Marketing Campaign Performance Analysis

NewCo Campaign Review

Juglair Kristel Claire

December 2025

Agenda

1. Situation & Objectives
2. Key Findings
3. Deep Dive
4. Recommendations
5. Appendix

1. Situation & Objectives

CONTEXT

- NewCo runs two campaign versions:
  - **Campaign A**: Friendly, informal tone
  - **Campaign B**: Professional, sales-oriented tone
- Distributed across Email, Instagram, Web Banner

OBJECTIVES

- Identify the best campaign-channel combinations
- Examine customer engagement (sales and time)

APPROACH

- Hypothesis-driven analysis using Excel pivot tables
- From business questions to actionable insights

2. Key Findings

A. CHANNEL PERFORMANCE

Which channel generated most revenues?

B. CAMPAIGN-CHANNEL

Looking across both campaign versions, which channel-campaign combination had the strongest performance overall (highest sales)?

C. NEW CUSTOMERS

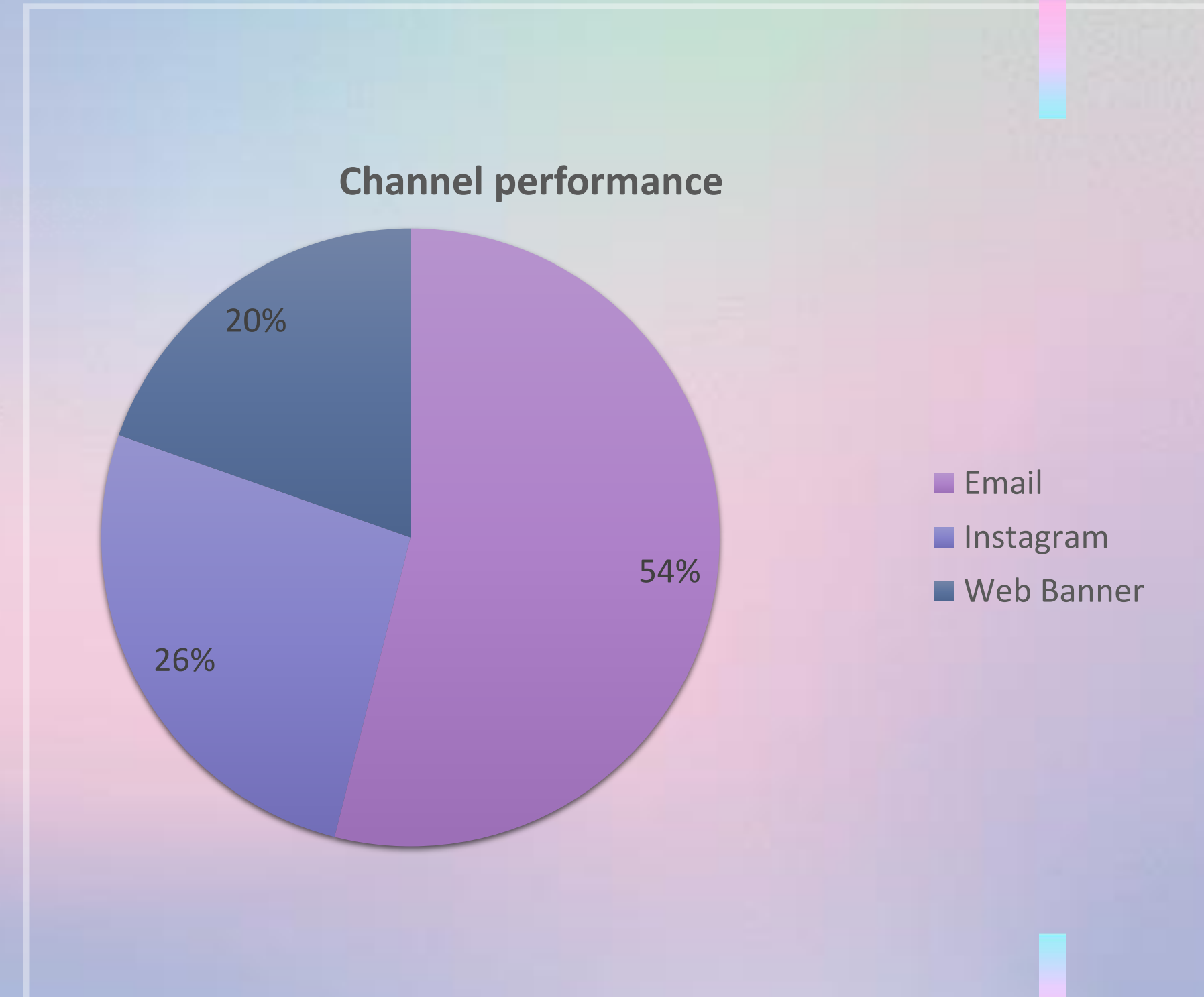Which customer segment represent high potential?

