



Non-Technical Marketing Report

Long Hei Lee Jennessa

Agenda

1. Introduction
2. Overview
3. Data From Company A's Customer Base
4. Campaign Performance
5. Recommendations
6. Targeting Strategy



A wide-angle photograph of a massive solar panel farm. The panels are arranged in a grid pattern, stretching across the frame. They are mounted on a dark, angular metal frame. The background is a bright, overcast sky filled with white and grey clouds.

Introduction

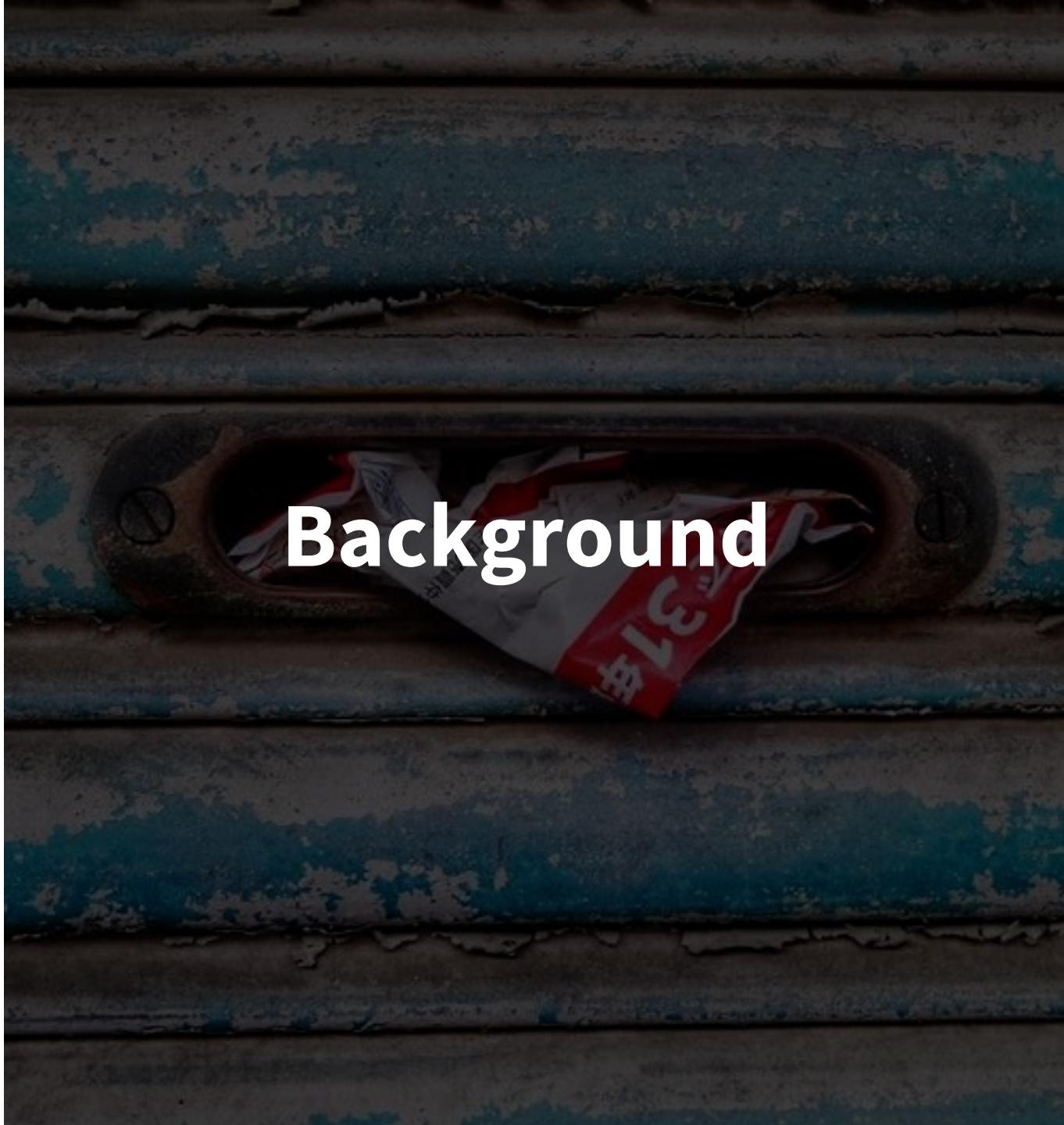
Door Drop Campaign

- A Marketing Campaign
- A company delivers non-addressed communication (e.g. flyers to new and existing customers' home)
- Reach its target customers that fit their demographic profile and other criteria



