



12K Customers converted

49% Redemption rate

\$15K Average daily revenue increase

\$8.76

50-point visibility boost via social media

6-point improvement in day-1 purchase retention



OFFER CAMPAIGN

Overview

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30-Day Promotional Offers

Measures the effectiveness of offers on customers behaviours in a coffee shop



Sales

\$1.6M

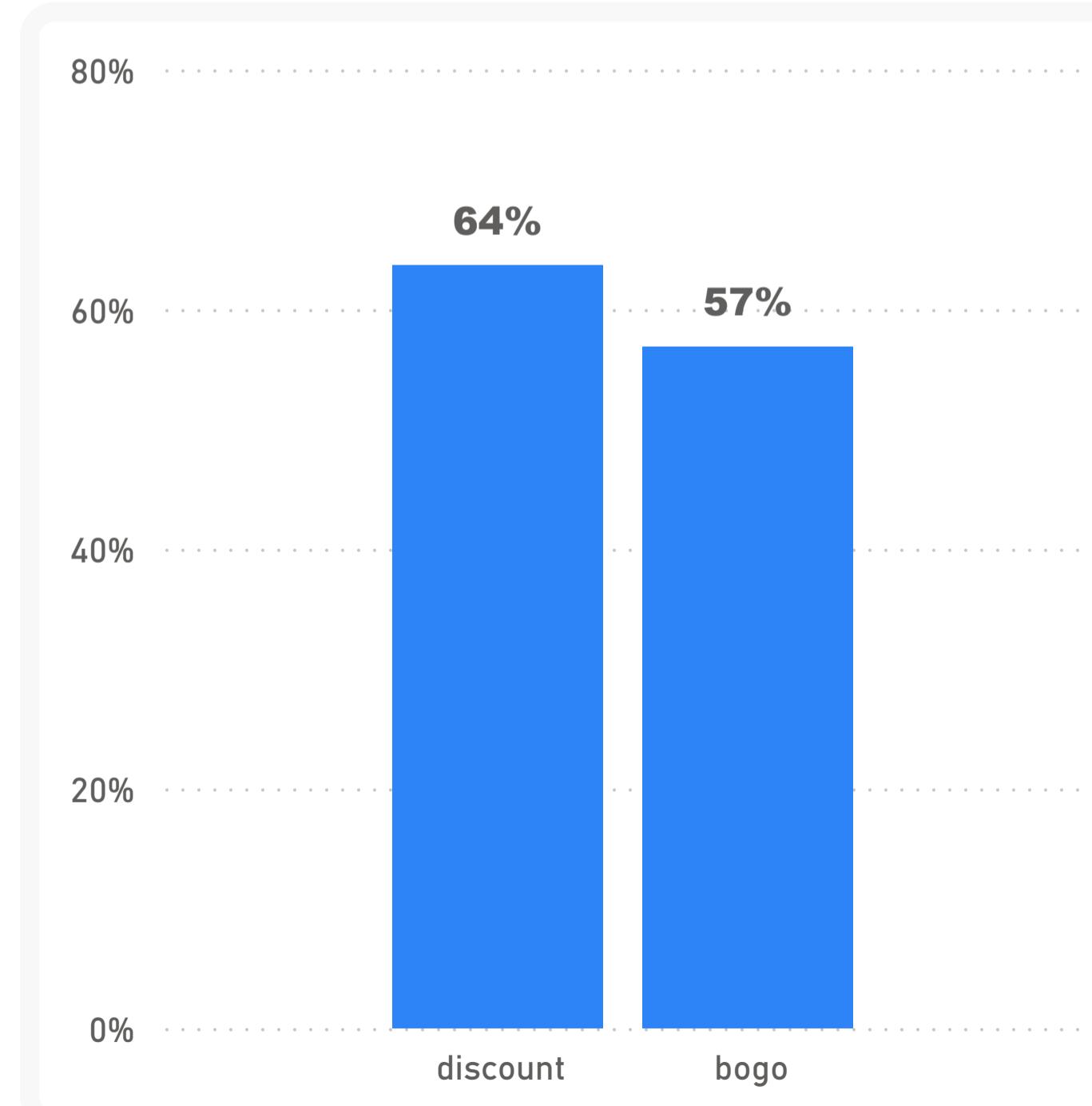
Sent Offers

66.5K

Converted Customers

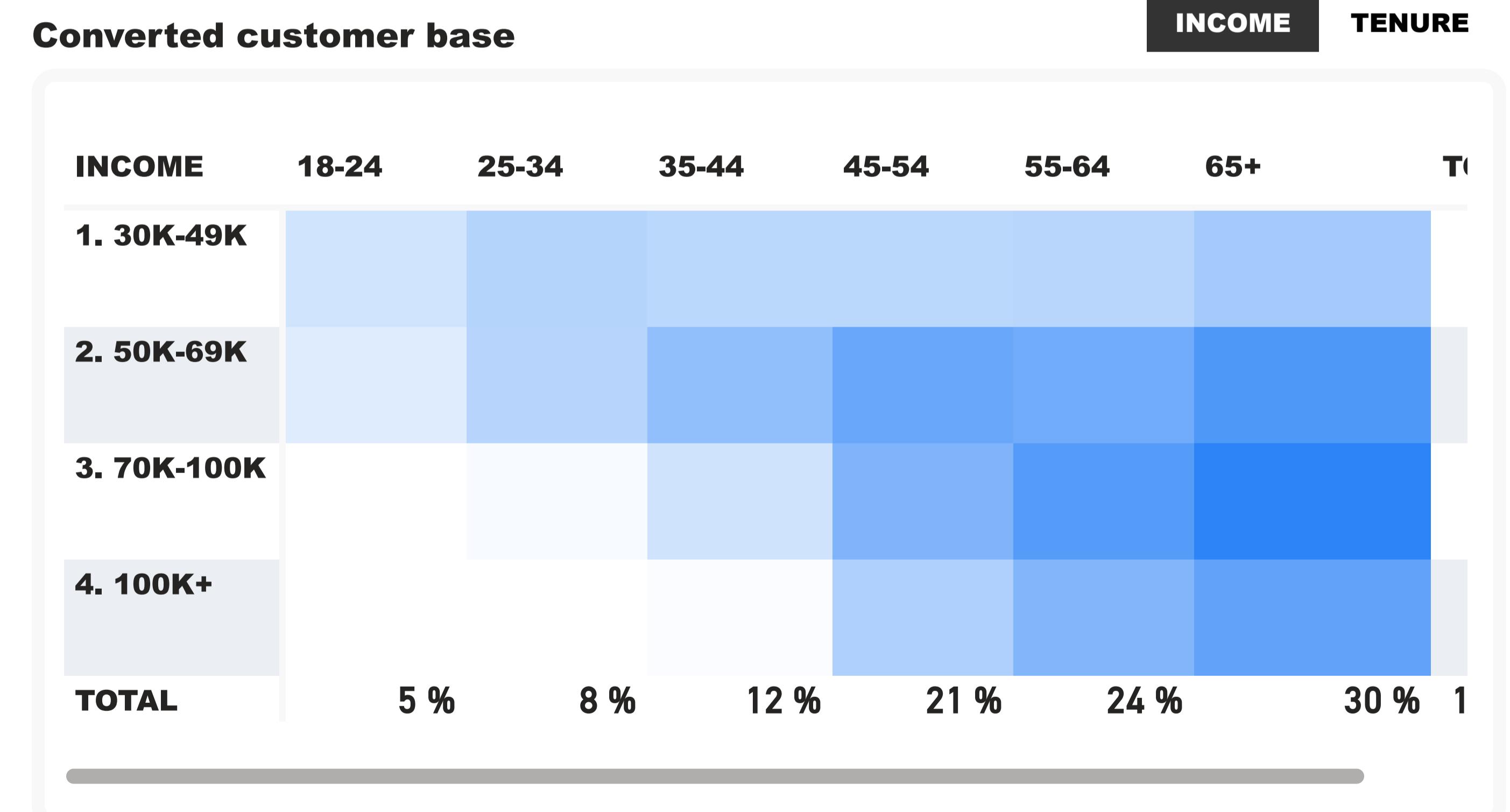
12.0K

Redemption rate by offer type



*bogo (buy one, get one)

