**Channel-Level Metrics**

**Spending for the last month: $41,666.67**

Last 90 days, campaigns for Entry Level Kids Furniture (targeted audience of 25-40, HHI $50k-$200k, National):

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Impressions | Clicks | Cost | Orders | eComm Sales | Store Sales | ROAS | CTR | CR | AOV |
| Paid search | 18,696,630 | 171,186 | $166,850 | 1,095 | $237,724 | $217,691 | $2.73 | 0.92 | 109.22 | $217,908.1 |
| Organic | 36,167,789 | 164,798 | - | 845 | $196,885 | $205,713 |  | 0.46 | 219.47 | $415.90 |
| Retargeting | 26,098,503 | 65,246 | $78,296 | 317 | $78,616 | $80,468 | $2.03 | 0.25 | 400 | $501.84 |
| YouTube | 6,018,925 | 6,019 | $66,208 | 18 | $4,986 | $145,982 | $2.28 | 0.10 | 999.99 | $8387.11 |
| Paid social | 501,255 | 3,759 | $5,013 | 25 | $6,050 | $9,247 | $3.05 | 0.75 | 133.35 | $611.88 |

Last 6 months, campaigns for Entryway Furniture (targeted audience of 35-55, HHI $100-$250k, 10mi from store):

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Impressions | Clicks | Cost | Cost (month) | Orders | Sales | Store Sales | ROAS | CTR | CR | AOV |
| Paid search | 12,761,082 | 170,998 | $225,718 | $37,619.67 | 1,471 | $494,322 | $515,473 | $4.47 | 1.34 | 74.63 | $686.47 |
| Organic | 27,651,269 | 88,484 | - |  | 637 | $218,520 | $222,365 |  | 0.32 |  | $692.13 |
| Retargeting | 10,740,058 | 53,700 | $66,824 | $11,137.33 | 376 | $129,955 | $76,259 | $3.09 | 0.50 | 200 | $345.62 |
| YouTube | 3,060,179 | 4,590 | $52,023 | $8,670.5 | 15 | $9,467 | $175,049 | $3.55 | 0.15 | 666.7 | 631.13 |
| Paid social | 225,820 | 2,597 | $7,241 | $1,206.83 | 24 | $8,570 | $9,768 | $2.53 | 1.15 | 86.95 | 357.08 |

**Channel Background**

· **Paid search** is the biggest revenue driver, but it sees the sharpest diminishing returns, meaning at some point continued investment does not get you additional sales. (Think: links at the top and right of the Google search results page with the "Ad" designation)

* Sharpest diminishing returns - push at the beginning and ease off towards the end of the 6 months

· **Organic** traffic is free, but dependent on search volume, consumer behavior, and optimizations to the website versus a paid search ad account where you can exert heavier control over when to show an ad on a search query. (Think: links below ads on the Google search results page)

* Optimize search presentation (buzzwords, ability to discount, etc.) → ensure that their website is as far up on the search as possible

· **Retargeting** has great online ROAS, but doesn’t drive as many people to stores. It is dependent on many people visiting the site initially so that they can be placed into the retargeting pools.

· **YouTube** drives great awareness and in-store traffic, but does not produce eComm sales. That said, brand lift studies have shown significant improvement in consumer brand awareness (I.e. increased searches on Google.com) for Acme after seeing YT ads.

* In store sales aren’t main goal - want eComm boost

· **Paid Social** is the newest channel in Acme's digital marketing mix and the benefits/pitfalls are still unknown.

* Facebook most important channel considering age range

**Metric Elucidation**

*Direct Metrics*

· **Impressions** are how many times your ad appears across the Internet.

· **Clicks** are how many times a user clicks on your ads, leading them to the website.

· **Cost** represents the summed cost per click – every channel incurs a cost per click except for Organic.

· **Orders** are how many eComm orders are placed on the site.

· **Sales** are the revenue from the eComm orders.

*Derived Metrics*

· **Click through rate (CTR, %)** represents how many times users clicked on an ad vs. how many impressions that ad saw

· **Conversion rate (CR, %)** represents how many orders were placed vs. how many clicks were incurred

· **AOV (AOV, $)** represents the average size/value of an order

· **Return on Ad Spend (ROAS, $)** represents the amount of sales vs. the ad spend invested (I.e. the spend incurred per the clicks across cost-per-click based channels)

Questions:

* How much investment should go to each channel to achieve their objectives?
* Consider the metrics related to each channel and how they may relate to targets & required numbers Acme has to hit
* Consider sample competitor ads & targeting capabilities below
  + What messaging might you suggest given these samples?
  + How would you manipulate targeting settings to meet Acme's goals?

TYLER NOTES:

General Product Market Notes:

New to the product, new to ecommerce, not new to brick and mortar (play on that)

We want to continue to boast affordability and discounted prices

Their competitors do offer this product already, but Acme does not. We can use their designs in order to make a superior design, for an affordable price, at an affordable cost.

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* Youtube is not necessary, but could provide in-store sales that would help fund e-commerce platform

KEYU

Target on women:

Keywords for searching:

RAMA:

Our marketing plan will provide a strategy to accumulate $125,000 in six months while launching a traditional brick-and-mortar store in e-commerce.

Target: adults 25-40 with children

They want to store away their children’s shoes so the house doesn’t become a mess

Those who are incredibly busy and do not have the time to shop or have seen what they like and it’ll be convenient for them to purchase furniture and have it delivered.

Worried about space with growing kids

-ads

-how it’s packaged

-

Price p

By month 2: 40,000

Budget = $13,333.33

By month 4: 90,000

Budget = $30,000

By month 6: $125,000

Budget = $41,666.67