



Octantis

**Growth Performance Review and
Media Optimization Recommendation**

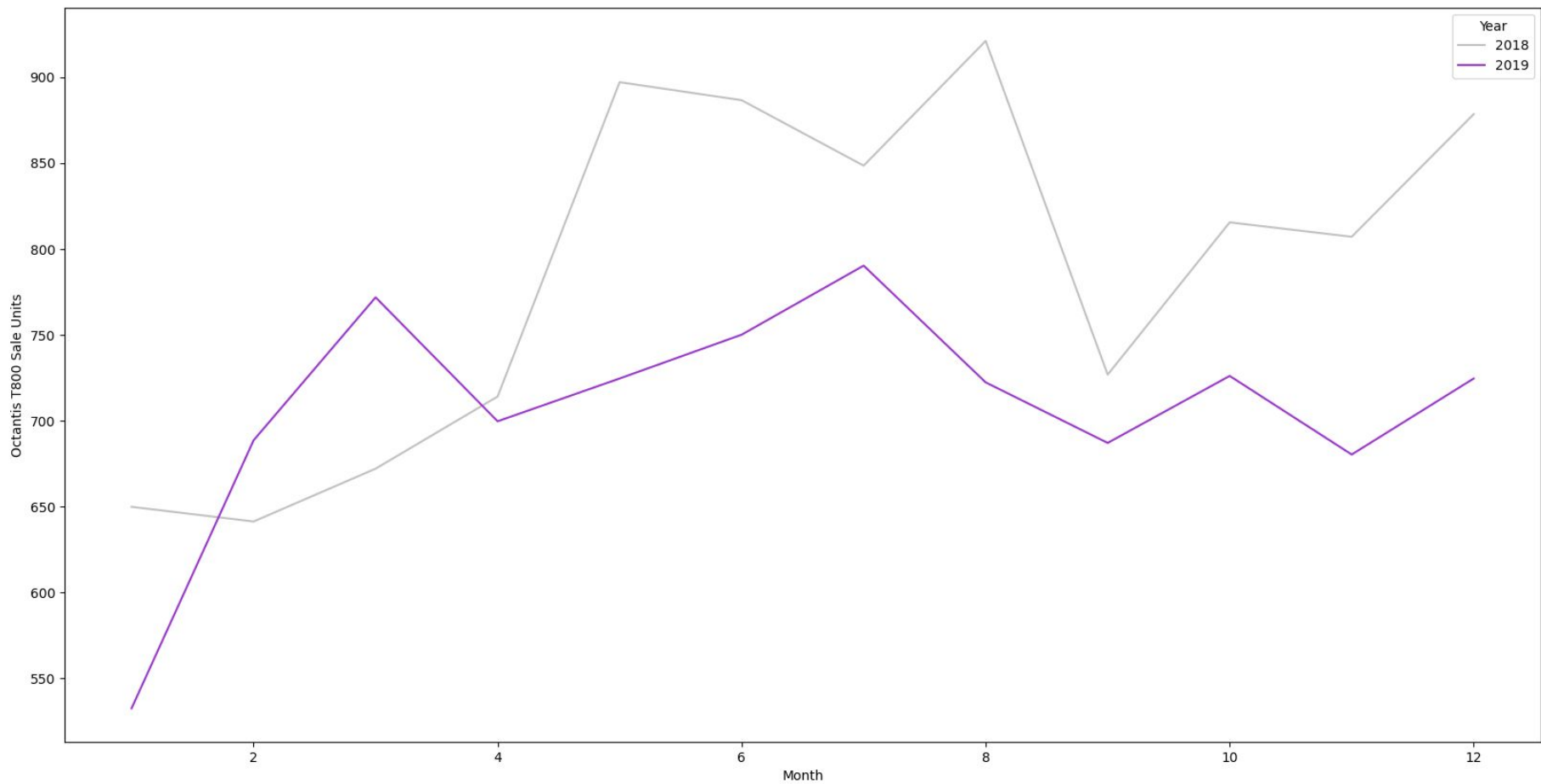
Performance Review

2018 - 2019



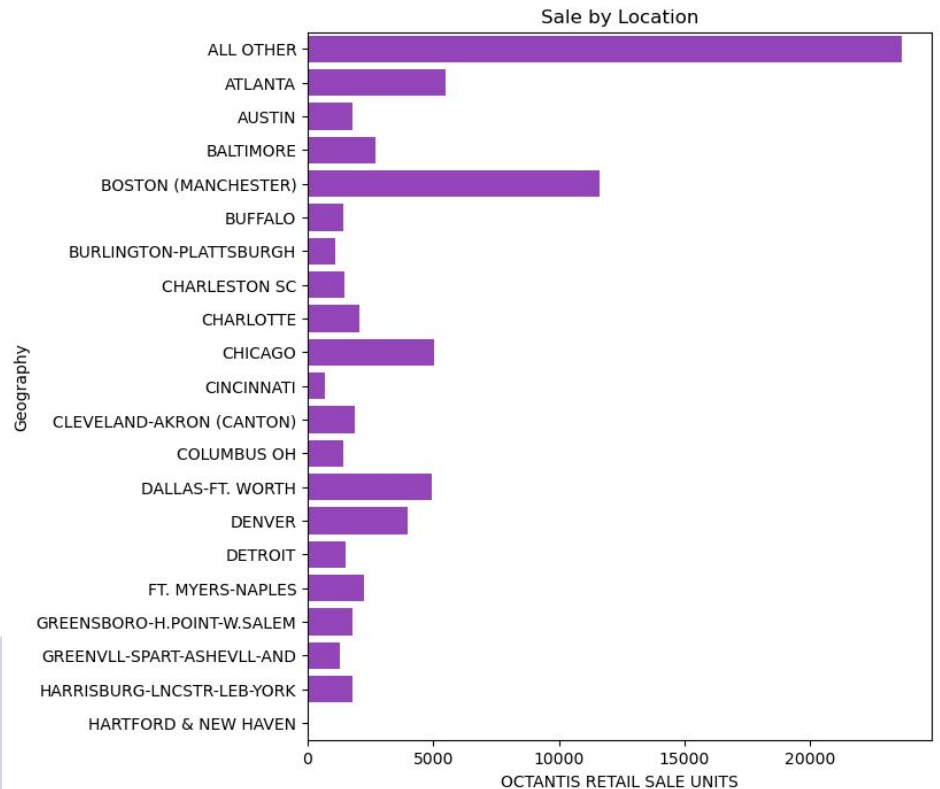
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Unit sale quantities of
Octantis T800 decreased
from 2018 to 2019 by **13%**



