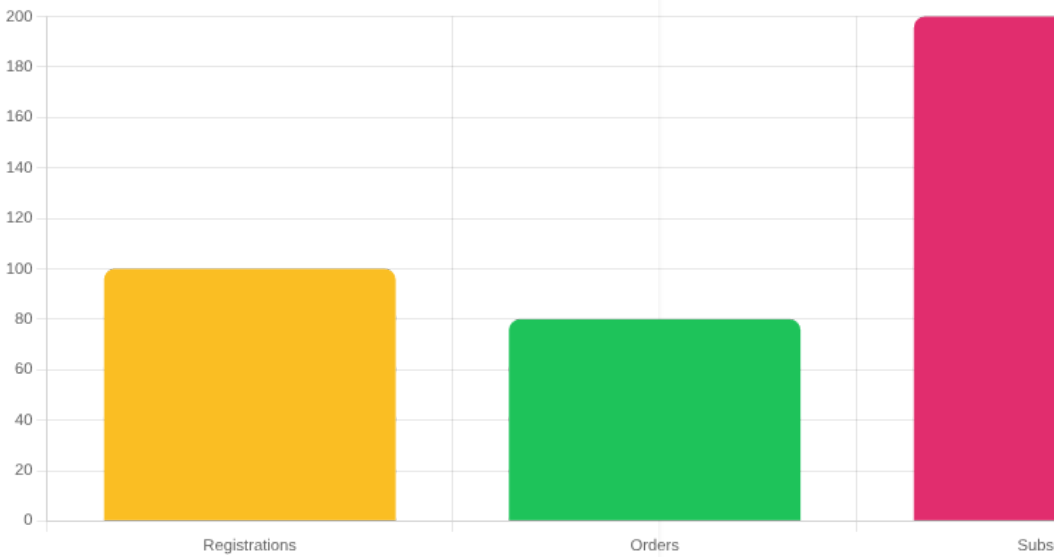




Metrics Overview



Student Registrations

100+

Goal: 100+ in 1 month

Online Orders

80

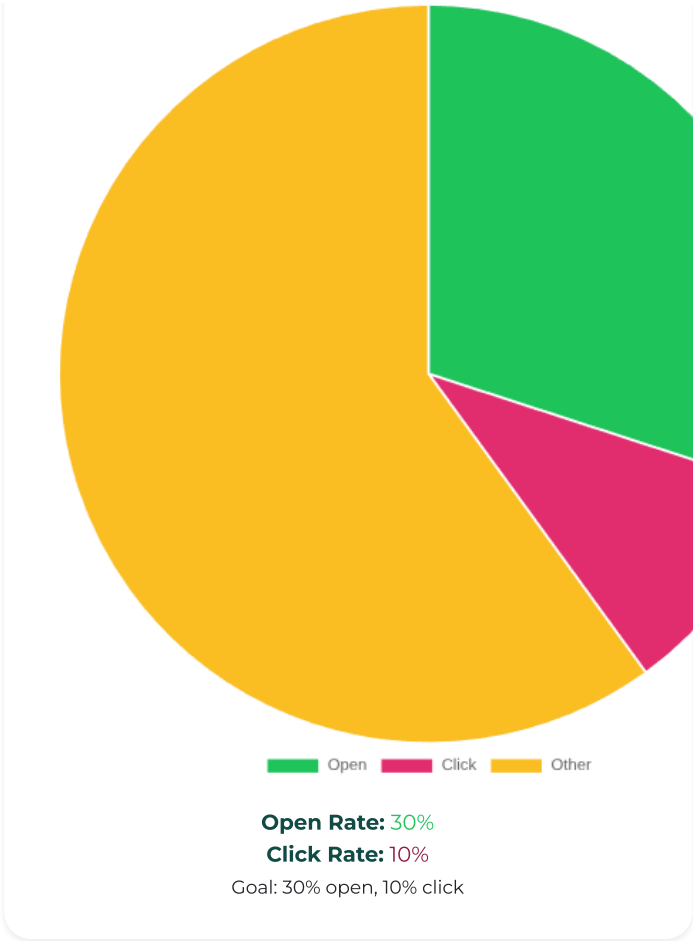
Goal: 80 by week 8

Email Subscribers

200

Goal: 200 in 2 months

Email Engagement



Repeat Purchases

50

Goal: 50 by week 8

Campaign Summary

Prime location: Steps from Strathmore University
Menu: Chapati wraps, rice bowls, fries, smoothies
Promo: 10% off first order, Meal Deal Mondays, milestone rewards
Customer Persona: John the Late-Nighter, 21, Computer Science, values quick ordering & free delivery
Opportunities: Online ordering, email offers, study-snack bundles
Threats: Competing canteens, inflation, limited marketing budget

Recommendation: Open rate dropped 10% this week. Try a new subject line or resend to non-openers.
Opportunity: Promo code usage spiked on Meal Deal Mondays. Consider extending the offer.

Registrations

80%

Orders

60%

Subscribers

90%

Repeat Purchases

50%

Conversion Funnel

Active Users

14

Currently browsing

Traffic Trend

Last 7 days

Promo Performance

| Promo Code | Usage | Orders | ROI |
|------------|-------|--------|------|
| FIRST10 | 45 | 40 | 120% |
| MEALMON | 30 | 28 | 110% |
| MILESTONE | 15 | 12 | 95% |

Instagram Followers

819

+50 this week

Facebook Likes

716

+30 this week

Twitter Followers

454

+20 this week

Email Campaign Timeline

Customer Segments

By persona

Customer Reviews

“The email offers keep me coming back for more deals.”
— Ali, Law Student

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