

Company Campaign Performance Analysis On January – February 2020

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Agenda

Context

Analyses

Summary and Recommendations

Context

Background

After successful campaigns in three cities: 01CT, 02CT, and 03CT during 2019. The company uses the same strategy but with a new objective as follows:

1. Acquire a minimum of 150 new live merchants every month
2. Keep the retention rate a minimum of 85% of last year's existing merchants
3. Increase promo discount participation rate to a minimum of 30% of all merchants

The company needs us to assess the two month (January-February 2020) campaign performance to determine whether to continue the campaign or not.

Main Objectives

1. To find the acquisition performance of new live merchants in these two months (overall and in each city).
2. To find the percentage of last year' who stayed merchants in these two months (overall and in each city).
3. To find the merchant promo participation rate in these two months (overall and in each city).

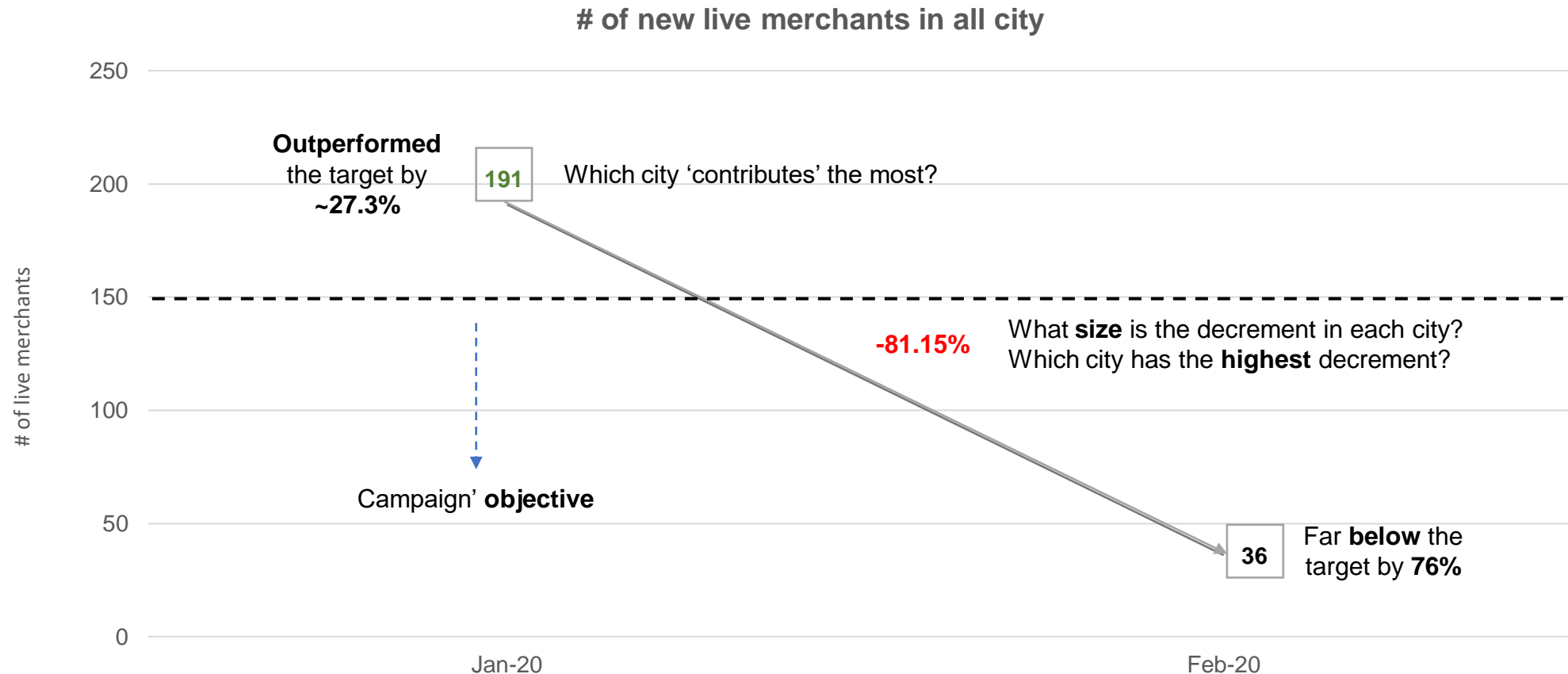
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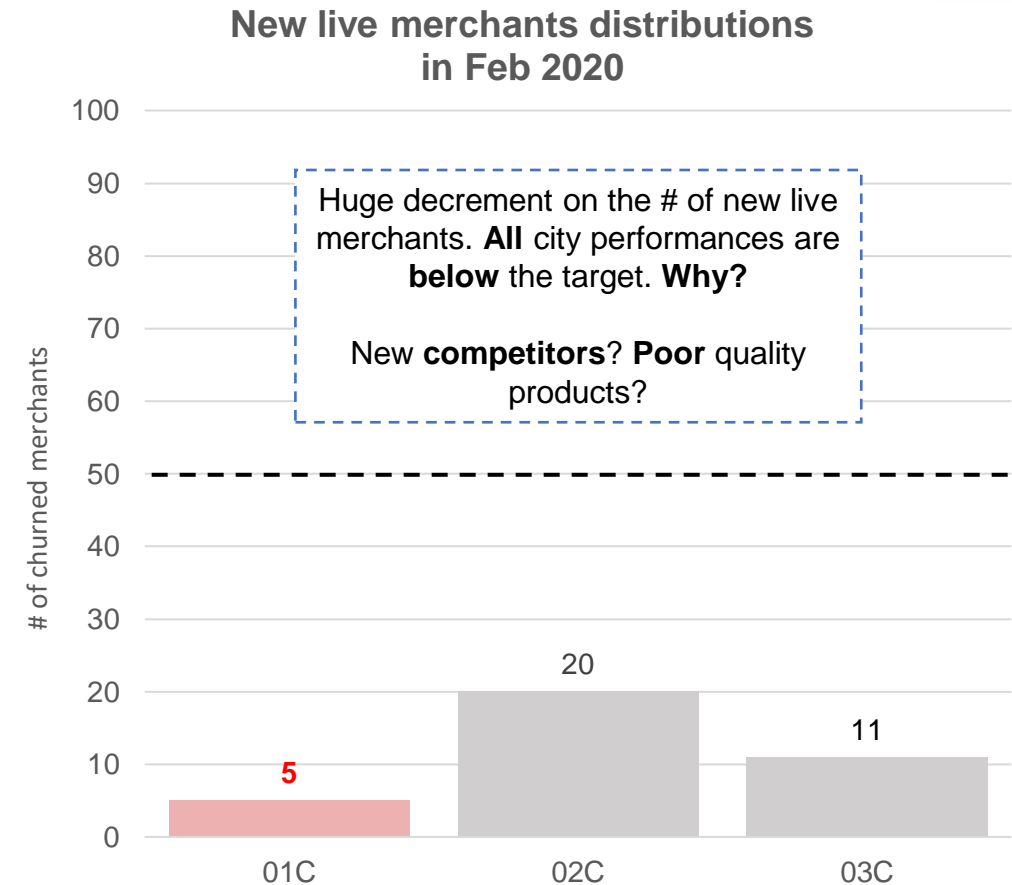
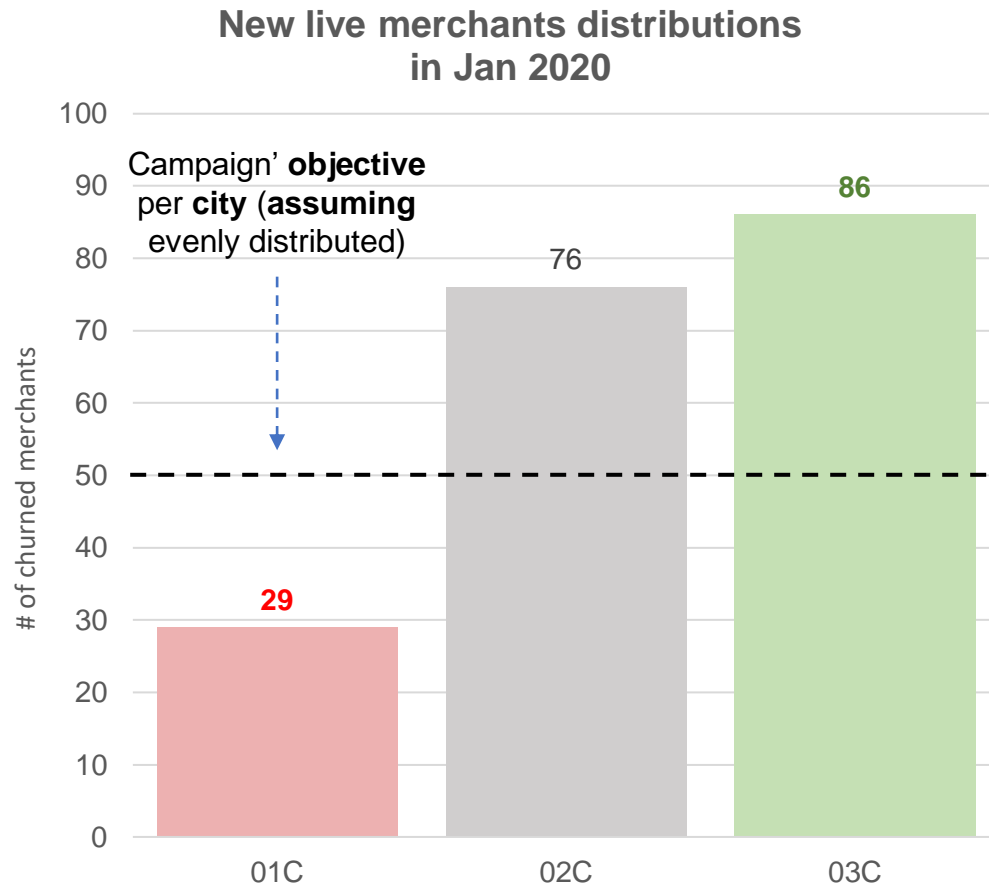
Summary and Recommendations