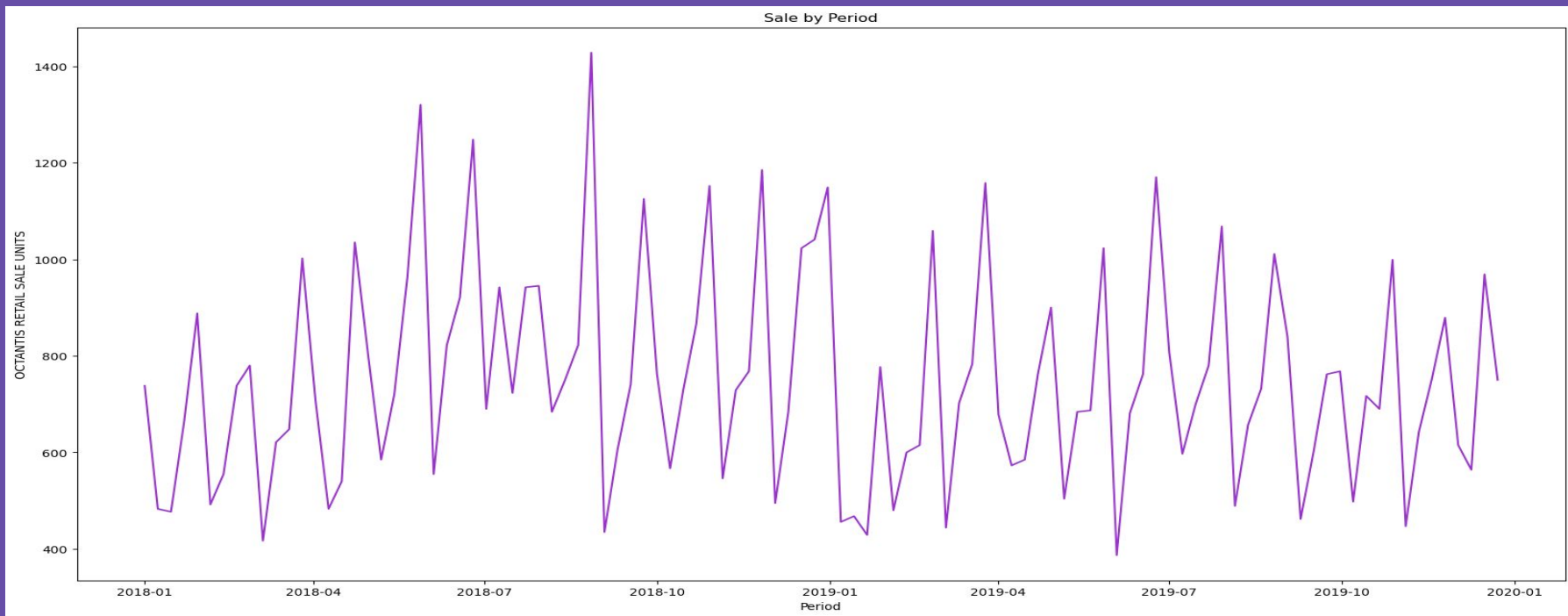
Geo-Performance

- While majority of sales are from other states,
- **Boston, Atlanta, Chicago and Dallas** have been the top four cities that drove significant amount of sales in 2018 and 2019.

