(+)	(-)		(-)	(+)	(+)	(-)	(-)	(+)
campaign type	segment	Impression	Open	Click	Conversion	Open rate	Click rate (fix)	Conversion r...	Revenue
segmentation	lihat-lihat-aja	5,860	-	376	11	-	6.42%	0.19%	162,311,691
	baru-beli-rum...	478	-	58	4	-	12.13%	0.84%	23,170,893
	renovasi-rumah	6	-	0	0	-	0.00%	0.00%	0
onboarding	all	65,489	176	589	4	16.43%	0.90%	0.01%	7,800,562
	default	19,675	-	146	0	-	0.74%	0.00%	0
dropoff	all	11,200	-	553	2	-	4.94%	0.02%	8,265,999
	lihat-lihat-aja	147	12	1	0	8.28%	0.68%	0.00%	0
	segmentation	1,679	-	69	0	-	4.11%	0.00%	0
	baru-beli-rum...	6	3	0	0	50%	0.00%	0.00%	0
thematic	all	632	207	16	1	59.31%	2.53%	0.16%	17,724,000
adsupport	all	1,066	-	210	1	-	19.70%	0.09%	5,665,040
marsol	atoorin	7	-	0	0	-	0.00%	0.00%	0
	simpatis-furnit...	28	-	4	0	-	14.29%	0.00%	0
Grand total		106,504	398	2,073	23	25.33%	1.95%	0.02%	224,938,185

Conversions and Revenue Growth



Key Takeaways

- Impression has been halted with decrement up to 47.2% period on period
- Significant increase in open rate with 37.5%, as well as open with 6.1% increment period on period
- Open rate increase period on period by 26.6%, although it is not a significant increase
- Usual living has the best conversion and revenue within the segmentation campaign





CRM: List of Performing Sellers and Campaign on (1-27 Apr 2025)

Attribute Name	Attribute Value
item_brand	0: Dunia Elektronik, 1: Dunia Elektronik
item_brand	0: GAMER ID
item_brand	['dvliving']
item_brand	['Factory Outlet Electronic Event'] RED FLAG
item_brand	['Eroc Official Store']
item_brand	['Graha Ponsel', 'Graha Ponsel']
item_brand	['Hariku Shop']
item_brand	['Myvo Indonesia Official Store']



View item recco for usual living

CTR: 11.9%
CVR: 0.96%
Orders: 5

Segment: When user visit PDP and they got identified as usual living, we show cheap recco

Adsupport /p/

CTR: 19.74%
CVR: 0.09%
Orders: 1

Segment: User visit PDP through ads with cat either TV, washing machine, credenze, notebook, android os

Home page usual living

CTR: 5.92%
CVR: 0.11%
Orders: 6

Segment: User who got identified as usual living ppl, visit homepage



Home page just purchase home

CTR: 8.72%
CVR: 1.16%
Orders: 4

Segment: User who got identified as usual living ppl, visit homepage



Selamat Bergabung di Renos, Renos! 🎉

Temukan produk pilihan rumah dengan diskon hingga 80% up to Rp 1jt.

Nikmati juga blu cicilan 0% saat belanja di Renos! 🌟

Bantai lagi yuk!



Onboarding

OR: 13.51%
CTR: 5.34%
CVR: 0.1%
Orders: 1

Segment: Sign up yesterday, but not making any purchase



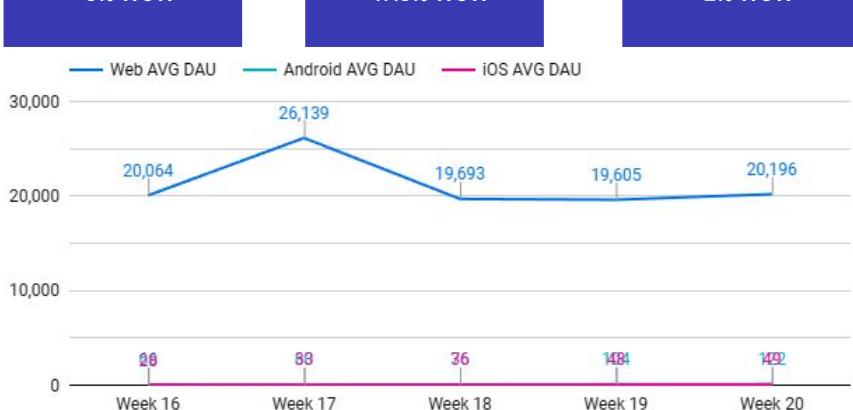
CRM: Platform

Daily Active Users

Web AVG DAU
+3% WoW

Android AVG DAU
+17.3% WoW

iOS AVG DAU
+2% WoW

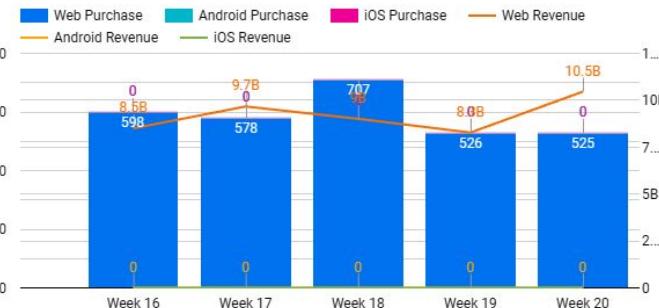


Orders
-0.1% WoW

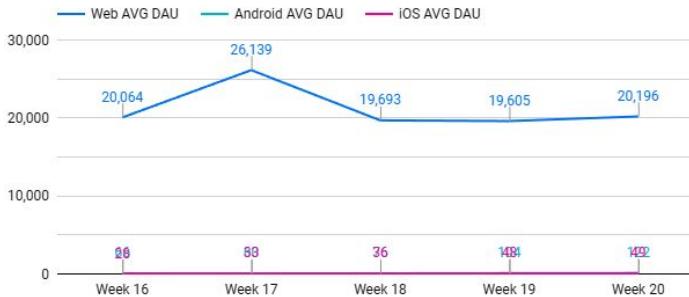
Revenue
+26.5% WoW

AOV
+26.8% WoW

Jan Platform Conversions and Revenue



Key Takeaways





CRM Pillars



F7D Rate
-28.2% WoW

F3D Rate
+74.7% WoW

Repeat Rate
+107.7% WoW

Reactive Rate
+10.8% WoW

Note: cari tau mana campaign yg paling berpengaruh di tiap pilar ini



Performance 1-4 May 2025



CRM: Overall Performance (1-4 May vs 1-4 Apr 2025)

Channel Performance

Impression	Click	Orders	Click rate (fix)	Conversion rate (fix)	Revenue	AOV
24.3K	418.0	5.0	1.72%	0.02%	44.7M	8.9M
-40.3%	-38.7%	-61.5%	+3%	-33.3%	+35%	+256%

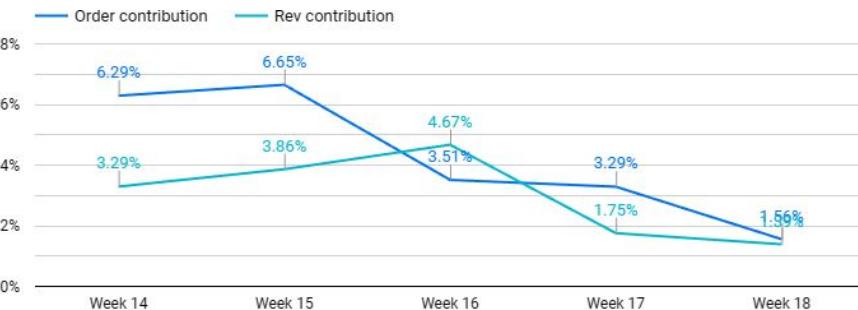
	campaign type	medium	version	Impression	Click	Conversion	Click rate (fix)	Conversion rate (fix)	Revenue
view/item	web-push	lihat-lihat-aja		1	0	0	0.00%	0.00%	0
	web-pop-up	lihat-lihat-aja		355	44	3	12.39%	0.85%	21,353,153
	adsupport			124	34	1	27.42%	0.81%	5,665,040
	baru-beli-rum...			24	6	0	25.00%	0.00%	0
	default			1,679	69	0	4.11%	0.00%	0
home-page	email	lihat-lihat-aja		14	0	0	0.00%	0.00%	0
	web-pop-up	lihat-lihat-aja		1,637	102	1	6.23%	0.06%	17,683,000
thematic	baru-beli-rum...			65	4	0	6.15%	0.00%	0
	whatsapp	na		349	0	0	0.00%	0.00%	0
	web-pop-up	na		39	3	0	7.69%	0.00%	0
onboarding	whatsapp	default		26	0	0	0.00%	0.00%	0
	web-pop-up	default		19,661	146	0	0.74%	0.00%	0
	email	default		222	2	0	0.90%	0.00%	0
Grand total				24,262	418	5	1.72%	0.02%	44,701,193

Conversions and Revenue Growth



Key Takeaways

- Unnecessary impression has been halted as the impression went down 40.3% PoP.
 - It affect the absolute number of click to go down 38.7% PoP.
- Click rate PoP went up 3% in response to the controlled impression
 - Although, those who click not necessarily making any purchase as the CVR went down 33.3% PoP
- Even though CRM AOV went up 256% PoP, its absolute value is still below platform overall AOV
 - Along with the order decrement, CRM contributions went down on W18





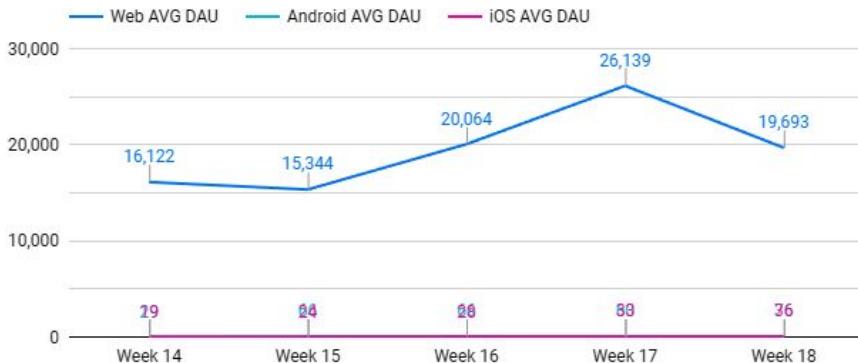
CRM: Platform

Daily Active Users

Web AVG DAU
-24.9% WoW

Android AVG DAU
+26.7% WoW

iOS AVG DAU
+9.1% WoW



Web orders
+22.3% WoW

Web revenue
-7.2% WoW

Web AOV
-24% WoW

Andr orders
0% WoW

Android rev
0% WoW

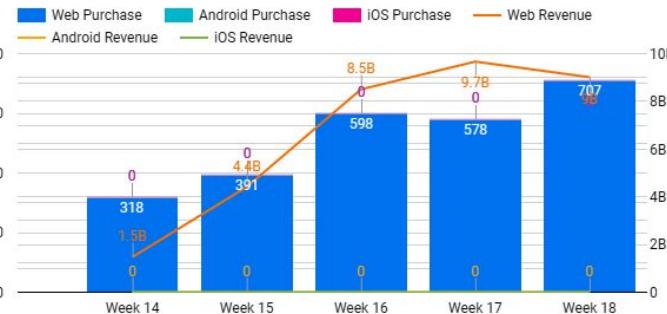
Android AOV
0% WoW

iOS orders
0% WoW

iOS revenue
0% WoW

iOS AOV
0% WoW

Jan Platform Conversions and Revenue

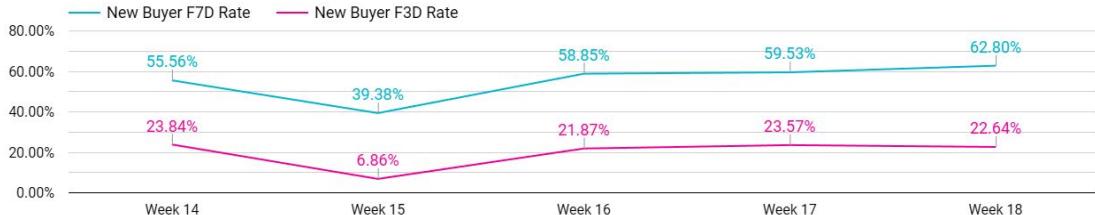


Key Takeaways

- Renos purchase increase, but due to the significant decrement in AOV, the overall revenue went down as well
 - AOV decrement is 24% WoW
 - Rev decrement is 7.2% WoW
 - Order increment is 22.3% WoW



CRM Pillars

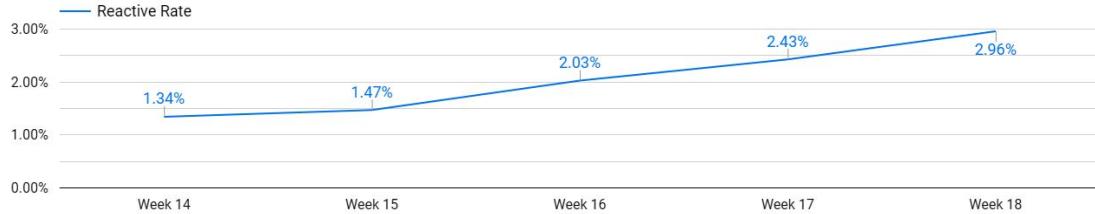


F7D Rate
+5.5% WoW

F3D Rate
-3.9% WoW



Repeat Rate
-19.5% WoW



Reactive Rate
+21.8% WoW

- Renos managed to garner purchasers within first 7 days of their tenure
- Renos managed to make user's who are inactive in W17 or more to comeback and purchase in W18
- Out of all purchasers, most people only make one in W18



Performance 1-27 Apr 2025

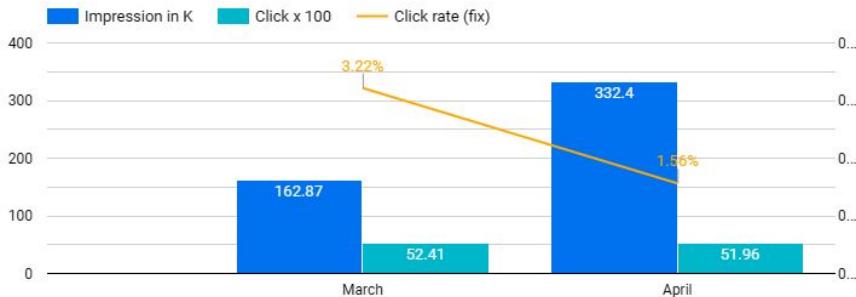


Section 2: Drive Organic Demand and Retention

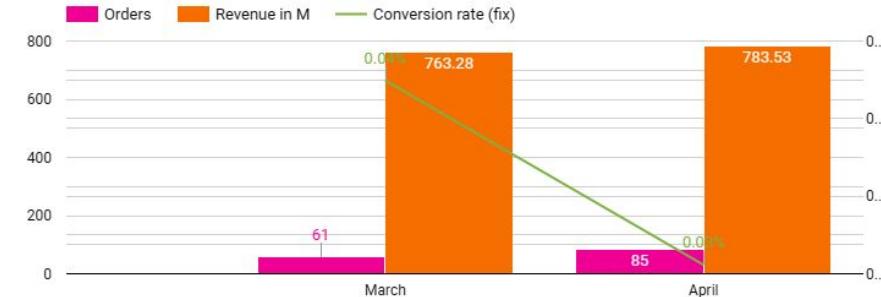
CRM Overall Performance

*data already exclude surveys

Engagement



Conversion



Pop Up

329.7K **5.2K**

Impression Click

1.57% **0.03%**

CTR CVR

85

CONVERSION



Web Push

16 **1**

Impression Click

6.25% **0.0%**

CTR CVR

0

CONVERSION



App Push

7 **0**

Impression Click

0% **0.0%**

CTR CVR

0

CONVERSION



Email

2.4K **27**

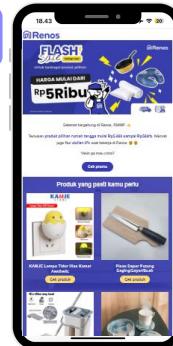
Impression Click

1.13% **0%**

CTR CVR

0

CONVERSION





Section 2: Drive Organic Demand and Retention

CRM User Performance



New Register



31 Mar 2025

28 Apr 2025



Repeat Buyer



31 Mar 2025

28 Apr 2025

New Register: Visitors who sign up within the month

New Buyer: Users who register and make a purchase on the same month

New Buyer Rate: (New Buyer/New Register)

Buyer: Users who registered outside the month and make 1 purchase within the month

Repeat Buyer: Users who registered outside the month and make more than 1 purchase within the month

Retention Rate: (Repeat Buyer/buyer)

Reactivated Buyer: (Total Users - Inactive Buyer)

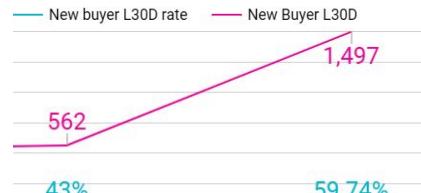
Reactivate Rate: (Reactivated Buyer/total Users)

Total Users: Total registered users from the beginning of time to now

Inactive Buyer: Users who make a purchase outside of the month but make no purchase within the month



New Buyer



31 Mar 2025

28 Apr 2025



Reactivated Buyer



31 Mar 2025

28 Apr 2025

Acquisition - onboarding journey

The screenshot shows the Renos mobile application's onboarding journey. It features a series of promotional banners for different deals like "FLASH SALE", "PAYDAY SALE", and "VOUCHER". The banners include offers such as "Rp5RIBU", "DISKON 80%", and "Rp100rb". The interface also includes a "Cek promo" button and a "Belanja sekarang" button.