A. Channel Performance
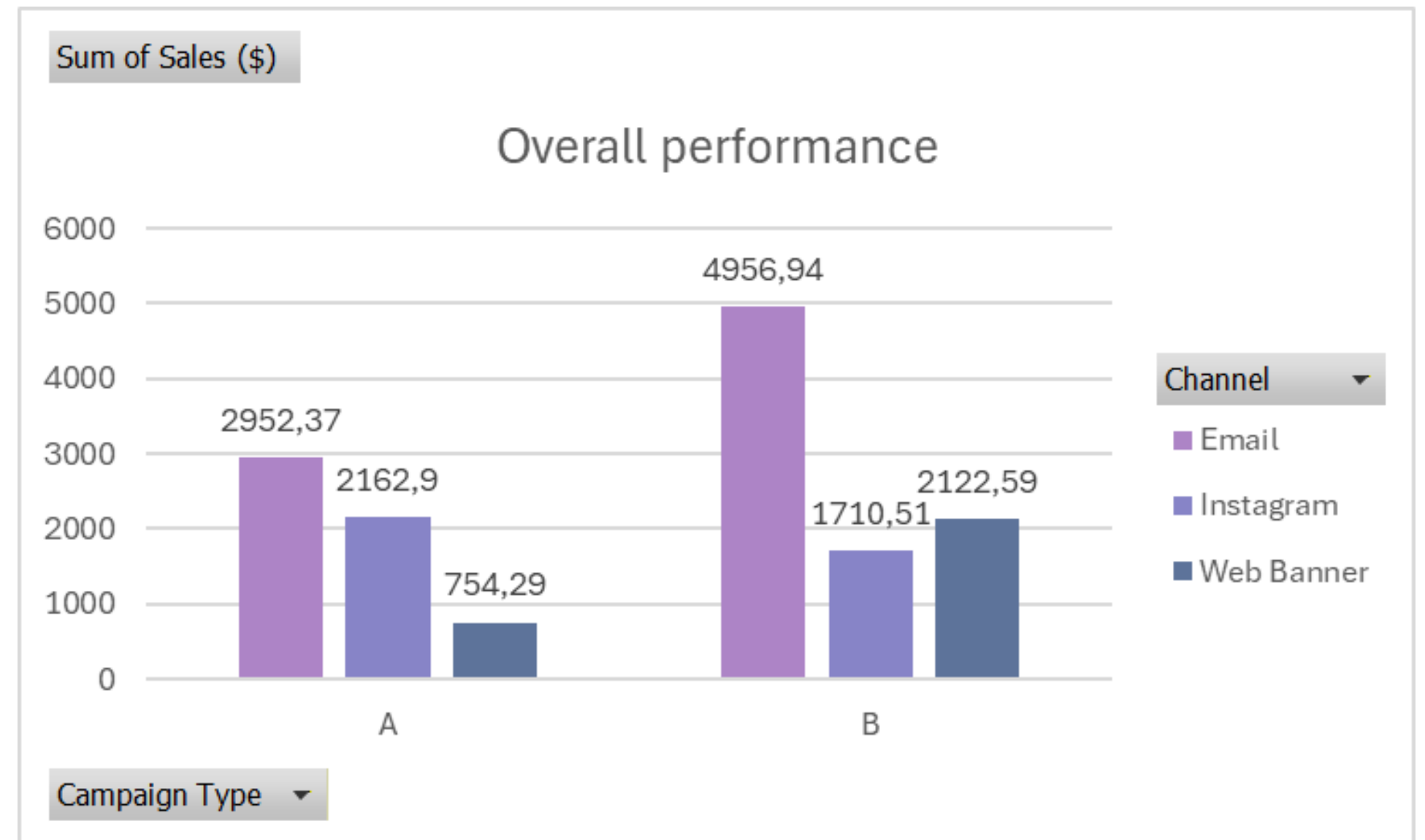
• • • • •

Which channel generated most revenues?