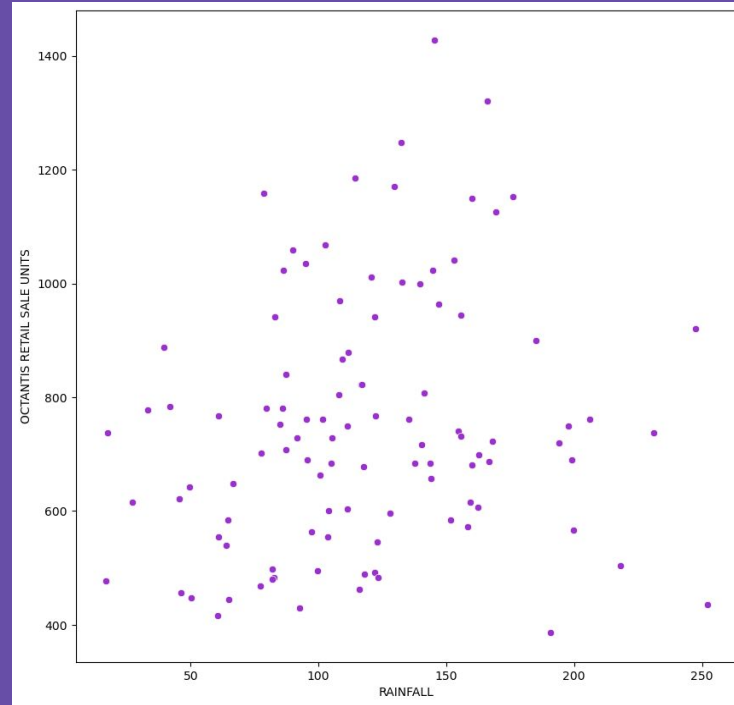
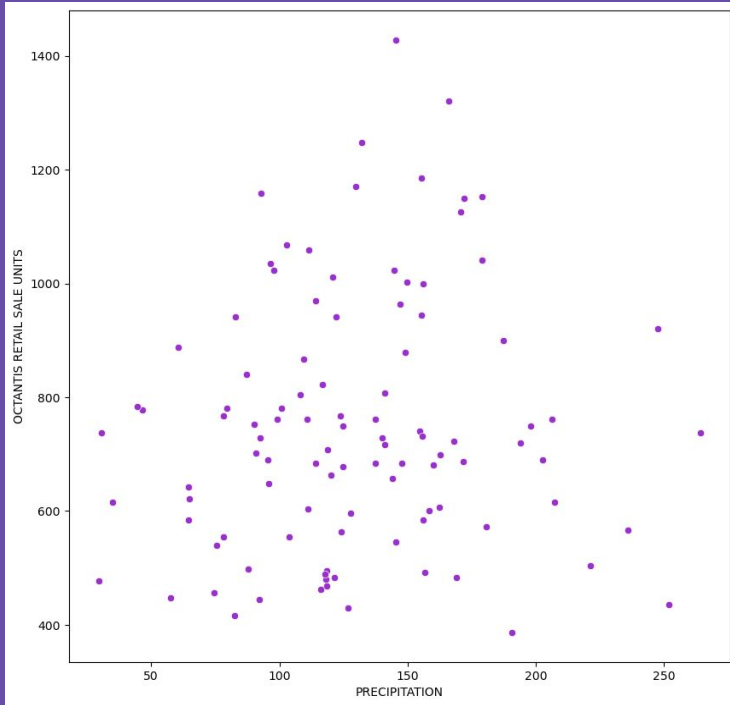


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Seasonality plays an important factor that affect the sales of the Octantis T800 product.