Conversion - drop-off and up-sell

The screenshot shows the Renos mobile application's conversion journey. It features a series of promotional banners for different deals like "FLASH SALE", "PAYDAY SALE", and "VOUCHER". The banners include offers such as "Rp5Juta", "DISKON 80%", and "Rp100rb". The interface also includes a "Belanja sekarang" button.

Retention - cross-sell

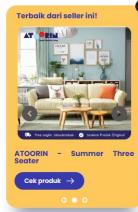
The screenshot shows the Renos mobile application's retention journey. It features a series of promotional banners for different deals like "FLASH SALE", "PAYDAY SALE", and "VOUCHER". The banners include offers such as "Rp5Juta", "DISKON 80%", and "Rp100rb". The interface also includes a "Belanja sekarang" button.



CRM

Campaign Performance by Media

medium	campaign type	Impression	Clicks	Orders	GMV	CR	CVR	Campaign Order Contribution	Campaign Rev Contribution	CR MoM	CVR MoM
web-pop-up	home-page	1,285	98	16	214,166,273	7.63%	1.25%	18.82%	27.33%		
	marsol	45	14	0	0	31.11%	0.00%	0.00%	0.00%		
	onboarding	284,227	2,508	27	186,257,954	0.88%	0.01%	31.76%	23.77%		
	post-purchase	89	1	0	0	1.12%	0.00%	0.00%	0.00%		
	recommend	16	0	0	0	0.00%	0.00%	0.00%	0.00%		
	renosapp	18,757	655	0	0	3.49%	0.00%	0.00%	0.00%		
	segment	14,754	1,133	18	169,020,088	7.68%	0.12%	21.18%	21.57%		
	thematic	194	11	3	14,998,538	5.67%	1.55%	3.53%	1.91%		
	viewitem	10,334	748	21	199,088,111	7.24%	0.20%	24.71%	25.41%		
web-pop-up Total		329,701	5,168	85	783,530,964	1.57%	0.03%	100.00%	100.00%		
whatsapp	onboarding	127	0	0	0	0.00%	0.00%	0.00%	0.00%		
	thematic	158	0	0	0	0.00%	0.00%	0.00%	0.00%		
whatsapp Total		285	0	0	0	0.00%	0.00%	0.00%	0.00%		
web-push	recommend	2	0	0	0	0.00%	0.00%	0.00%	0.00%		
	viewitem	14	1	0	0	7.14%	0.00%	0.00%	0.00%		
web-push Total		16	1	0	0	6.25%	0.00%	0.00%	0.00%		
email	coupon	35	4	0	0	11.43%	0.00%	0.00%	0.00%		
	onboarding	1,881	20	0	0	1.06%	0.00%	0.00%	0.00%		
	recommend	199	0	0	0	0.00%	0.00%	0.00%	0.00%		
	thematic	101	2	0	0	1.98%	0.00%	0.00%	0.00%		
	viewitem	179	1	0	0	0.56%	0.00%	0.00%	0.00%		
email Total		2,395	27	0	0	1.13%	0.00%	0.00%	0.00%		
app-push	recommend	1	0	0	0	0.00%	0.00%	0.00%	0.00%		
	viewitem	6	0	0	0	0.00%	0.00%	0.00%	0.00%		
app-push Total		7	0	0	0	0.00%	0.00%	0.00%	0.00%		
Grand Total		332,404	5,196	85	783,530,964	1.56%	0.03%	100.00%	100.00%		



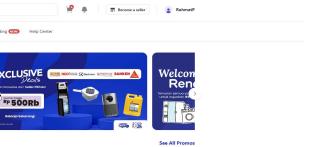
Best Click Rate

Campaign: Marketing Solution

CTR: 31.1%

CVR: 0%

Segment: Any people who visit Atoorin page
Medium: pop-up



Best Order Contribution

Campaign: Onboarding

CTR: 0.88%

CVR: 0.01%

CVR MoM: 31.76%

Segment: Unsigned-up user who visit Renos
Medium: Pop-up



Best Rev Contribution

Campaign: Home-page reco

CTR: 7.63%

CVR: 1.25%

CTR MoM: 27.33%

Segment: Segmented users who visit home page
Medium: Pop-up



CRM: Overall Performance (1-27 Apr vs 1-27 Mar 2025)

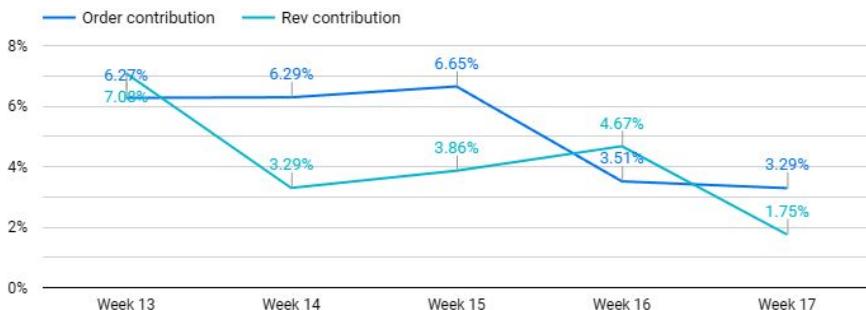
Channel Performance

Impression	Click	Orders	Click rate (fix)	Conversion rate (fix)	Revenue	AOV
335.0K +113%	5.2K +20.9%	85.0 +63.5%	1.56% -42.8%	0.03% +0	783.5M +34.2%	9.2M -17.9%
+ campaign type...						
Impression	Click	Conversion	Click rate (fix)	Conversion rate (fix)	Revenue	
onboarding	288,706	2,558	27	0.89%	0.01%	186,257,954
viewitem	10,533	750	21	7.12%	0.20%	199,088,111
segment	14,754	1,133	18	7.68%	0.12%	169,020,088
home-page	1,285	98	16	7.63%	1.25%	214,166,273
thematic	453	13	3	2.87%	0.66%	14,998,538
renosapp	18,757	655	0	3.49%	0.00%	0
recommend	218	0	0	0.00%	0.00%	0
brandsurvey	126	0	0	0.00%	0.00%	0
+ medium						
Impression	Click	Conversion	Click rate (fix)	Conversion rate (fix)	Revenue	
web-pop-up	332,172	5,198	85	1.56%	0.03%	783,530,964
web-push	16	1	0	6.25%	0.00%	0
app-push	7	0	0	0.00%	0.00%	0
email	2,521	27	0	1.07%	0.00%	0
whatsapp	285	0	0	0.00%	0.00%	0

Key Takeaways

- Onboarding 1st comms got new comms logic
 - right now, it will show when user's mouse hover outside of the browser screen (exit intent)
 - previously, it will show when user open Renos
- Rate metrics got improvement
 - CVR drop got halted in W17
 - CR drop got reduced as W17 CR is improving compared to W16

Conversions and Revenue Growth





CRM: List of Performing Sellers and Campaign on (1-27 Apr 2025)

Attribute Name	Attribute Value
item_brand	0: Dunia Elektronik, 1: Dunia Elektronik
item_brand	0: GAMER ID
item_brand	0: The Luxe Official
item_brand	0: FACTORY OUTLET ELECTRONIC, 1: FACTORY OUTLET ELECTRONIC
item_brand	0: ['ELECTRO SMART KARAWANG']
item_brand	0: ['Simpati Furniture']
item_brand	0: ['OK LIVING HOME']
item_brand	0: ['iFurnholic']
item_brand	0: ['creova living official']



Home Page Recco - Usual Living

CTR: 7.07%
CVR: 1.06%
Orders: 12

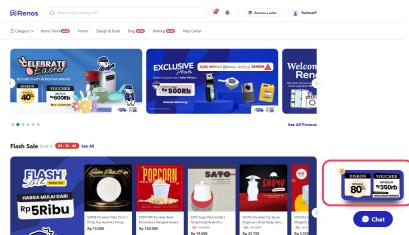
Segment: Signed-up usual living ppl who visit renos home page



Home Page Recco - Just P Home

CTR: 11.69%
CVR: 2.6%
Orders: 4

Segment: Signed-up usual living ppl who visit renos home page



Onboarding
CTR: 0.89%
CVR: 0.01%
Order: 27

Segment: Unsigned-up users who visit renos



Segment - Usual Living
CTR: 7.68%
CVR: 0.12%
Orders: 18

Segment: Signed-up usual living ppl who visit renos home page



View Item Drop Off
CTR: 4.92%
CVR: 0.1%
Orders: 6

Segment: When user dropping off pdp, we show this pop-up the next day when user open Renos



View Item Recommendation - Usual Living
CTR: 10.1%
CVR: 0.33%
Orders: 15

Segment: Usual living people who visit PDP will see these recommendations



Thematic
CTR: 5.67%
CVR: 1.55%
Orders: 3

Segment: Signed-up users who has exhausted all top priority pop-ups will see this instead



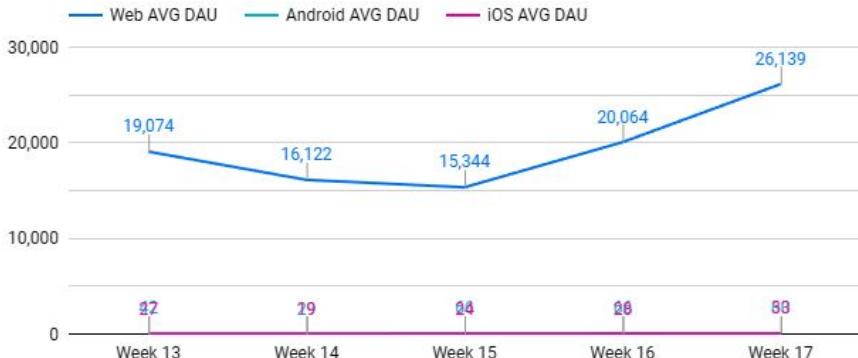
CRM: Platform

Daily Active Users

Web AVG DAU
+30.3% WoW

Android AVG DAU
-9.1% WoW

iOS AVG DAU
+17.9% WoW



Web orders

-3.3% WoW

Web revenue
+16.9% WoW

Web AOV
+17.6% WoW

Andr orders
0% WoW

Android rev
0% WoW

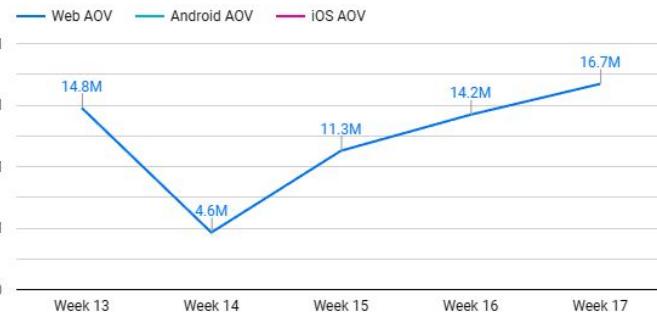
Android AOV
0% WoW

iOS orders
0% WoW

iOS revenue
0% WoW

iOS AOV
0% WoW

Jan Platform Conversions and Revenue



Key Takeaways

- Positive increment in all metrics
 - Increment in orders as well as AOV made the revenue incrementality almost twice WoW

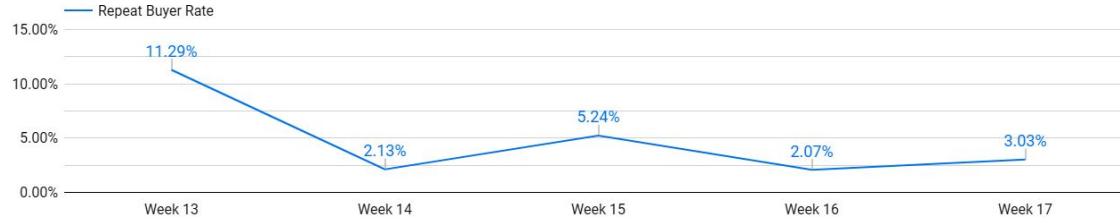


CRM Pillars

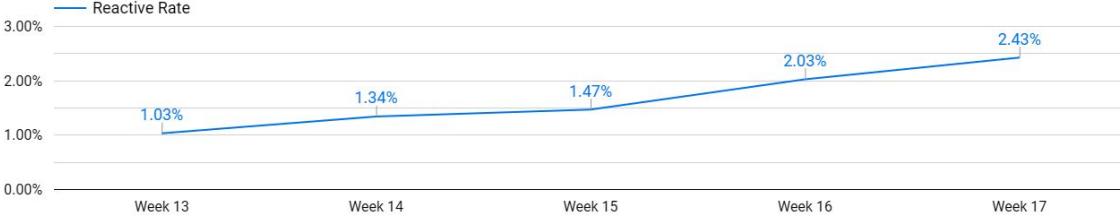


F7D Rate
+1.2% WoW

F3D Rate
+7.8% WoW



Repeat Rate
+46.4% WoW



Reactive Rate
+19.7% WoW



Thank You



Weekly Performance 1-23 Mar 2025



CRM: Overall Performance (1-6 Apr vs 1-6 Mar 2025)

Channel Performance

Impression	Click	Orders	Click rate (fix)	Conversion rate (fix)	Revenue	AOV
62.5K	1.0K	19.0	1.62%	0.03%	46.1M	2.4M
+353%	+557%	+258.3%	+45.2%	-20%	+225.4%	-9%

+ campaign type	Impression	Click	Conversion	Click rate (fix)	Conversion rate (fix)	Revenue
onboarding	57,370	675	16	1.18%	0.03%	45,337,980
home-page	108	19	1	17.59%	0.93%	361,000
segment	2,756	201	1	7.29%	0.04%	361,000
viewitem	502	29	1	5.78%	0.20%	90,000
thematic	12	0	0	0.00%	0.00%	0
renosapp	1,642	87	0	5.30%	0.00%	0
recommend	136	0	0	0.00%	0.00%	0

+ medium	Impression	Click	Conversion	Click rate (fix)	Conversion rate (fix)	Revenue
web-pop-up	61,768	1,005	19	1.63%	0.03%	46,149,980
web-push	2	0	0	0.00%	0.00%	0
app-push	2	0	0	0.00%	0.00%	0
email	754	6	0	0.80%	0.00%	0

Conversions and Revenue Growth

Key Takeaways





CRM: Overall Performance (1-23 Mar vs 1-23 Feb 2025)

Channel Performance

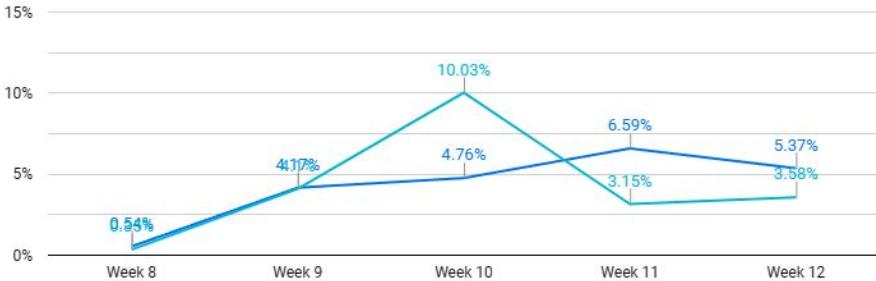
Impression	Click	Orders	Click rate (fix)	Conversion rate (fix)	Revenue	AOV
107.8K	3.4K	43.0	3.18%	0.04%	477.3M	11.1M
+353%	+557%	+258.3%	+45.2%	-20%	+225.4%	-9%

campaign type	Impression	Click	Conversion	Click rate (fix)	Conversion rate (fix)	Revenue	View rate	Check-out rate
segment	23,109	1,898	39	8.21%	0.17%	368,359,696	3.84%	1.16%
viewitem	2,398	117	3	4.88%	0.13%	108,876,000	0.29%	0.29%
onboarding	24,437	292	1	1.19%	0.00%	75,000	1.28%	0.00%
thematic	368	14	0	3.80%	0.00%	0	53.80%	1.63%
renosapp	28,018	1,052	0	3.76%	0.00%	0	0.00%	0.00%
recommend	216	1	0	0.46%	0.00%	0	0.00%	0.00%
exclusive-deals	119	6	0	5.04%	0.00%	0	14.29%	0.84%
brandsurvey	29,162	48	0	0.16%	0.00%	0	0.03%	0.00%
medium	Impression	Click	Conversion	Click rate (fix)	Conversion rate (fix)	Revenue	View rate	Check-out rate
web-pop-up	76,289	3,299	41	4.32%	0.05%	477,145,696	1.44%	0.36%
email	31,491	128	2	0.41%	0.01%	165,000	1.05%	0.01%
web-push	36	0	0	0.00%	0.00%	0	0.00%	0.00%
app-push	6	1	0	16.67%	0.00%	0	0.00%	66.67%

