

# Quarterly Business Review

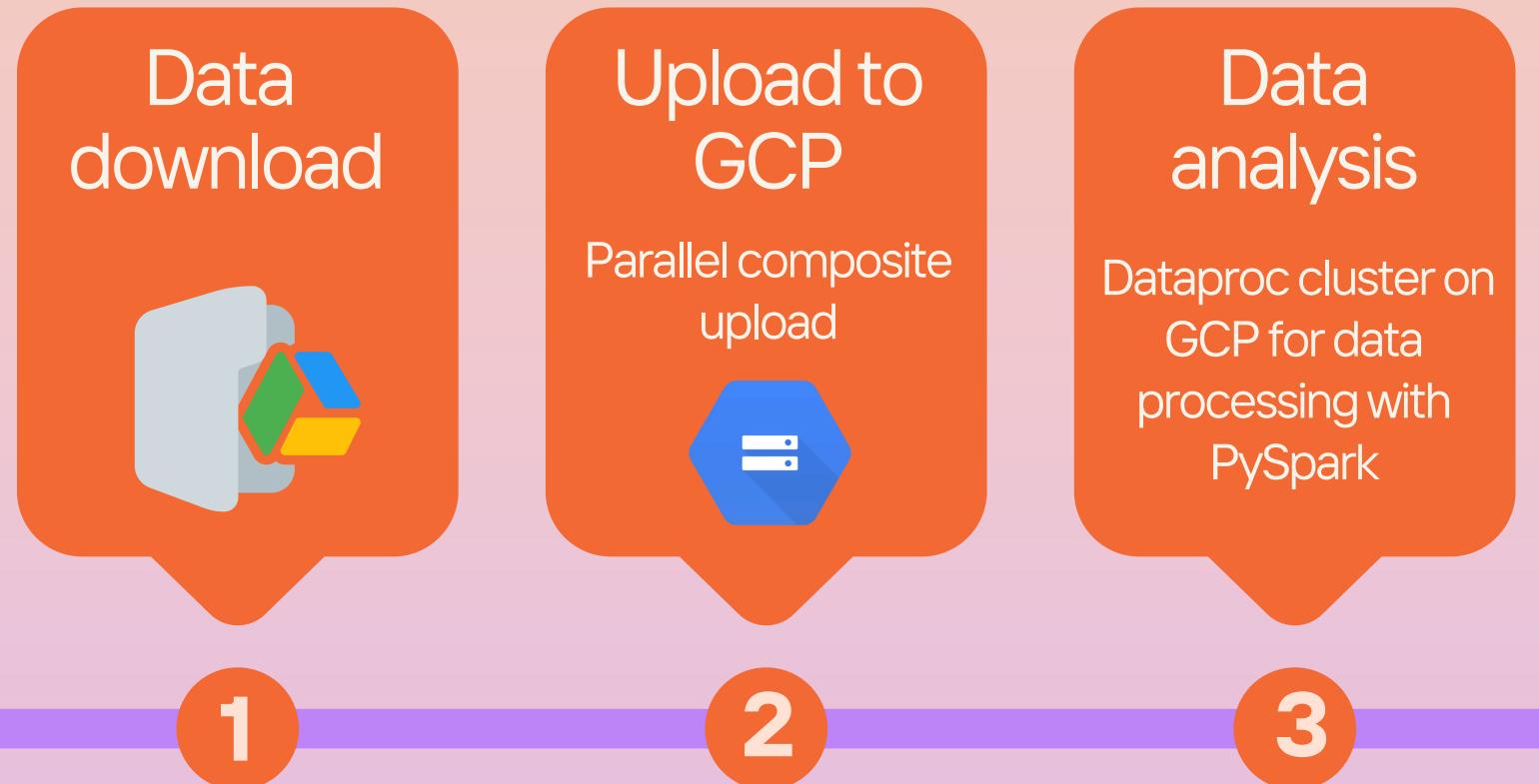
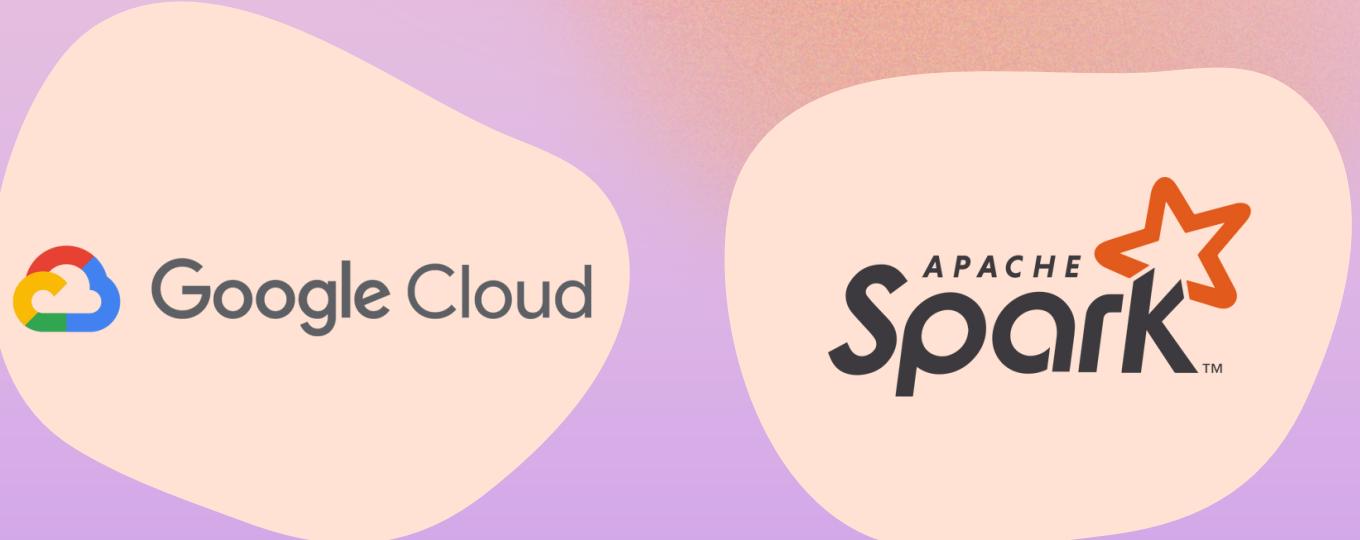
## 2024-Q4