Converted customer base





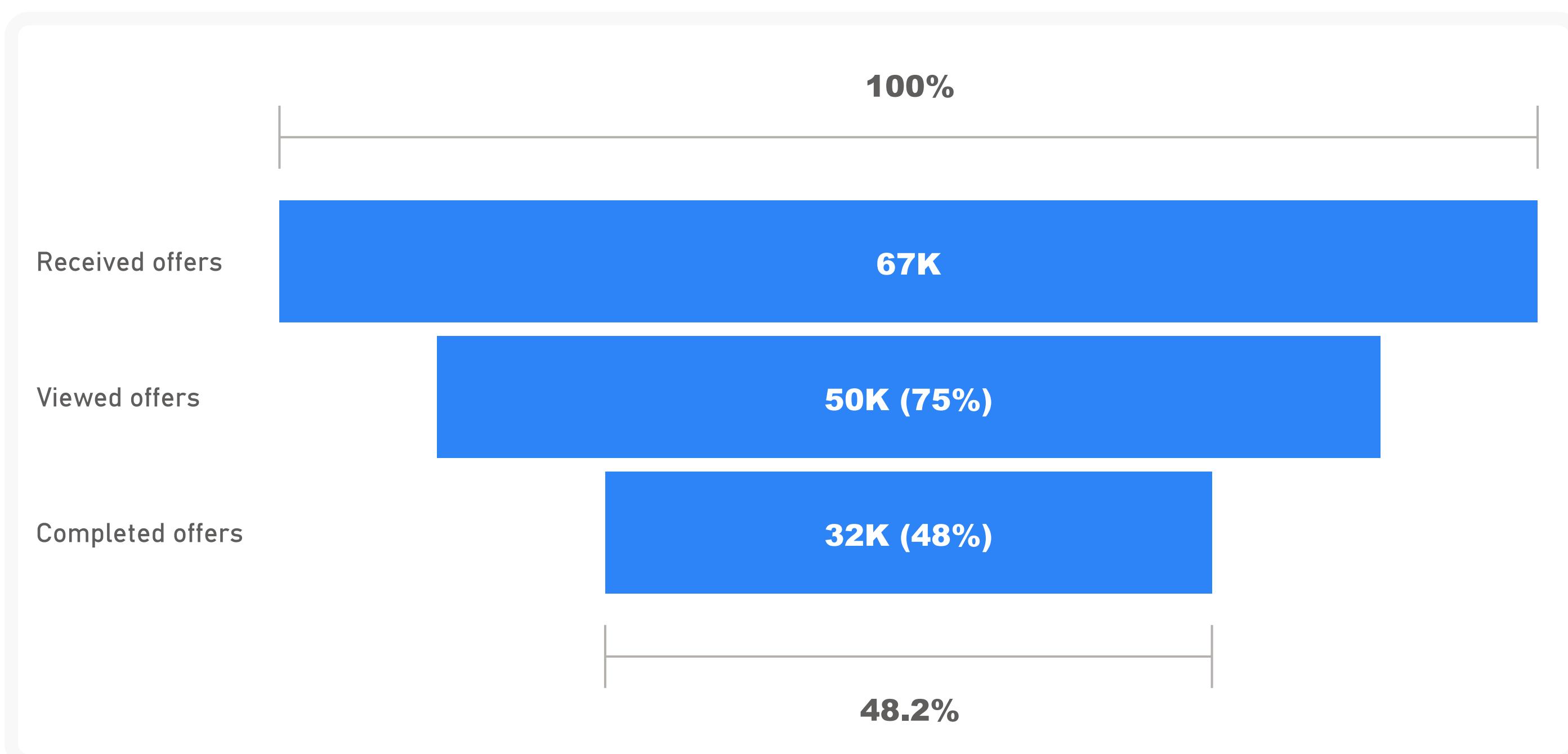
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Redemption Analysis