Key Takeaways

- CRM performance in March 17th-23rd got improved WoW in terms of Click Rate
- AOV dropped 9% against same period last month, but due to the massive increase in order the revenue got increased as well.
-

Conversions and Revenue Growth





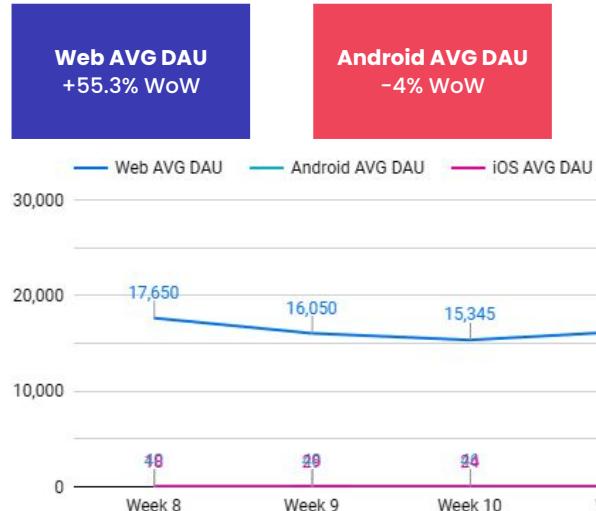
CRM: List of Performing Sellers on (1-23 Mar 2025)

Attribute Name	Attribute Value
item_brand	0: Pinhome Service
item_brand	0: The Luxe Official
item_brand	0: Factory Outlet Electronic Event
item_brand	0: Simpati Furniture
item_brand	0: Pinhome Service
item_brand	0: Factory Outlet Electronic Event, 1: Factory Outlet Electronic Event, 2: Factory Outlet Electronic Event
item_brand	0: Everest Electronic, 1: Everest Electronic, 2: Everest Electronic, 3: Everest Electronic, 4: Everest Electronic
item_brand	0: Factory Outlet Electronic Event
item_brand	0: Dunia Elektronik, 1: Dunia Elektronik
item_brand	0: Factory Outlet Electronic Event
item_brand	0: SCANDIA Indonesia, 1: SCANDIA Indonesia, 2: SCANDIA Indonesia, 3: SCANDIA Indonesia, 4: SCANDIA Indonesia, 5: SCANDIA Indonesia
item_brand	0: Brader Elektronik



CRM: Platform

Daily Active Users



Web orders

-41.3% WoW

Web revenue

-42% WoW

Web AOV

+1% WoW

Andr orders

0% WoW

Android rev

0% WoW

Android AOV

0% WoW

iOS orders

0% WoW

iOS revenue

0% WoW

iOS AOV

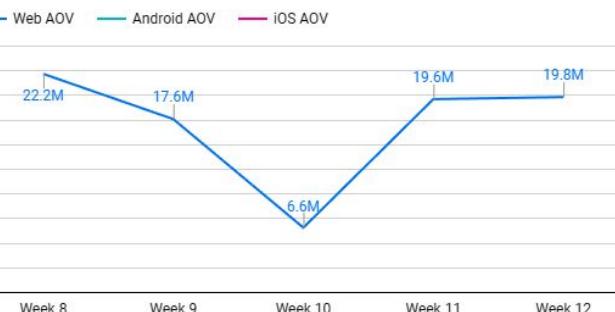
0% WoW

Jan Platform Conversions and Revenue



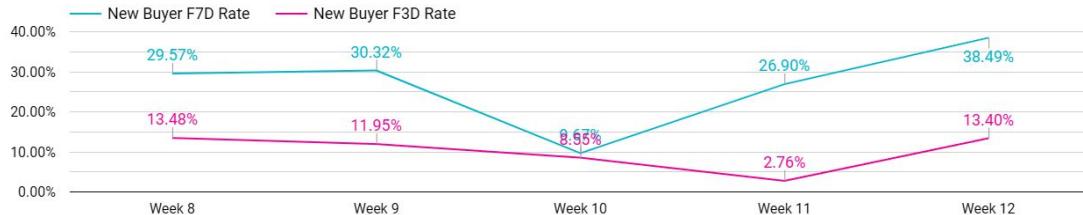
Key Takeaways

- AOV doesn't increase much, making the order drops correlate with revenue drop





CRM Pillars

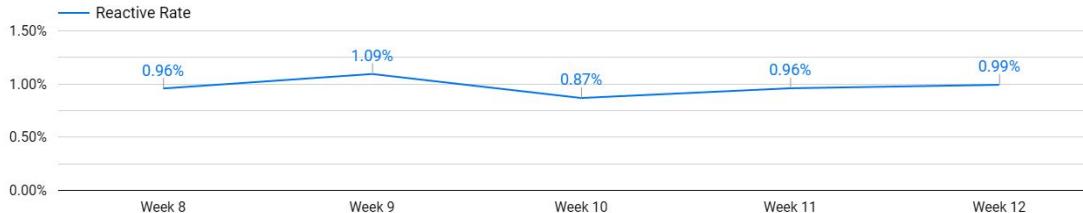


F7D Rate
+43.1% WoW

F3D Rate
+385% WoW



Repeat Rate
-18.4% WoW



Reactive Rate
+3.1% WoW



💖**Thank You**💖



Weekly Performance 1-16 Mar 2025



CRM: Overall Performance (1-9 Mar vs 1-9 Feb 2025)

Channel Performance

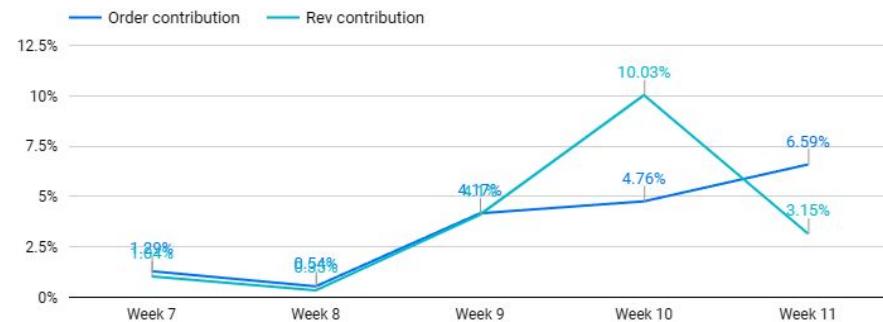
	Impression	Click	Orders	Click rate (fix)	Conversion rate (fix)	Revenue	AOV
Impression	68.2K	1.7K	32.0	2.45%	0.05%	331.9M	10.4M
+ campaign type	+441.3%	+605.1%	+190%	+30.3%	-44.4%	+150.5%	-13.3%
segment	9,467	718	29	7.58%	0.31%	285,484.828	6.68%
viewitem	1,595	77	2	4.83%	0.13%	46,376,000	0.44%
onboarding	8,171	143	1	1.75%	0.01%	75,000	3.18%
thematic	286	12	0	4.20%	0.00%	0	67.83%
renosapp	19,293	667	0	3.46%	0.00%	0	2.10%
recommend	144	0	0	0.00%	0.00%	0	0.00%
exclusive-deals	86	6	0	6.98%	0.00%	0	19.77%
brandsurvey	29,162	48	0	0.16%	0.00%	0	0.03%
+ medium	Impression	Click	Conversion	Click rate (fix)	Conversion rat...	Revenue	View rate
web-poo-up	37,347	1,544	30	4.13%	0.08%	331,770.828	2.26%
email	30,816	126	2	0.41%	0.01%	165,000	0.90%
web-push	36	0	0	0.00%	0.00%	0	0.00%
app-push	5	1	0	20.00%	0.00%	0	80.00%

Conversions and Revenue Growth



Key Takeaways

- Recommendation campaign gets no item views, meaning the logic has expired
 - To refresh the logic EOW**
- View item to check-out drop off rate is higher within campaigns with mid intention such as thematic and exclusive-deals
 - The drop rate is around 95%
 - To incorporate the segment recommendation/treatment in all possible campaign**
- Revenue contribution dropped even though order contribution increase due to CRM AOV dropped below the platform AOV
 - Platform AOV is 19.6MIDR





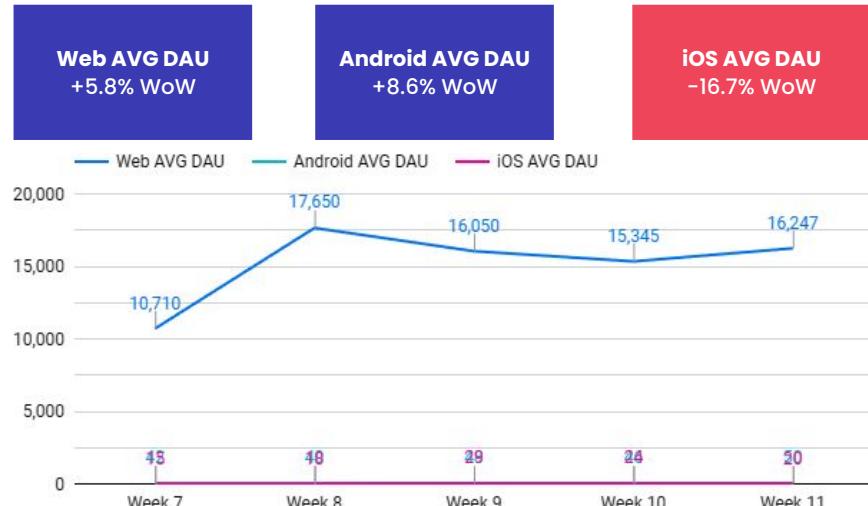
CRM: List of Performing Sellers on (1-9 Mar 2025)

Attribute Name	Attribute Value
item_brand	0: Pinhome Service
item_brand	0: The Luxe Official
item_brand	0: Factory Outlet Electronic Event
item_brand	0: Simpati Furniture
item_brand	0: Pinhome Service
item_brand	0: Factory Outlet Electronic Event, 1: Factory Outlet Electronic Event, 2: Factory Outlet Electronic Event
item_brand	0: Everest Electronic, 1: Everest Electronic, 2: Everest Electronic, 3: Everest Electronic, 4: Everest Electronic
item_brand	0: Factory Outlet Electronic Event
item_brand	0: Dunia Elektronik, 1: Dunia Elektronik
item_brand	0: Factory Outlet Electronic Event
item_brand	0: SCANDIA Indonesia, 1: SCANDIA Indonesia, 2: SCANDIA Indonesia, 3: SCANDIA Indonesia, 4: SCANDIA Indonesia, 5: SCANDIA Indonesia
item_brand	0: Brader Elektronik



CRM: Platform

Daily Active Users



Web orders

+315% WoW

Web revenue

+126% WoW

Web AOV

+197% WoW

Andr orders

0% WoW

Android rev

0% WoW

Android AOV

0% WoW

iOS orders

0% WoW

iOS revenue

0% WoW

Jan Platform Conversions and Revenue

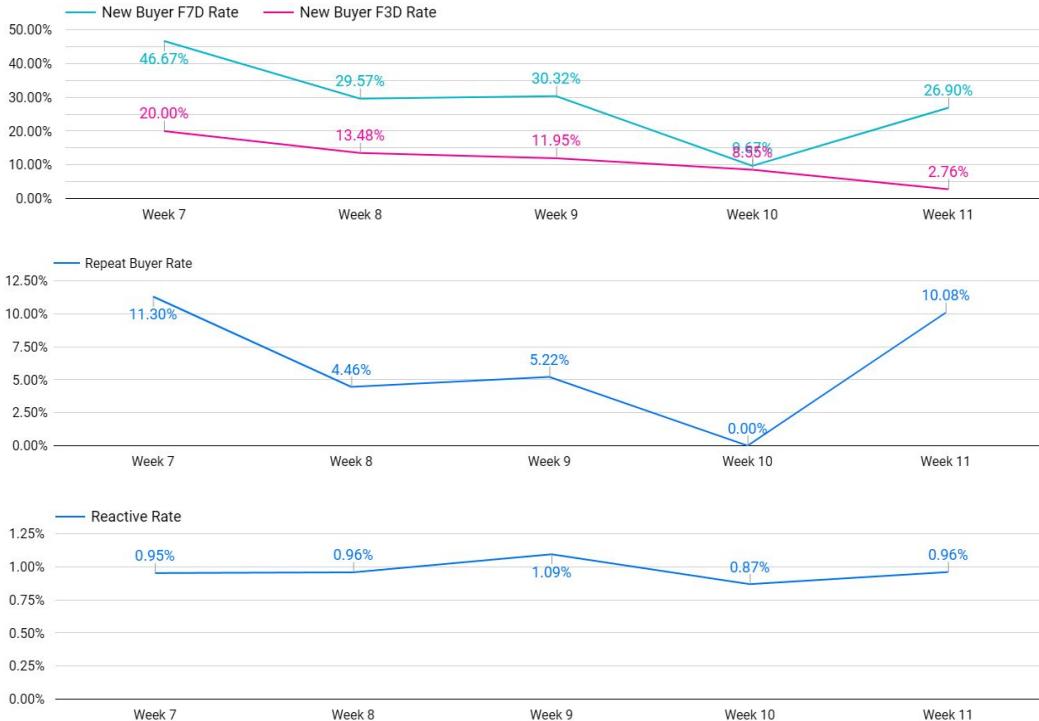


Key Takeaways

- Jump in revenue and purchase due to W10 VA purchase event manually triggered on W11
- Even so, the AOV is still floating on the median within the W7-W11 period



CRM Pillars



F7D Rate
+180% WoW

F3D Rate
-67.7% WoW

Repeat Rate
+100% WoW

Reactive Rate
+10.3% WoW



Thank You



1 on 1 - 27 Feb 2025



CRM

Additional Logic to Segmentise Users

Looking for Home

Rule:

- User either do view item ≥ 5 times
- Behaviour involves these categories L2:
 - Home
 - Entertainment
 - Kitchen Electronics
 - Beds
 - Sofa
 - Furniture Set
- Behaviour Made within L60D

**Current Reachable Pool: 2500**

Just Purchase Home

Rule:

- User either do view item ≥ 5 times
- Behaviour involves these categories L3:
 - AC
 - Fridge
 - Washing Machine
- Purchase made within L60D

**Current Reachable Pool: 725**

Renovating Home

Rule:

- User either do view item ≥ 5 times
- Behaviour involves these categories L2:
 - Seller: Suma Interior
 - HI products >2
- Events made within L60D

**Current Reachable Pool: 2553**

Usual Living

Rule (option 1):

- User either do these behaviour 1 time
 - Purchase
- Behaviour involves these product criteria
 - Price <500.000

Rule (option 2):

- not part of either 3 previous groups

**Current Reachable Pool: 67K
(with option 2)**



CRM

Campaign Scheme for Each Segment

Looking for Home

Current Reachable Pool: 2500



Pop-up

- Use segment LP banner as the fallback option for when the thematic campaign has shown

Push

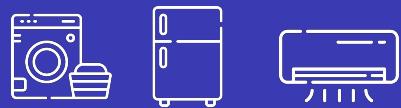
- To be sent as the campaign

Email

-

Just Purchase Home

Current Reachable Pool: 725



Renovating Home

Current Reachable Pool: 2553



Usual Living

Current Reachable Pool: 67K
(with option 2)



WhatsApp Next Step:

- Connect Vonage + Jumper + Moe
- Get to know on how to create template
- Get the blue tick
- Draft the 1st send-out

Marketing Solutions:

- Something about marketing solutions

BRD for Single Source of Truth regarding Retention:

- <https://renosid.atlassian.net/wiki/spaces/~7120200c140add690f4e20b6c4b8aee7c6bd9a/pages/edit-v2/818905140?draftShareId=67e1ed92-df5f-4696-84f8-913d0a602ca4>



Weekly Performance 1-9 Mar 2025



CRM: Overall Performance (1-9 Mar vs 1-9 Feb 2025)