Problem Now:

Company A has been targeting the sectors for **customer acquisition**, but the **performance** of Company A's door drop campaign is **poor**



Background

Project Goal

To assist Company A to understand:

1. Whether or not the **targeting is optimal**
2. **Recommendations** if not optimal
3. **Testing strategy**

→ Increase the **sale of insurance**

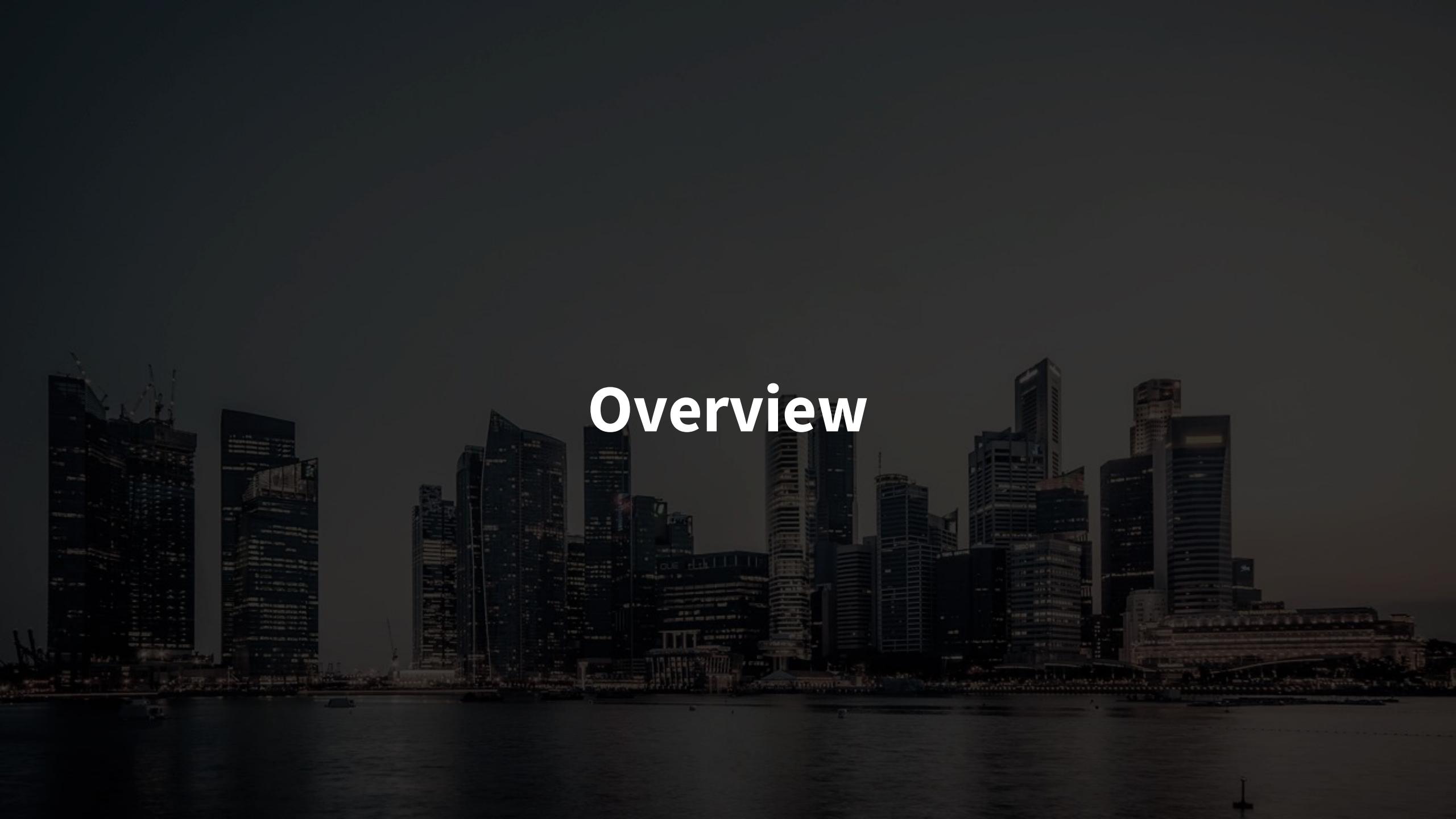
→ Increase the **customer base**

About The Dataset

- Volume of **978,712**
- Data & Information from customer base of Company A
- For each customer: **43 features**