Email campaigns as main generator of total revenues (54% of sales, specifically $7.9k).

Channel performance

- Email
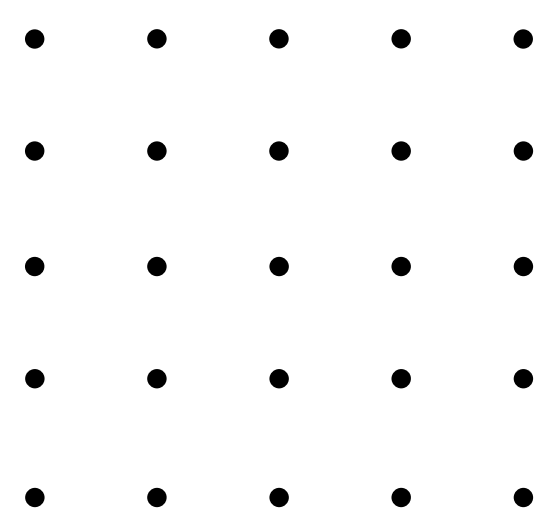- Instagram
- Web Banner

54%

26%

20%

B. Campaign and Channel combination

Which channel-campaign combination had the strongest performance overall?

The strongest **campaign-channel combination** in terms of sales was **Email + Campaign B**.
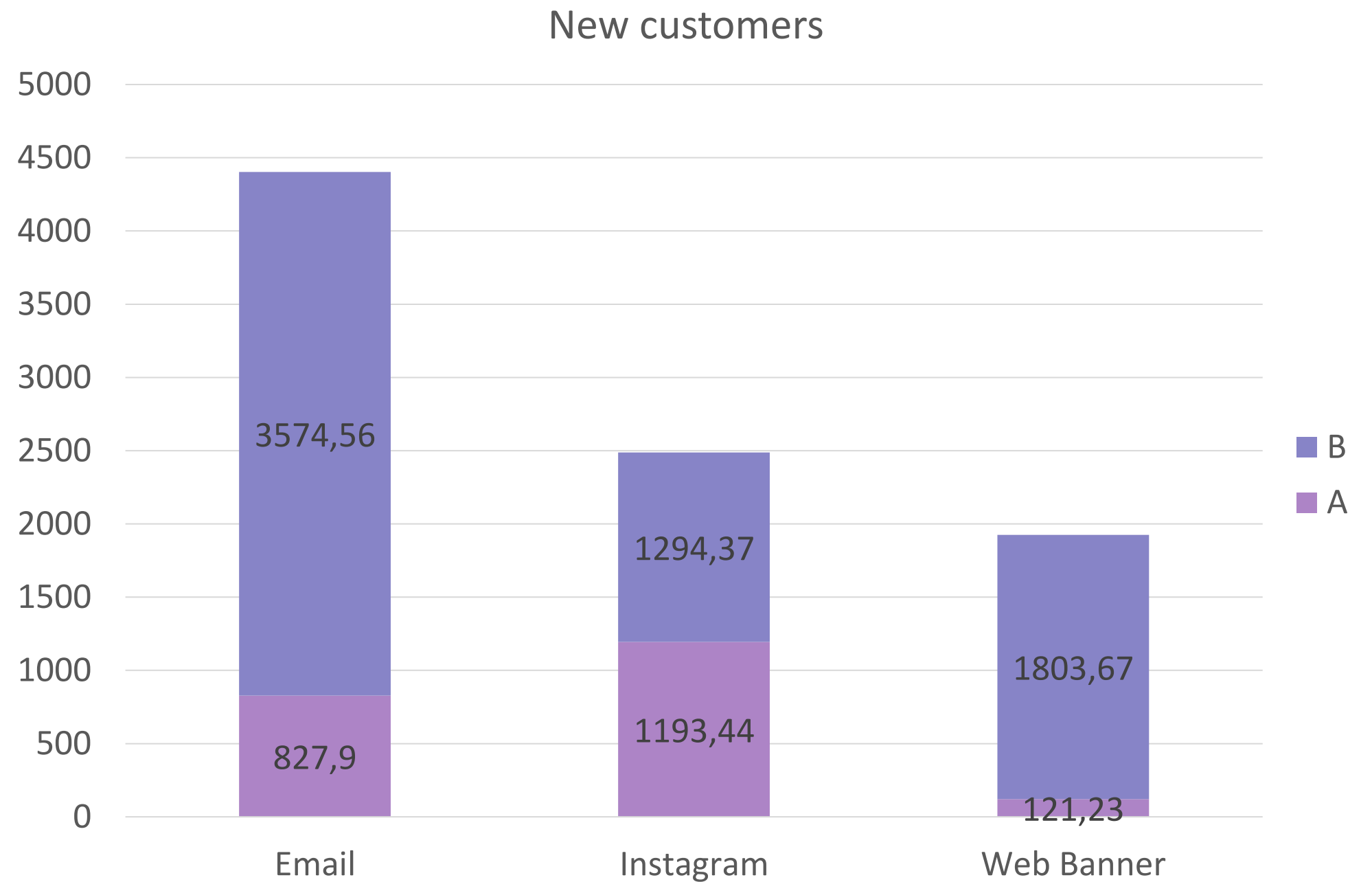