Channel Performance

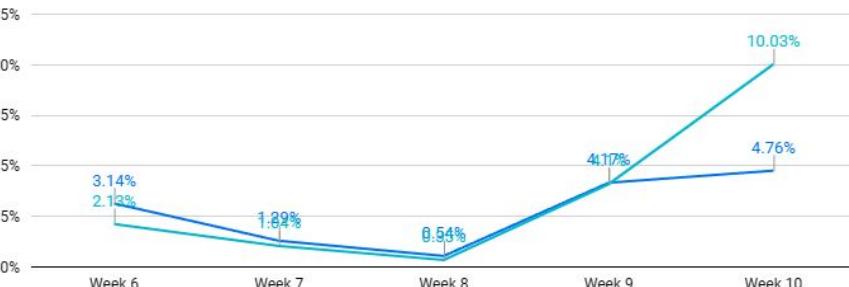
Impression	Click	Orders	Click rate (fix)	Conversion rate (fix)	Revenue	AOV
18.4K	650.0	9.0	3.54%	0.05%	115.9M	12.9M
+174.6%	+428.4%	+12.5%	+91.3%	-58.3%	+38.2%	+24%

campaign type	Impression	Click	Conversion	Click rate (fix)	Conversion rate (fix)	Revenue	View rate	Cart rate	Check-out rate
segment	3,300	233	7	7.06%	0.21%	69,491,848	11.03%	3.42%	3.06%
viewitem	861	49	2	5.69%	0.23%	46,376,000	0.81%	0.12%	0.81%
thematic	183	8	0	4.37%	0.00%	0	95.72%	0.55%	3.28%
renosapp	9,672	316	0	3.27%	0.00%	0	0.00%	0.00%	0.00%
onboarding	4,215	38	0	0.90%	0.00%	0	0.02%	0.00%	0.00%
recommend	70	0	0	0.00%	0.00%	0	0.00%	0.00%	0.00%
exclusive-deals	60	6	0	10.00%	0.00%	0	28.33%	0.00%	1.67%
medium	Impression	Click	Conversion	Click rate (fix)	Conversion rate (fix)	Revenue	View rate	Cart rate	Check-out rate
web-pop-up	17,413	630	8	3.62%	0.05%	115,777,848	3.20%	0.65%	0.62%
email	913	19	1	2.08%	0.11%	90,000	0.88%	0.11%	0.33%
web-push	30	0	0	0.00%	0.00%	0	0.00%	0.00%	0.00%
app-push	5	1	0	20.00%	0.00%	0	0.00%	0.00%	80.00%
push	0	0	0			0			

Key Takeaways

- Adding supporting metrics such as view rate, cart rate, check-out rate to know where the drop happens
- Most drop happens after user view item
 - Thematic and exclusive deals campaign has relatively high View Rate but almost no one add to cart or making a check-out
- Segment campaign is the one that gains the most conversions and revenue
 - Currently running the usual living campaign showcasing the Rp1 service
 - Take note that those who responds to the campaign might not necessarily purchase the homeservice
- CRM order and revenue increase due to the overall platform downtrend
 - CRM performance itself is not that much different from time to time

Conversions and Revenue Growth





CRM: List of Performing Sellers on (1-9 Mar 2025)

Attribute Name	Attribute Value
item_brand	0: Pinhome Service
item_brand	0: The Luxe Official
item_brand	0: Factory Outlet Electronic Event
item_brand	0: Simpati Furniture
item_brand	0: Pinhome Service
item_brand	0: Factory Outlet Electronic Event, 1: Factory Outlet Electronic Event, 2: Factory Outlet Electronic Event
item_brand	0: Everest Electronic, 1: Everest Electronic, 2: Everest Electronic, 3: Everest Electronic, 4: Everest Electronic
item_brand	0: Factory Outlet Electronic Event
item_brand	0: Dunia Elektronik, 1: Dunia Elektronik
item_brand	0: Factory Outlet Electronic Event



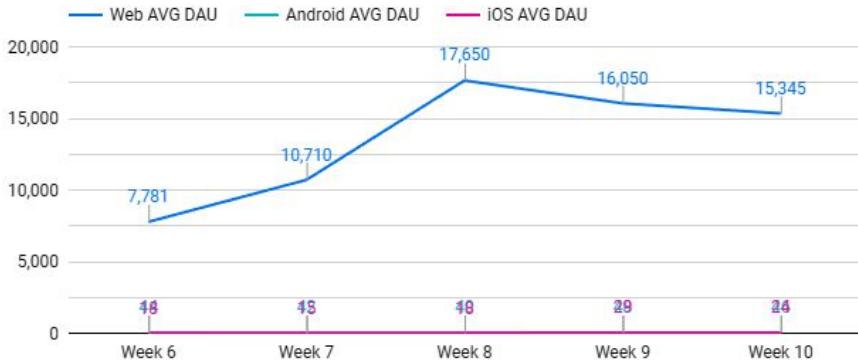
CRM: Platform

Daily Active Users

Web AVG DAU
-4.4% WoW

Android AVG DAU
-4.2% WoW

iOS AVG DAU
-17.2% WoW



Web orders
-68.2% WoW

Web revenue
-88.1% WoW

Web AOV
-62.5% WoW

Andr orders
0% WoW

Android rev
0% WoW

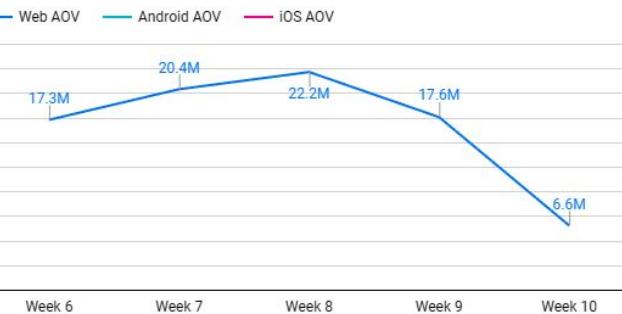
Android AOV
0% WoW

iOS orders
0% WoW

iOS revenue
0% WoW

iOS AOV
0% WoW

Jan Platform Conversions and Revenue

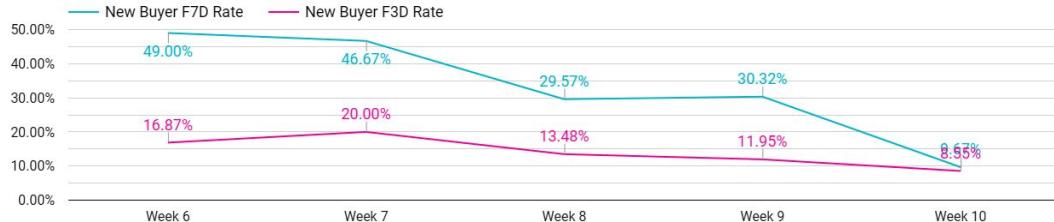


Key Takeaways

- Overall dropped since the start of the month
 - Happened due to VA purchase not being recorded



CRM Pillars



F7D Rate
-67.9% WoW

F3D Rate
-28.5% WoW



Repeat Rate
-100% WoW



Reactive Rate
-20.2% WoW



💖**Thank You**💖



1 on 1 - 27 Feb 2025



CRM

Additional Logic to Segmentise Users

Looking for Home

Rule:

- User either do these behaviour >1 times
 - ATC
 - Check-out
 - Purchase
- Behaviour involves these categories L2:
 - Home
 - Entertainment
 - Kitchen Electronics
 - Beds
 - Sofa
 - Furniture Set
- Behaviour Made within L60D



Current Reachable Pool: 398

Just Purchase Home

Rule:

- User either do these behaviour >1 times
 - ATC
 - Check-out
 - Purchase
- Behaviour involves these categories L3:
 - AC
 - Fridge
 - Washing Machine
- Purchase made within L60D

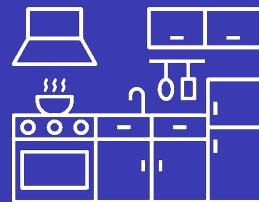


Current Reachable Pool: 325

Renovating Home

Rule:

- User either do these behaviour
 - ATC >1 times
 - Check-out >1 times
 - Purchase
 - Click DNB Ads >1 times
 - Visit DNB Page >1 times
- Behaviour involves these categories L2:
 - Seller: Suma Interior
 - HI products >2
- Events made within L60D



Current Reachable Pool: 37

Usual Living

Rule (option 1):

- User either do these behaviour 1 time
 - Purchase
- Behaviour involves these product criteria
 - Price <500.000

Rule (option 2):

- not part of either 3 previous groups

Current Reachable Pool: 67K
(with option 2)



WhatsApp Next Step:

- Connect Vonage + Jumper + Moe
- Get to know on how to create template
- Get the blue tick
- Draft the 1st send-out

Marketing Solutions:

- Something about marketing solutions

BRD for Single Source of Truth regarding Retention:

- <https://renosid.atlassian.net/wiki/spaces/~7120200c140add690f4e20b6c4b8aee7c6bd9a/pages/edit-v2/818905140?draftShareId=67e1ed92-df5f-4696-84f8-913d0a602ca4>



Weekly Performance 1-23 Feb 2025

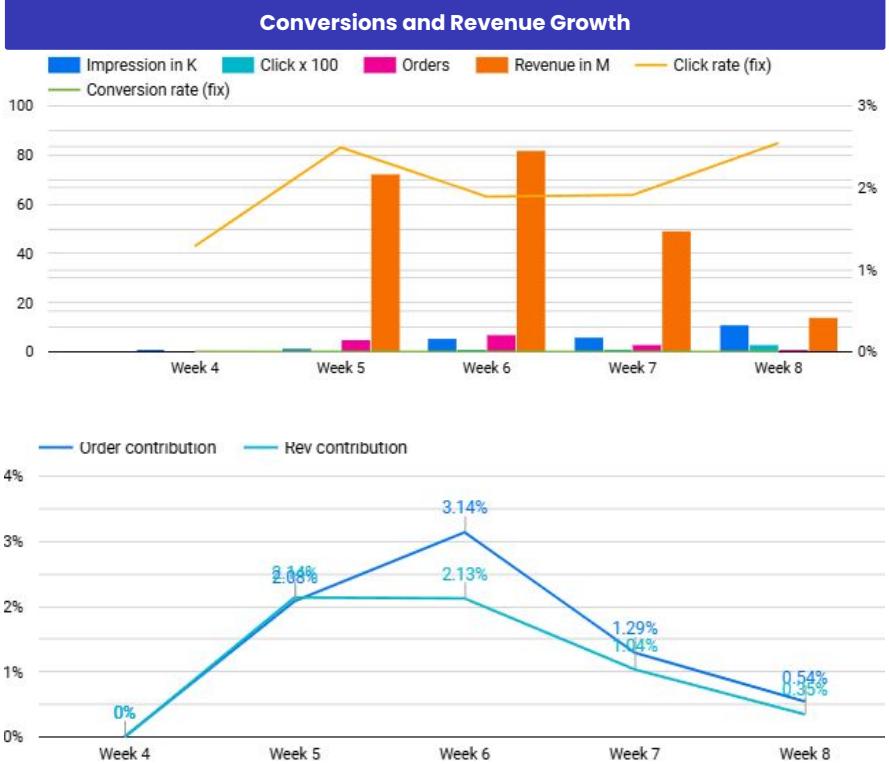


CRM: Overall Performance

Channel Performance						
Impression	Click	Orders	Click rate (fix)	Conversion rate (fix)	Revenue	AOV
23.8K +296.7%	521.0 +485.4%	12.0 +33.3%	2.19% +46.9%	0.05% -66.7%	146.7M -20.7%	12.2M -40.5%
+ campaign type	Impression	Click	Conversion	Click rate (fix)	Conversion r...	Revenue
viewitem	1,489	70	6	4.70%	0.40%	28,472,700
thematic	1,715	113	5	6.59%	0.29%	116,977,475
recommend	263	2	1	0.76%	0.38%	1,259,100
exclusive-deals	322	16	0	4.97%	0.00%	0
onboarding	15,405	168	0	1.09%	0.00%	0
renosapp	4,494	151	0	3.36%	0.00%	0
+ medium	Impression	Click	Conversion	Click rate (fix)	Conversion r...	Revenue
pop-up	10,530	260	6	2.47%	0.06%	83,296,675
web-pop-up	11,683	233	4	1.99%	0.03%	63,318,100
email	1,271	16	2	1.26%	0.16%	94,500
app-pop-up	257	12	0	4.67%	0.00%	0
app-push	1	0	0	0.00%	0.00%	0
push-notif	25	0	0	0.00%	0.00%	0

Key Takeaways

- Only 1 conversion on 17-23 Feb 2025 period
 - It came from Thematic with 14.2MIDR order value
- Impression went up due to survey comms being sent to all visitor with no segmentation captured
 - Survey answer rate still at 1-ish%
- View item d/o still performs the best despite no purchases on the 17-23 period
- The AOV dropped significantly, making the revenue dropped as well even though the orders increased





CRM: List of Performing Sellers on 10-16 Feb 2025

Attribute Name	Attribute Value
item_brand	0: Factory Outlet Electronic Event, 1: Factory Outlet Electronic Event
item_brand	0: Factory Outlet Electronic Event
item_brand	0: Simpati Furniture
item_brand	0: iFurnholic
item_brand	0: Brader Elektronik
item_brand	0: k2 official store
item_brand	0: SCANDIA Indonesia
item_brand	0: KAMJE Official Store
item_brand	0: Dunia Elektronik

Added to global block list just recently.
New user purchase via thematic campaign



CRM: Captured Segments

Segment Name	Total Users	Demography	Number of Users	%
Looking for home	6230	Jakarta	4725	75.84%
		Non Jakarta	1505	24.16%
		Jakarta	5454	76.52%
Just purchase home	7128	Non-Jakarta	1674	23.48%
		Jakarta	4653	78.66%
		Non-Jakarta	1262	21.34%
Renovating home	5915	Jakarta	5042	78.21%
		Non-Jakarta	1405	21.79%
		Jakarta	19582	77.12%
TOTAL	25390*	Non-Jakarta	5730	22.57%

** Campaign for Usual Living has just been launched. Initial report to be available on Mar 4th, 2025

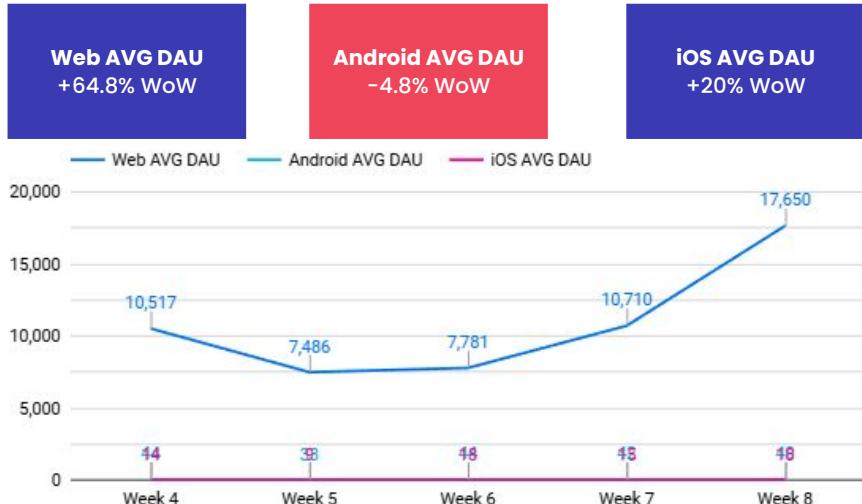
* Survey answerer is only 0.4% (107 people) out of those who could be identified. The rest is coming from campaign page visitor.

* There are chances where one user visit multiple campaign pages. Thus the total number of users is less than the sum of the value of the column above it.



CRM: Platform

Daily Active Users



Web orders

-20.7% WoW

Web revenue

-12.8% WoW

Web AOV

+8.8% WoW

Andr orders

0% WoW

Android rev

0% WoW

Android AOV

0% WoW

iOS orders

0% WoW

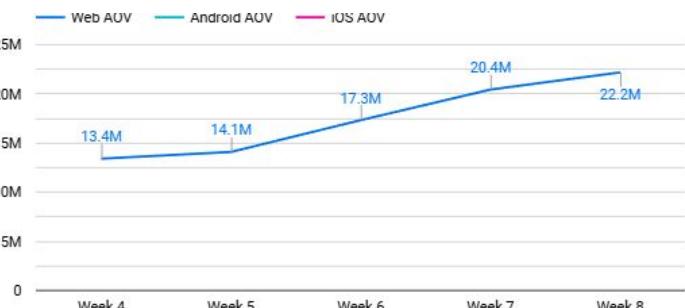
iOS revenue

0% WoW

iOS AOV

0% WoW

Jan Platform Conversions and Revenue



Key Takeaways

- Overall revenue dropped due to the drop of orders.
 - The rate of AOV increase cannot help to alleviate the effects
- Although, overall website visitor soared up 64.8%
 - We might have issues in overall conversion rate on W8 2025



CRM Pillars

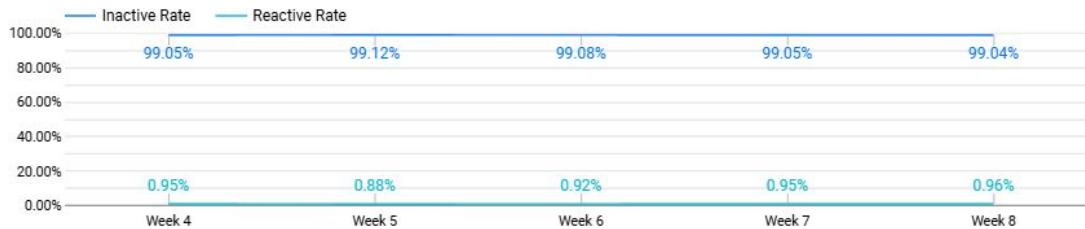


F7D Rate
-36.6% MoM

F3D Rate
-32.5% MoM



Repeat Rate
-6% MoM



Reactive Rate
+1.1% MoM



Thank You



1 on 1 - 20 Feb 2025



CRM: Overall Performance

Predicting Segment via Purchase

Model Summary: K-Nearest Neighbors Classification

Nearest neighbors	Weights	Distance	n(Train)	n(Validation)	n(Test)	Validation Accuracy	Test Accuracy
6	rectangular	Euclidean	24	6	7	0.500	0.571

Note: The model is optimized with respect to the validation set accuracy.