	Address URN	Postcode	Age Band	Marital Status	Income Band	Social Eco Class	Occupation	Charitable Donations Percentile	Affluence Rank	Charity Interest/Activity	Online Frequency	Newspapers Read_Daily Mir
0	-304308826	*****	Unclassified	Unclassified	Unclassified	Social Grade D	Unclassified	**	Unclassified	Unclassified	Unclassified	No
1	-425722708	*****	Unclassified	Single	£20,000 - £29,999	Unclassified	Trade/Craftsman	**	Grade 5	No	Sometimes	No
2	-584806680	*****	Unclassified	Unclassified	Unclassified	Unclassified	Unclassified	**	Unclassified	Unclassified	Unclassified	No
3	-585905736	*****	Unclassified	Unclassified	Unclassified	Social Grade D	Unclassified	**	Unclassified	Unclassified	Unclassified	No
4	10000015	IP2 8PR	60-64	Married	£10,000 - £19,999	Social Grade D	Homemaker	57	Grade 6	No	Never	No

Overview



Brief Summary

Approach for optimisation:

To understand the **features** of its **current customers** first

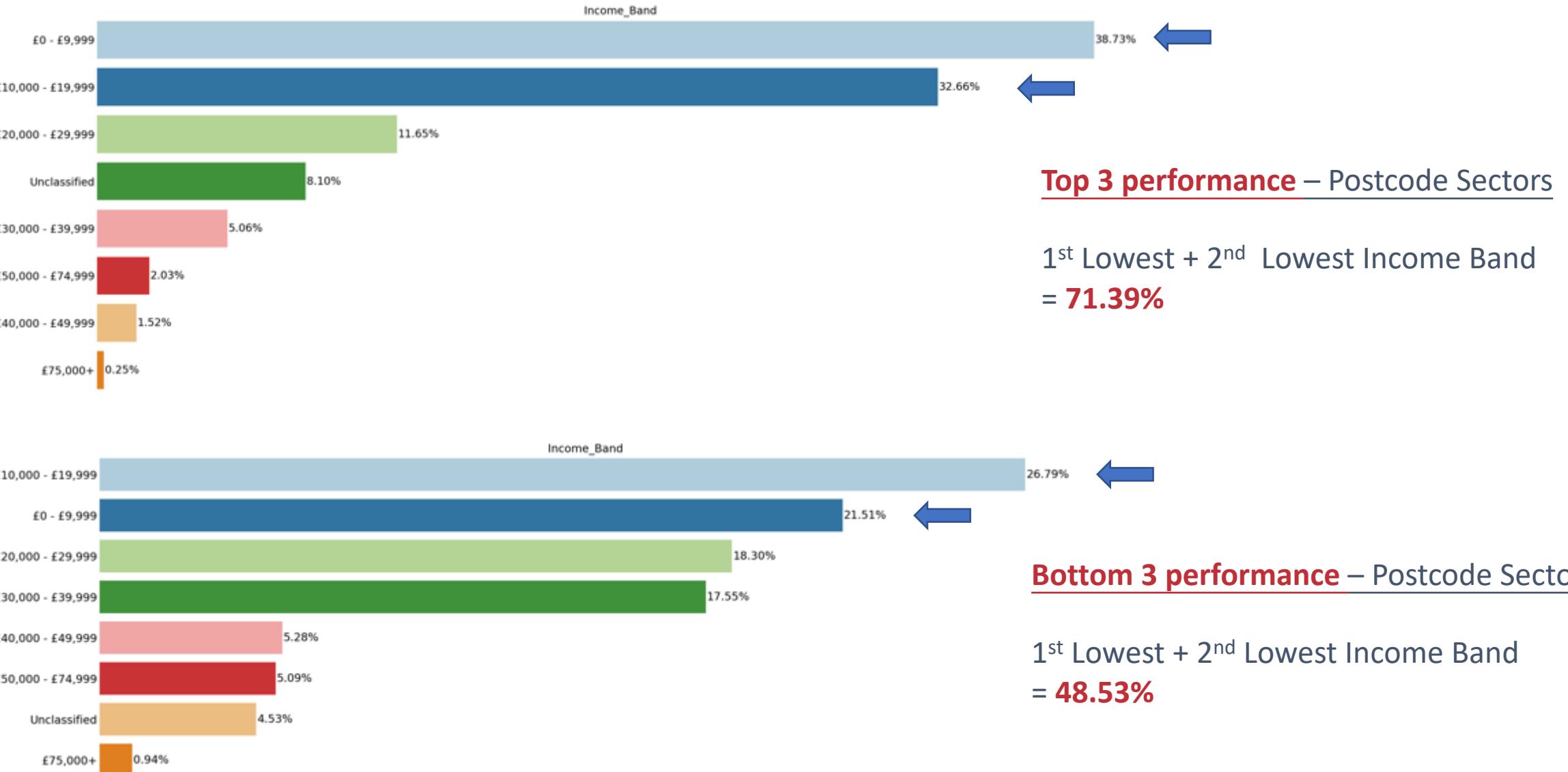
New approach for Company A's door drop campaign:

Focus on postcode sector in which customers with **low income, lower social grade & low affluence rank without much financial products**

→ Efficiently and effectively allocate the resource on **right customers with right products** to **enhance the performance**

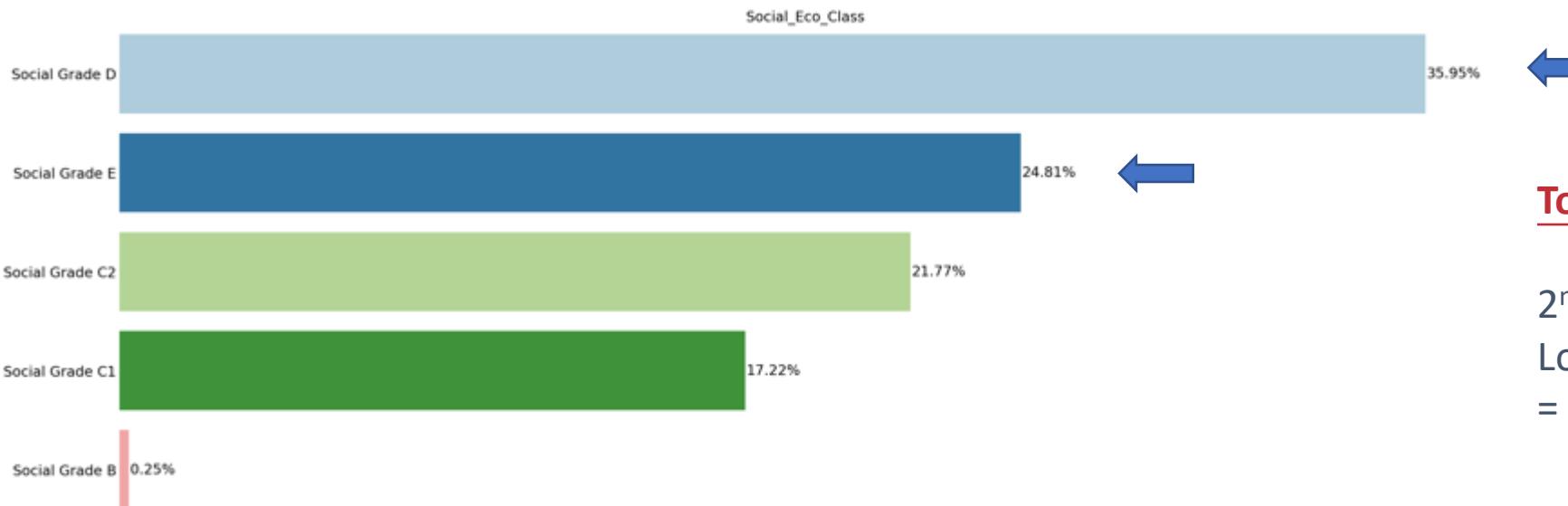
Data From Company A's Customer Base

Income Brand



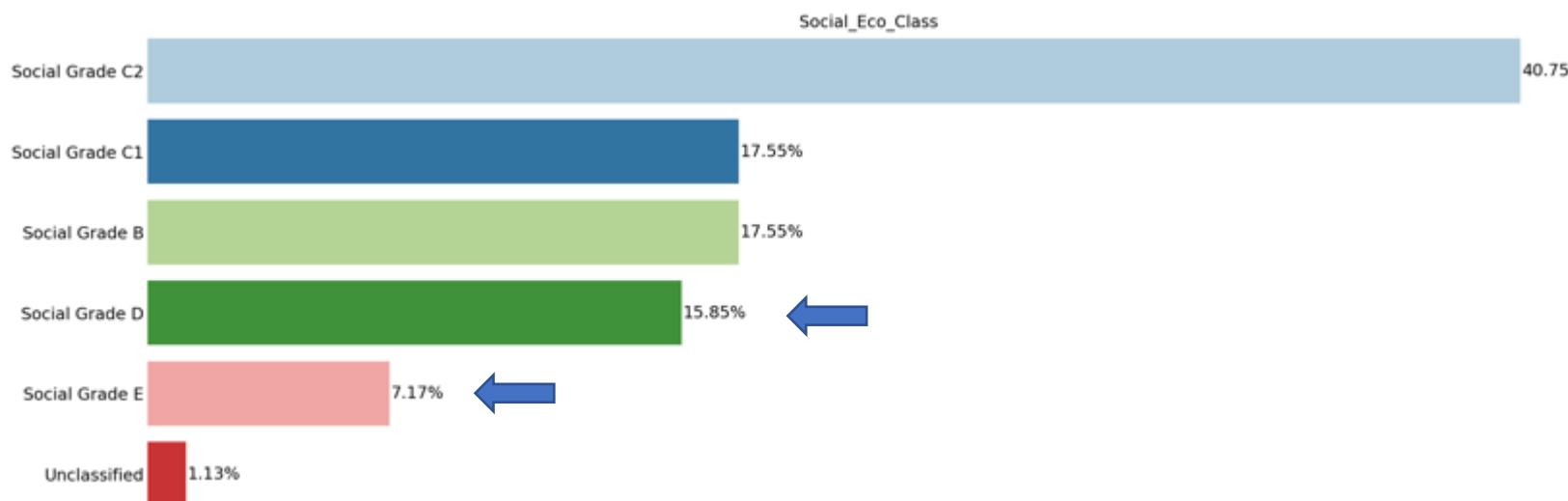
★ Lower Income Band ↑ likely to purchase insurance