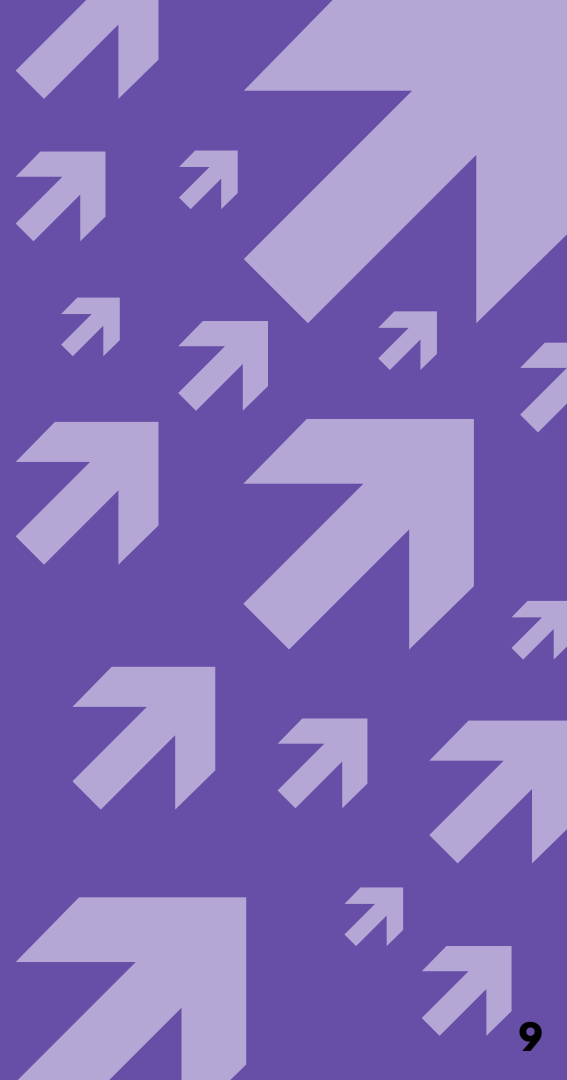


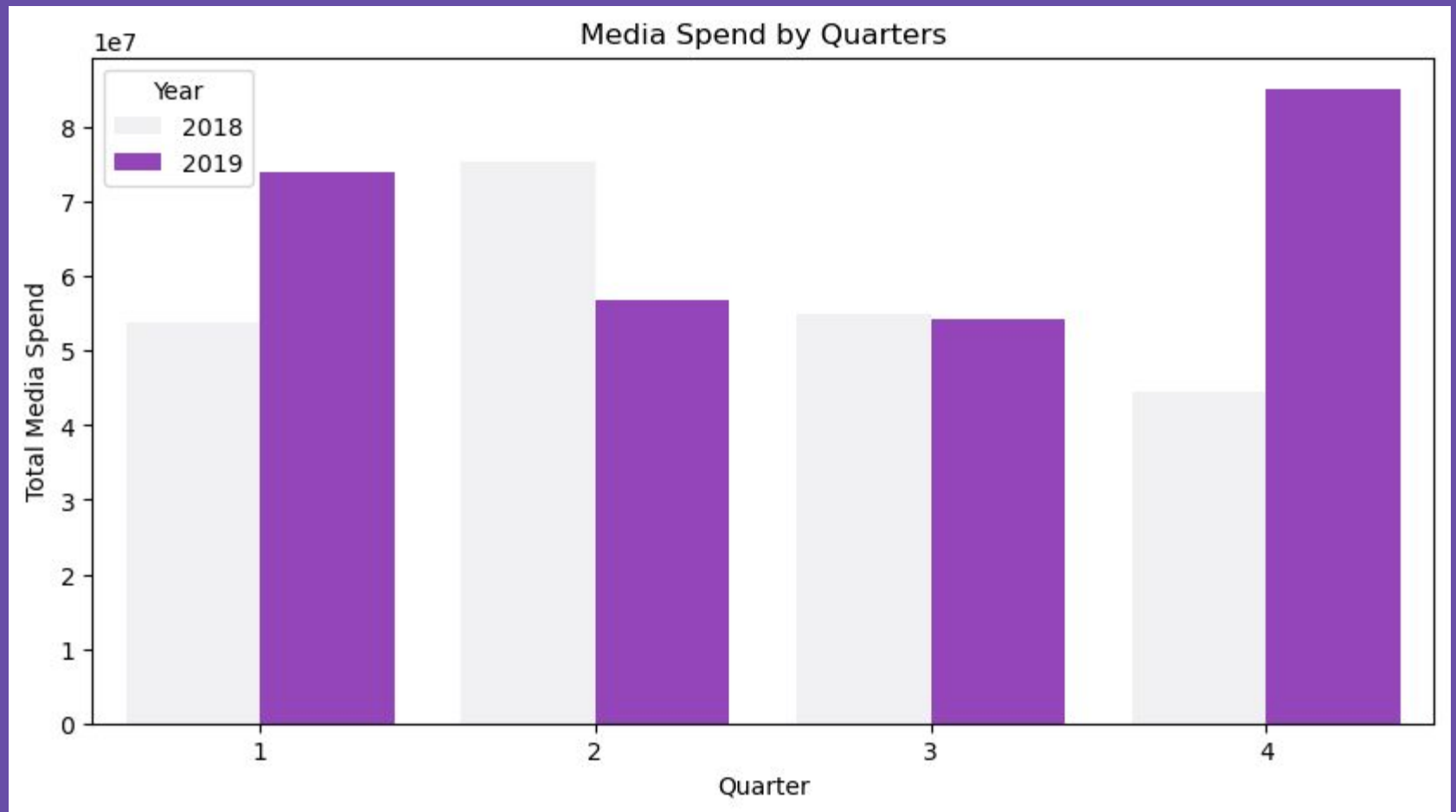
Weather shows strong correlation with Unit Sales



