



2022 Q1 Marketing Report

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Outline

- KPIs
- Revenue by Demographic Groups
- Sales Funnel
- ROI
- Email Campaigns
- Summary

KPIs

22.87%

conversion rate

6.05%

customer churn rate

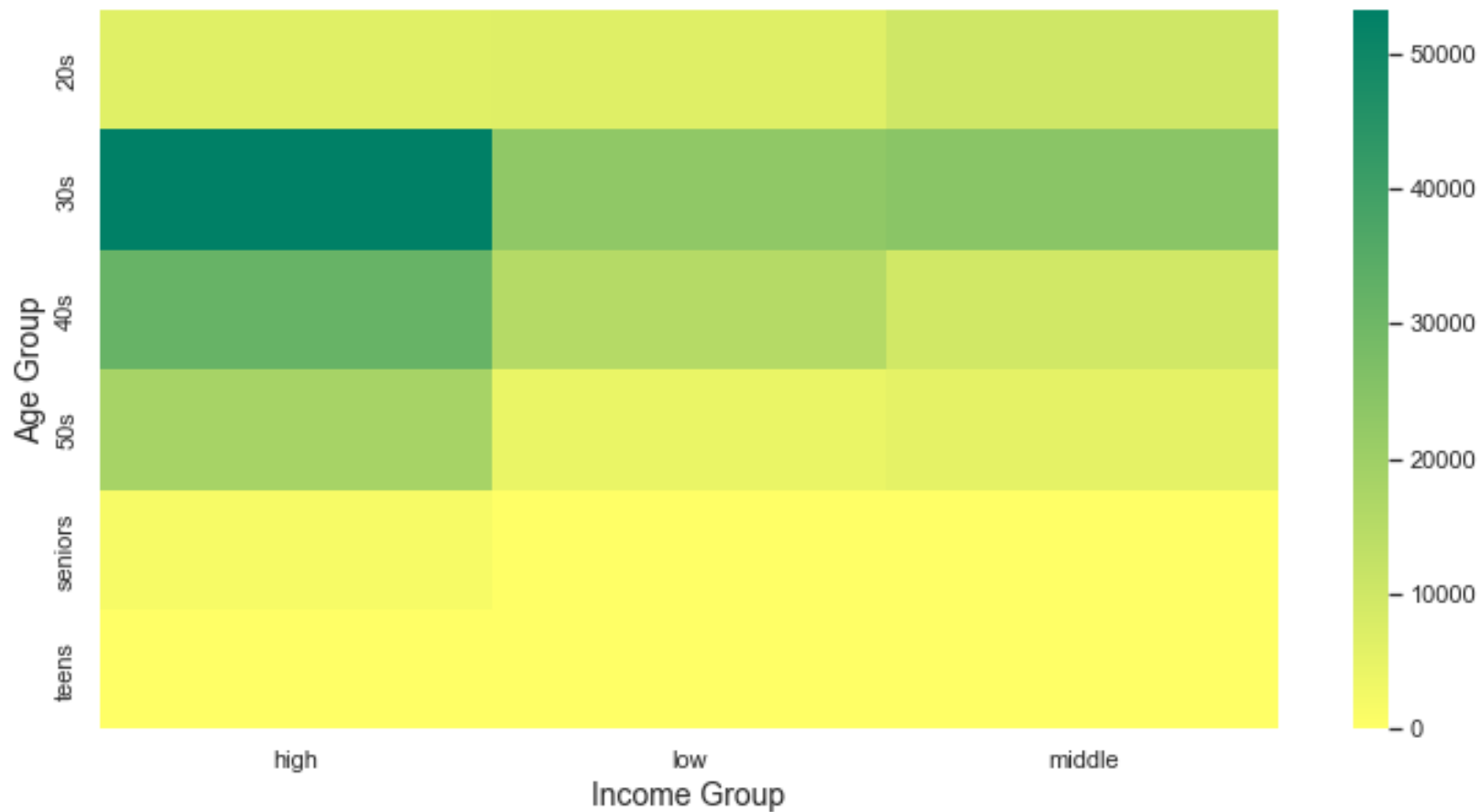
\$50.83

revenue per order

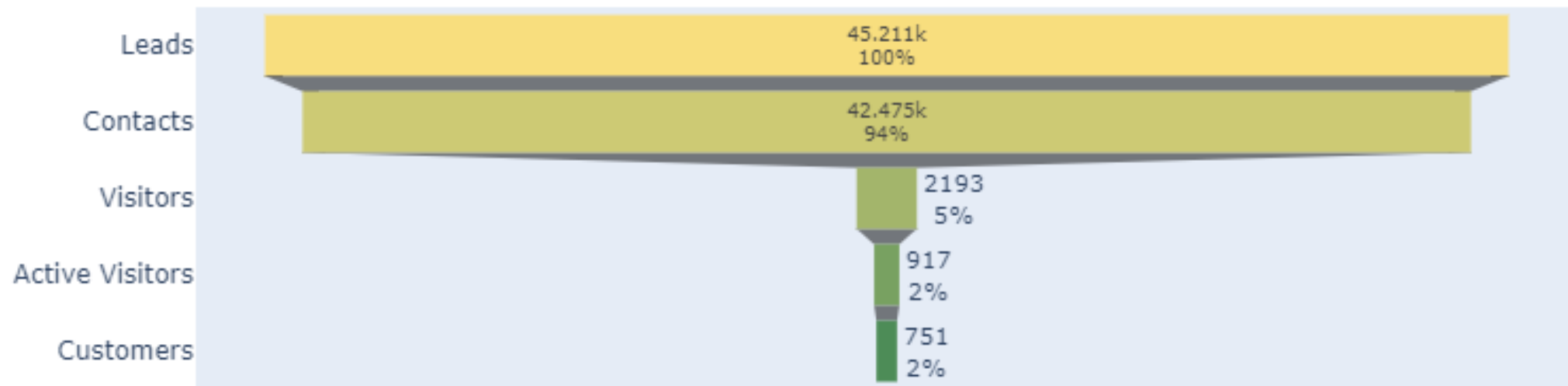
202

avg daily views