Socio-economic Classification Band



Top 3 performance – Postcode Sectors

2nd Lowest Social Grade D +
Lowest Social Grade E
= **60.76%**



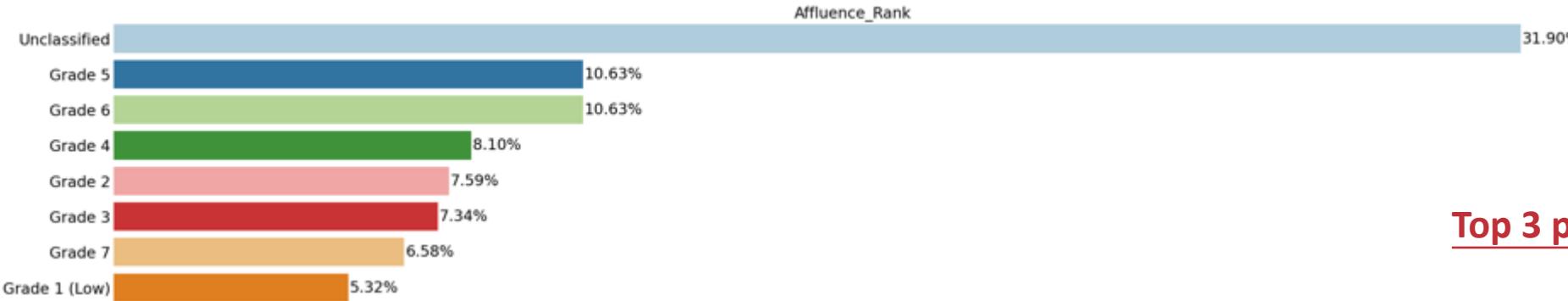
Bottom 3 performance – Postcode Sectors

2nd Lowest Social Grade D +
Lowest Social Grade E
= **23.02%**

★ Lower Socio-economic Classification Band ↑ likely to purchase insurance

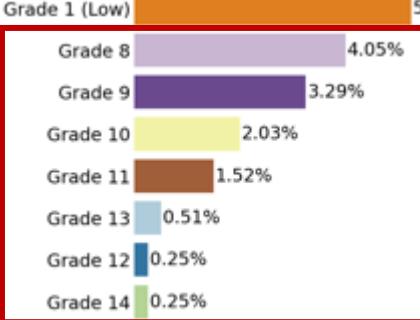
Affluence Rank

Grade 1(Lowest) – Grade 17(Highest)