Data Split

Train: 24 Validation: 6 Test: 7 Total: 37

Confusion Matrix ▾

		Predicted			
		Baru beli rumah	Lagi cari rumah	Lihat-lihat aja	Renov rumah
Observed	Baru beli rumah	0	0	0	0
	Lagi cari rumah	0	4	0	0
	Lihat-lihat aja	0	2	0	0
	Renov rumah	0	1	0	0

Predicting Segment via Purchase

Lagi cari rumah
(looking for home)

Peralatan Dapur (kitchen utensils)	3
Home Entertainment	3
Tableware	2
Peralatan Kebersihan (cleaning products)	2
Other	2
Kasur (bedding)	2
Pendingin Ruangan, Pendingin Ruangan (AC)	1
Pendingin Ruangan (AC)	1
Lemari, Kabinet, dan Rak (Storages)	1
Alat Pertukangan (Carpentry tools)	1
Alat Kebersihan (Cleaning tools)	1

- Current data can only statistically predict the "Looking for home" segment nicely
 - Those who are looking for home is in the midst of planning the kitchen and their living room entertainment
- Available data cannot predict the segment as the usable sample are around 60s
- Segment purchase pattern might change when additional data are collected



CRM: Looking For Home RFM

Looking For Home RFM

RFM Segment Name	R Score	R Value	F Score	F Value	M Score	M Value	User Count	Percentage
Price Sensitive	2.65	4 - 15 days ago	2.68	1 - 161 times	1	750	2,078	33.87%
About to Sleep	2	11 - 15 days ago	1.46	1 - 1 times	1	0	1,322	21.54%
Hibernating	1	15 - 20 days ago	2	1 - 1 times	1	0	764	12.45%
Recent Users	3	6 - 11 days ago	1	1 - 1 times	1	0	683	11.13%
Lost	1	15 - 20 days ago	1	1 - 1 times	1	0	650	10.59%
Needs Attention	1	15 - 21 days ago	3	1 - 21 times	1	0	631	10.28%
Loyal Customers	2.75	4 - 14 days ago	3	4 - 10 times	2.25	21,606,812	4	0.07%
Champions	3	5 - 8 days ago	3	5 - 7 times	3	67,895,000	2	0.03%
Can't Lose Them	1	16 - 16 days ago	3	27 - 27 times	3	63,568,000	1	0.02%
Potential Loyalist	2	15 - 15 days ago	3	9 - 9 times	2	15,978,000	1	0.02%



CRM: Just Purchase Home RFM

Just Purchase Home RFM

RFM Segment Name	R Score	R Value	F Score	F Value	M Score	M Value	User Count	Percentage
Price Sensitive	2.68	4 - 14 days ago	2.69	1 - 418 times	1	27	2,346	33.17%
About to Sleep	2	10 - 14 days ago	1.53	1 - 1 times	1	0	1,608	22.73%
Lost	1	14 - 20 days ago	1	1 - 1 times	1	0	841	11.89%
Hibernating	1	14 - 45 days ago	2	1 - 1 times	1	0	789	11.16%
Recent Users	3	6 - 10 days ago	1	1 - 1 times	1	0	759	10.73%
Needs Attention	1	14 - 20 days ago	3	1 - 9 times	1	0	727	10.28%
Loyal Customers	3	5 - 7 days ago	3	30 - 88 times	2	490,250	2	0.03%
Can't Lose Them	1	18 - 18 days ago	3	3 - 3 times	3	12,500,000	1	0.01%



CRM: Renovating Home RFM

Renovating Home RFM

RFM Segment Name	R Score	R Value	F Score	F Value	M Score	M Value	User Count	Percentage
Price Sensitive	2.69	4 - 15 days ago	2.7	1 - 142 times	1	16	1,871	31.85%
About to Sleep	2	10 - 15 days ago	1.52	1 - 1 times	1	0	1,375	23.4%
Hibernating	1	15 - 20 days ago	2	1 - 1 times	1	0	687	11.69%
Recent Users	3	5 - 10 days ago	1	1 - 1 times	1	0	669	11.39%
Needs Attention	1	15 - 20 days ago	3	1 - 8 times	1	0	643	10.94%
Lost	1	15 - 45 days ago	1	1 - 1 times	1	0	628	10.69%
Can't Lose Them	1	15 - 15 days ago	3	8 - 8 times	3	28,878,000	1	0.02%
Loyal Customers	3	5 - 5 days ago	3	88 - 88 times	2	837,500	1	0.02%



CRM: Usual Living RFM

Usual Living RFM

RFM Segment Name	R Score	R Value	F Score	F Value	M Score	M Value	User Count	Percentage
Price Sensitive	2.69	4 - 15 days ago	2.7	1 - 142 times	1	30	2,101	32.75%
About to Sleep	2	10 - 15 days ago	1.51	1 - 1 times	1	0	1,484	23.13%
Hibernating	1	15 - 20 days ago	2	1 - 1 times	1	0	760	11.85%
Lost	1	15 - 20 days ago	1	1 - 1 times	1	0	719	11.21%
Recent Users	3	6 - 10 days ago	1	1 - 1 times	1	0	689	10.74%
Needs Attention	1	15 - 20 days ago	3	1 - 8 times	1	0	660	10.29%
Loyal Customers	3	5 - 7 days ago	3	30 - 88 times	2	490,250	2	0.03%
Champions	3	9 - 9 days ago	3	2 - 2 times	3	1,390,000	1	0.02%



Weekly Performance 1-16 Feb 2025



CRM: Overall Performance

Channel Performance

Impression	Click	Orders	Click rate (fix)	Conversion rate (fix)	Revenue	AOV
12.6K	237.0	11.0	1.88%	0.09%	132.5M	12.0M
+162%	+243%	+22%	+30.5%	-52.6%	-28%	-41.5%

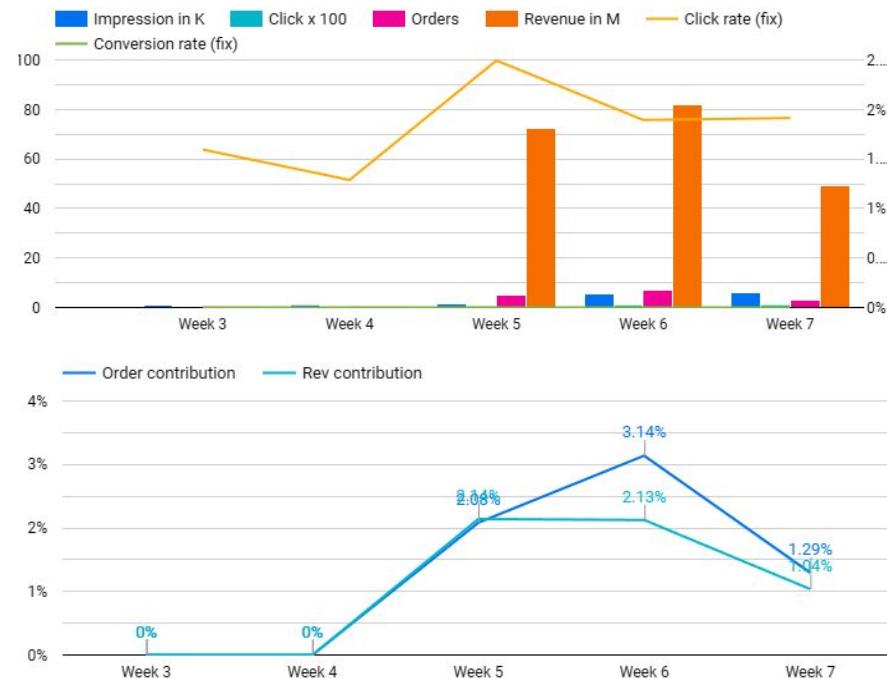
[+] campaign type

	Impression	Click	Conversion	Click rate (fix)	Conversion r...	Revenue
viewitem	842	43	6	5.11%	0.71%	28,472,700
thematic	1,064	79	4	7.42%	0.38%	102,777,475
recommend	220	2	1	0.91%	0.45%	1,259,100
exclusive-deals	110	3	0	2.73%	0.00%	0
onboarding	10,137	108	0	1.07%	0.00%	0
[+] medium	Impression	Click	Conversion	Click rate (fix)	Conversion r...	Revenue
pop-up	6,204	110	6	1.77%	0.10%	83,296,675
web-pop-up	5,380	109	3	2.03%	0.06%	49,118,100
email	762	6	2	0.79%	0.26%	94,500
app-pop-up	257	12	0	4.67%	0.00%	0
app-push	1	0	0	0.00%	0.00%	0
web-push	16	0	0	0.00%	0.00%	0

Key Takeaways

- Impression went up due to survey comms being sent to all visitor with no segmentation captured
 - It affect the conversion rate that went down since the survey comms has no conversion attributed in it
- Best performing campaign in terms of orders is View Item with 0.71% conversion rate
- Best performing campaign in terms of total revenue is thematic campaign with 102.7MIDR revenue

Conversions and Revenue Growth





CRM: List of Performing Sellers on 10-16 Feb 2025

Attribute Name	Attribute Value
item_brand	0: Factory Outlet Electronic Event, 1: Factory Outlet Electronic Event
item_brand	0: Factory Outlet Electronic Event
item_brand	0: Simpati Furniture
item_brand	0: iFurnholic
item_brand	0: Brader Elektronik
item_brand	0: k2 official store

Added to global block list just recently.
New user purchase via thematic campaign



CRM: Performing View Item D/O Variant

Variants	Impression	Clicks	Purchase	Click Rate	CVR
Var 1	262	9	0	5.43%	0
Var 2	277	17	0	4.84%	0
Var 3	274	21	3	8.89%	1.1%

Last abandoned item image

Current thematic campaign hook (disc up to 5MIDR)

Copy mentioning the las abandoned item category 3

Button goes to category page

Experiment Report

- **Classical A/B Test Approach**
 - Experiment is running for 7 days so far
 - Each day we get around 19 impression per variation
 - We need 26.5K samples
 - It would take us around 3 years to complete the classical statistical approach
- **Alternate Approach**
 - Run the experiment indefinitely
 - Wait until one variant has 56 conversions ahead of other
 - If we get 808 total conversion without 56 conversion gap, then the experiment doesn't attain stat significance
- **Variance**
 - Var 1: Promo heavy
 - Var 2: Lead user to product page
 - Var 3: Lead user to category page



CRM: Captured Segments

Segment Name	Total Users	Demography	Number of Users	%	
Looking for home	6192	Jakarta	4691	75.76%	
		Non Jakarta	1501	24.24%	
Just purchase home	7119	Jakarta	5452	76.58%	
		Non-Jakarta	1667	23.42%	
Renovating home	5899	Jakarta	4651	78.84%	
		Non-Jakarta	1248	21.16%	
Usual living	6431	Jakarta	5035	78.29%	
		Non-Jakarta	1396	21.71%	
TOTAL		Jakarta	19582	77.36%	
TOTAL		Non-Jakarta	5730	22.64%	

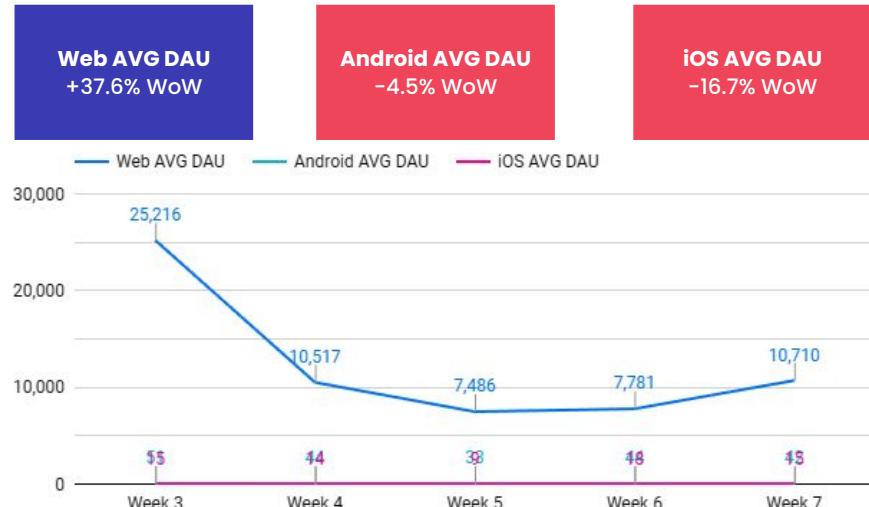
* Survey answerer is only 0.4% (107 people) out of those who could be identified. The rest is coming from campaign page visitor.

* There are chances where one user visit multiple campaign pages. Thus the total number of users is less than the sum of the value of the column above it.



CRM: Platform

Daily Active Users



Web orders

+4% WoW

Web revenue

+23.7% WoW

Web AOV

+17.9% WoW

Andr orders

0% WoW

Android rev

0% WoW

Android AOV

0% WoW

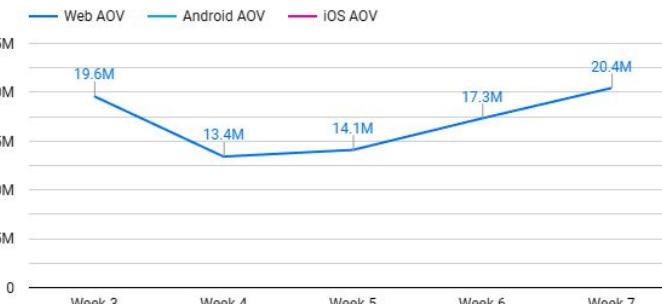
iOS orders

0% WoW

iOS revenue

0% WoW

Jan Platform Conversions and Revenue



Key Takeaways

- AOV increase to 20.4MIDR on W7, becoming the all-time high YTD



CRM Pillars



F7D Rate
-4.8% MoM

F3D Rate
+18.6% MoM



Repeat Rate
+43% MoM



Reactive Rate
+3.2% MoM



Thank You



Weekly Performance 1-9 Feb 2025



CRM: Overall Performance

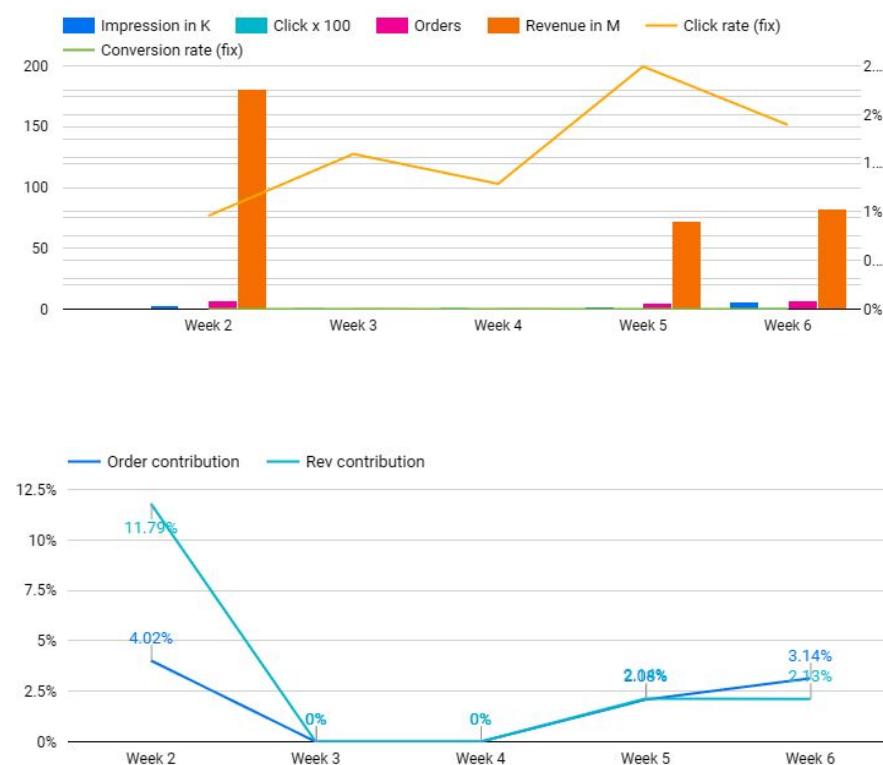
Channel Performance

	Impression	Click	Orders	Click rate (fix)	Conversion rate (fix)	Revenue	AOV
	6.7K +25%	123.0 +123%	8.0 +33%	1.85% -34.9%	0.12% -61%	83.4M -22.8%	10.4M -42.2%
[+]	campaign type	Impression	Click	Orders	Click rate (fix)	Conversion r...	Revenue
viewitem	360	19	5	5.28%	1.39%	28,436,700	
thematic	750	46	2	6.13%	0.27%	53,695,375	
recommend	174	2	1	1.15%	0.57%	1,259,100	
exclusive-deals	46	2	0	4.35%	0.00%	0	
onboarding	5,121	52	0	1.02%	0.00%	0	
renosapp	147	1	0	0.68%	0.00%	0	
[+]	medium	Impression	Click	Orders	Click rate (fix)	Conversion r...	Revenue
pop-up	6,167	110	6	1.78%	0.10%	83,296,675	
email	280	3	2	1.07%	0.71%	94,500	
app-pop-up	208	10	0	4.81%	0.00%	0	
Grand total	6,661	123	8	1.85%	0.12%	83,391,175	

Key Takeaways

- The survey is part of the onboarding campaign. It is seen by all who hasn't answer it, thus increasing the impression
- On W6, the viewitem d/o campaign gains 5 purchases, 2 of which are coming from email
- Thematic campaign still performs the best in terms of click rate and revenue
- View item d/o perform the best in terms of conversion rate

Conversions and Revenue Growth





CRM: List of Performing Sellers

Attribute Name	Attribute Value
item_brand	0: Brader Elektronik
item_brand	0: Dunia Elektronik, 1: Dunia Elektronik
item_brand	0: Factory Outlet Electronic Event
item_brand	0: Factory Outlet Electronic Event
item_brand	0: Factory Outlet Electronic Event
item_brand	0: Brader Elektronik
item_brand	0: Brader Elektronik
item_brand	0: Simpati Furniture
item_brand	0: Simpati Furniture

Added to global block list just recently.
Have adjust CRM block list on Feb 10th.