# Workflow

## Data manipulation

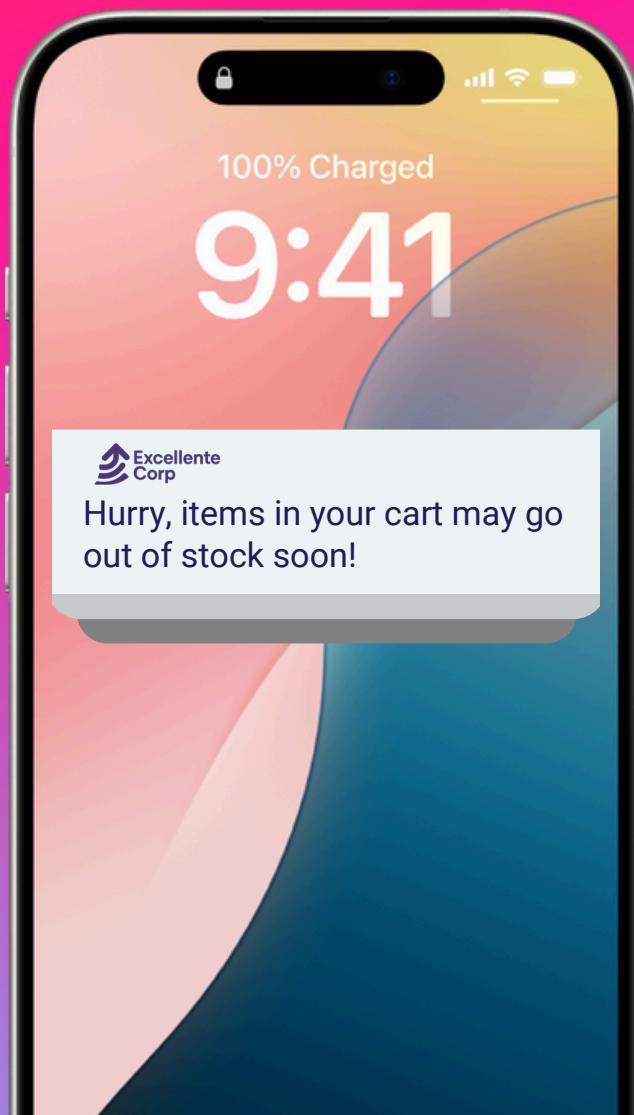
### Tools



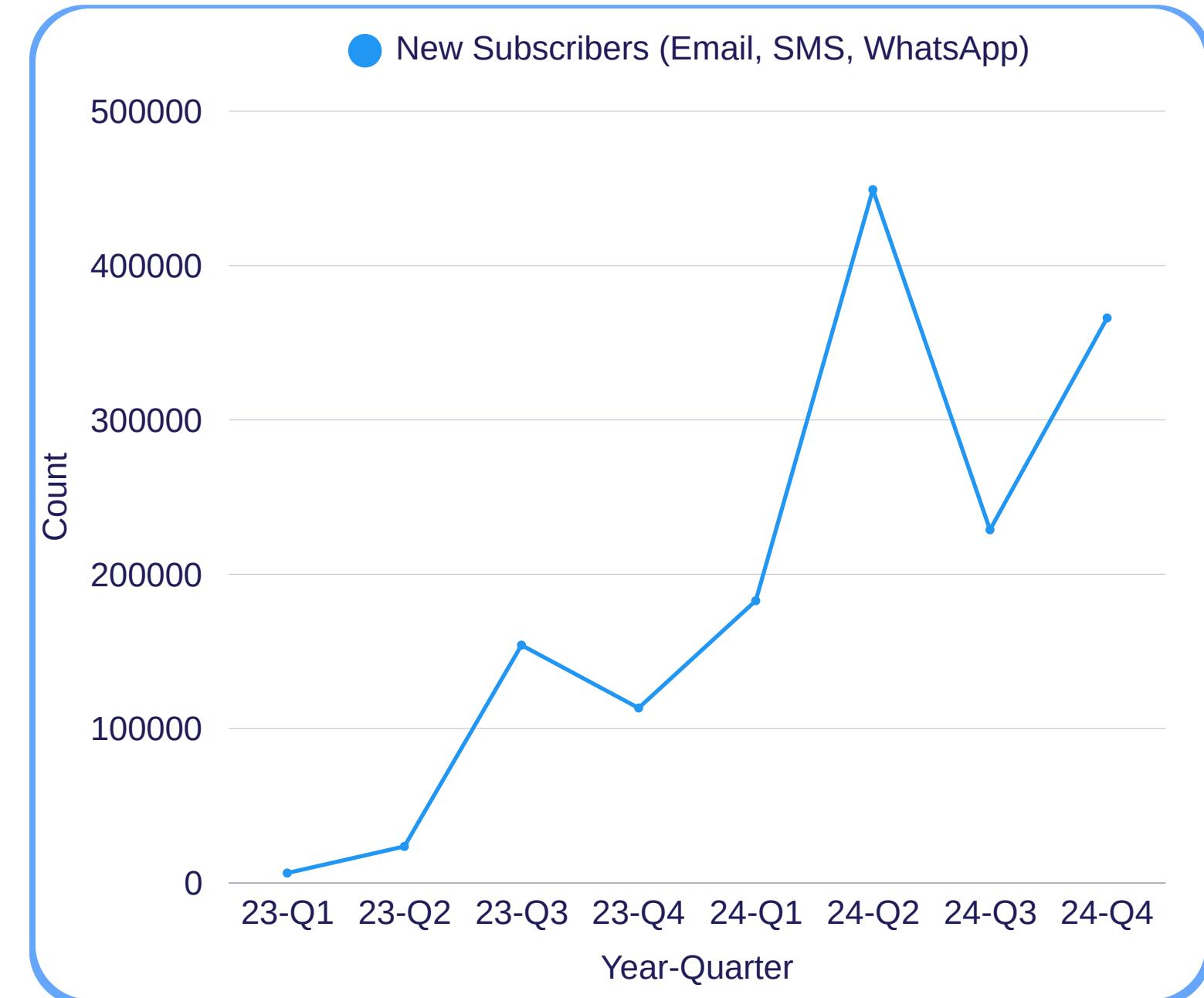
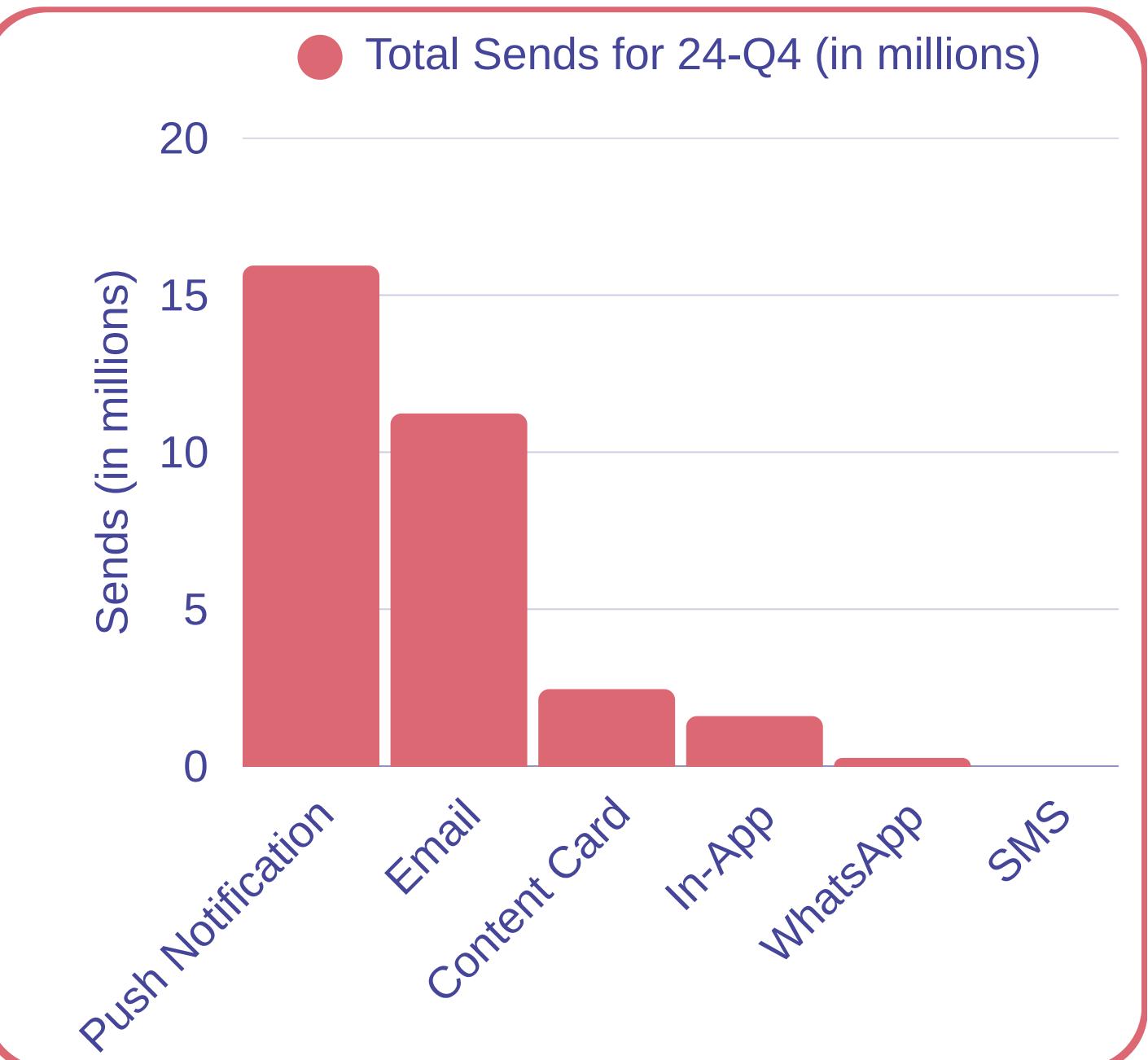
## Key considerations

- Data ends on February 28th 2025 hence 2025 Q1 data is **incomplete**.
- Lumina/LuminaTech vs MNR/O&D

# Key Insights



# Messaging performance



~1M Purchases were made within 24 hours of a user interacting with a Braze message this quarter

## Key Insights: Messaging performance



Click-to-Open Rate

(For O&D Emails)

