

Marketing Campaign Analysis

Presented By: Cynthia Wang

Agenda

- 1 Campaign Goals
- 2 Identify Key Metrics
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- 4 Campaign Sales Trends
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Campaign Goals

Our business working as an advertising company, our Client A, a cosmetic company, has been launching digital advertising across various channels such as search, display and social media.

They want to understand the seasonality and figure out the effective marketing campaign, and then optimize the marketing strategies and budget allocation to increase revenues. What the recommendations can be suggested for them?

Key Performance Indicators

KPI # 1 Sales Seasonality

- Sales Volume
- Web Traffic(sessions)
- Category Sales Volume

KPI # 2 Campaign Performance

- Attributed Sales
- Conversion Rate
- ROAS
- Net Profit

Data Collection

3 Data CSV Files were included for this project, using SQL queries to extract target data

KPI # 1 Sales Seasonality

site_date(columns: date, client, sessions, orders, sales, category)

campaign_performance(columns: date, client, channel, impressions, clicks, spend, conversions, attributed_sales)

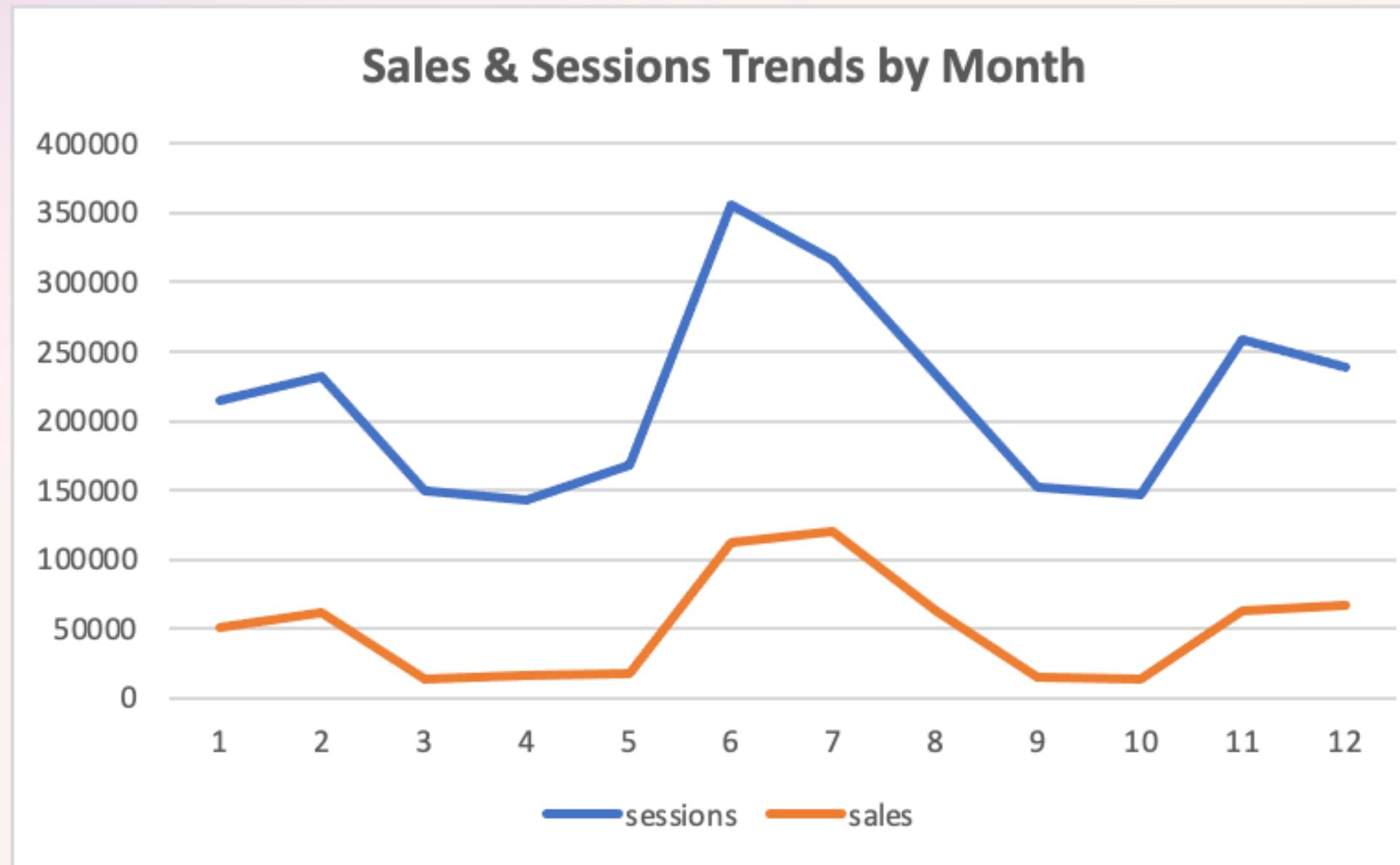
KPI # 2 Campaign Performance

user_sales(columns: date, customer_id, age_group, region, gender, brand, category, sales)