Sum of Sales ($)

Overall performance

Channel
- Email
- Instagram
- Web Banner

Campaign Type

A: 2952,37 / 2162,9 / 754,29
B: 4956,94 / 1710,51 / 2122,59
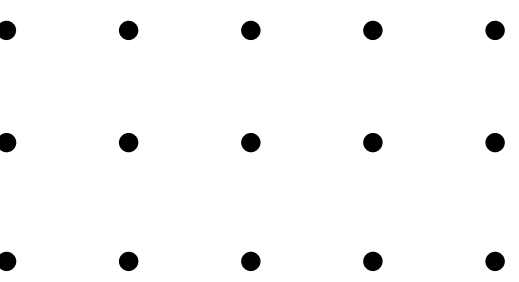
C. New customers acquisition

Which customer segment represent high potential?

New customers represent a high potential of growth ($5.8k of total sales against $8.8k sales of existing customers).
**Email + Campaign A** was the most effective combination for attracting new customers.

New customers

Chart data:

Channel	A	B
Email	827,9	3574,56
Instagram	1193,44	1294,37
Web Banner	121,23	1803,67

3. Deep Dive

D. MESSAGE EFFECTIVENESS

Which message style brought in the most overall revenue, regardless of customer type?

E. ENGAGEMENT BEYOND SALES

Success is measured on more than just sales. Which channel resulted in the longest average time on site for people who did not end up making a purchase?
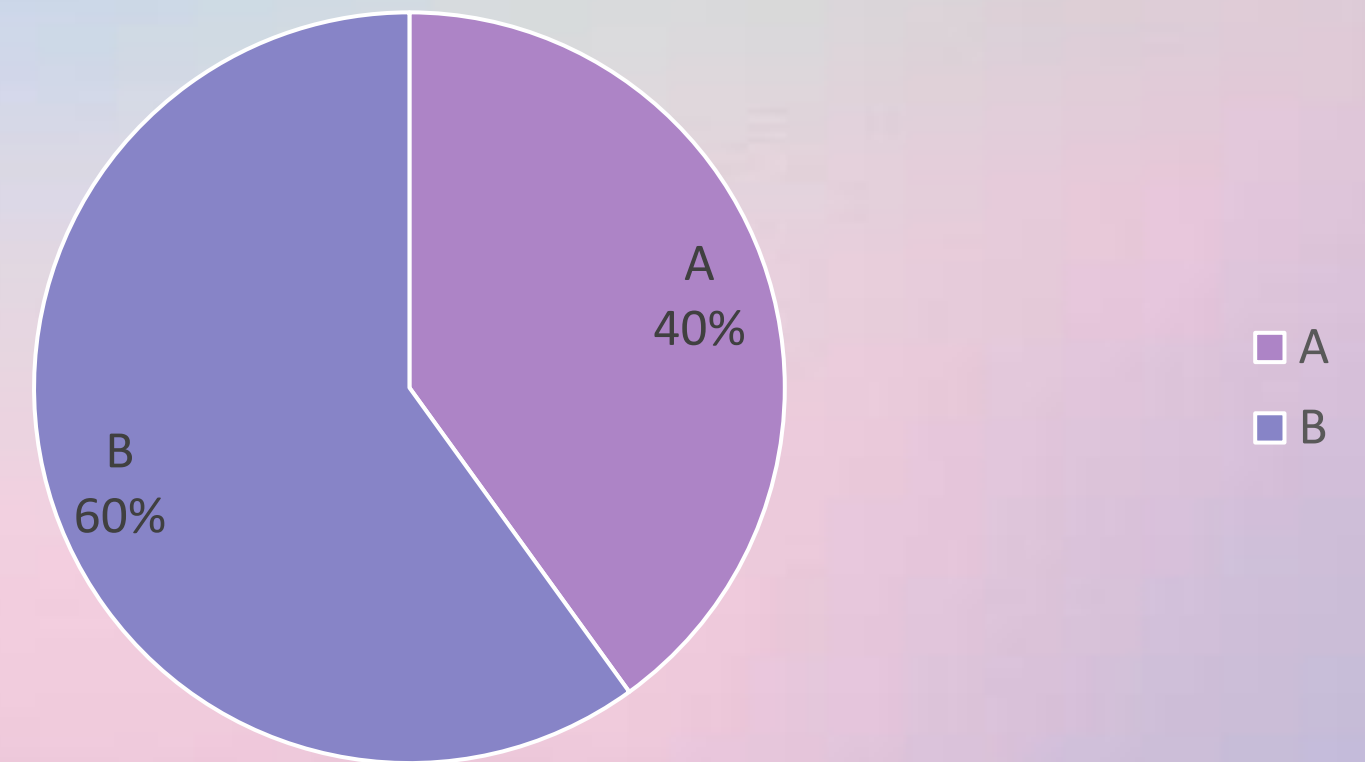
D. Message effectiveness