CRM: Performing View Item D/O Variant

Variants	Impression	Clicks	Purchase	Click Rate	CVR
Var 1	129	7	0	5.43%	0
Var 2	124	6	0	4.84%	0
Var 3	135	12	2	8.89%	1.5%

Last abandoned item image

Current thematic campaign hook (disc up to 5MIDR)

Copy mentioning the las abandoned item category 3

Button goes to category page

Experiment Report

- Classical A/B Test Approach**
 - Experiment is running for 7 days so far
 - Each day we get around 19 impression per variation
 - We need 26.5K samples
 - It would take us around 3 years to complete the classical statistical approach
- Alternate Approach**
 - Run the experiment indefinitely
 - Wait until one variant has 56 conversions ahead of other
 - If we get 808 total conversion without 56 conversion gap, then the experiment doesn't attain stat significance
- Variance**
 - Var 1: Promo heavy
 - Var 2: Lead user to product page
 - Var 3: Lead user to category page



View Items – Campaign Proofs

BiRenos



Halo RahmatP 🌟

Kamu lagi lihat-lihat Blender Dan Juicer ya?

Blender Dan Juicer lagi ada diskon hingga Rp8jt loh! Yuk buruan checkout!

Biar lebih ringan, manfaatkan juga fitur cicilan 0%



main promo banner

Product mention, button went to last abandoned page

Assortment of product from popular cat (due to no dynamic reco logic)

D2 Proofs



promo banner

- If d/o item has price <500K, show flash sale. Else, show thematic
- If d/o item drop from designated seller, show exclusive deals banner. Else, show thematic

mentioning the cat 3

link to promo page



item image

mentioning the item name

link to last abandoned item page



item image

mentioning the item cat3

link to cat3 page

D8 Proofs



main promo banner
mentioning the cat 3
link to promo page



item image
mentioning the item name
link to last abandoned item page



item image
mentioning the item cat3
link to cat3 page



Oven Listrik Satinless Steel Low



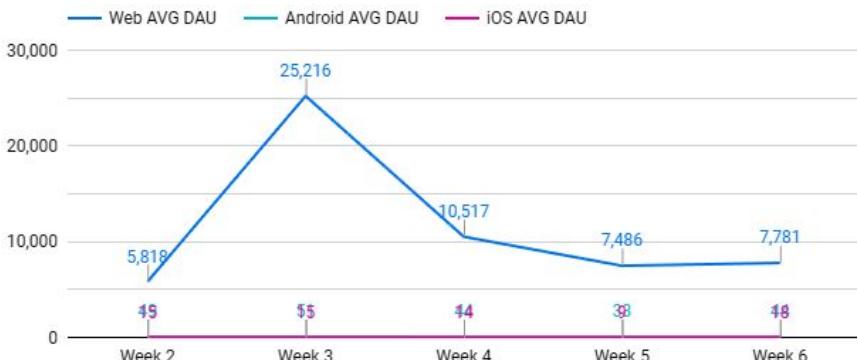
CRM: Platform

Daily Active Users

Web AVG DAU
+3.9% WoW

Android AVG DAU
+33.3% WoW

iOS AVG DAU
+100% WoW



Web orders

-7.1% WoW

Web revenue
+11.8% WoW

Web AOV
+22.7% WoW

Andr orders
0% WoW

Android rev
0% WoW

Android AOV
0% WoW

iOS orders
0% WoW

iOS revenue
0% WoW

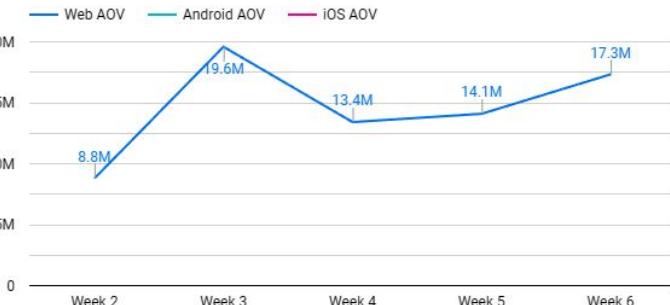
iOS AOV
0% WoW

Jan Platform Conversions and Revenue



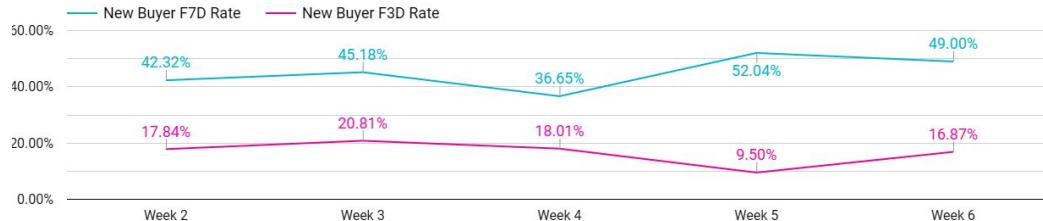
Key Takeaways

- AOV increase to 17.3MIDR on W6, becoming the second highest AOV in YTD



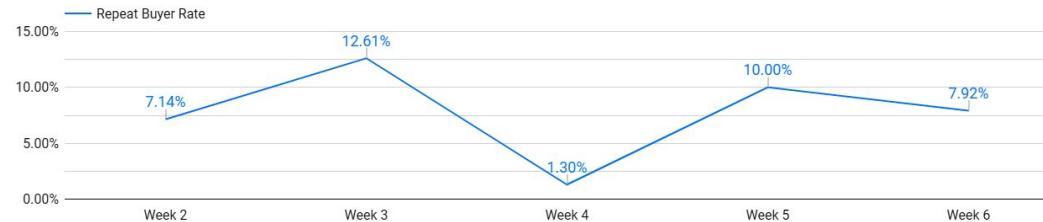


CRM Pillars

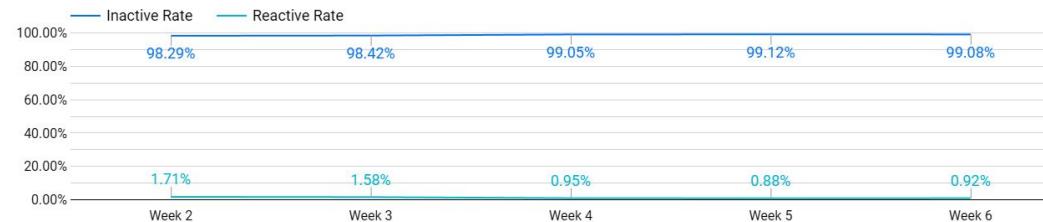


F7D Rate
-5.7% MoM

F3D Rate
+77.5% MoM



Repeat Rate
-20.8% MoM



Reactive Rate
+4.5% MoM



💖**Thank You**💖



Monthly Performance Jan 2025



CRM: Overall Performance

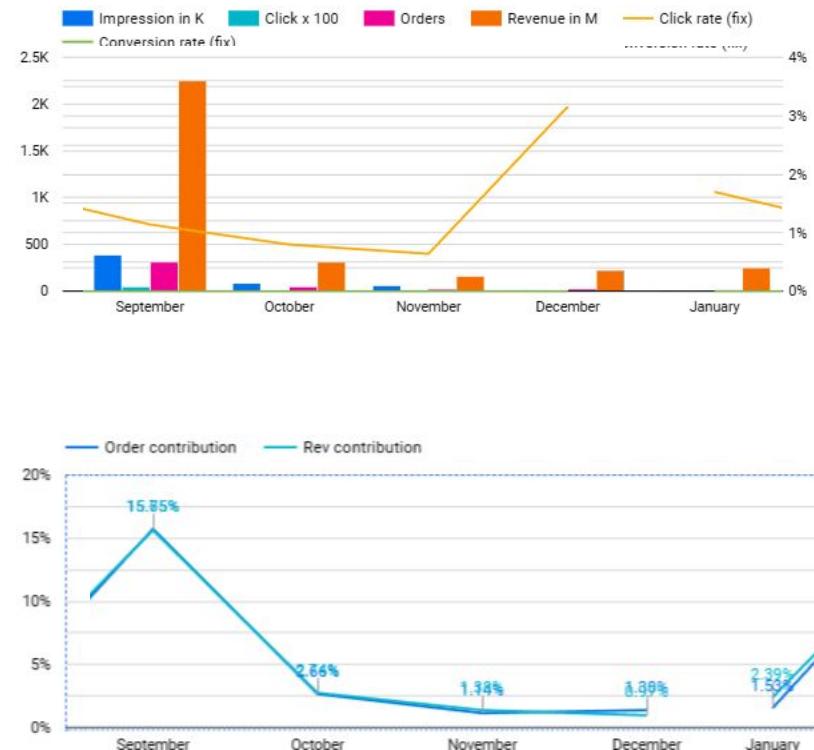
Channel Performance

	Impression	Click	Orders	Click rate (fix)	Conversion rate (fix)	Revenue	AOV
	6.8K	115.0	13.0	1.70%	0.19%	255.3M	19.6M
+ campaign ty...							
	Impression	Click	Orders	Click rate (fix)	Conversion rate (fix)	Revenue	
thematic	2,861	81	11	2.83%	0.38%	193,066,000	
flashsale	272	2	1	0.74%	0.37%	1,847,000	
checkoutdo	151	3	1	1.99%	0.66%	60,390,600	
renosapp	431	5	0	1.16%	0.00%	0	
yearendcoupon	1	0	0	0.00%	0.00%	0	
cross-sell	33	1	0	3.03%	0.00%	0	
sellerdo	28	2	0	7.14%	0.00%	0	
+ Campaign C...	Impression	Click	Orders	Click rate (fix)	Conversion r...	Revenue	
On_site	4,458	105	13	2.36%	0.29%	255,303,600	
Push	458	7	0	1.53%	0.00%	0	
Email	1,854	3	0	0.16%	0.00%	0	
Grand total	6,770	115	13	1.70%	0.19%	255,303,600	

Key Takeaways

- CVR performance is low due to not much purchase in W2 and W3 of Jan
 - The stagnation ends after the Chinese New Year
 - It is hypothesized that people hold their money before CNY and later before the Eid Al Fitri period to purchase travel tickets
- Although, the revenue still increase due to the massive increase in AOV
 - CRM revenue contribution rose to 2.39% while order contribution to 1.53%
- The impression dropped due to CRM team not sending email on 2 period to give way for CS team send-out

Conversions and Revenue Growth





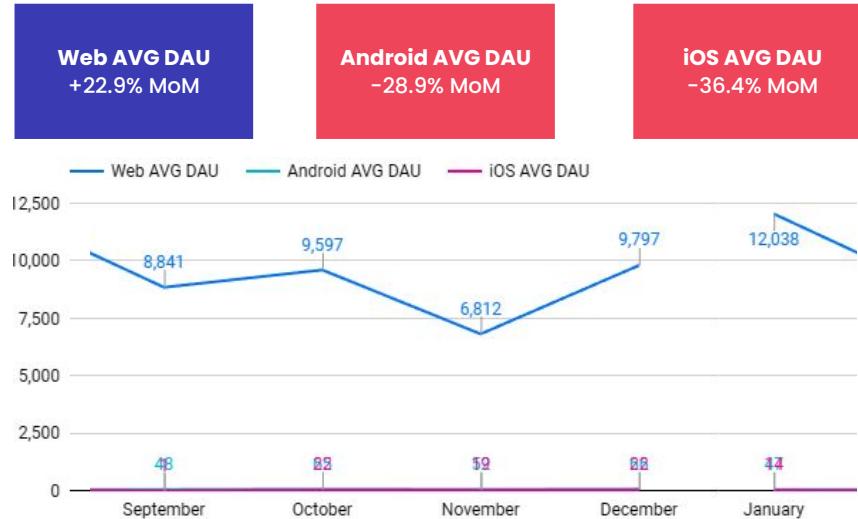
CRM: List of Performing Sellers

- Dunia Elektronik
- Brader Elektronik
- Atoorin
- FOE Event (red flagged just recently)
- iFurnholic



CRM: Platform

Daily Active Users



Key Takeaways

- Overall down trend between all metrics
- The AOV increase still cannot help to add the GMV increment between month overall
- It is hypothesized that people hold their money before CNY and later before the Eid Al Fitri period to purchase travel tickets

Web orders

-56.7% MoM

Web revenue

-53.1% MoM

Web AOV

+8.6% MoM

Andr orders

0% WoW

Android rev

0% WoW

Android AOV

0% WoW

iOS orders

0% WoW

iOS revenue

0% WoW

iOS AOV

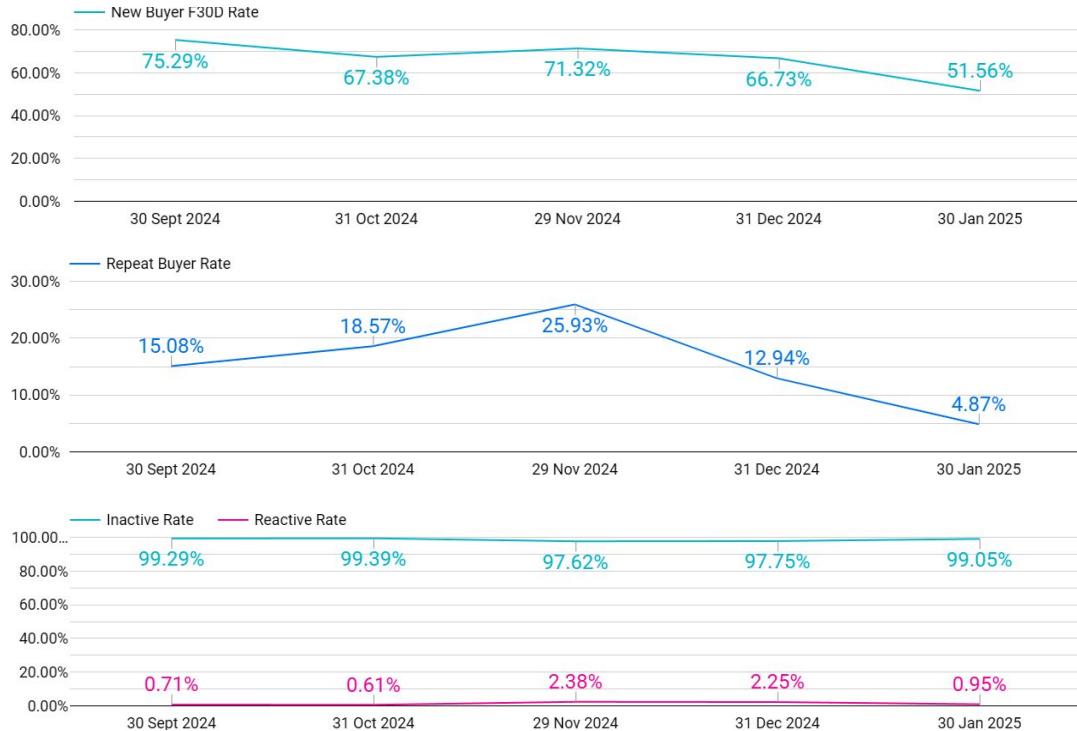
0% WoW

Jan Platform Conversions and Revenue





CRM Pillars



F7D Rate
-22.7% MoM

Repeat Rate
-62.4% MoM

Reactive Rate
-57.7% MoM



💖**Thank You**💖



Weekly Performance per 3 Feb 2025



CRM: Overall Performance

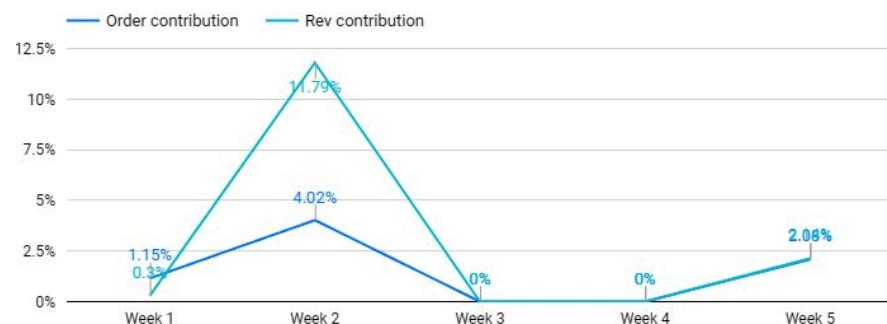
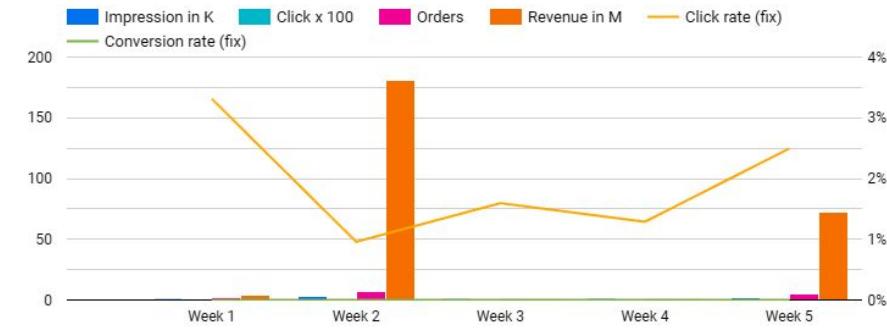
Channel Performance