Revenue by Demographic Groups



Sales Funnel



ROI

\$50k

cost for leads

\$213k

revenue from leads

326%

return on investment

Email Campaigns

A: End of January

B: Start of March

Email Campaigns

Z-test

0.02

P-value

There is a difference between the email campaigns.

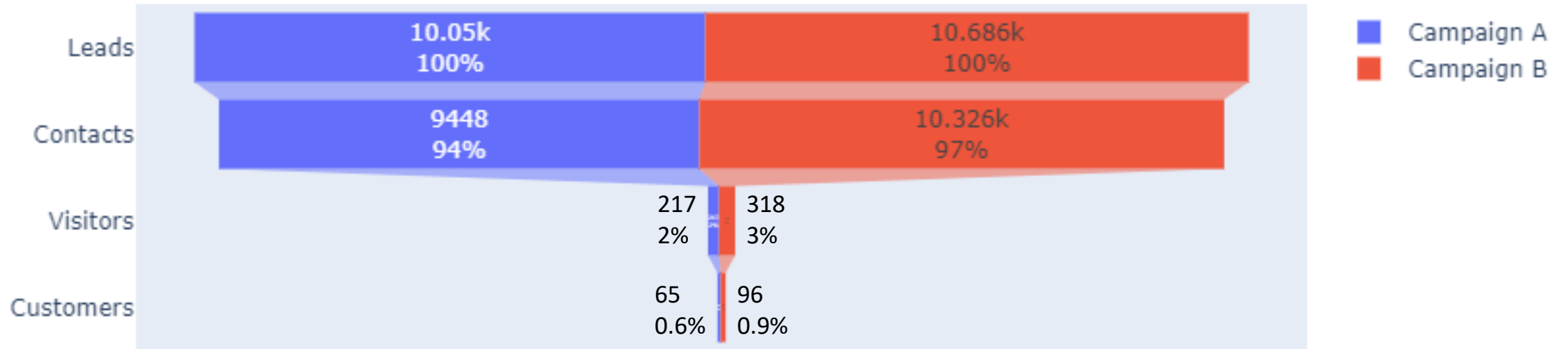
T-test

0.23

P-value

Campaign A's revenue is comparable to Campaign B's.