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Offer conversion funnel

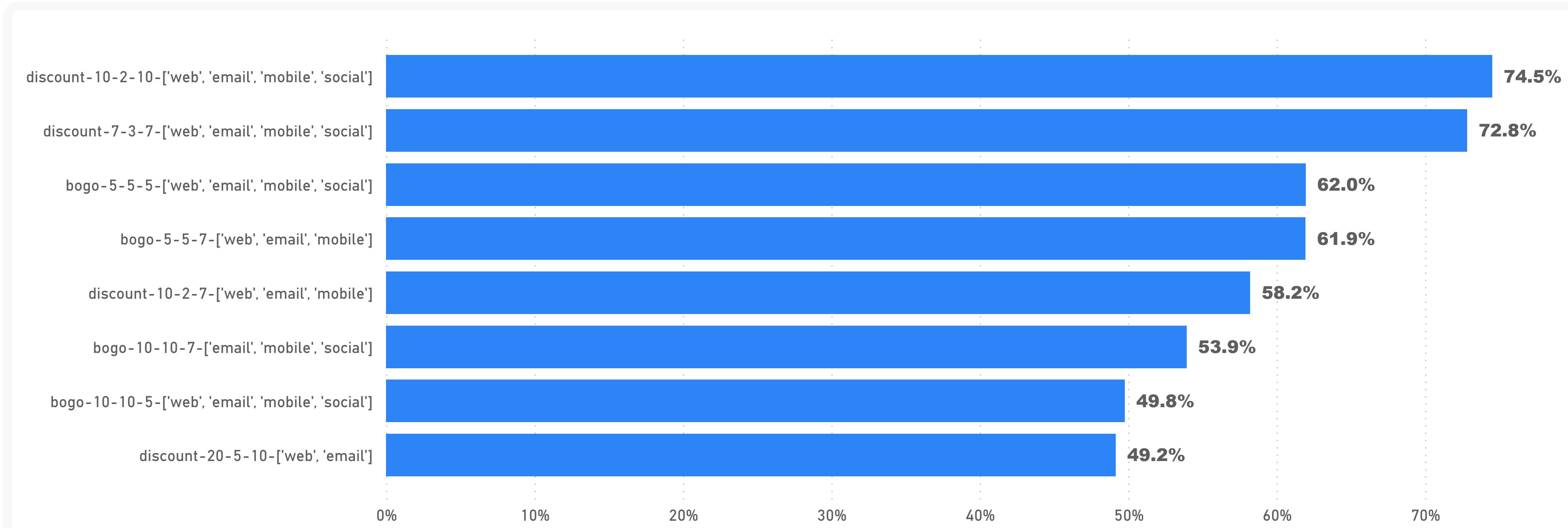


14.8K Customers who received at least 1 offer

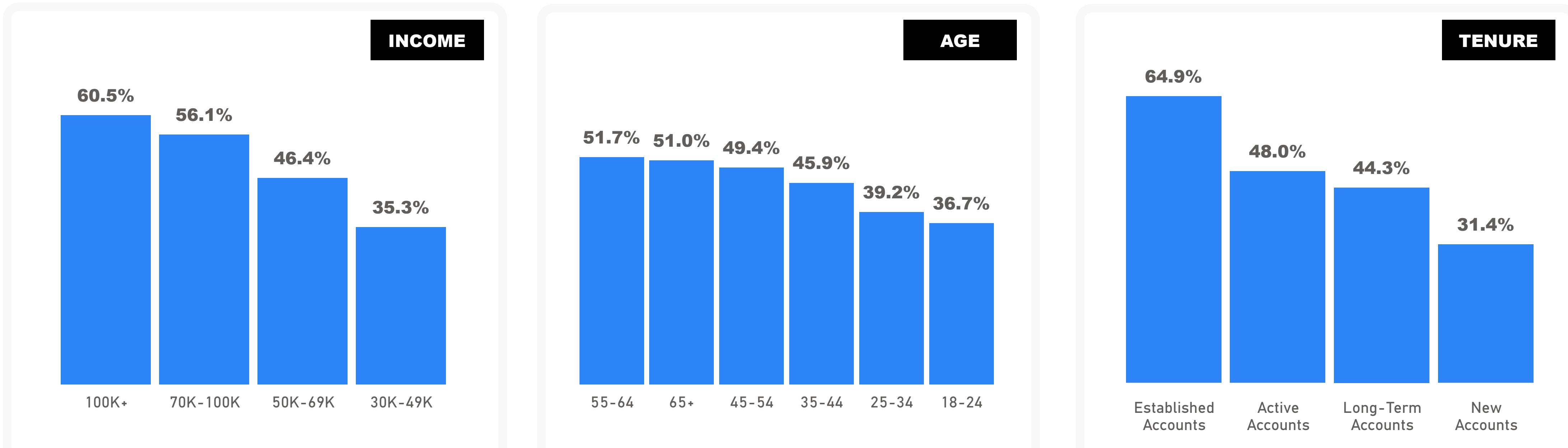
99.0% Customers who viewed at least 1 offer

80.9% Customers who completed at least 1 offer

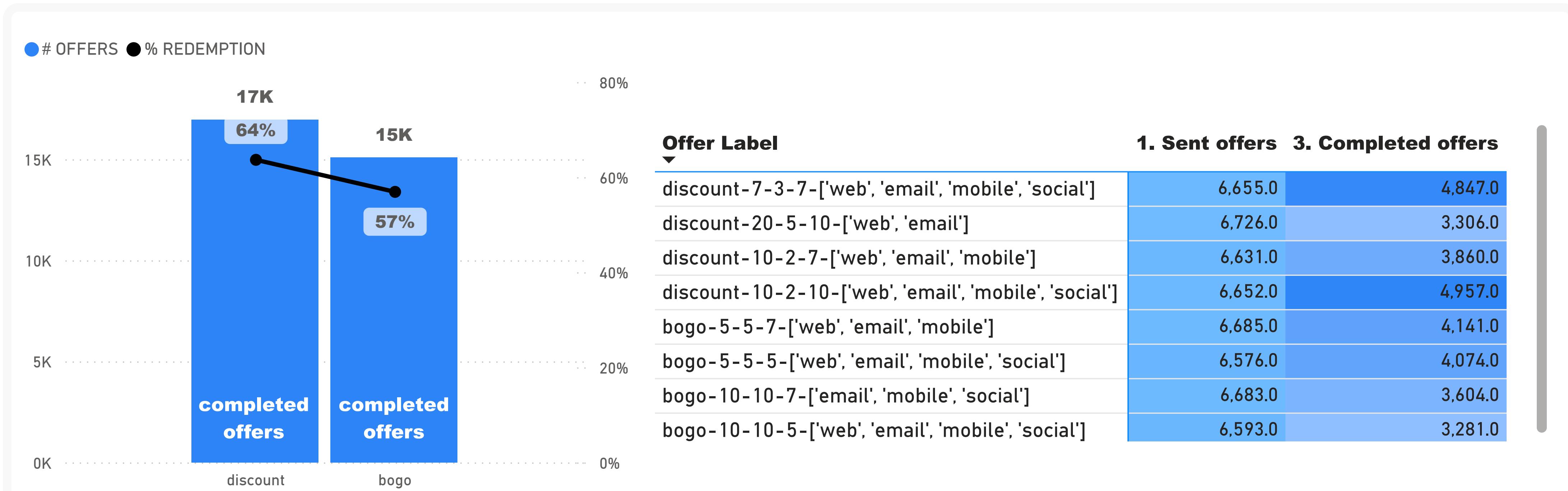
Redemption rate by offer



Redemption rate by segments



Redemption rate by segments





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Revenue Analysis

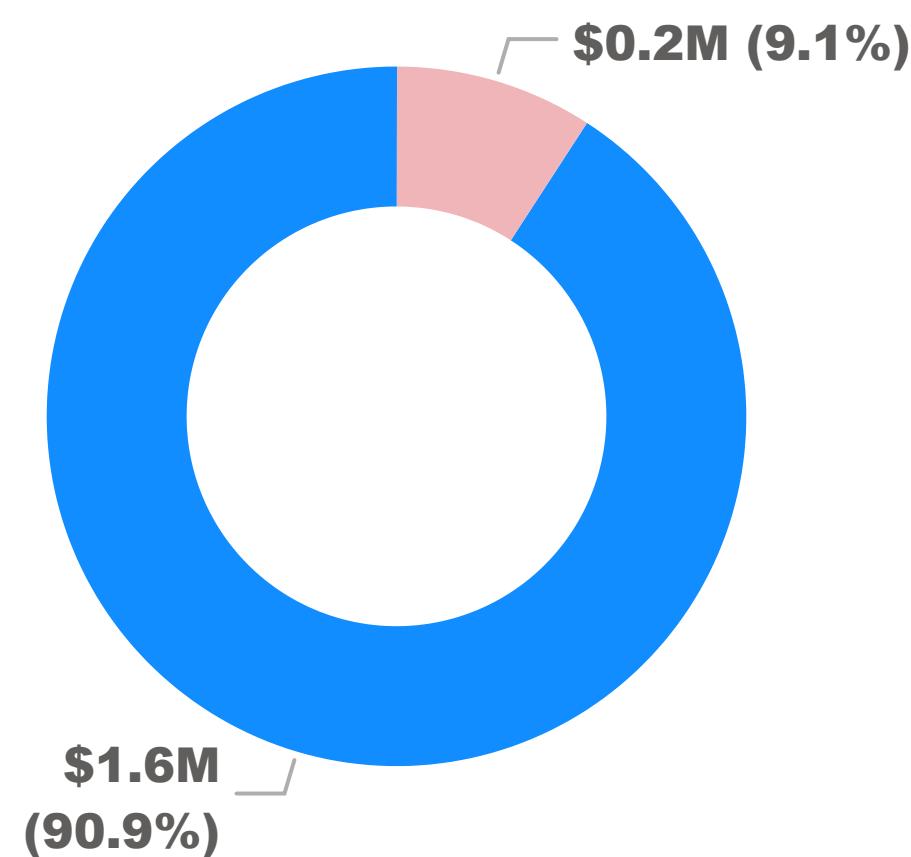
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KPIs overview