N/A

Campaign Sales Trends

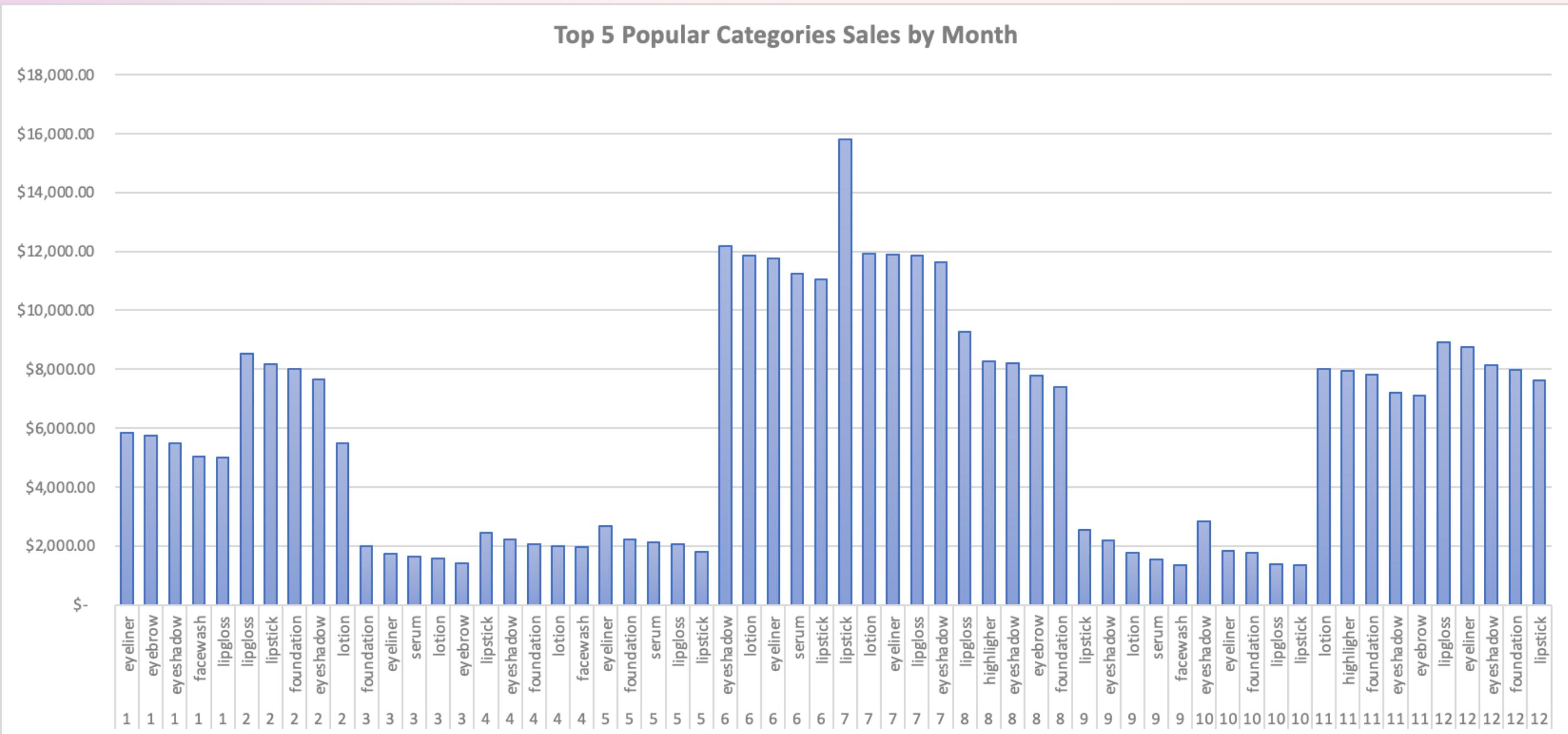
- Sales Volume & Website Traffic(session) Trends by month