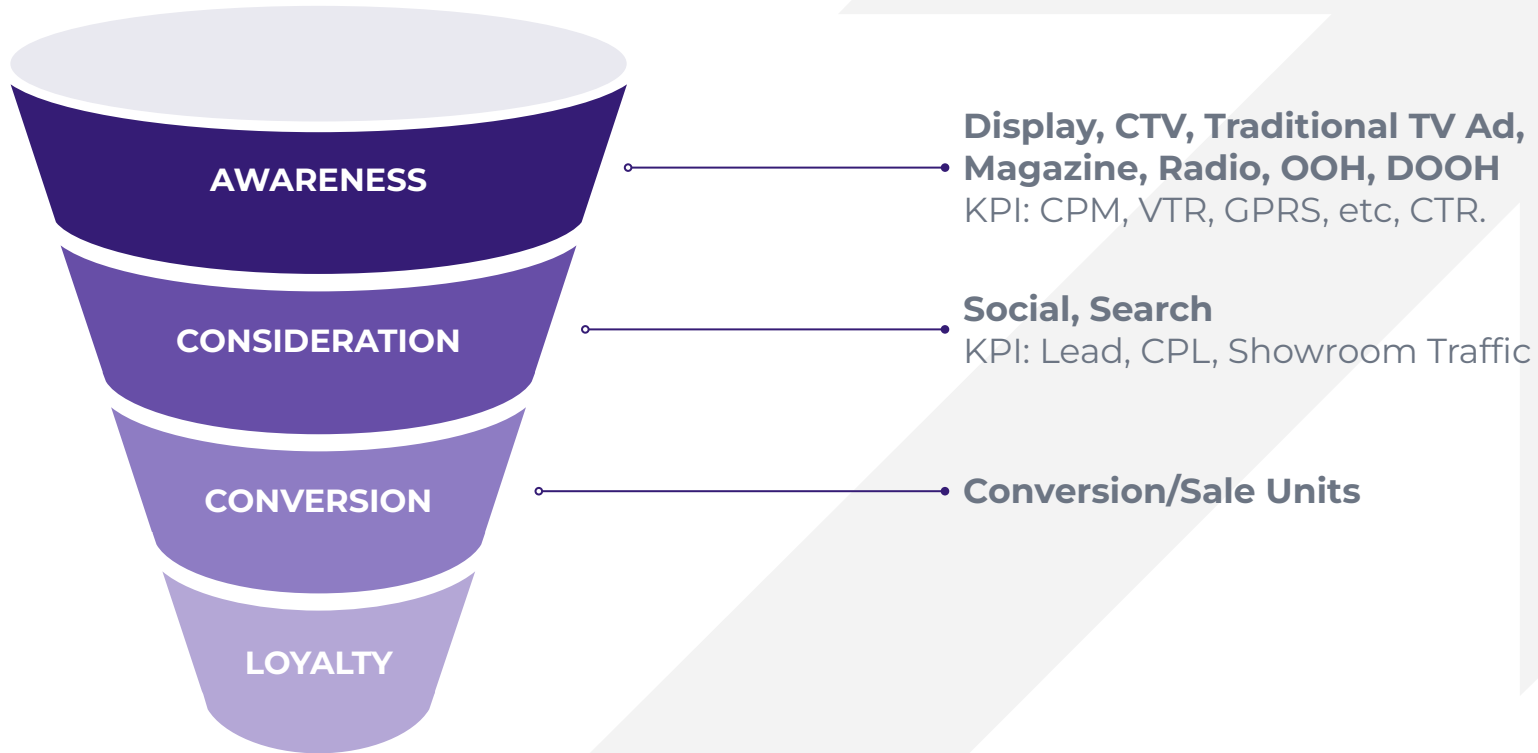
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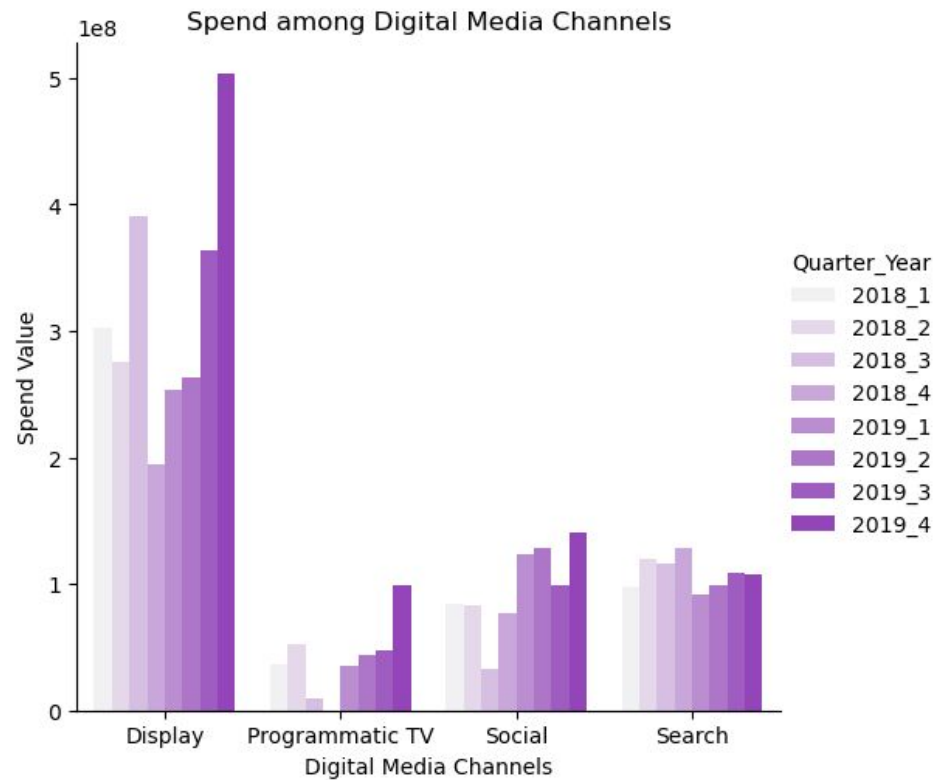
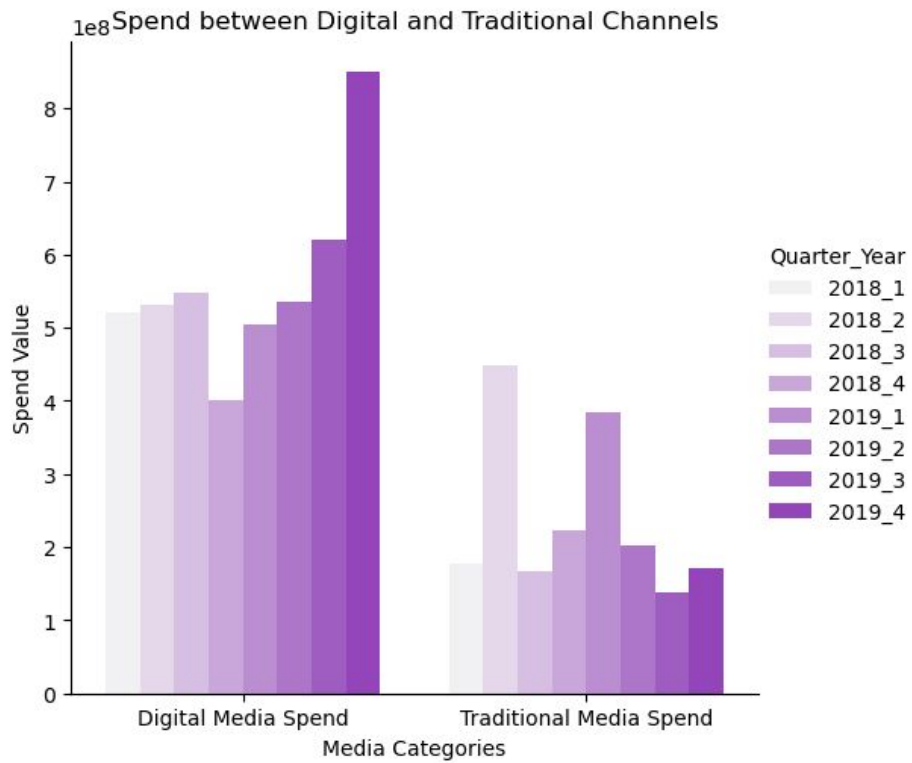
Negative correlation
between **Media Spend**
and the Octantis T800
Sale Units.



