MRKT 675 Artea

So, they targeted visitors which have high spent time and who came through referral

DS team picked 5000 users from last month visits and made control and treatment group by providing discount coupons (20%)

They used email marketing tools to target potential customers which is cost effective and more accurate compared to other tools

A/B test was done to analyze transactions and revenue after discount campaign

Data analysis,

Good mkrt website and resource/ infrastructure but poor marketing strategy to increase sales/ trans, attract potential customers.

Good in awareness but bad at making people choose their products

evidence:

87% of visitors didn’t buy any product which motivated artea to run campaign

Many visitors but fewer transactions and revenue