• • • • •
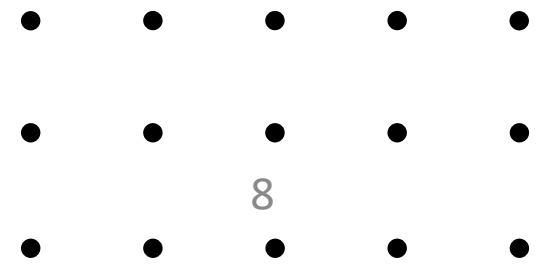
Which message style brought in the most overall revenue, regardless of customer type?

Campaign B (professional, sales-oriented tone) brought the most overall revenue, accounting for 60% of total sales ($8.7k).
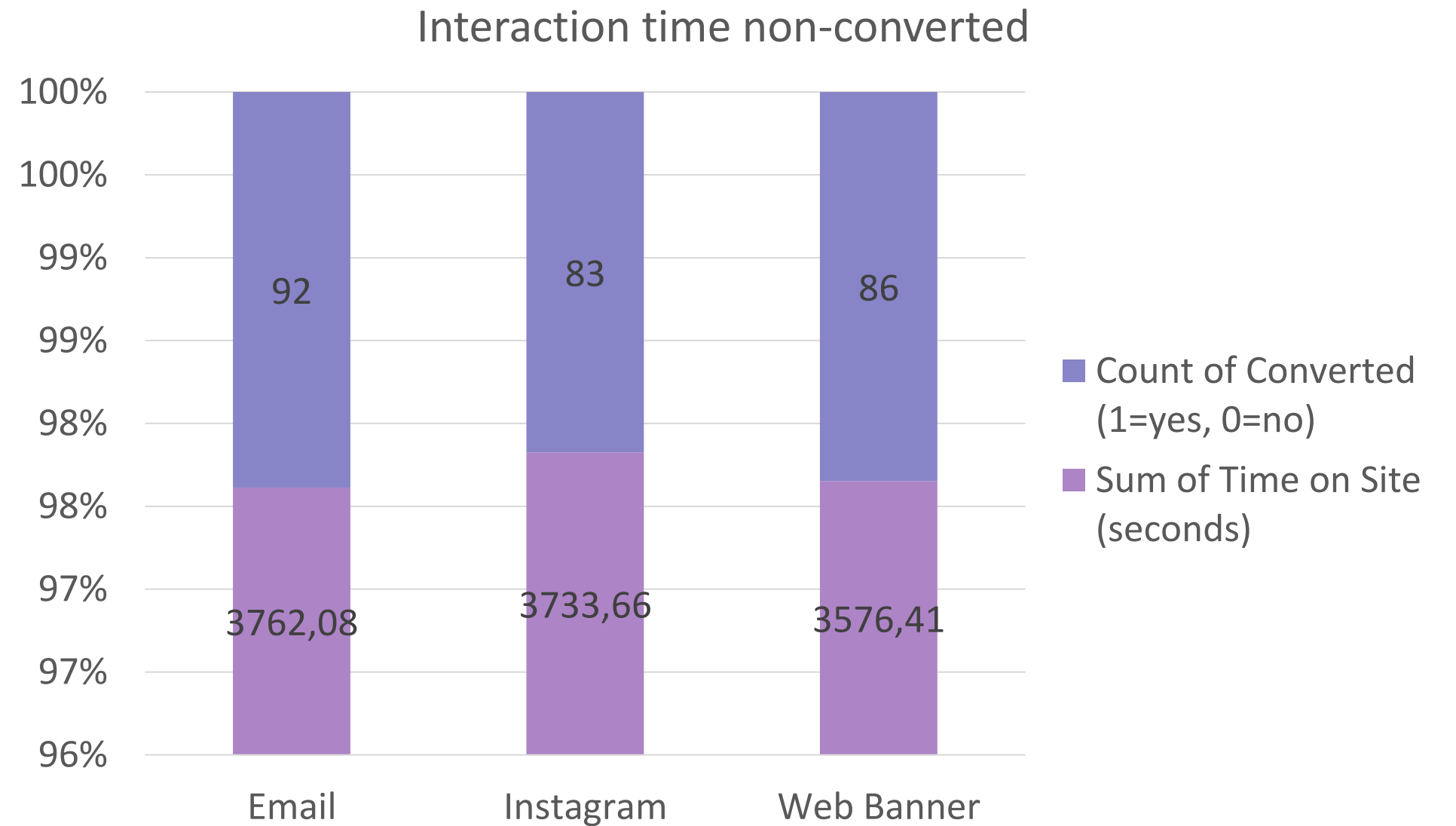
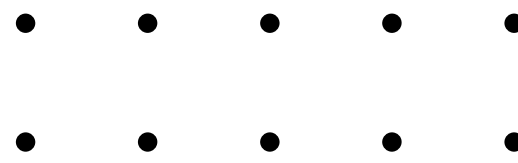## Total sales by campaigns