**9.21%**

vs. 1.85% For MNR Emails



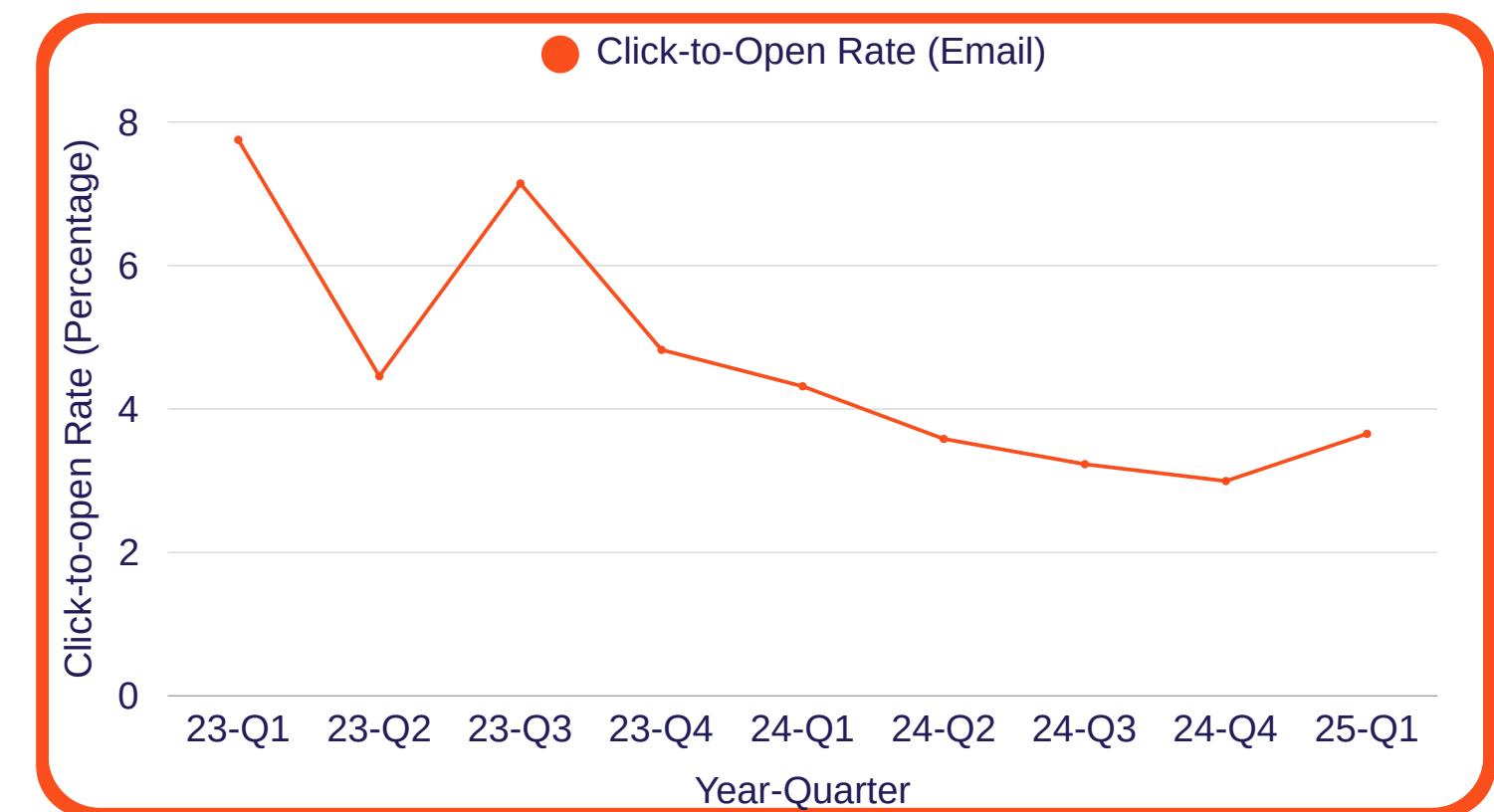
Total Sends

(For MNR Emails)

**3.5X**

vs. O&D Emails

Suggestion: Review Sunset Policy



Push Notifications  
(open rate)

**2.95%**

gradual improvement over last 3 quarters

Push Notifications

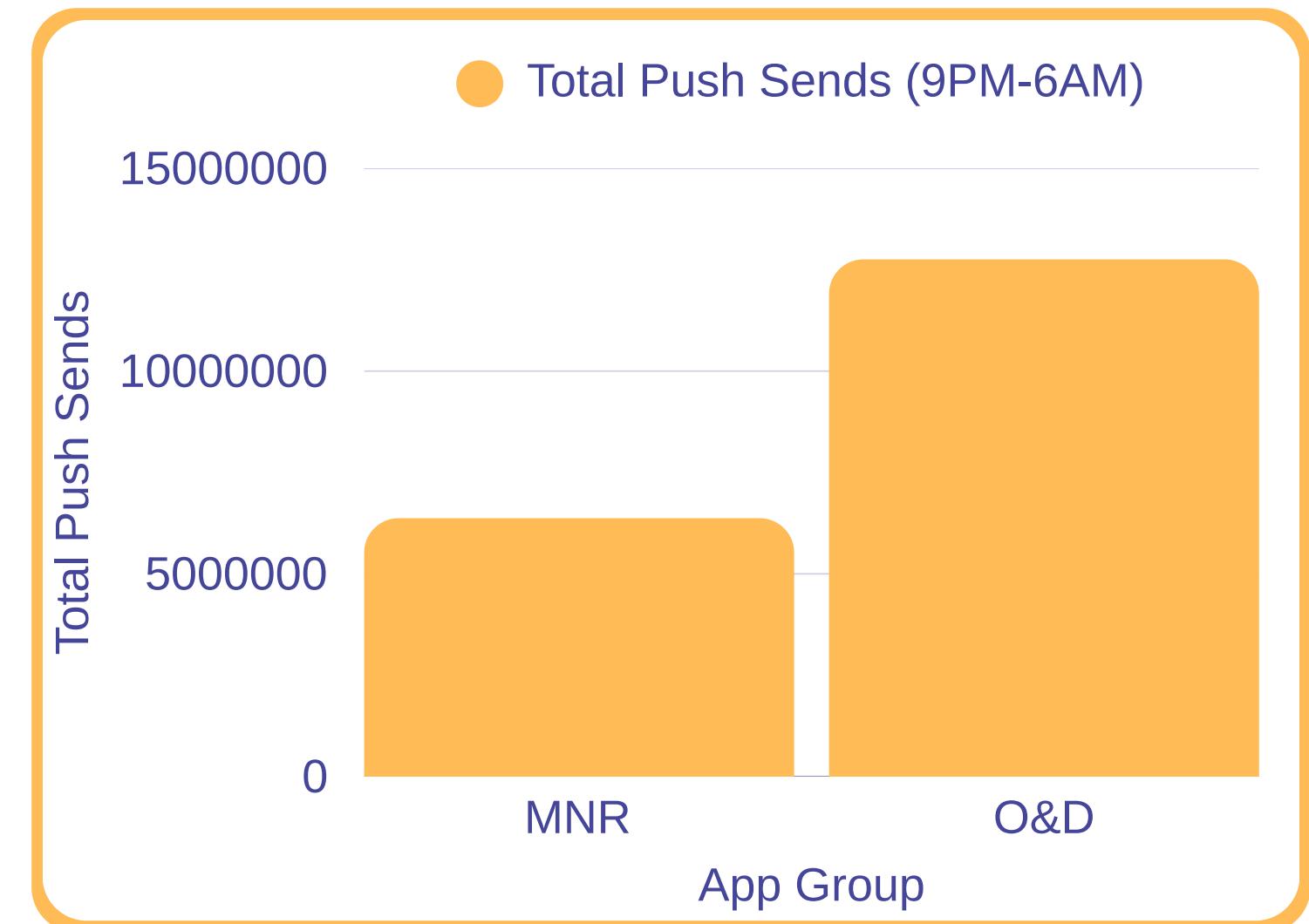
(open rate 24-Q4)