Net Revenue

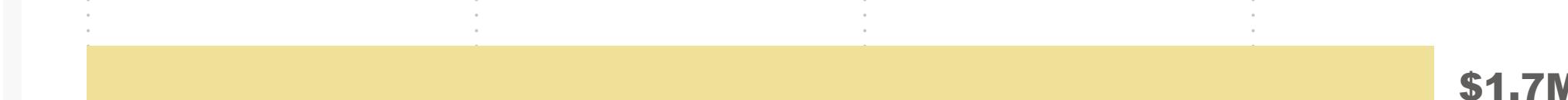
\$1.6M



Rewards

9.1%

● Sales ● Rewards



\$0.0M

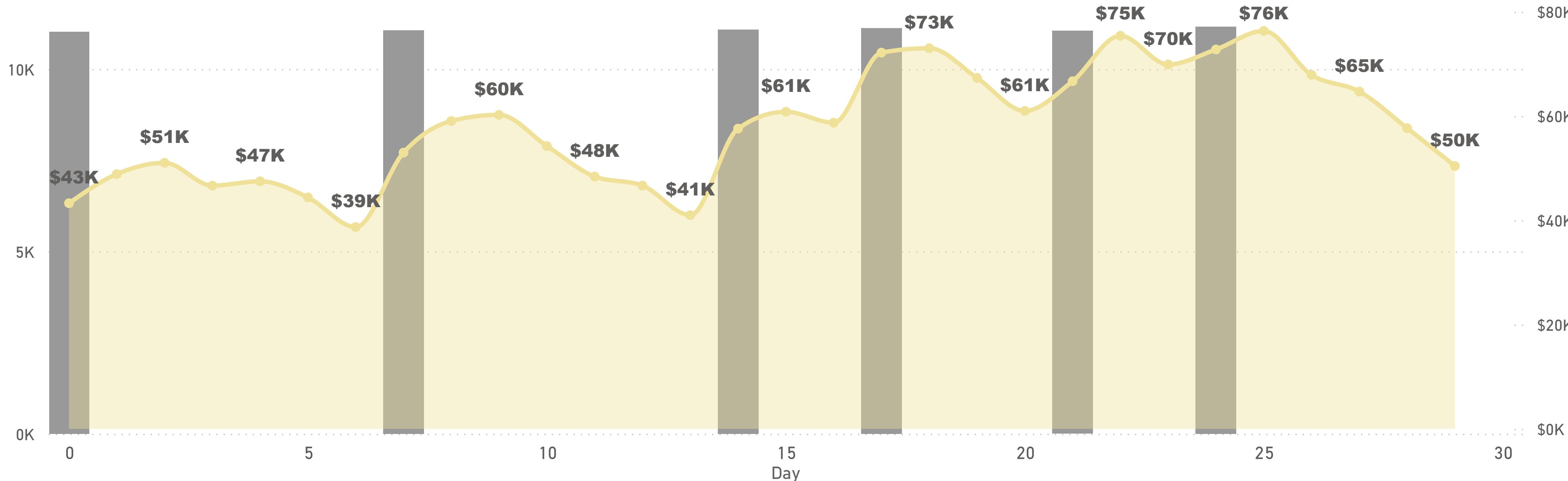
\$0.5M

\$1.0M

\$1.5M

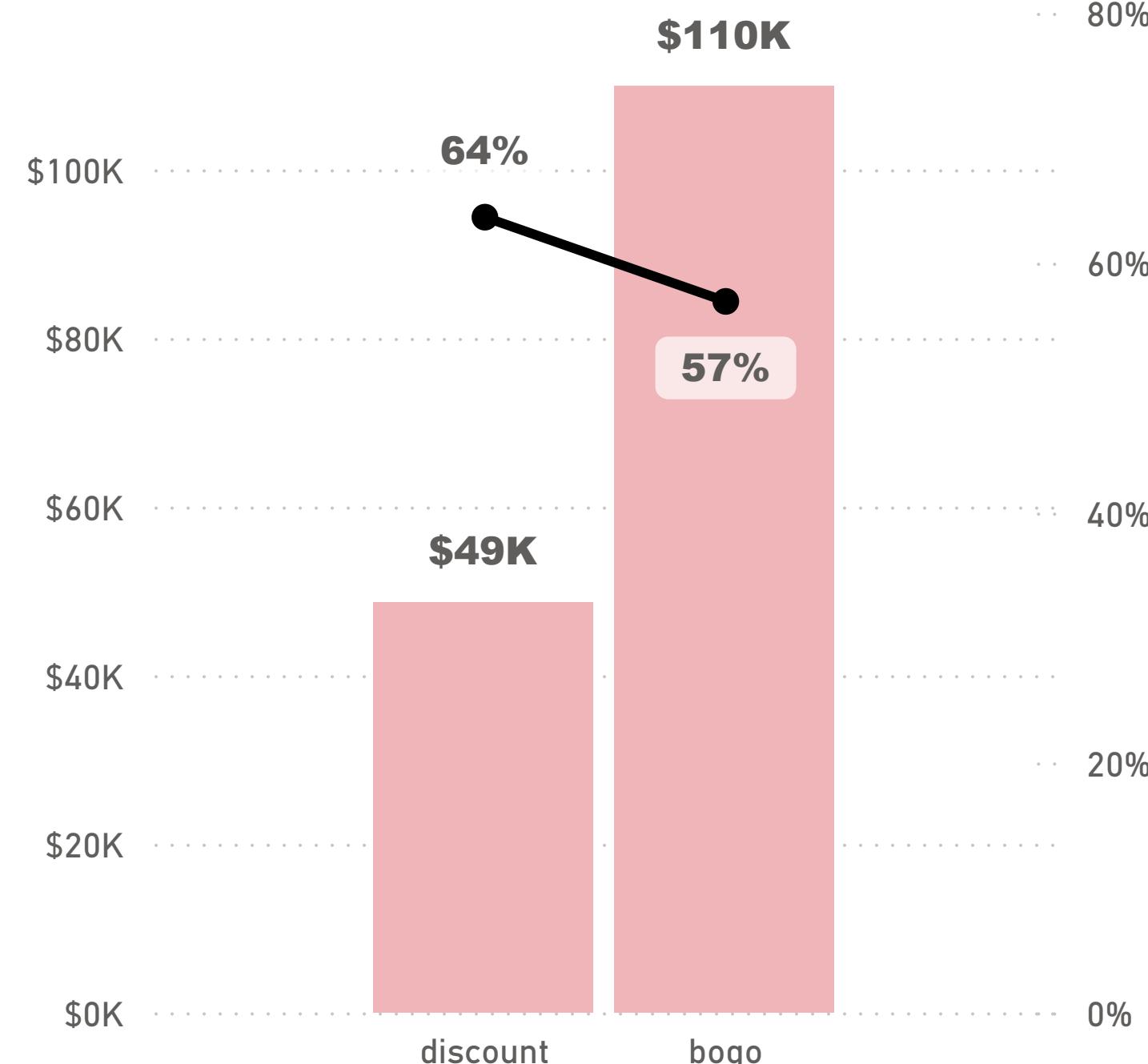
Sales (\$) vs. offer frequency

● Offers Sent ● Sales



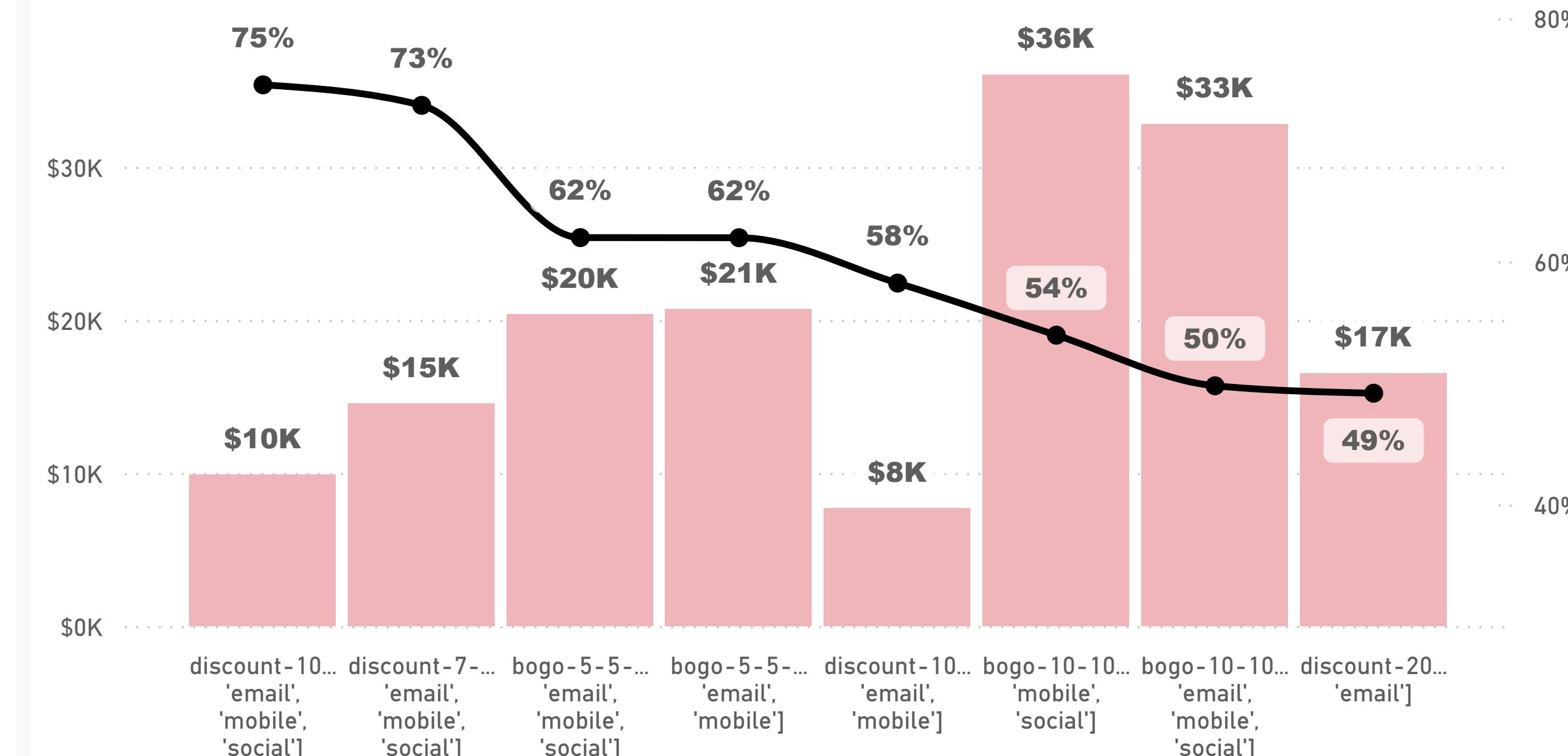