Sales Funnel By Campaign



KPIs By Campaign

Campaign A

29.95%

conversion rate

\$51.71

revenue per order

Campaign B

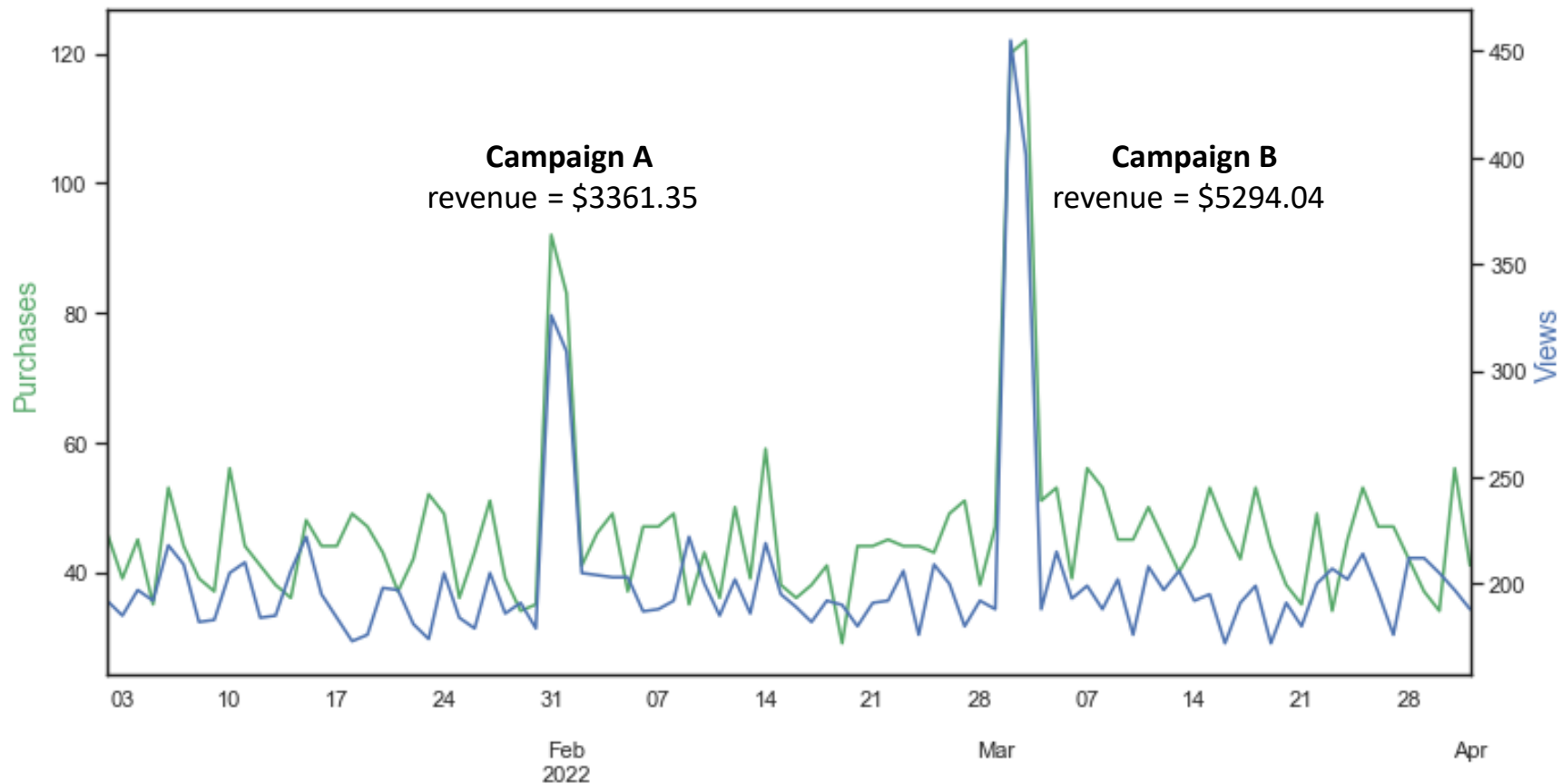
30.19%

conversion rate

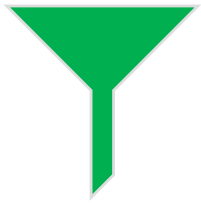
\$55.15

revenue per order

Email Campaigns



Summary



Purchase more
leads.



Target high-income
30-50-year-olds.



Continue email
campaigns.

Thank you.

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