**4.1% v 1.6%**

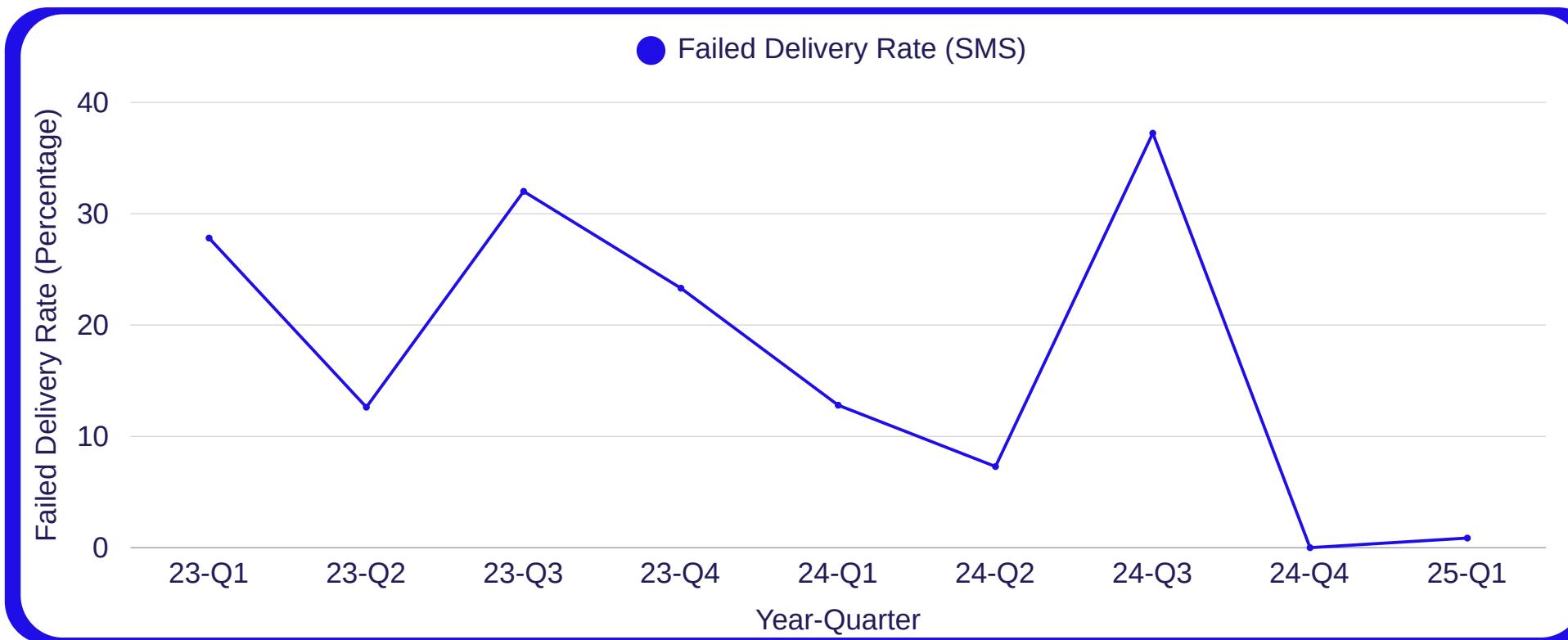
MNR

O&D

Suggestion: Use Send Optimization



# Key Insights: Messaging performance



 In-App Messages (CTR 24-Q4)  
↓ **31.8%**  
vs. 42% last Quarter (24-Q3)