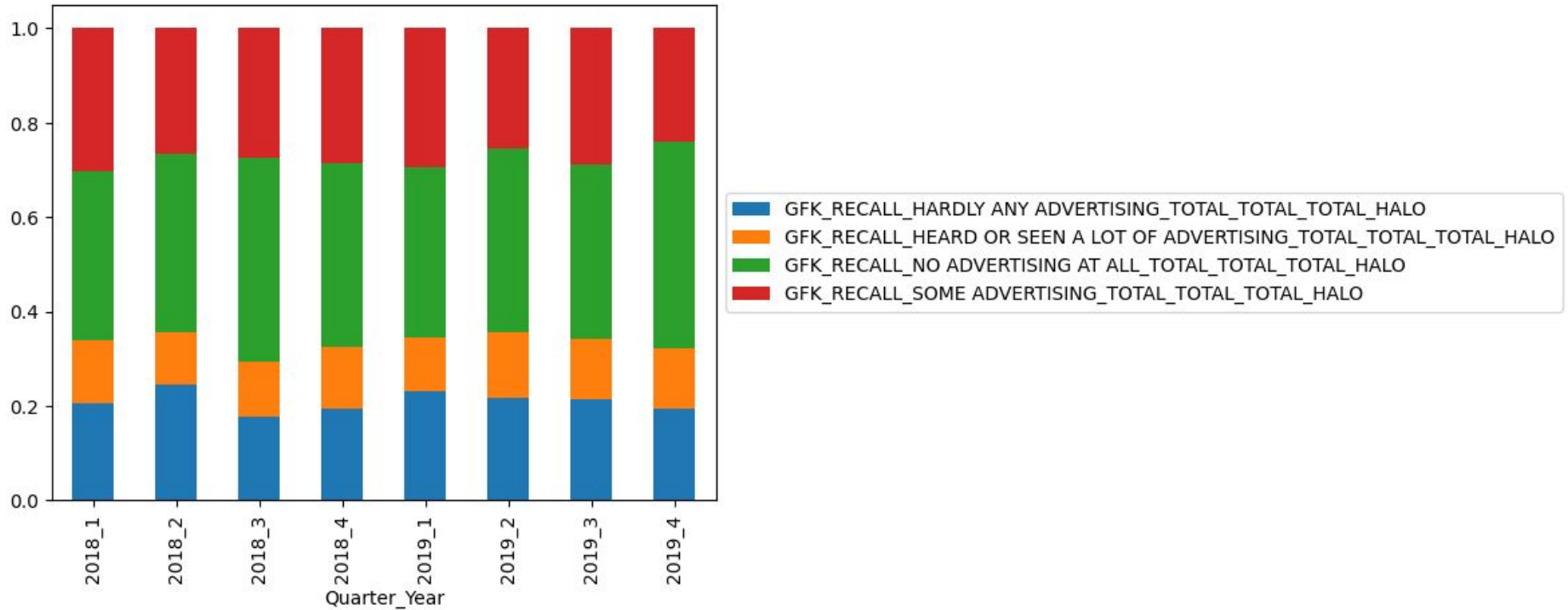


Marketing Funnel

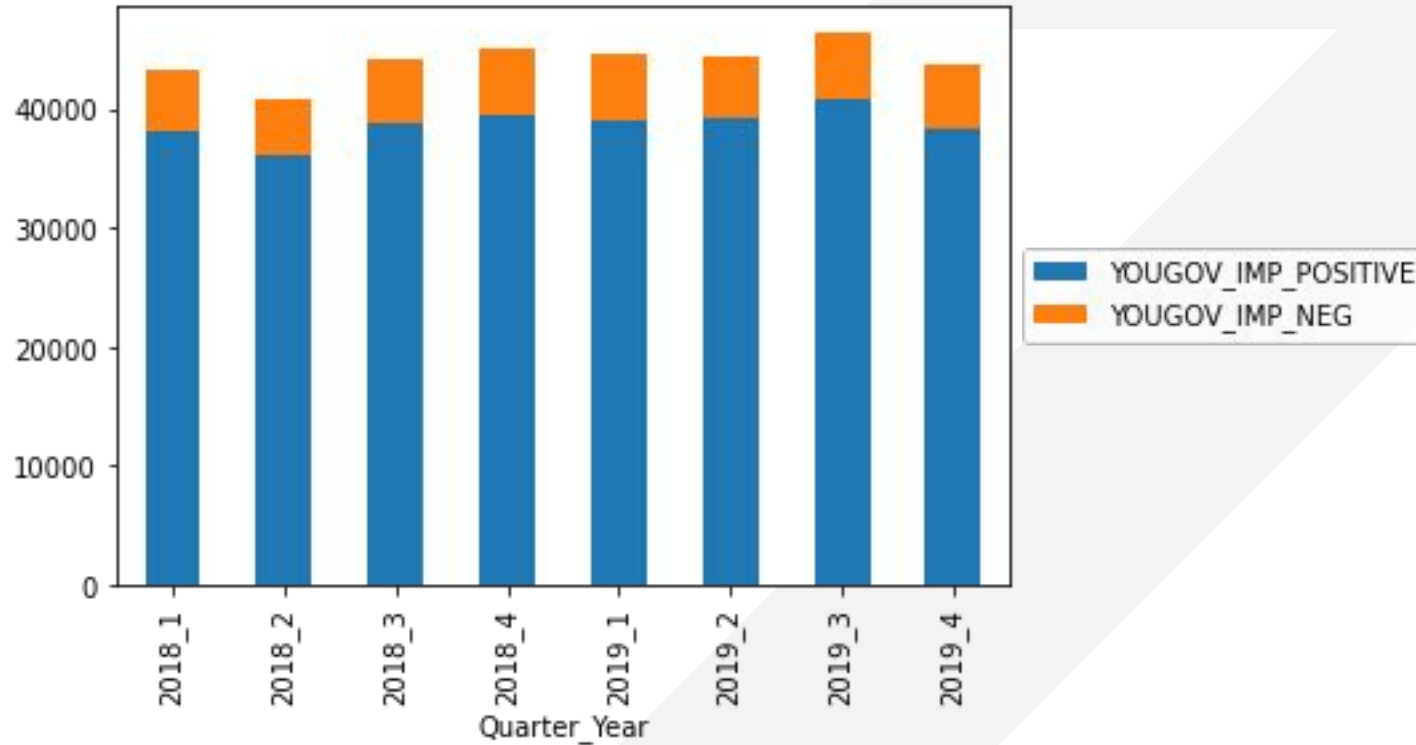