Impression	Click	Orders	Click rate (fix)	Conversion rate (fix)	Revenue	AOV
1.6K + 43.9%	39.0 + 178.6%	5.0 + N/A	2.49% + 93.6%	0.32% + N/A	72.4M + N/A	14.5M No data
+ campaign ty...	Impression	Click	Orders	Click rate (fix)	Conversion r...	Revenue
thematic	549	29	4	5.28%	0.73%	71,154,000
recommend	11	1	1	9.09%	9.09%	1,259,100
exclusive-deals	2	0	0	0.00%	0.00%	0
onboarding	816	8	0	0.98%	0.00%	0
renosapp	105	0	0	0.00%	0.00%	0
sellerdo	6	0	0	0.00%	0.00%	0
cartdo	6	0	0	0.00%	0.00%	0
+ Campaign C...	Impression	Click	Orders	Click rate (fix)	Conversion r...	Revenue
On_site	1,540	38	5	2.47%	0.32%	72,413,100
Push	0	0	0	-	-	0
Email	24	1	0	4.17%	0.00%	0
Grand total	1,564	39	5	2.49%	0.32%	72,413,100

Key Takeaways

- The purchase stagnation stopped in W5
- Along with it, the click rate increase as well

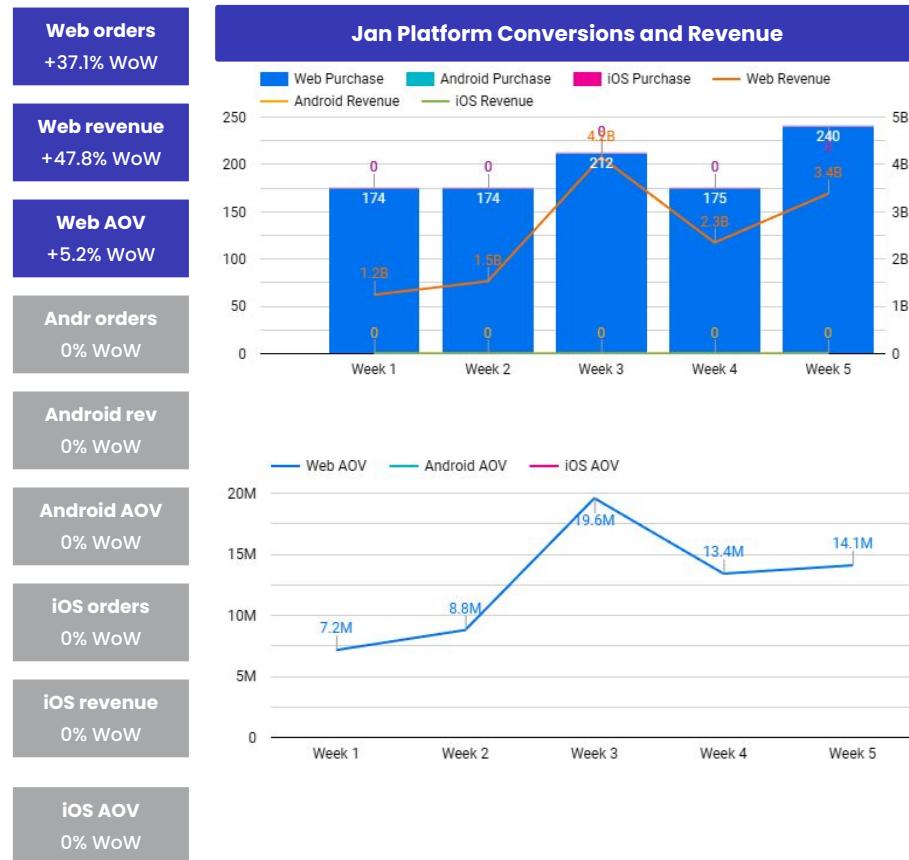
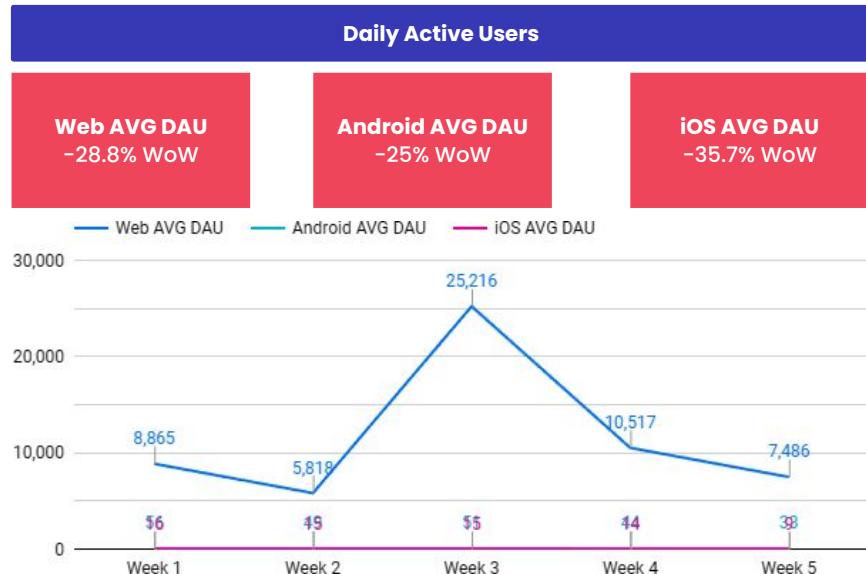
Conversions and Revenue Growth





CRM: Platform

Source : renos MoEngage data latest update on 6 Jan 2025



Key Takeaways

- Lorem ipsum



CRM: Jan 2025 vs Dec 2025

Source : renos MoEngage data latest update on 6 Jan 2025



F7D Rate
+41.9% WoW

Repeat Rate
+669% WoW

Reactive Rate
-11.1% WoW

Key Takeaways

- On first 7 days in W5, we manage to have better first purchase rate against W4
- Repeat purchase returns to normal float on W5 as the order stagnation stopped on W4
- The reactivation rate still got affected by the stagnation



💖**Thank You**💖



Weekly Performance per 30 Jan 2025



CRM: Overall Performance

Source : renos MoEngage data latest update on 6 Jan 2025

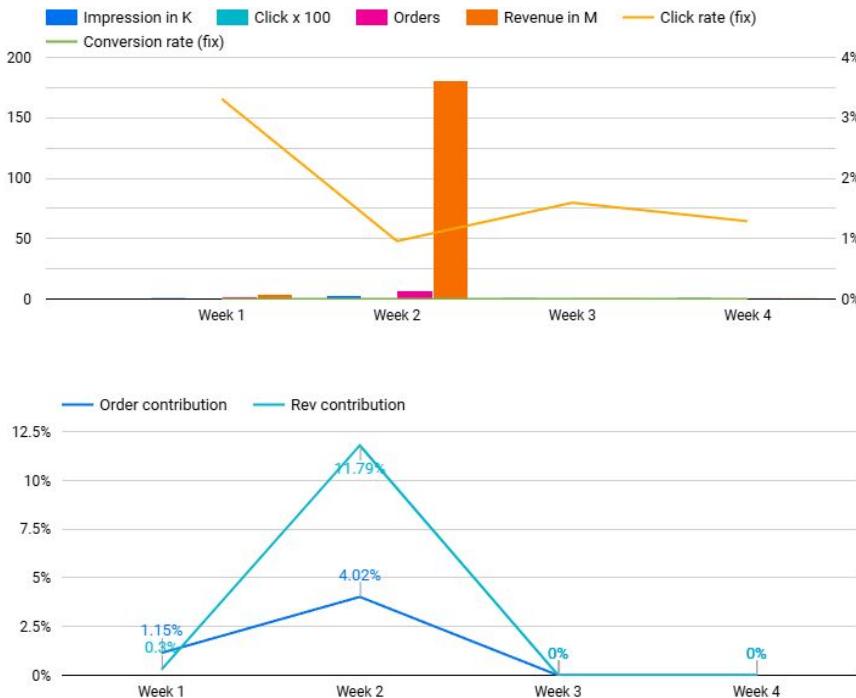
Channel Performance

Impression	Click	Orders	Click rate (fix)	Conversion rate (fix)	Revenue	AOV	
6.2K	91.0	9.0	1.48%	0.15%	184.1M	20.5M	
	-41.5%	-67.9%	-59.1%	-44.7%	-28.3%	+130%	
[+]	campaign ty...	Impression	Click	Orders	Click rate (fix)	Conversion r...	Revenue
thematic	2,378	59	7	2.48%	0.29%	121,912,000	
flashsale	272	2	1	0.74%	0.37%	1,847,000	
checkoutduo	147	3	1	2.04%	0.68%	60,390,600	
renosapp	369	5	0	1.36%	0.00%	0	
yearendcoupon	1	0	0	0.00%	0.00%	0	
cross-sell	33	1	0	3.03%	0.00%	0	
sellerdo	24	2	0	8.33%	0.00%	0	
[+]	Campaign C...	Impression	Click	Orders	Click rate (fix)	Conversion r...	Revenue
On_site	3,858	82	9	2.13%	0.23%	184,149,600	
Push	458	7	0	1.53%	0.00%	0	
Email	1,847	2	0	0.11%	0.00%	0	
Grand total	6,163	91	9	1.48%	0.15%	184,149,600	

Key Takeaways

- Lorem ipsum

Conversions and Revenue Growth

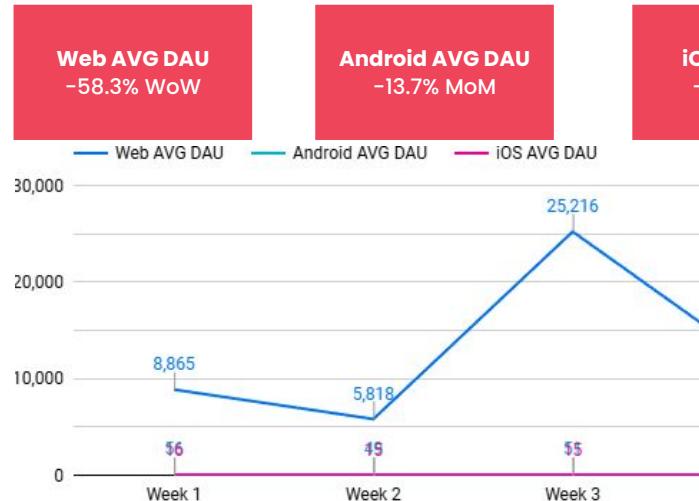




CRM: Platform

Source : renos MoEngage data latest update on 6 Jan 2025

Daily Active Users



Web orders

-17.5% WoW

Web revenue

-45.2% WoW

Web AOV

-31.6% WoW

Andr orders

0% WoW

Android rev

0% WoW

Android AOV

0% WoW

iOS orders

0% WoW

iOS revenue

0% WoW

Jan Platform Conversions and Revenue



iOS AOV

0% WoW

Key Takeaways

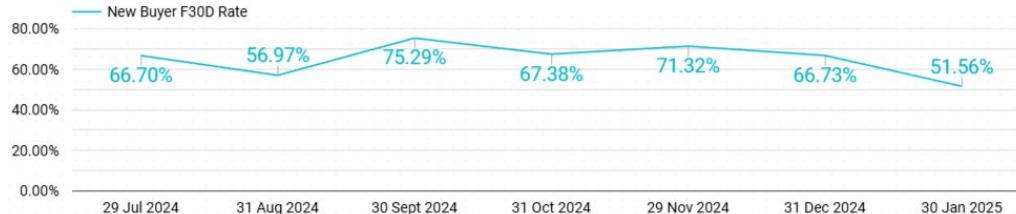
- Lorem ipsum





CRM: User 1-12 Jan 2025 vs 1-12 Dec 2024

Source : renos MoEngage data latest update on 6 Jan 2025



Key Takeaways

- Lorem ipsum

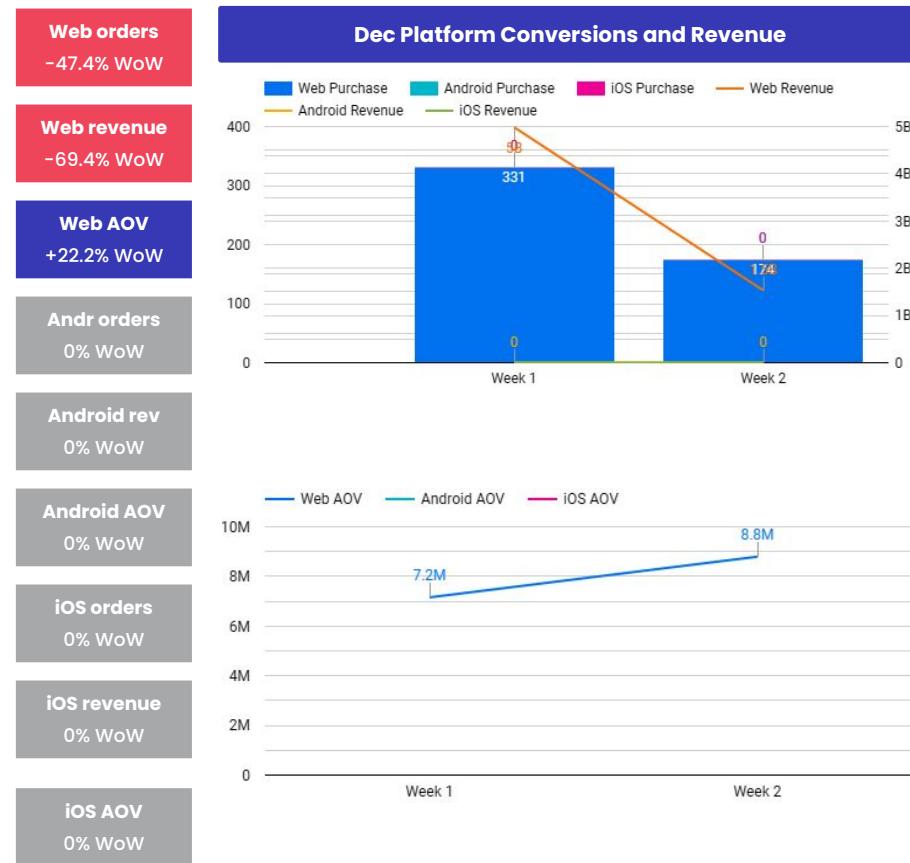
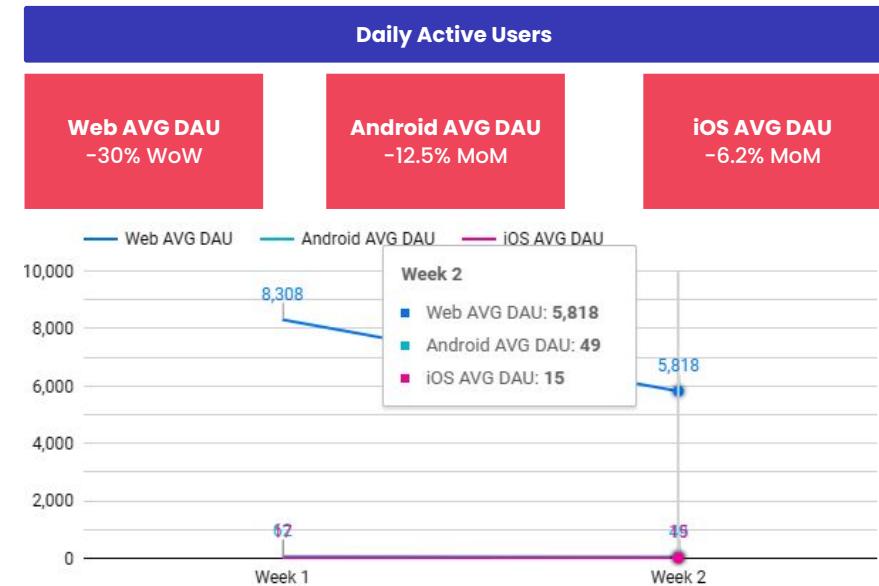