Rewards & redemption rate by offer type

● Rewards ● Redemption Rate



Rewards & redemption rate by offer

● Rewards ● Redemption Rate



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Offer Analysis

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Offers Prepared

11

Sent Offers

66.5K

Completed Offers

48.2%

Rewards

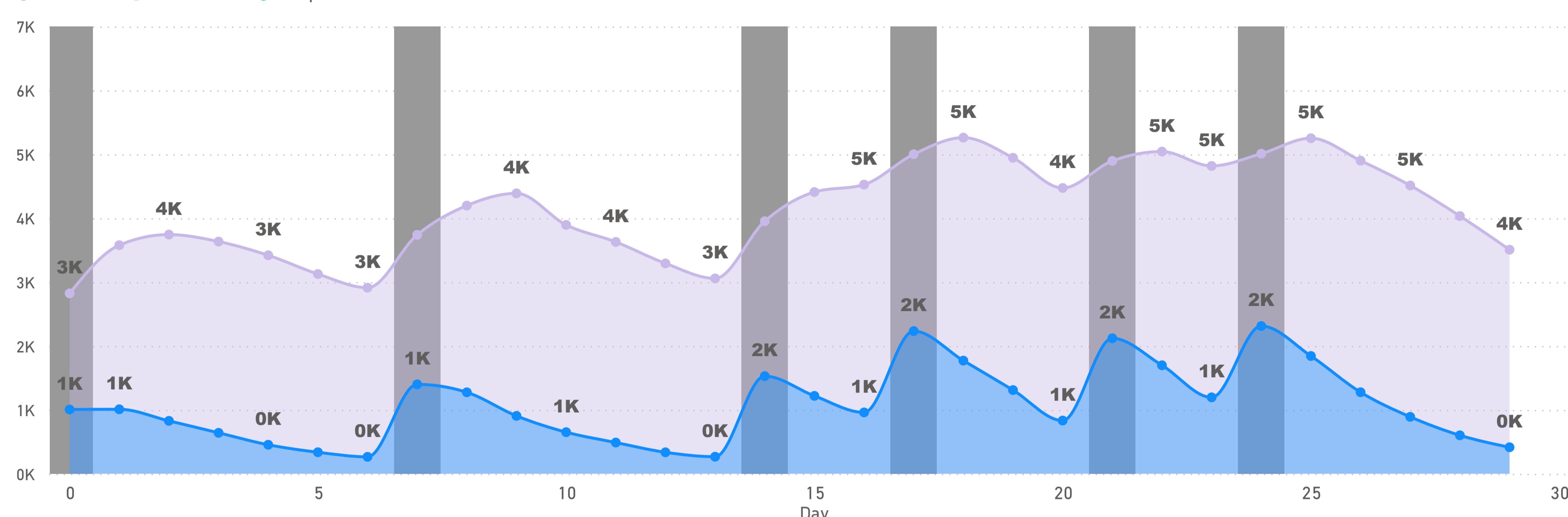
\$159K

Sales

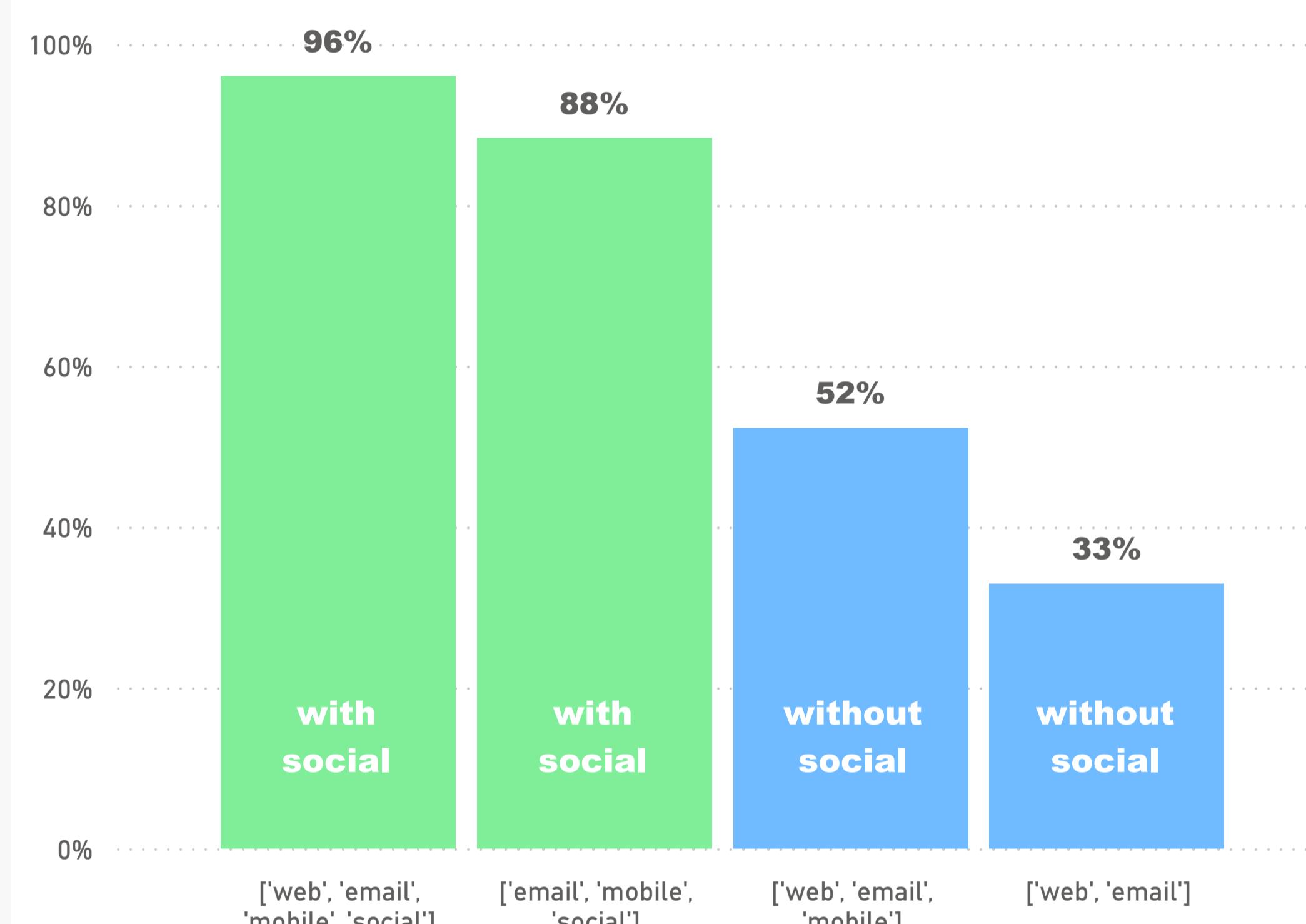
\$1.7M

Transactions vs. offer frequency

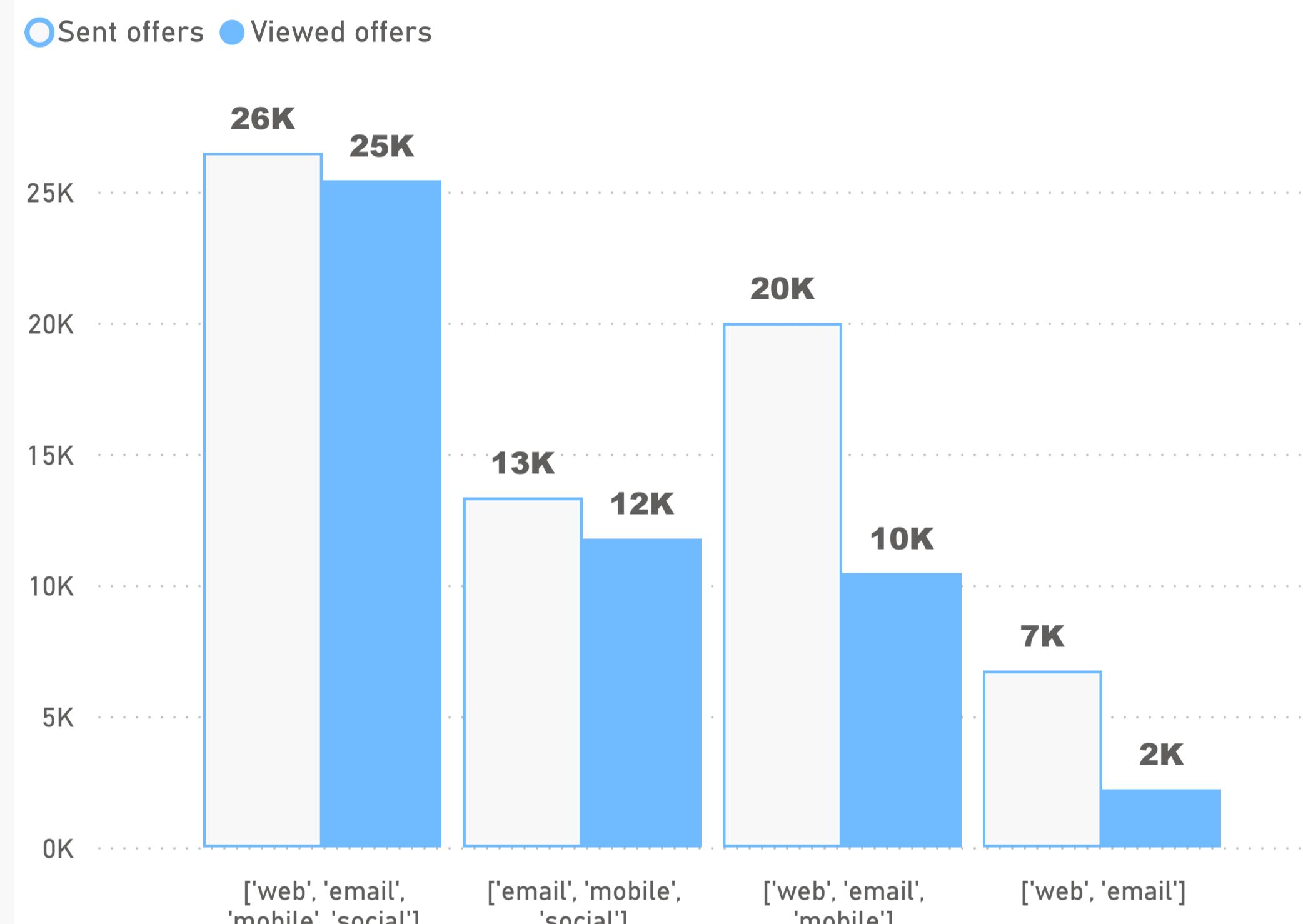
● Sent offers ● Transactions ● Completed offers



