

BukaToko

We provide insights of
BukaToko February 2019
marketing campaign for the
best marketing strategy on
March 2019



**Best Campaign in February
2019**



**Best Campaign Objective,
Channel, OS, Conversion
Event**



**Types of Error that Mostly
Happen to the User**



**Campaign that not as
Successful as the Test
Campaign**

Best Campaign in February 2019

ETH

Reminder D+0

31.56% Percentage (CR - Group CR)

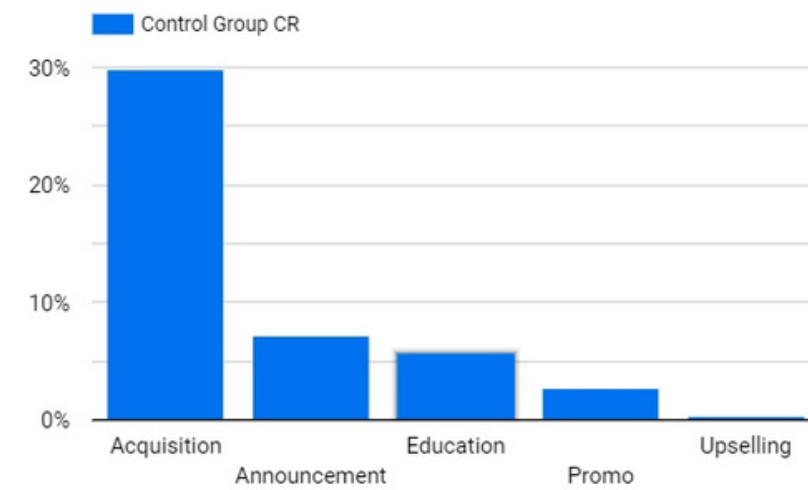
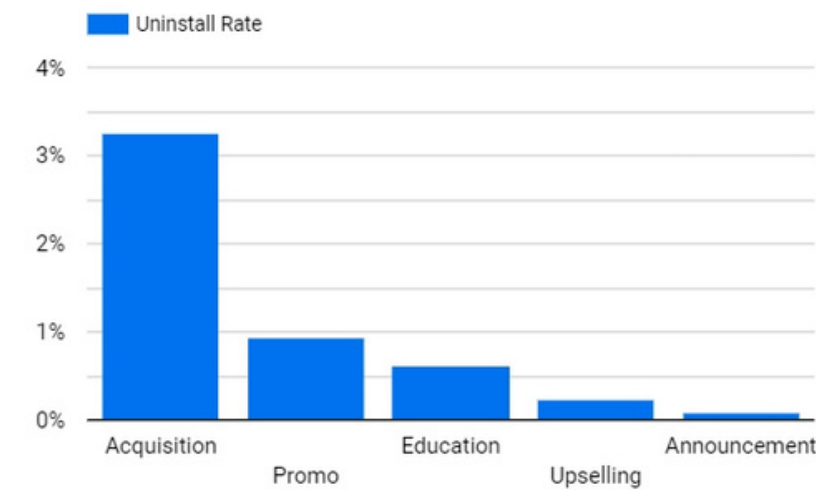
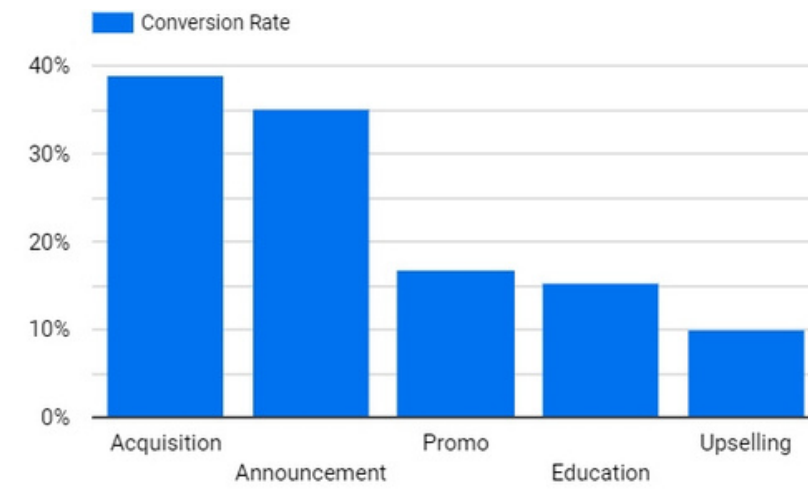
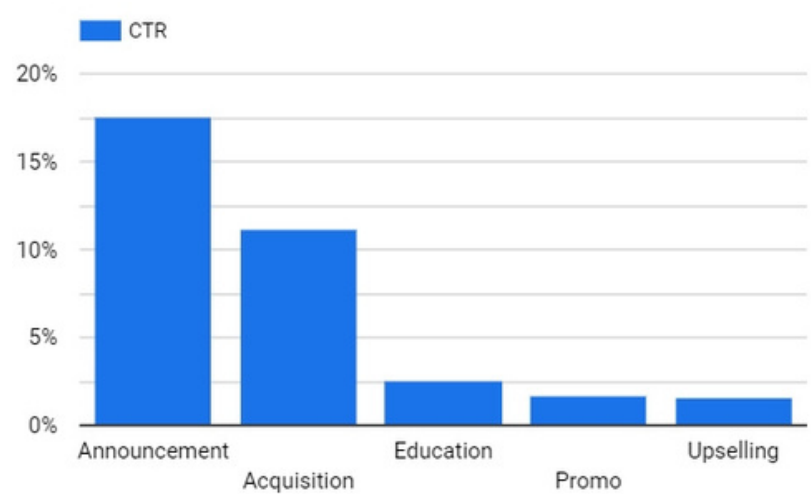
With total Conversion Rate