Suggestion: Use as Push Primer, incorporate interactive elements

Observation:  
Decreased Sends;  
Improved Targeting

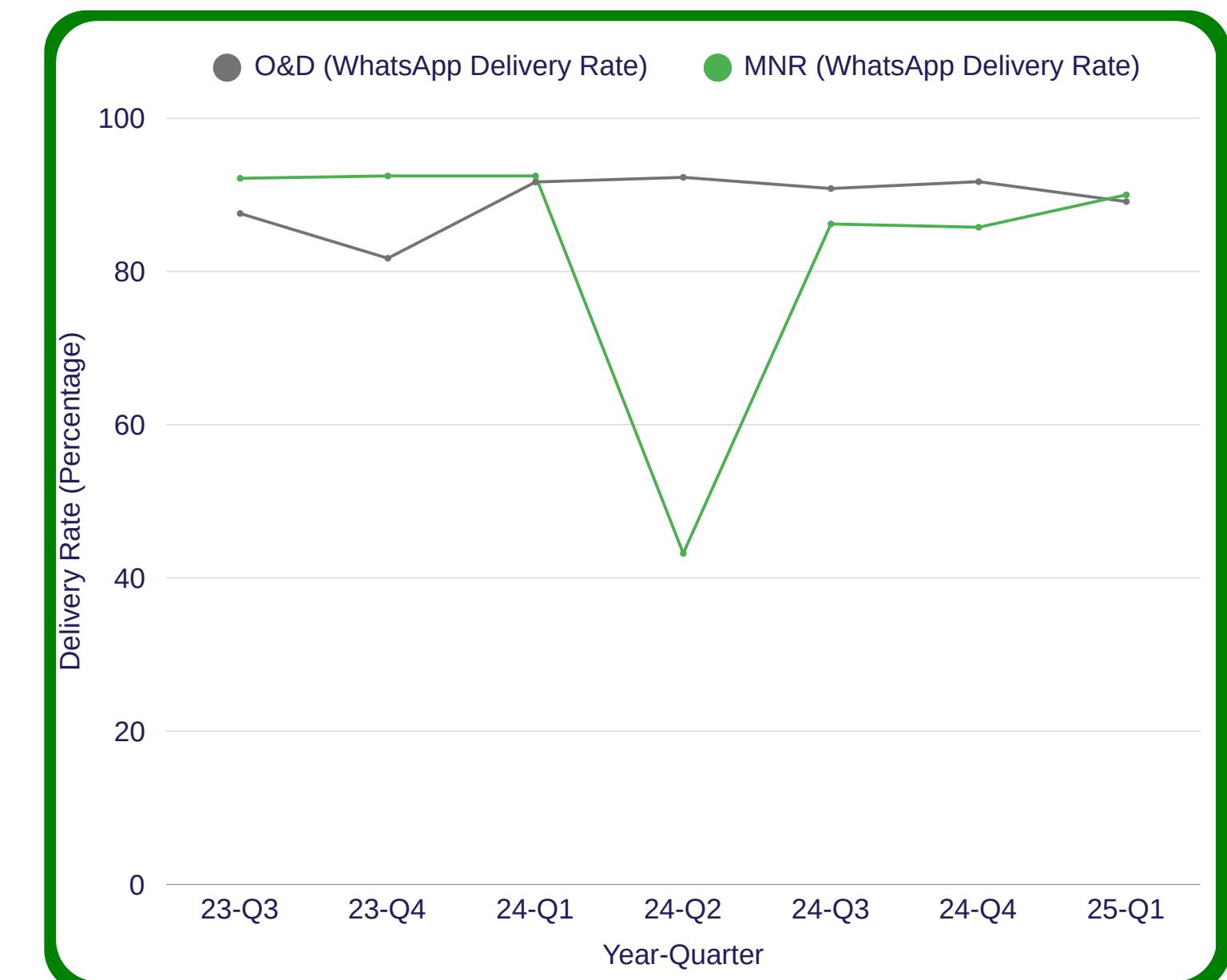


Content Cards (CTR 24-Q4)  
↑ **5.1%**  
vs. 2.5% last Quarter (24-Q3)



**Delivery Rate**  
(WhatsApp Messages)  
↑ **91%**  
highest until now

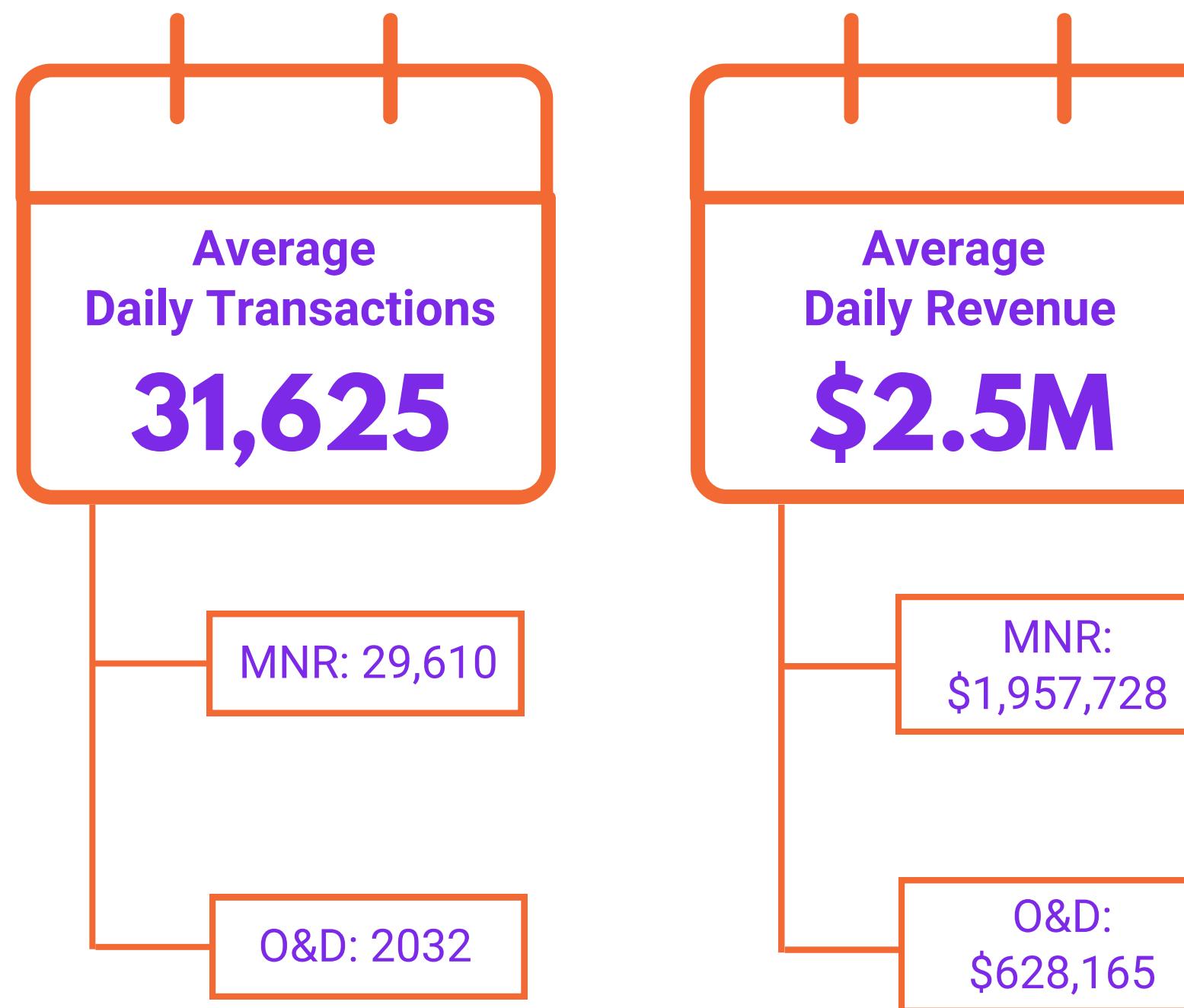
**Sends**  
(For O&D WhatsApp Messages)  
**245K**  
14x when compared to MNR