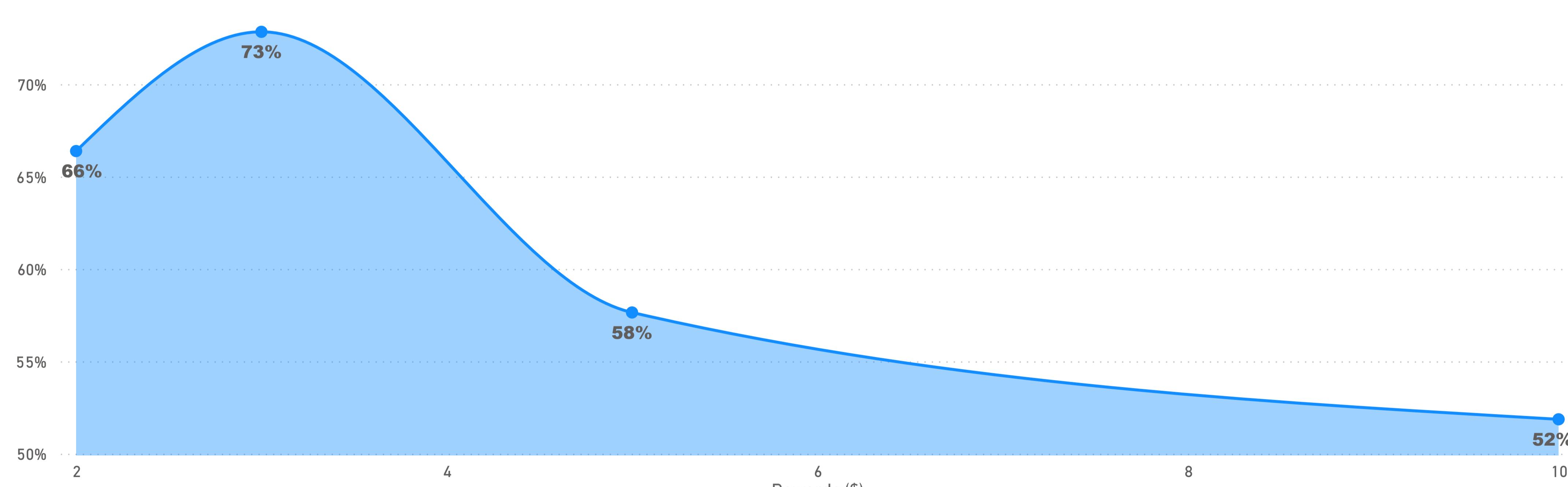
Channels impact on view rate



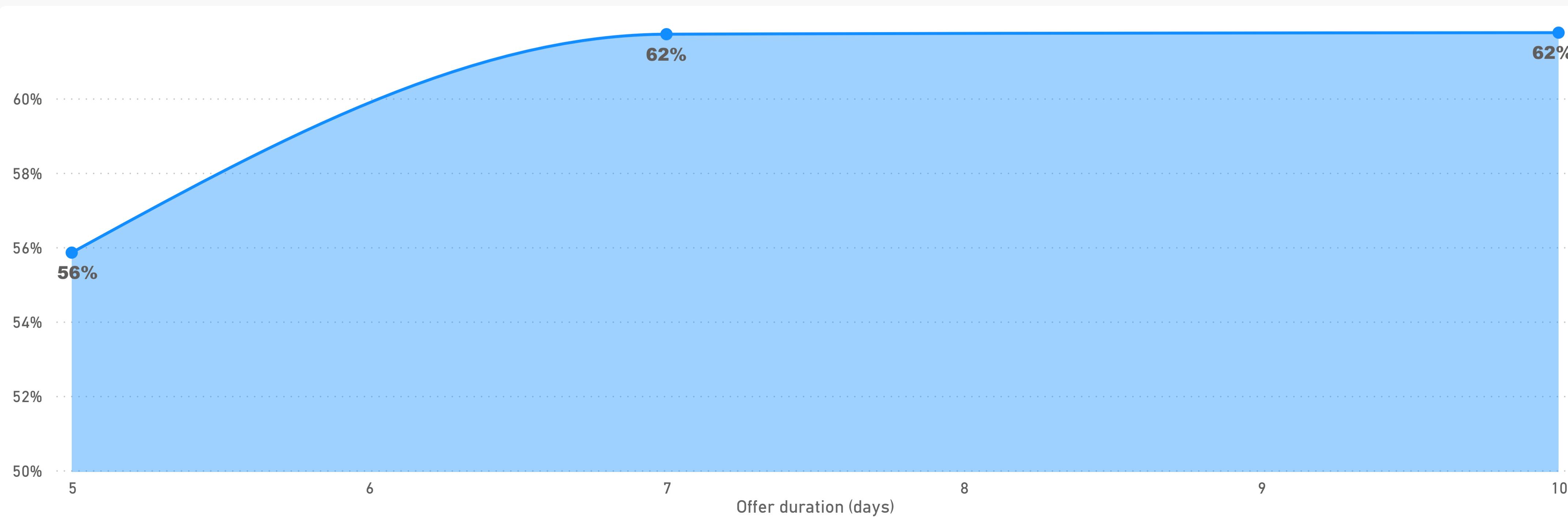
Channels Performance on view rate



Reward impact on redemption rate



Duration impact on redemption rate





Median Response Time (days)

17

ATV

\$6.4

Avg. Transactions per Customer

5

9

+4 pts

not-completed segments

completed segments

D1 Purchase Retention (%)

16

22

+6 pts

not-completed segments

completed segments

Top offers by segments

Which offers customers preferred to complete?

Gender

F

Offer Redemption rate

discount-10-2-10	81.6%
discount-7-3-7	80.6%
bogo-5-5-7	71.5%
bogo-5-5-5	69.5%
discount-10-2-7	67.1%
bogo-10-10-7	66.7%
bogo-10-10-5	63.2%
discount-20-5-10	59.2%

Income

1. 30K-49K

Offer Redemption rate

discount-7-3-7	65.0%
discount-10-2-10	64.2%
bogo-5-5-5	49.0%
bogo-5-5-7	48.0%
discount-10-2-7	40.8%
bogo-10-10-7	30.0%
discount-20-5-10	29.2%
bogo-10-10-5	26.7%

Age

18-24

Offer Redemption rate

discount-7-3-7	66.4%
discount-10-2-10	60.9%
bogo-5-5-5	49.4%
bogo-5-5-7	49.4%
discount-10-2-7	41.1%
discount-20-5-10	34.8%
bogo-10-10-7	34.3%
bogo-10-10-5	28.6%

Tenure

1. 0-6 months (New Accounts)

Offer Redemption rate

discount-10-2-10	48.9%
discount-7-3-7	48.7%
bogo-5-5-7	43.7%
bogo-5-5-5	39.3%
discount-10-2-7	37.4%
bogo-10-10-7	36.0%
discount-20-5-10	30.0%
bogo-10-10-5	27.7%

Repeat transactions cohort analysis

How often do customers come back after their first purchase?