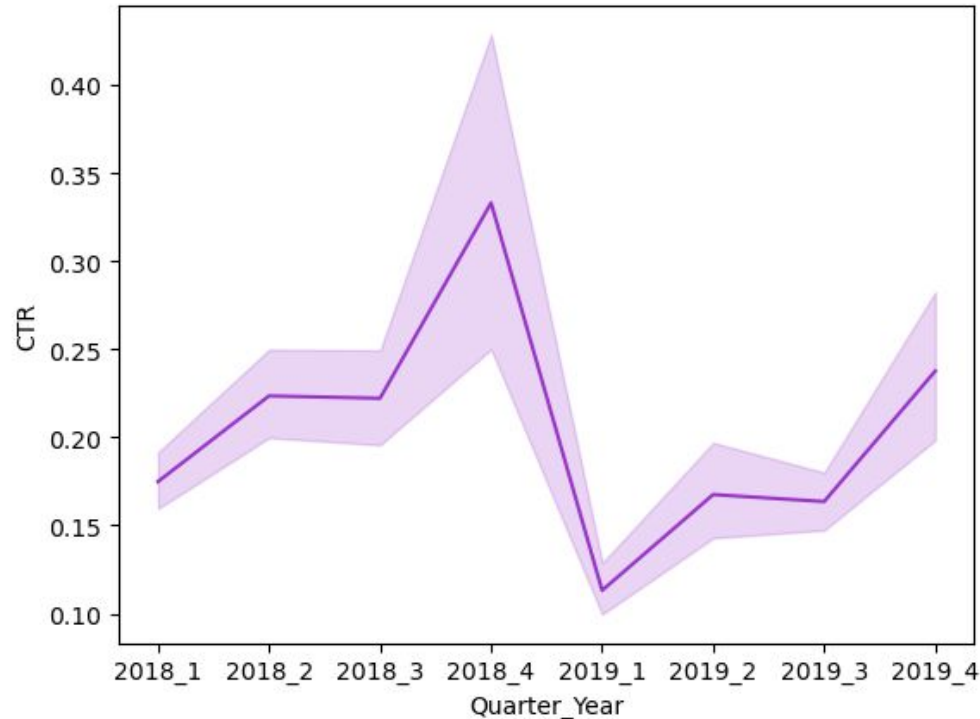
Awareness Channels and Audience Perception of Ad