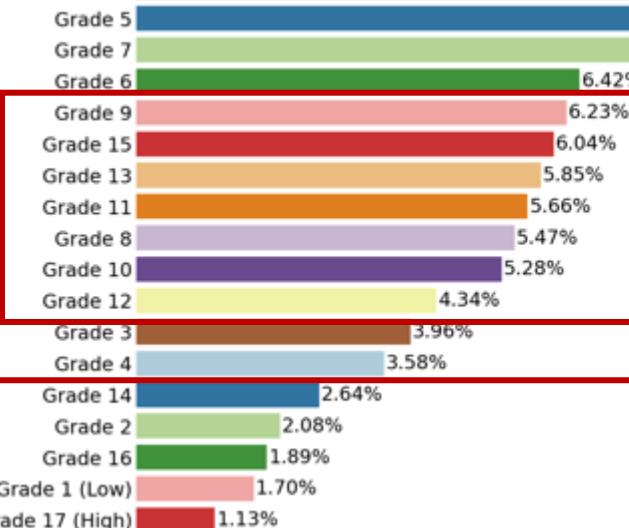
Top 3 performance – Postcode Sectors

Grade 8 or above:
= **11.9%**



Bottom 3 performance – Postcode Sectors

Grade 8 or above:
= **44.53%**



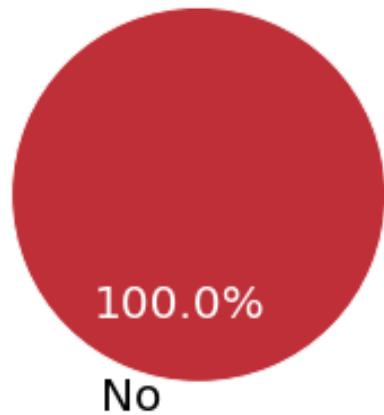
★ Lower Grade In Affluence Rank ↑ likely to purchase insurance

Financial Products

Customers from top performing postcode sector
DO NOT have much financial products

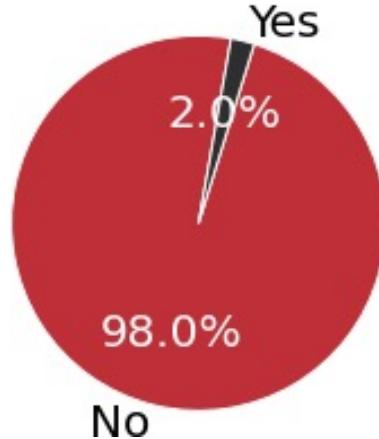
Top 3 performance – Postcode Sectors

Financials_-_Have_ISA_Shares



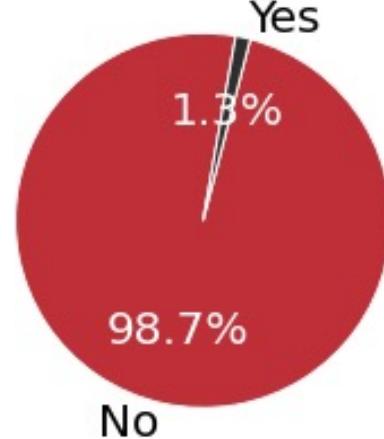
100% customers **DO NOT** have ISA Shares

Financials_-_Have_ISA_Cash



98% customers **DO NOT** have ISA Cash

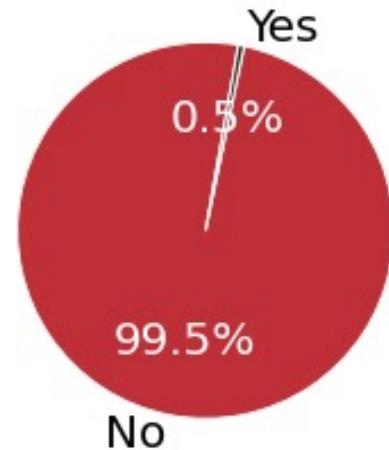
Financials_-_Have_Shares



98.7% customers **DO NOT** have Shares

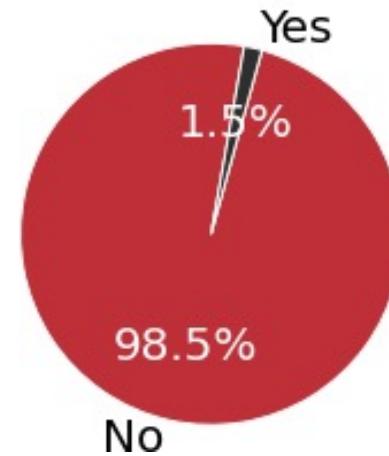
Top 3 performance – Postcode Sectors

Financials_-_Have_National_Savi



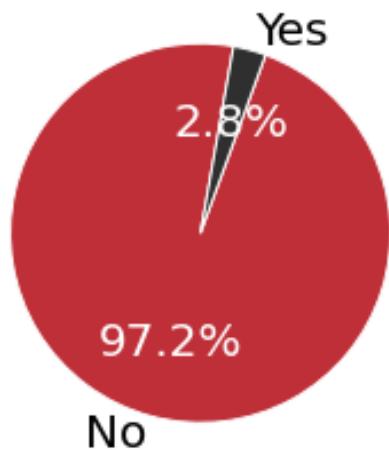
99.5% customers **DO NOT** have National Savings