A
40%

B
60%

A
B

E. Engagement beyond sales

Which channel resulted in the longest average time on site for people who did not end up making a purchase?

Among non-converters, **Instagram** users spent an average of 3,733 seconds on site, nearly as much as Email users, indicating strong engagement potential.

Interaction time non-converted

Legend:
- Count of Converted (1=yes, 0=no)
- Sum of Time on Site (seconds)

Bar values:
- Email: 92 / 3762,08
- Instagram: 83 / 3733,66
- Web Banner: 86 / 3576,41

Y-axis: 96% — 100%
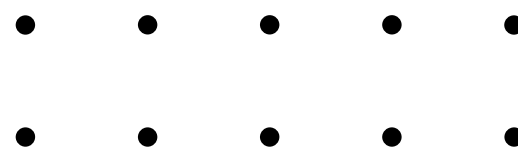
4. Recommendations

1. Increase investment in **Email + Campaign A** to continue driving new customer acquisition.
2. Maintain **Email + Campaign B** to support overall revenue generation.
3. Leverage **Instagram** primarily as an **awareness and engagement** channel, with potential retargeting strategies.
4. Test **follow-up email** messages to optimize conversion while preserving the trust-building tone.
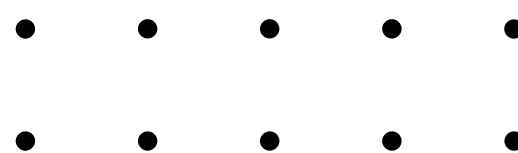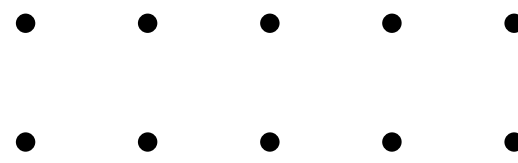
Next steps

1. **Implement recommendations** in Q1
2. **Track performance** metrics monthly
3. **Review and adjust** strategy after 60 days

5. Appendix

Dataset source:
https://www.theforage.com/simulations/bcg/data-for-decision-makers-tod0?reloaded=true

Methodology:
- **Excel**: Pivot tables, chart creation
- **Data Analysis**: Hypothesis testing, cohort analysis, segmentation
- **Business Intelligence**: KPI definition, performance metrics, strategic recommendations

Sample Size: 500
Key Metrics: Revenue, Time on Site, Conversion Rate, New vs. Existing Customers