# Key Insights



## Purchase Revenue



Lifetime Revenue  
**\$1.8B**



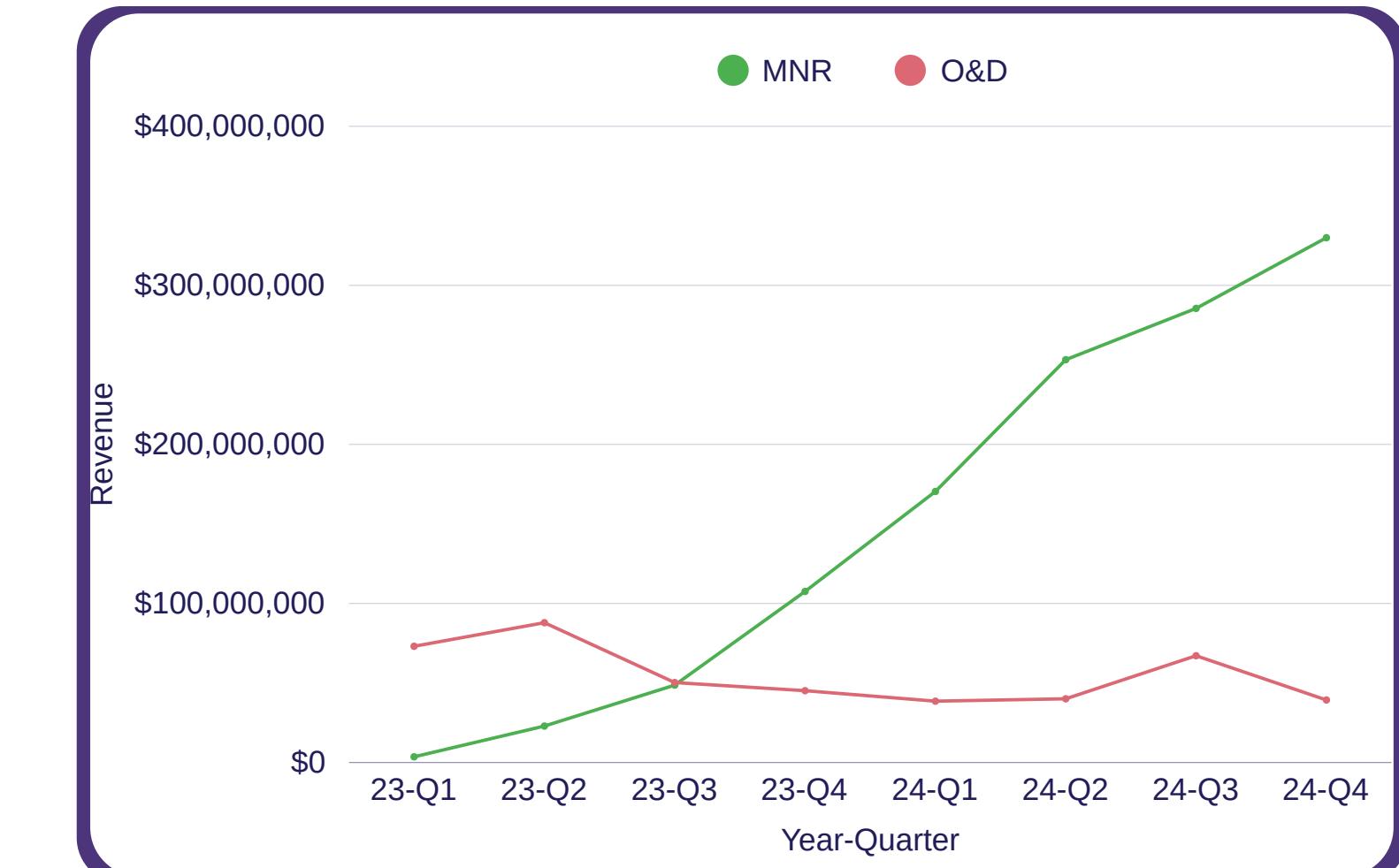
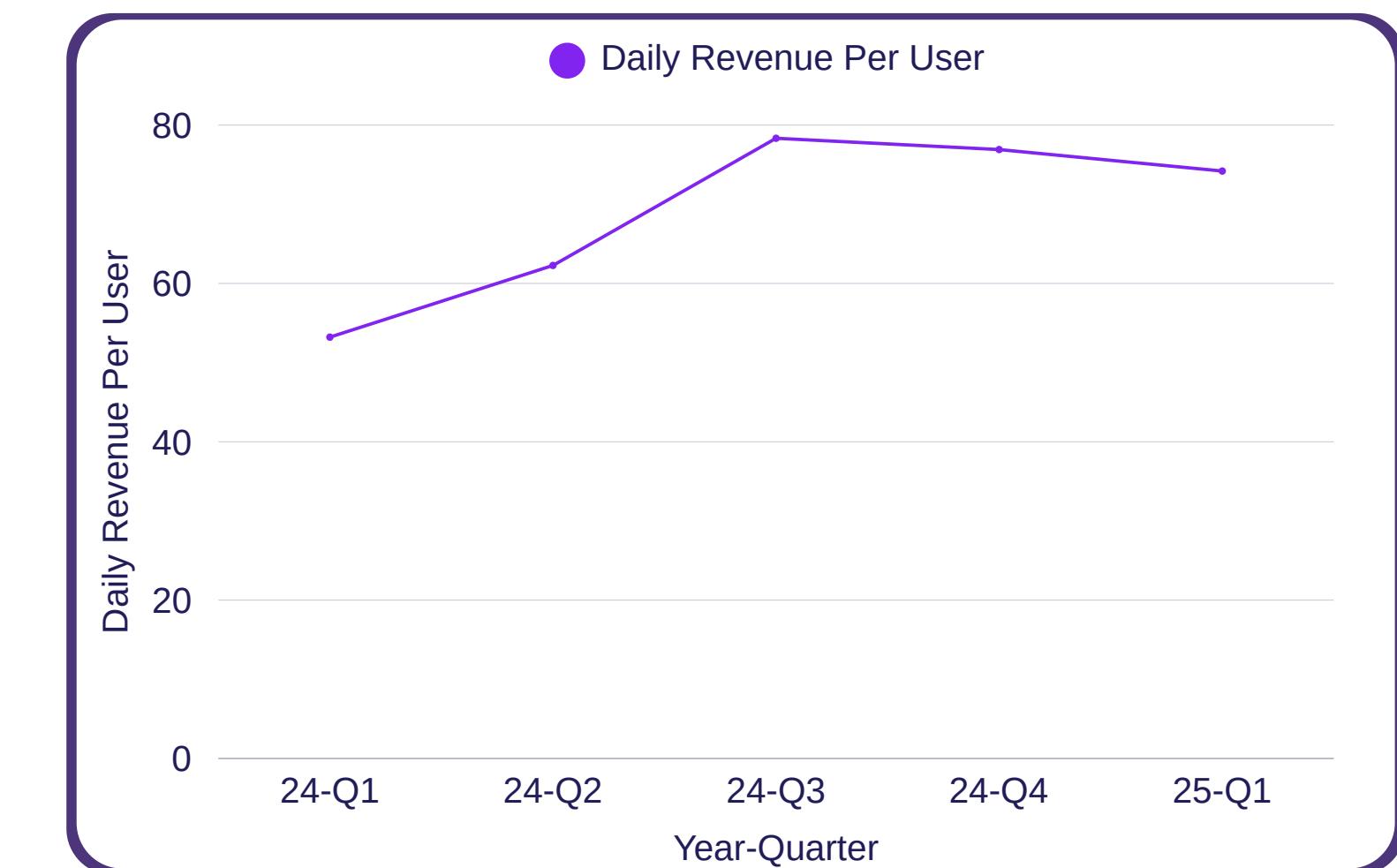
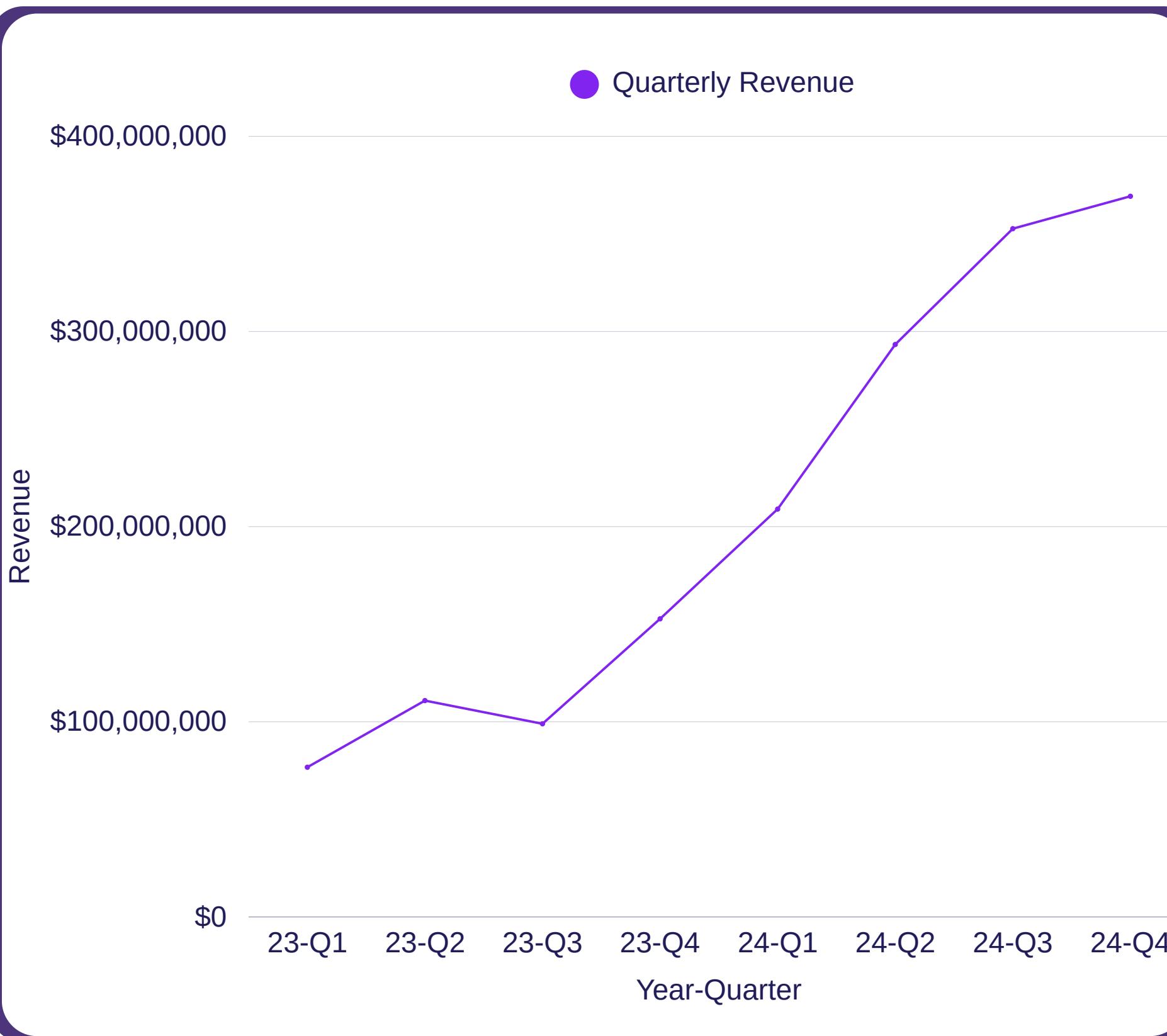
Daily Revenue Per User  
**\$62.77**

MNR: \$65  
O&D: \$47

Lifetime Value Per User  
**\$320**

MNR: \$565  
O&D: \$135

## Key Insights: Purchase Revenue



# Issues observed

## Lack of Structured Messaging Integration

Multiple message channels are currently being used on **ad-hoc basis, without integration into a structured Canvas or Campaign.**

### Advantages of integration

- Consistent messaging
- Frequency control
- Purchase attribution
- A/B testing
- Personalization

## Missing Data in Canvas, Campaign, and Variation Columns

**Key columns** related to Canvas, Campaign, and Variation are **largely empty in both subscription group tables.**

### Advantages of integration

- Subscription attribution

## Purchase Data Discrepancies: Handling Negative Prices

**Negative prices** in the purchase table persist; even after joining by user ID and time proximity, purchase amounts and negative entries do not align.

### Potential Remedy

- Drop rows with negative prices
- In case of returns, get order ID to match them correctly

# Thank you!