Both Sales & Sessions have a peak time around **June and July**

Campaign Sales Trends

● Top 5 Categories Sales by month



Eyeshadow, Lipstick and Lipgloss are the top-selling categories during the peak months

Campaign Effectiveness by Channel

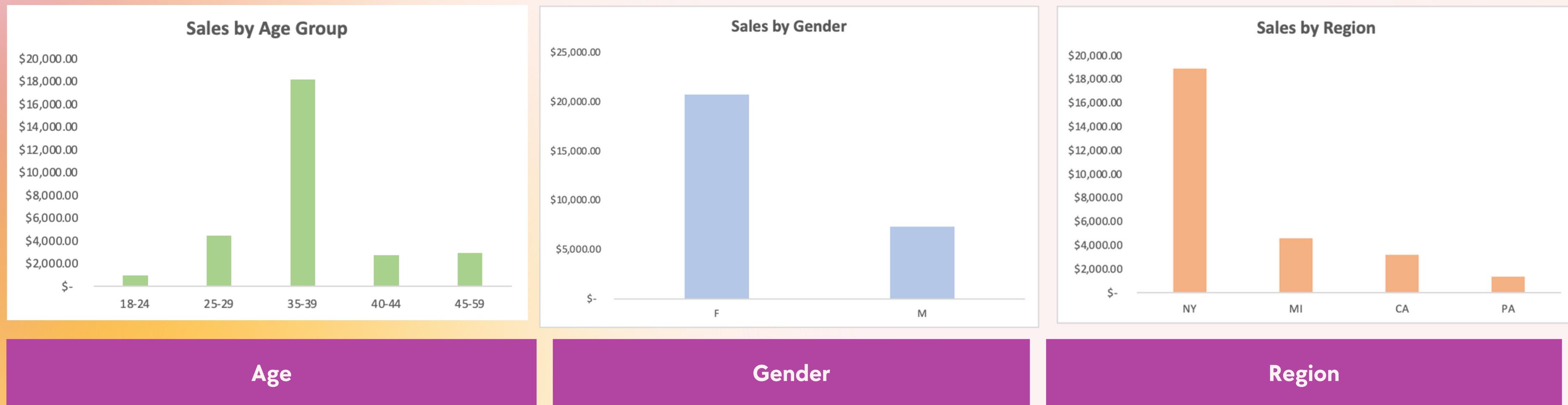
- Campaign Effectiveness: Search>Social>Display

channel	revenue	conversion_rate	ROAS	net_profit
search	\$ 372,766.61	1.06%	\$ 1.69	\$ 152,143.19
social	\$ 277,591.87	0.80%	\$ 1.33	\$ 69,255.41
display	\$ 228,330.72	0.68%	\$ 0.98	\$ (3,816.13)

Conversion_rate: sum(conversions)/sum(impressions)