Awareness Channels and Audience Perception of Ad

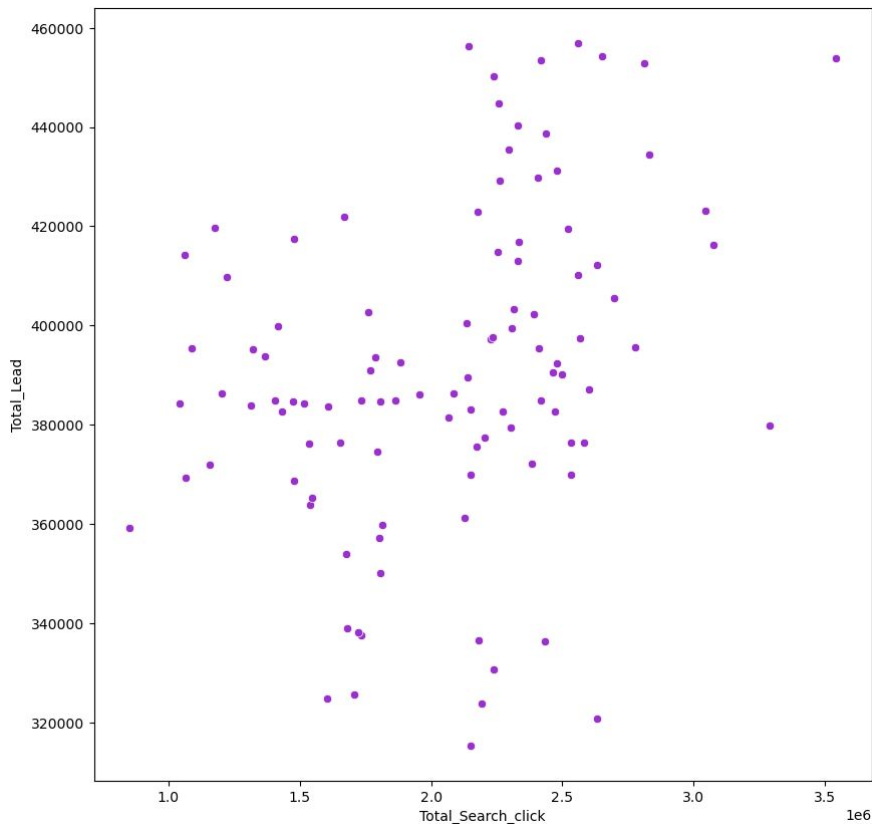


Awareness Channels - Display Performance



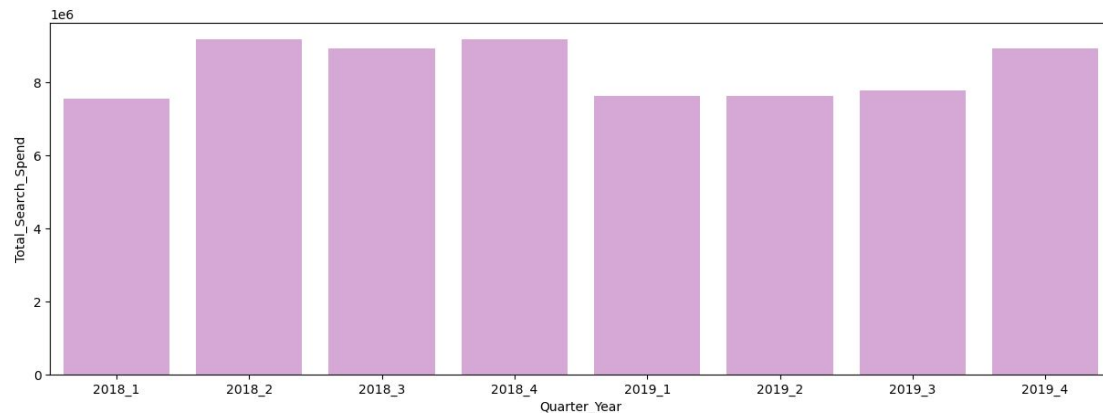
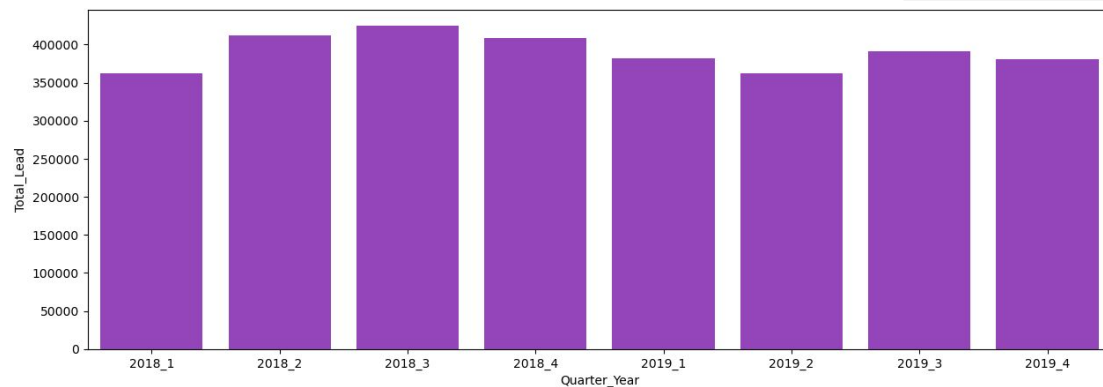
While the brand focused majority of media budget into Display channels starting from Q2 2019, The overall Display's CTR of 2019 was lower than 2018.

Consideration Channels - Search Performance



- Search is an effective channel in driving lead generation.
- There is correlation between the total search clicks and the total lead generated.

Consideration Channels - Search Performance



- The brand spent an equal amount of budget across all quarters.

Optimizations Recommendation

2018 - 2019



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1. **Lower** the budget of **Display channel**
2. **Shift the focus** and increase spend in **Search channel**

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3. Allocating Awareness

Funnel to spend more
during new product
release season.

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**4. Allocating more
budget to Search and
Social channels to
summer months from
April to August**

Thanks!

Any questions?