The completejourney Package Includes Delivery and Redemption Data for 27 Distinct Campaigns

These campaigns spanned the one–year study period and a campaign based on the households purchase history was executed each quarter

Campaign Number (y-axis)
Date (x-axis): Nov 1, 2016; Dec 1, 2016; Jan 1, 2017; Feb 1, 2017; Mar 1, 2017; Apr 1, 2017; May 1, 2017; Jun 1, 2017; Jul 1, 2017; Aug 1, 2017; Sep 1, 2017; Oct 1, 2017; Nov 1, 2017; Dec 1, 2017; Jan 1, 2018; Feb 1, 2018; Mar 1, 2018

Campaign Type: Purchase History / Regular