Overall, there is a significant drop of new live merchants in February 2020 (-81.15%)



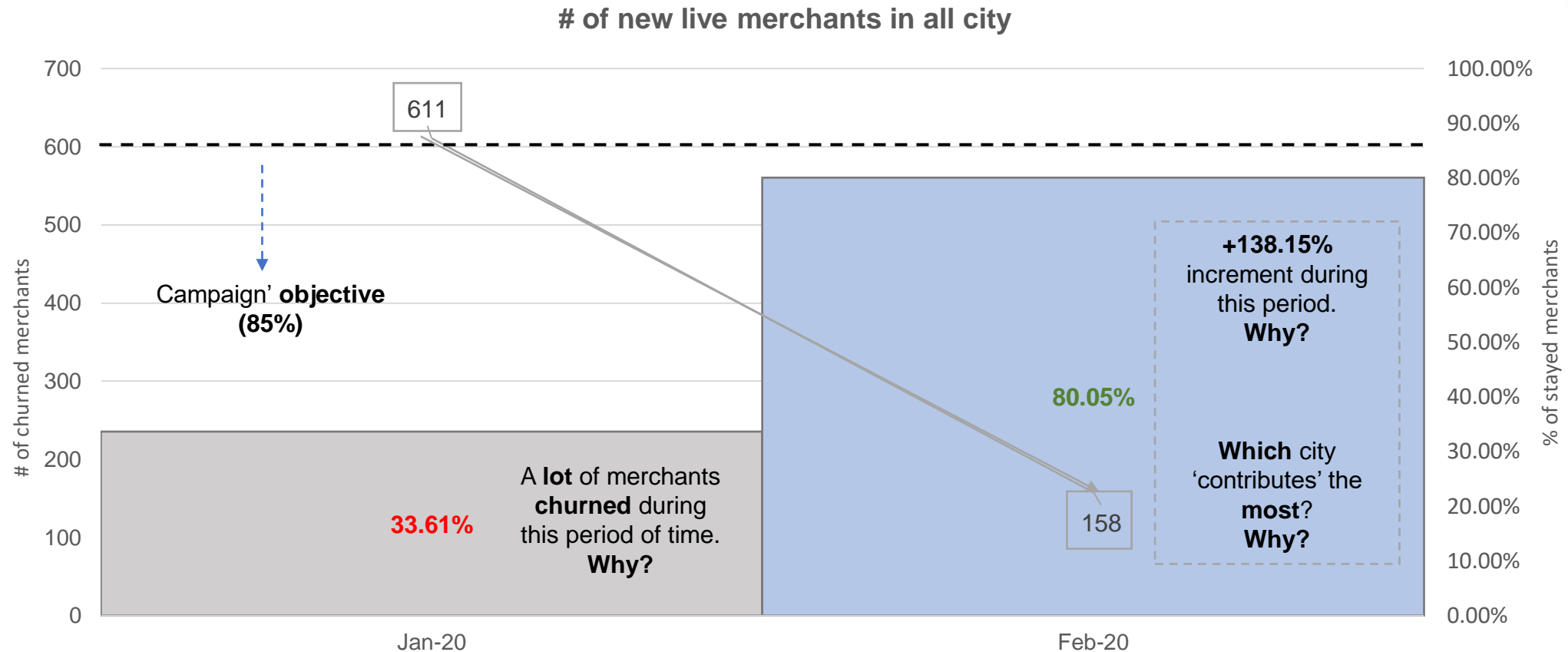
Live merchants: Merchants that have a minimum one successful transaction in a period of time