Cohort Analysis

Tracks customers' repeat transactions behaviors, split into 2 segments:

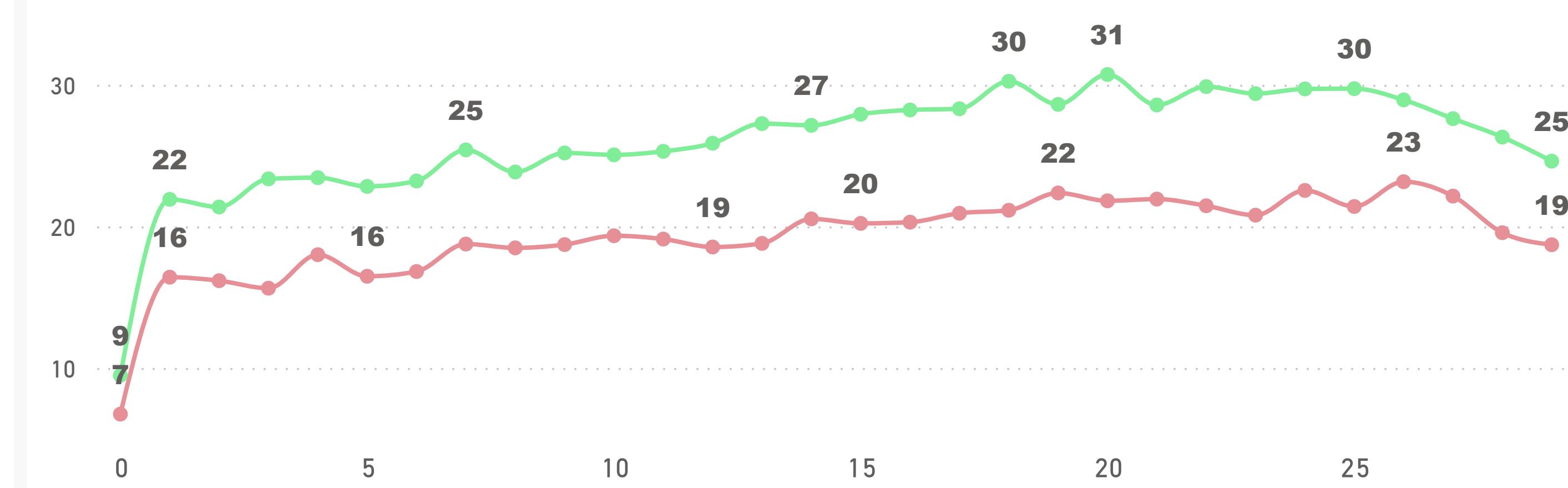
- > those who have completed at least 1 offer
- > those who haven't completed any

👉 The cohort corresponds to the day customers make their first purchase within the 30-day window.

👉 The returning day refers to the next purchase day on which customers make another purchase after the initial (cohort) purchase.

Purchase retention (%)

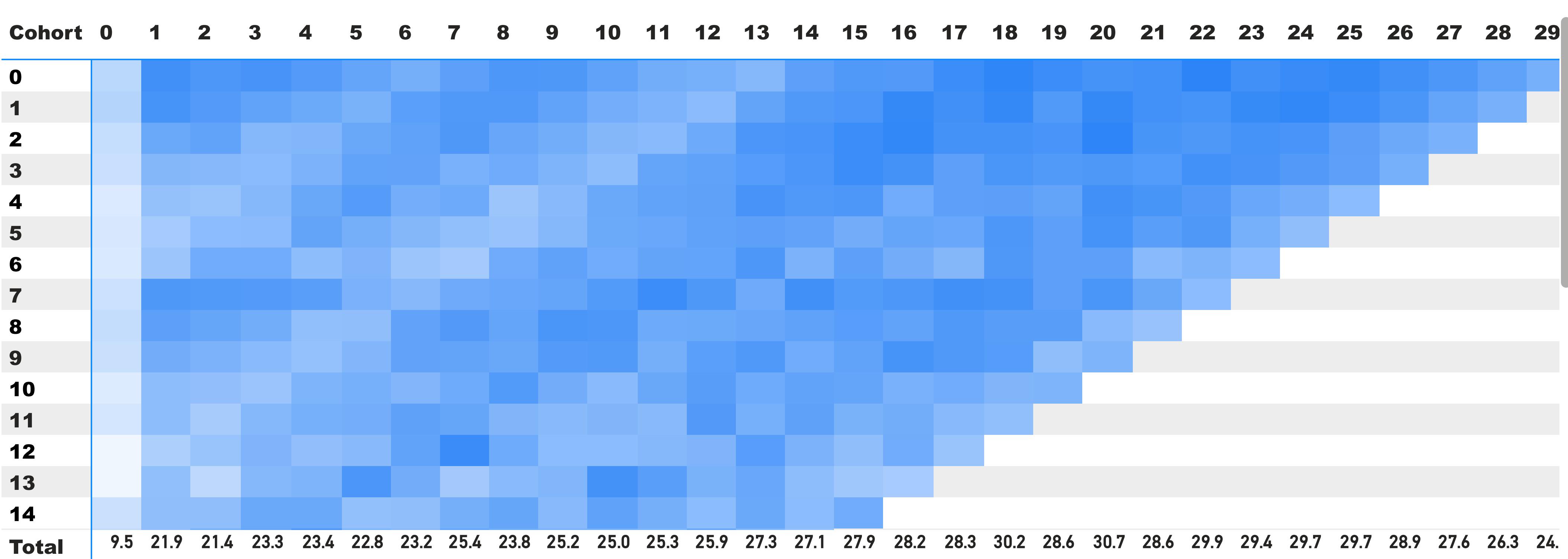
● Completed segments ● Not-completed segments



Day 0 shows low retention, as very few customers make a same-day repeat purchase.

COMPLETED SEGMENTS

NOT-COMPLETED SEGMENTS





OFFER CAMPAIGN

Glossary

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Senior Business Intelligence Analyst



FIELDS

METRICS

Name	Description
ATV (\$)	Average Transaction Value: Average value of transactions completed within the 30-day period
Completed offers (#)	Number of offers completed by customers
Converted customers (#)	Number of customers who completed at least one segment
Median response time (day)	Median duration in day to complete an offer
Prepared offers (\$)	Number of offers sent to customers
Purchase retention (%)	Proportion of customers who completed at least one repeat purchase within a given period after their first purchase (cohort).
Redemption rate (%)	Proportion of completed offers out of received offers
Rewards (\$)	Amount spent to reward customers
Sales (\$)	Total Revenue made during the campaign
Sent offers (#)	Number of offers sent to customers