Financials_-_Have_Investments_Y



98.5% customers **DO NOT** have Investment

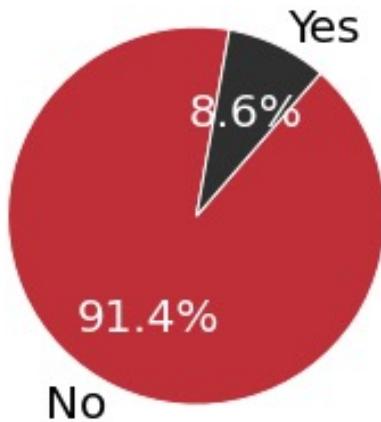
Financials_-_Have_Credit_Card



97.2% customers **DO NOT** have Credit Card

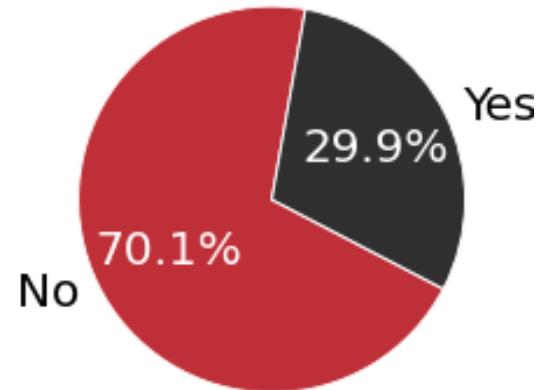
Top 3 performance – Postcode Sectors

Financials _ Have Pension



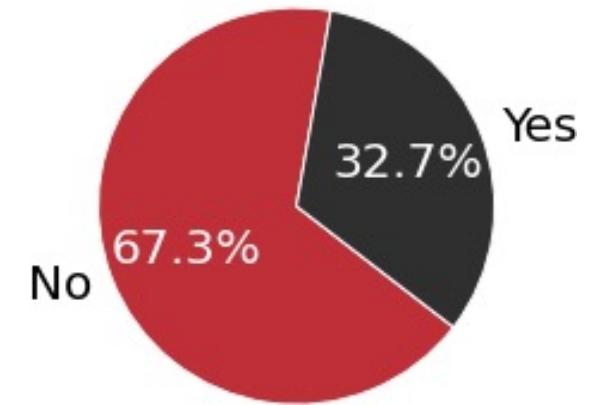
91.4% customers **DO NOT** have Pension

Financials _ Have Life Assuranc



70.1% customers **DO NOT** have Life Assurance

Financials _ Have Life Protecti



67.3% customers **DO NOT** have Life Protection

Summary

Assumptions - Reasons contributed to
The satisfied performance of the top 3 postcode sectors

1

Lack of financial
products
knowledge &
awareness

2

Without a
comprehensive
benefit package
from employers

3

Without any
insurance due to
low social grade

4

Allocate their
money on
insurance but not
financial products

Campaign Performance

Why the targeting is not optimal?

1. The range of Company A's **targeting customers** are **too wide**
→**Not targeting** the **right postcode sector** with its potential customers

2. Company A's targeting approach is **not cost effective**
- **Wrong** postcode sector → **Low ROI** → **Unsatisfied** performance

Recommendations

Optimising Postcode Sectors Selection

- After investigating and finding the data insight, the below features are Company A's target audience:
- Low Income Band – **Below £19,999**
- Low Social Grade based on Social Eco Class – **Grade D & E**
- Low Affluence Rank – **Below Grade 9**
- **No or Limited financial products**

Testing Strategy

Testing Strategy – Audience With Good Performance

- Focus on the **right audience**
- Audience with Company A's **favourable customer features**

Testing method:

Deliver flyers to the **selected postcode sectors with favourable features** to test the performance

Goal:

To optimise the performance by

1. Increasing the **customer base**
2. Lifting the **sale of insurance**

Testing Strategy – Audience With Unsatisfied Performance

- Focus on the **audience** with **unsatisfied performance**

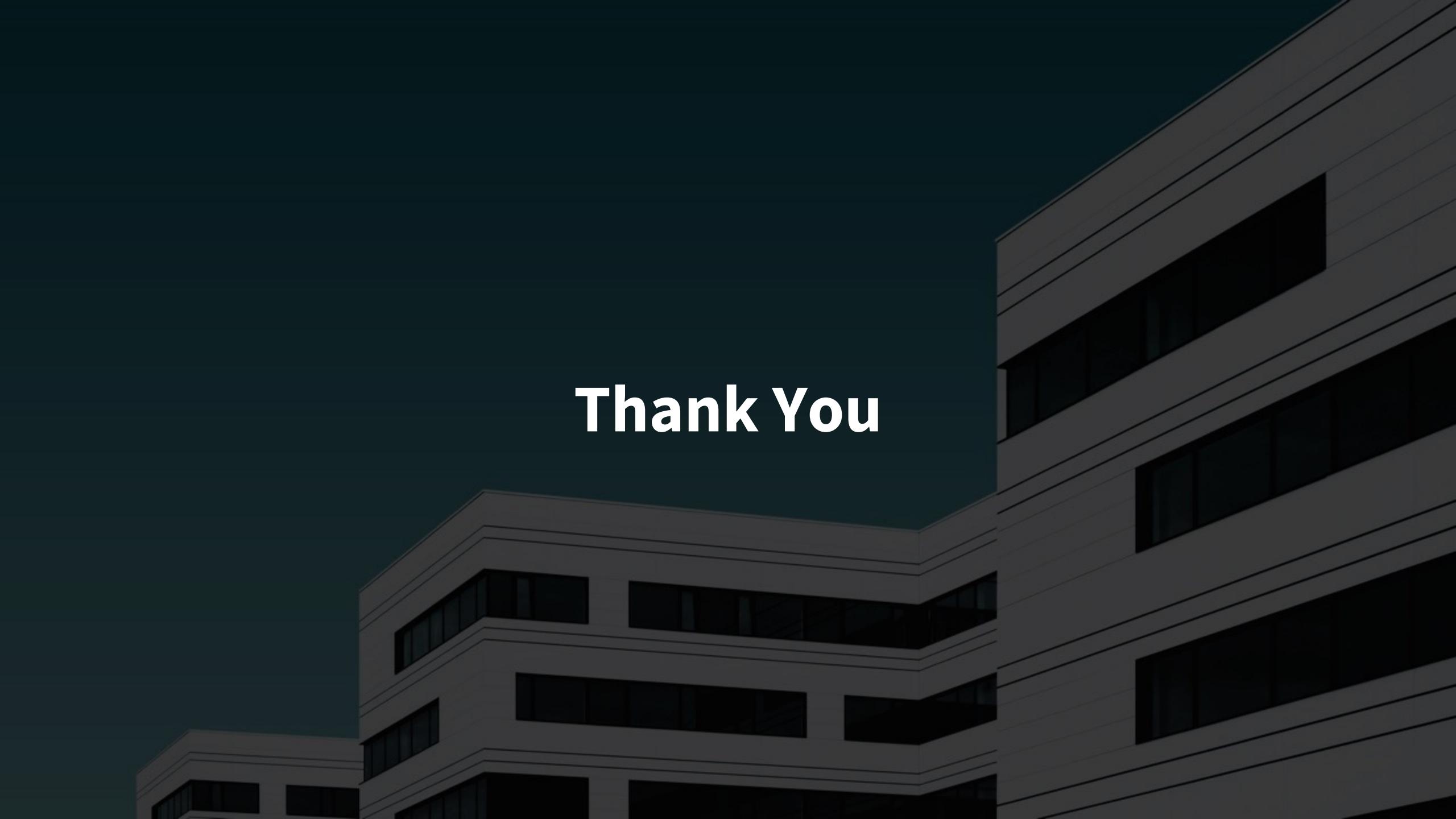
Testing method:

- Select 8 participants group from the **worst performing postcode sectors**
- Ask them to **comment** and **select** their **favourite flyer** with the choice of distinct message type, offer type, design etc.
- **Modify** Company A's **current flyer** based on the **preference of the participants**

Goal:

To optimise the performance by

1. **Expanding the customer base** to those who will not purchase originally
2. Lifting the **sale of insurance**

The background of the image is a dark, modern building facade. The facade features horizontal grey panels and rectangular windows. The lighting is dramatic, with the left side of the building in deep shadow and the right side partially illuminated, creating a strong visual contrast.

Thank You