77.71%

	Campaign Name	Conversion Rate	Group Conversion Rate	Percentage ▾	Total Sent(users)
1.	SnP Reminder D+1	50%	0%	50%	31
2.	ETH Reminder D+0	77,71%	46,15%	31,56%	2.674
3.	Gold Reminder D+0	44,56%	23,53%	21,03%	1.574
4.	Blibli Campaign	24,83%	4,63%	20,2%	204.990
5.	D+0 Register But No KYC	28,36%	8,84%	19,52%	41.272

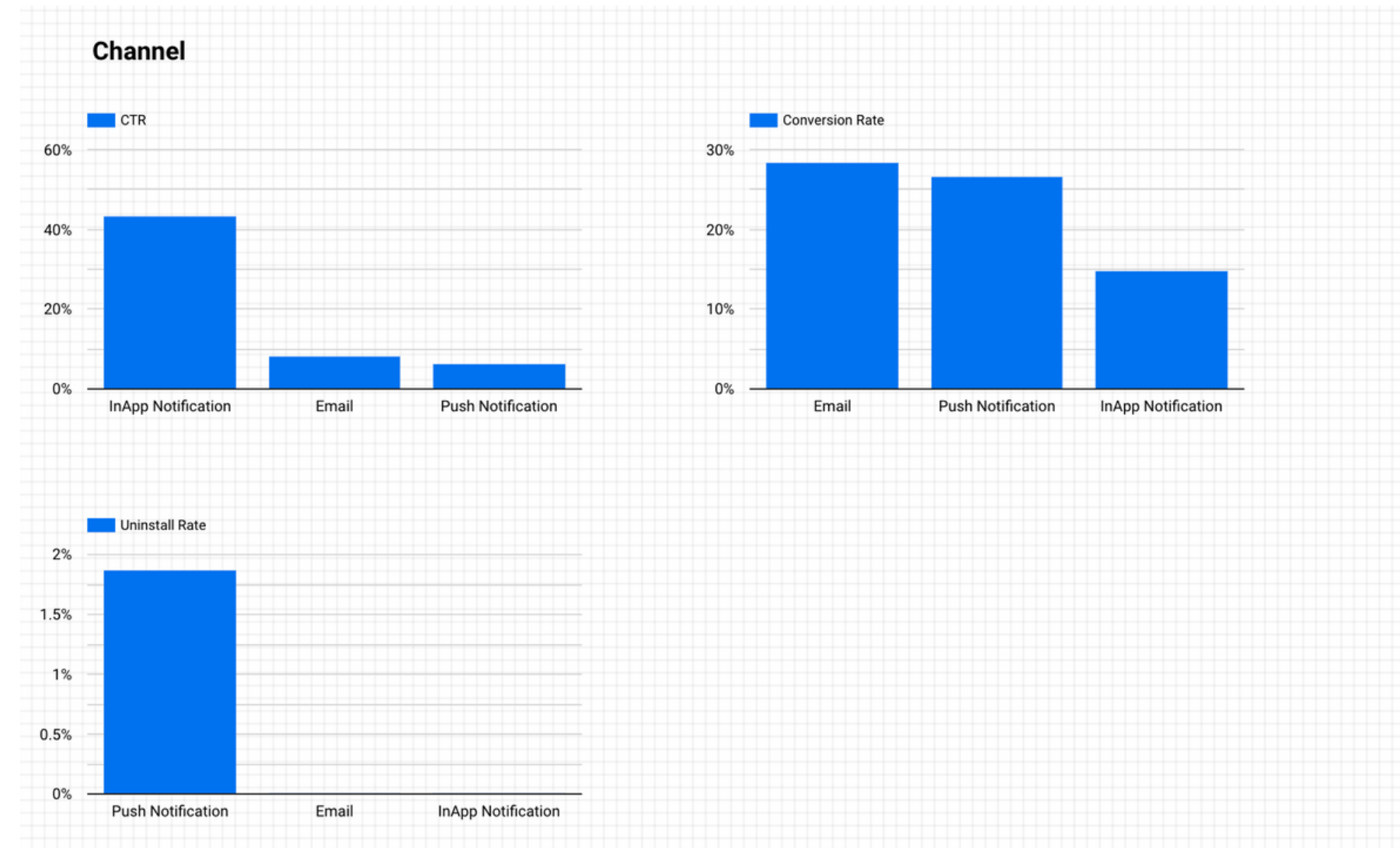
From the data above, **SnP Reminder D+1** has the highest percentage gap between the group conversion rate and conversion rate (basically the percentage of the difference if campaign held or not), which makes this campaign could be the best. But in our opinion, the **ETH Reminder D+0** campaign is the best because in SnP Reminder D+1 data is only taken from a total of 31 users, while **ETH Reminder D+0 has been held twice and reached 2,674**, one of the campaigns has also reached **46.5%** which indicates that the target market of this campaign is more specific and the conversion event is more achieved. The total error from this campaign is only **6 errors**, so in our opinion, the **ETH Reminder D+0 campaign is the best.**