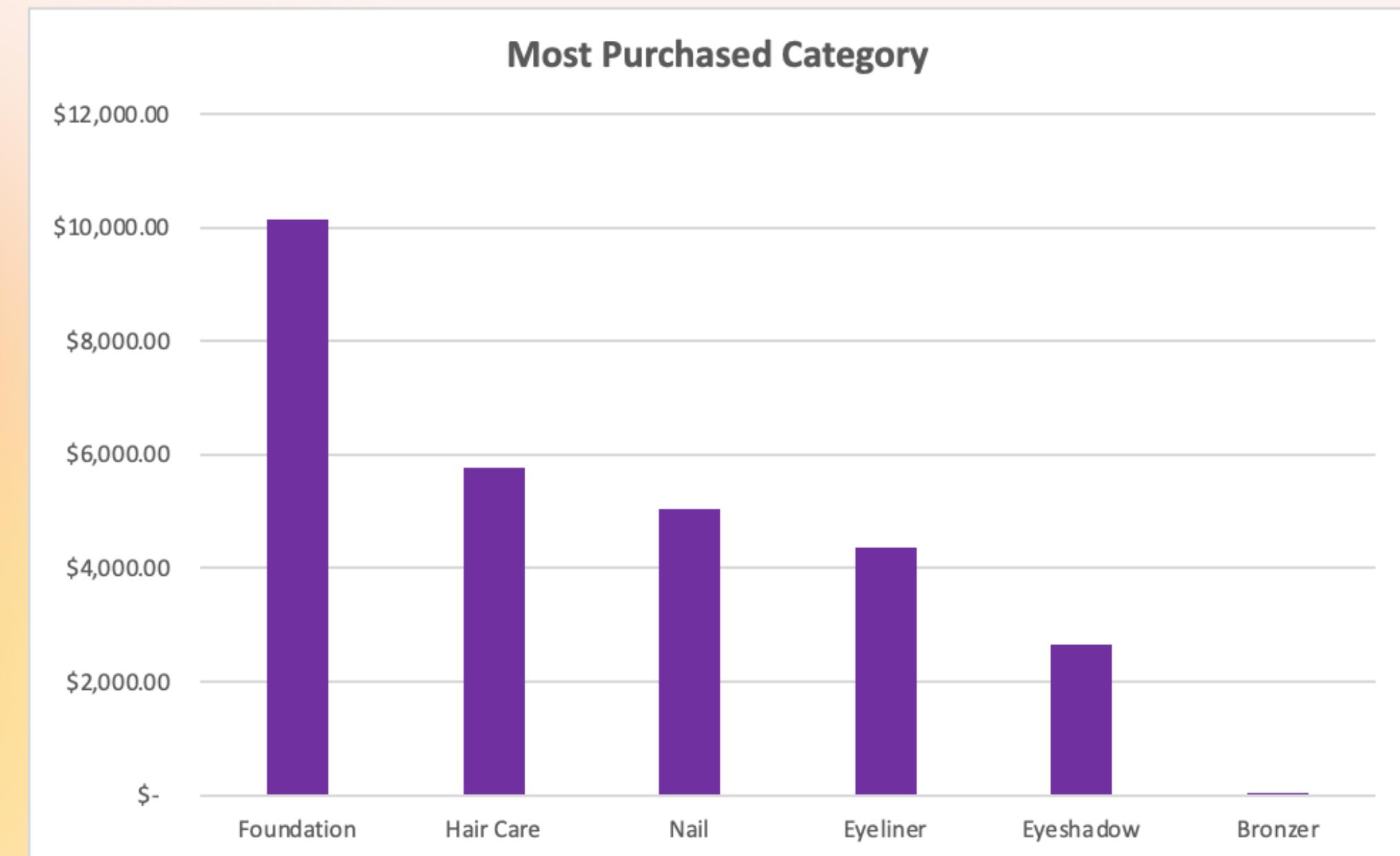
ROAS(Return On Advertising Spend): sum(attributed_sales)/sum(spend)

Campaign Targeting by Demographics



Campaign Targeting by Behavioral

- Most Purchased Category by their total sales



Campaign Targeting by Behavioral

Average Purchase Frequency

The average number of transactions per customer per period

3 Times

Average Days Since Last Purchase

22 Days

Final Recommendations

For Campaign Sales and Website Traffic

The peak times of sales, website traffic were observed during the Summer, after Thanksgiving which are holiday seasons, suggesting that there is potential area to optimize strategies like launching special promotions and offers to enhance sales.

Final Recommendations

For Top-selling Categories by month

Each month has various top 5 categories. It should be noted which categories in each month have the potential to increase revenue, offering more discounts or promotions for the top ones and providing samples of the remaining categories to loyal customers in order to raise awareness about them.

Final Recommendations

For Budget Allocation

Allocate a larger budget to the highly effective search and social campaigns, while also incorporating display advertising to enhance awareness and acquire new users.

For more specificity on how various elements contribute to desired outcomes, we will launch a Marketing Mix Model (MMM) to analyze. This will also provide insights to refine campaigns based on consumer trends and external influencers. Please refer to my other MMM project on Github for further details.

Final Recommendations

For Demographics

Based on historical data, our focus group should be on women aged 35-39 who reside in New York.

Marketing advertisements should aim to expand exposure to this group further.

Final Recommendations

For Behaviors

1. Utilize email campaigns that offer incentives to encourage customers to return. By sending targeted emails with personalized incentives, we can encourage customers who have not made a purchase within **22 days** to engage with our brand again.
2. Set up behavioral display campaigns specifically targeting customers who haven't made a purchase in the last **22 days**. By displaying relevant ads to these customers based on their browsing behavior, we can increase the chances of re-engagement and improve our retention rate
3. For customers who have shopped with us more than **3 times**, we can consider them as potential loyal customers. We can invite them to join our loyalty program to increase their brand stickiness

Thank You!