Weekly Performance - W2 2025



CRM: Platform 1-12 Jan 2025 vs 1-12 Dec 2024

Source : renos MoEngage data latest update on 6 Jan 2025



Key Takeaways

- Overall platform performance is dropping
- The AOV increment can't help to smoothen the revenue drop due to the significant drop in orders



CRM: Overall Performance 1-12 Jan 2025 vs 1-12 Dec 2024

Source : renos MoEngage data latest update on 6 Jan 2025

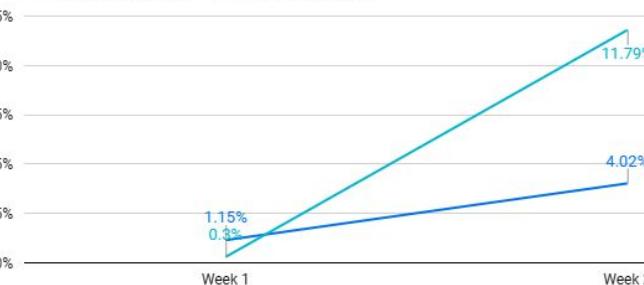
Channel Performance

Impression	Click	Orders	Click rate (fix)	Conversion rate (fix)	Revenue	AOV
4.2K	63.0	9.0	1.50%	0.21%	184.1M	20.5M
+2.4%	-24.1%	+12.5%	-25.3%	+10.5%	+329.1%	+279.6%
[+ campaign ty...]	Impression	Click	Orders	Click rate (fix)	Conversion r...	Revenue
thematic	1,157	40	7	3.46%	0.61%	121,912,000
flashsale	272	2	1	0.74%	0.37%	1,847,000
checkoutdo	107	2	1	1.87%	0.93%	60,390,600
renosapp	154	3	0	1.95%	0.00%	0
yearendcoupon	1	0	0	0.00%	0.00%	0
cross-sell	33	1	0	3.03%	0.00%	0
[+ Campaign C...	Impression	Click	Orders	Click rate (fix)	Conversion r...	Revenue
On_site	1,938	55	9	2.84%	0.46%	184,149,600
Push	413	6	0	1.45%	0.00%	0
Email	1,847	2	0	0.11%	0.00%	0
Grand total	4,198	63	9	1.50%	0.21%	184,149,600

Conversions and Revenue Growth



Order contribution Rev contribution



**Order contr
+249.5% WoW**

**GMV contr
+38x WoW**

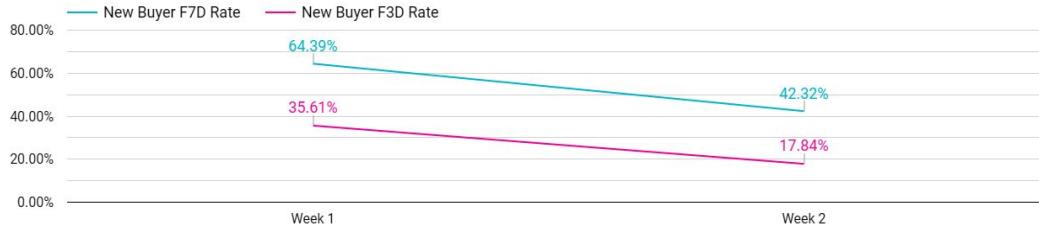
Key Takeaways

- CRM AOV on 1-12 Jan 2025 has 279.6% increment compared to 1-12 Dec 2024 period
 - CRM AOV is higher than the overall, thus helping CRM to have better revenue contribution in W2 2025
- CRM Orders on 1-12 Jan 2025 has 12.5% increment compared to 1-12 Dec 2024
 - Overall platform order is dropping, while CRM order increased both WoW and compared to 1-12 Dec 2024
- Seller that got purchase are: Brader, FOE, Dunia Elektronik

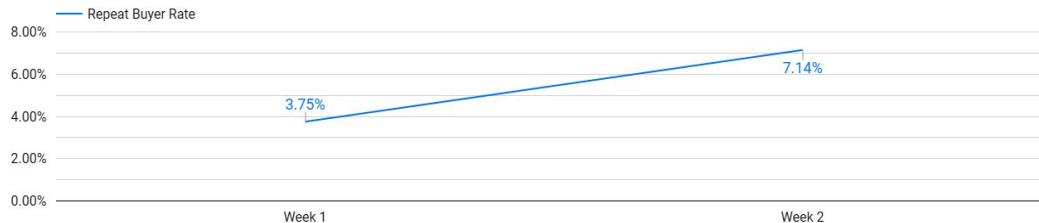


CRM: User 1-12 Jan 2025 vs 1-12 Dec 2024

Source : renos MoEngage data latest update on 6 Jan 2025



F7D Rate
-34.2% WoW



Repeat Rate
+90% WoW



Reactive Rate
-21.2% WoW

Key Takeaways

- On W2 2025, we were not that successfully convert new customers into buyer
 - The F7D Rate has 34.2% decrement
- Those who purchase make more than 1 transactions.
 - Repeat purchase rate has 90% increment WoW
- Even so, we can't get more re-active users on W2 2025

Thank you ❤️

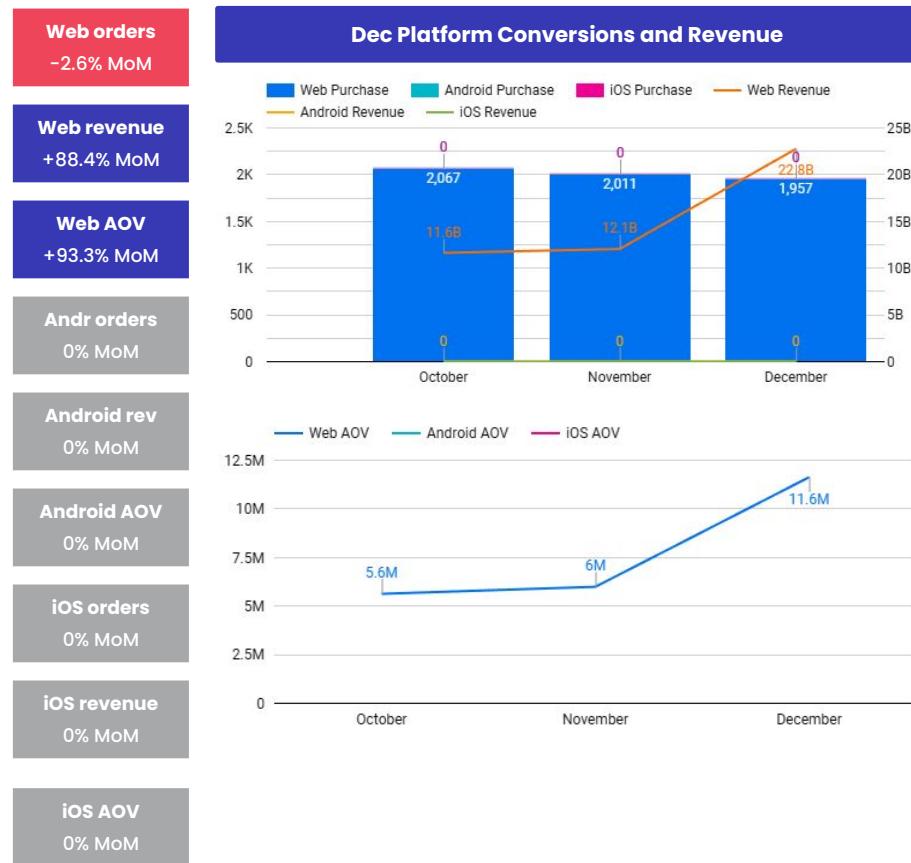
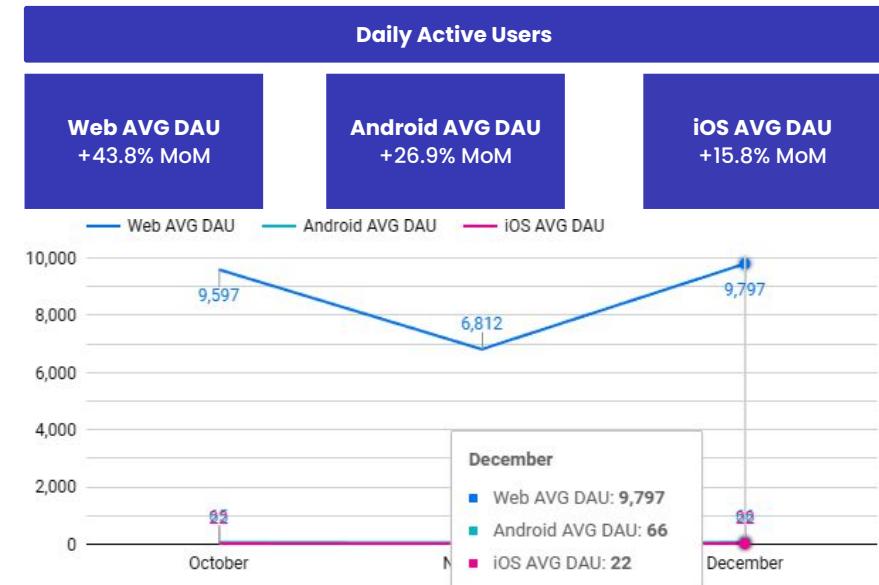


Monthly Performance



CRM: Platform Performance Dec vs Nov, 2024

Source : renos MoEngage data latest update on 6 Jan 2025



Key Takeaways

- Overall platform orders actually went down by 2.6%, but the surge in AOV incrementality helps us to raise revenue in Dec



CRM: User Performance Dec vs Nov, 2024

Source : renos MoEngage data latest update on 6 Jan 2025



F7D Rate
-6.4% WoW

Repeat Rate
-50.2% WoW

Reactive Rate
-5.4% WoW



Weekly Performance



CRM: Overall Performance Jan 2025 vs Dec 2024

Source : renos MoEngage data latest update on 6 Jan 2025

Channel Performance

Impression	Click	Orders	Click rate (fix)	Conversion rate (fix)	Revenue	AOV
966.0	32.0	2.0	3.31%	0.21%	3.7M	1.8M
-49.5%	+23.1%	-33%	+136.4%	+25%	-85.4%	-78.6%

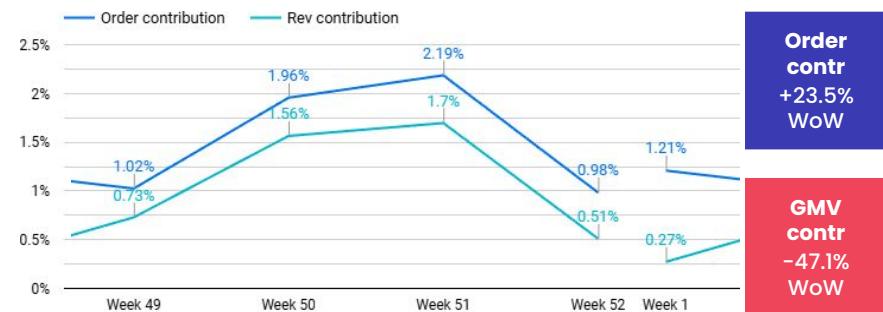
[+ campaign ty...]	Impression	Click	Orders	Click rate (fix)	Conversion r...	Revenue
thematic	350	20	1	5.71%	0.29%	1,847,000
flashsale	272	2	1	0.74%	0.37%	1,847,000
brand-day	0	0	0	-	-	0
renosapp	61	3	0	4.92%	0.00%	0
yearendcoupon	1	0	0	0.00%	0.00%	0
cross-sell	29	1	0	3.45%	0.00%	0

[+ Campaign C...	Impression	Click	Orders	Click rate (fix)	Conversion r...	Revenue
On_site	831	29	2	3.49%	0.24%	3,694,000
Push	124	3	0	2.42%	0.00%	0
Email	11	0	0	0.00%	0.00%	0
Grand total	966	32	2	3.31%	0.21%	3,694,000

Key Takeaways

- Slow start on early Jan as seen in less order than the early Dec period
- Even so, CRM comms get better response on early Jan against early Dec period

Conversions and Revenue Growth





CRM: Platform Performance Jan 2025 vs Dec 2024

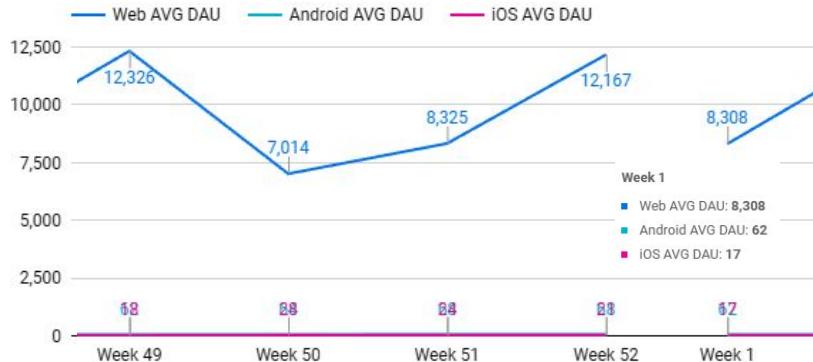
Source : renos MoEngage data latest update on 6 Jan 2025

Daily Active Users

Web AVG DAU
-31.7% WoW

Android AVG DAU
-8% WoW

iOS AVG DAU
-19% WoW



Web orders

-18.7% WoW

Web revenue

-7.4% WoW

Web AOV

-45.4% WoW

Andr orders

0% WoW

Android rev

0% WoW

Android AOV

0% WoW

iOS orders

0% WoW

iOS revenue

0% WoW

iOS AOV

0% WoW

Dec Platform Conversions and Revenue



Web AOV

7.1M

Android AOV

9.2M

iOS AOV

15.9M

Web revenue

13.2M

Android revenue

7.2M

Key Takeaways

- adf

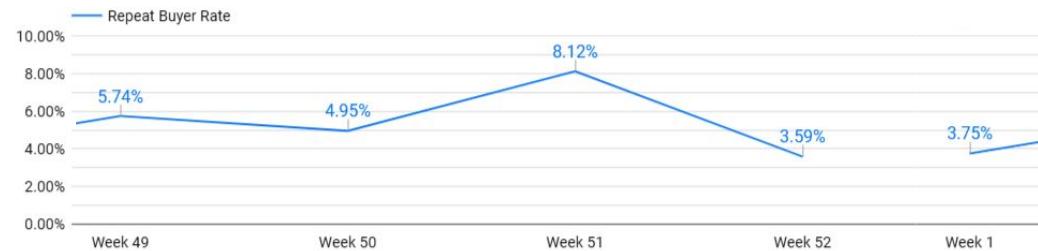


CRM: User Performance Jan 2025 vs Dec 2024

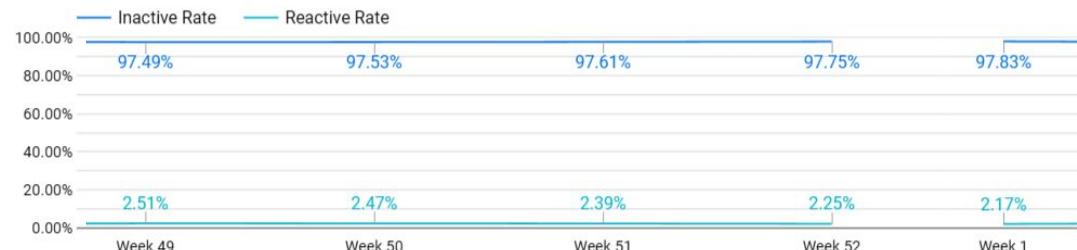
Source : renos MoEngage data latest update on 6 Jan 2025



F7D Rate
-10% WoW



Repeat Rate
+4.5% WoW



Reactive Rate
-3.5% WoW



Thank you



How The Message Looks Like – Final Day

Action Plan

- Onboarding Flow dibikin mini goals
 - Selain purchase, mereka harus ngapain aja dulu
- proof of concept untuk recommendation engine untuk trial
- Robin mau ngirim demographic review
- Cara menganukan CTR
 - Bikin segmen kecil, kirimin comms sesuai dengan behaviour dia
 - Mereka yang beli sesuatu
 - Mereka yang lihat sesuatu
 - Mereka yang melakukan sesuatu



CRM Campaign Performance Breakdown by Media

Media	Campaign	Metrics	Best
Pop Up	Thematic	Impressions	
Email	New User (onboarding)	Click	
Web Push	App Download	CTR	Best CTR
Mobile Push	Seller	Conversions	
	Drop-off	CVR (conv/imp)	Best CVR
	Cross-sell (termasuk Room Type)	CRM Order Contribution per campaign & channel	Best Order Contribution (%)
	Category (AWO)	CTR MoM / CVR MoM / Conversion MoM	



CRM Campaign Performance Breakdown by Journey

Journey	Media (on site)	Media (on site campaign)	Media (off site)	Media (off site campaign)
Homepage				
Campaign Page				
Search				
Category / Seller				
Product				
Cart				
Checkout				
Payment				
Purchase				