Best Campaign Objective and Channel



The best campaign objective: **Announcement**

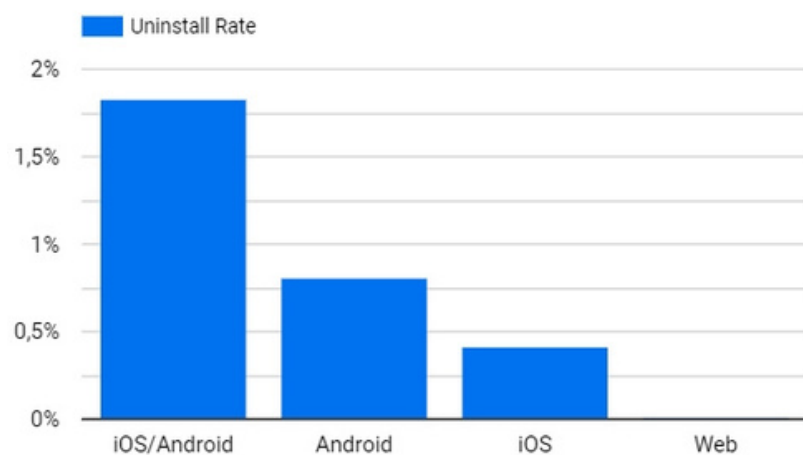
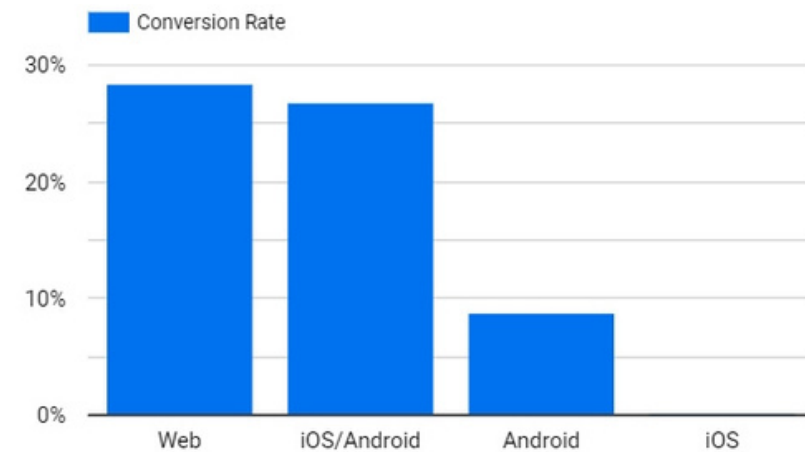
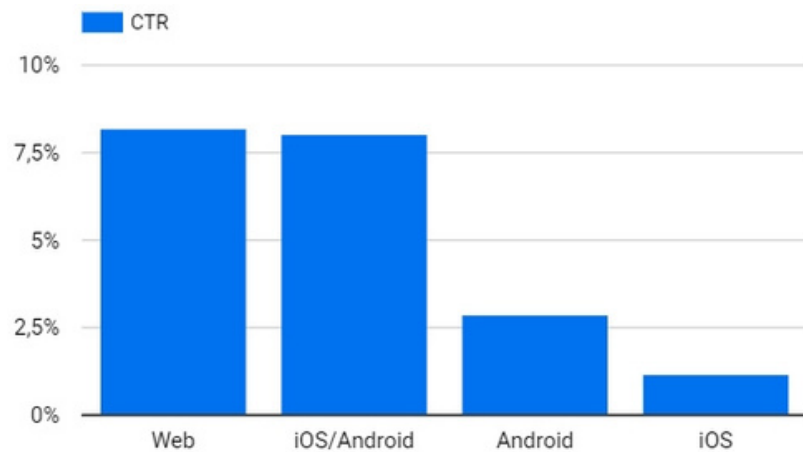
- Highest CTR (**17,54%**)
- Highest difference between CR and Control Group CR (**27,9%**)
- Lowest Uninstall rate (**0,09%**)



The best campaign channel: **Inapp**

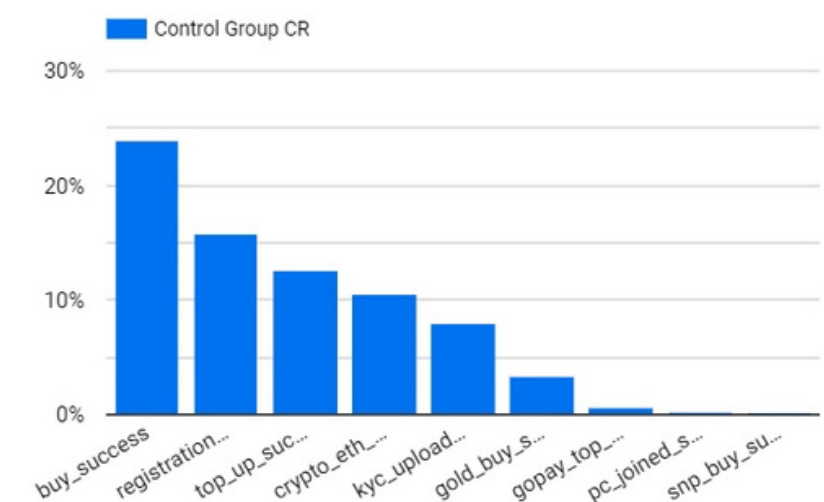
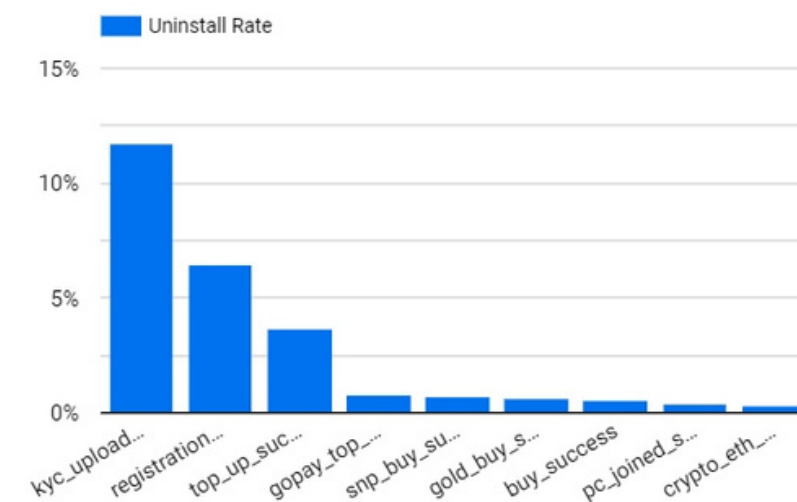
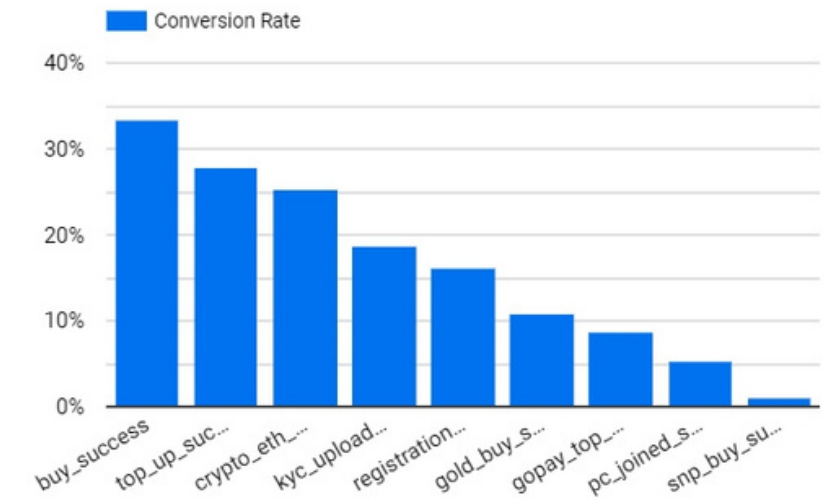
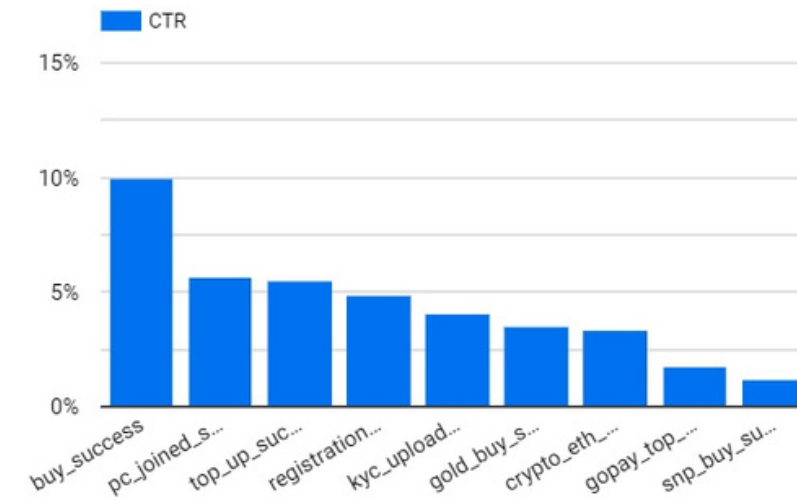
- Highest CTR (**43,24%**)
- High Conversion Rate (**14,7%** out of total clicked)
- Lowest Uninstall rate (**0%**)

Best Campaign OS and Conversion Event



The best campaign OS: **Web**

- Highest CTR (**8,8%**)
- Highest Conversion Rate (**28,4%**)
- Lowest Uninstall rate (**0%**)



The best campaign conversion event: **buy_success**

- Highest CTR (**10%**)
- Highest Conversion Rate (**33,38%**)
- Lowest Uninstall rate (**0,58%**)

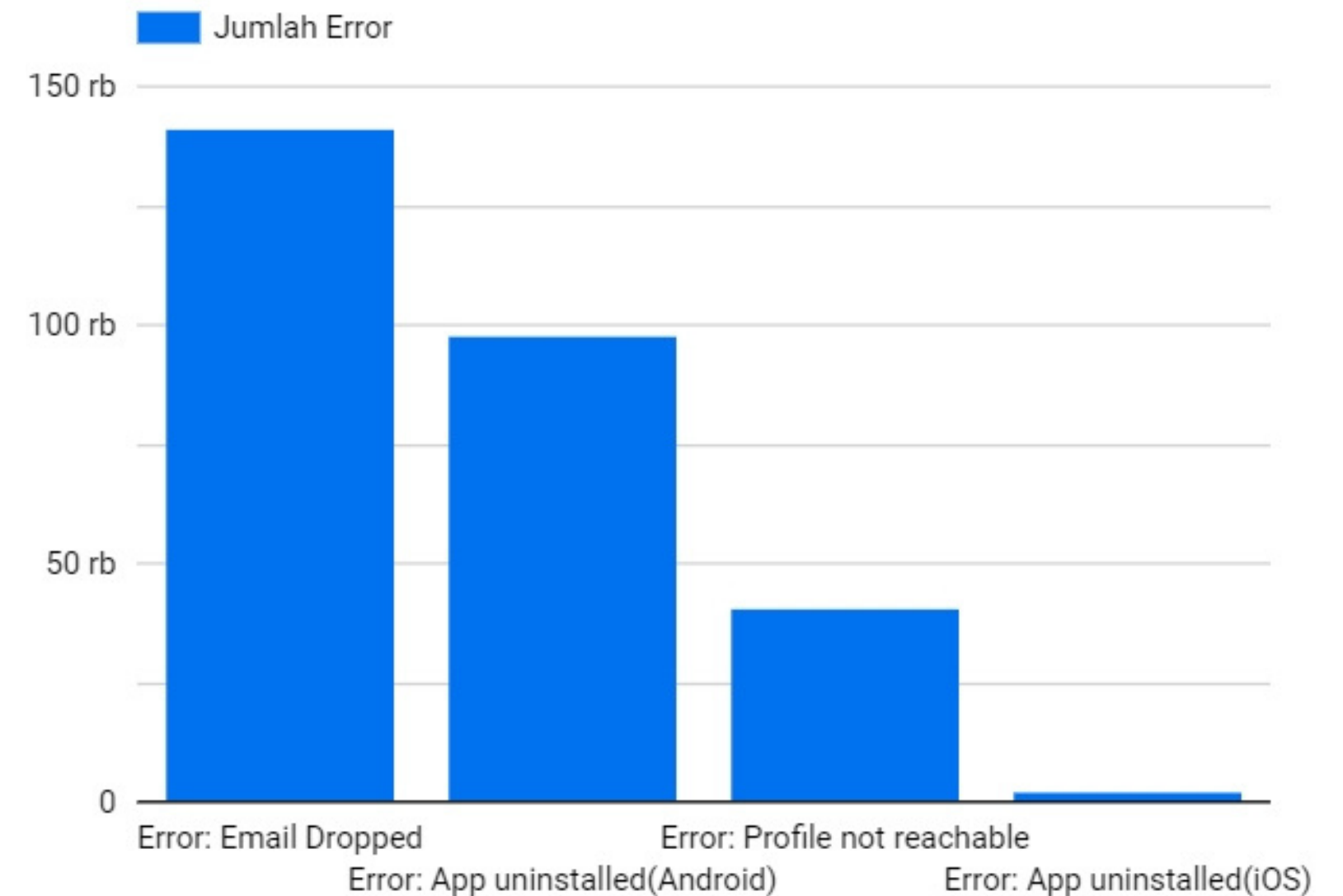
Even though it has a high control group CS, buy_success still perform the highest in it's CTR almost 2 times higher than other events

Types of Error That Mostly Happen to the User

Email Dropped

140.974 from **282,100** error

From the chart on the right, the type of error that mostly happens to the user is **Email Dropped**, as many as **140.974** from the total of 282,100 users, and the least error type is **App Uninstalled(iOS)** with only **2.404**.



Campaign that not as Successful as the Test Campaign

	Campaign Name	Conversion Rate	Group Conversion Rate	Percentage ▾	Total Sent(users)
49.	Mutual Fund Launch	2,6%	0,22%	2,38%	457.920
50.	BukaToko Cuan Launch	2,49%	0,18%	2,32%	187.904

	Campaign Name	Conversion Rate	Group Conversion Rate	Percentage ▾	Total Sent(users)
51.	Inflasi dan S&P 500	1,75%	0,11%	1,65%	172.206
52.	DNI Reminder D+0	81,67%	80,27%	1,41%	3.345
53.	SnP Weekly Blast	1,24%	0,12%	1,13%	536.406
54.	Alasan Investasi S&P 500	1,2%	0,17%	1,02%	203.710
55.	Growth Stocks vs Value Stocks	1,01%	0,17%	0,84%	398.323
56.	11 Sektor S&P 500	0,73%	0,08%	0,65%	183.271
57.	Crypto Earn Launching IOS	0%	0%	0%	1.451

Test Campaign

2.35% Average Percentage

Mutual Fund Launch

2.38% Percentage

BukaToko Cuan Launch

2.32% Percentage

On the left is a list of campaigns that are not as successful as the **Test Campaign** because they are below the percentage from the **Test Campaign**, which is **2.35%**

We only take the **Top 7** because the data below gives better results in the **group conversion rate**, which means the campaign is unsuccessful.