City 03C has the best acquisition performance (highest number of new live merchants) in the past two months



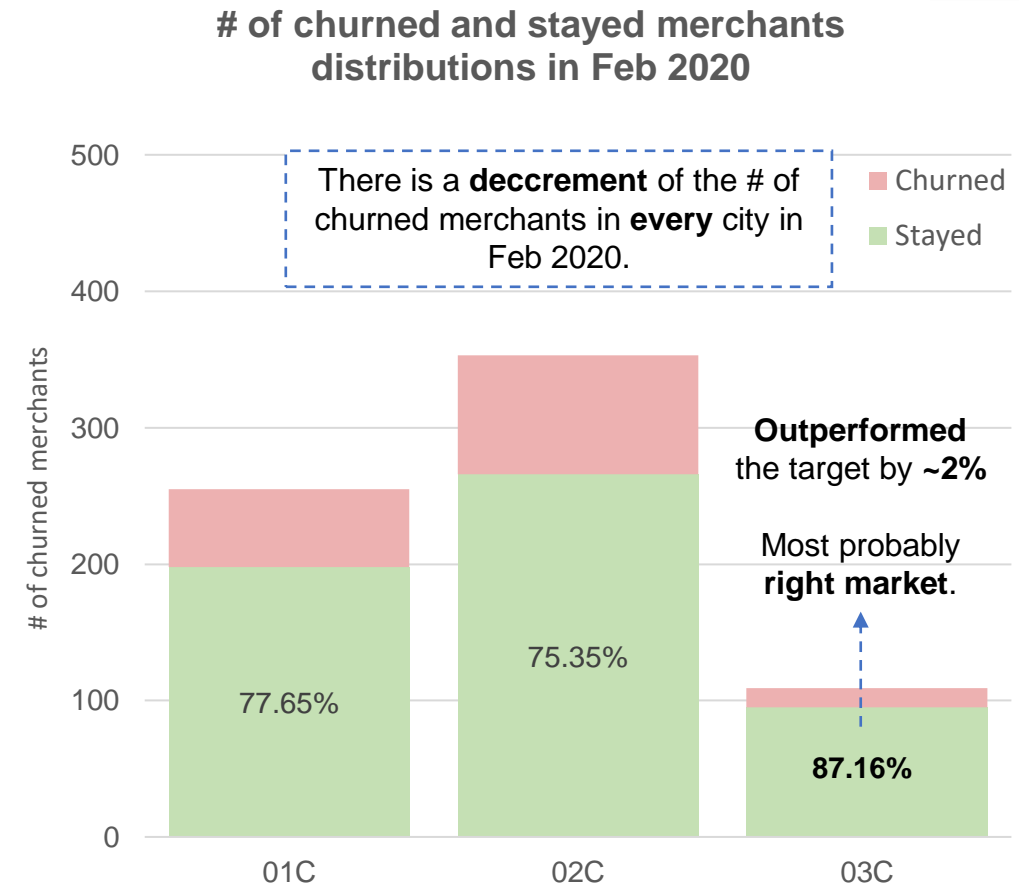
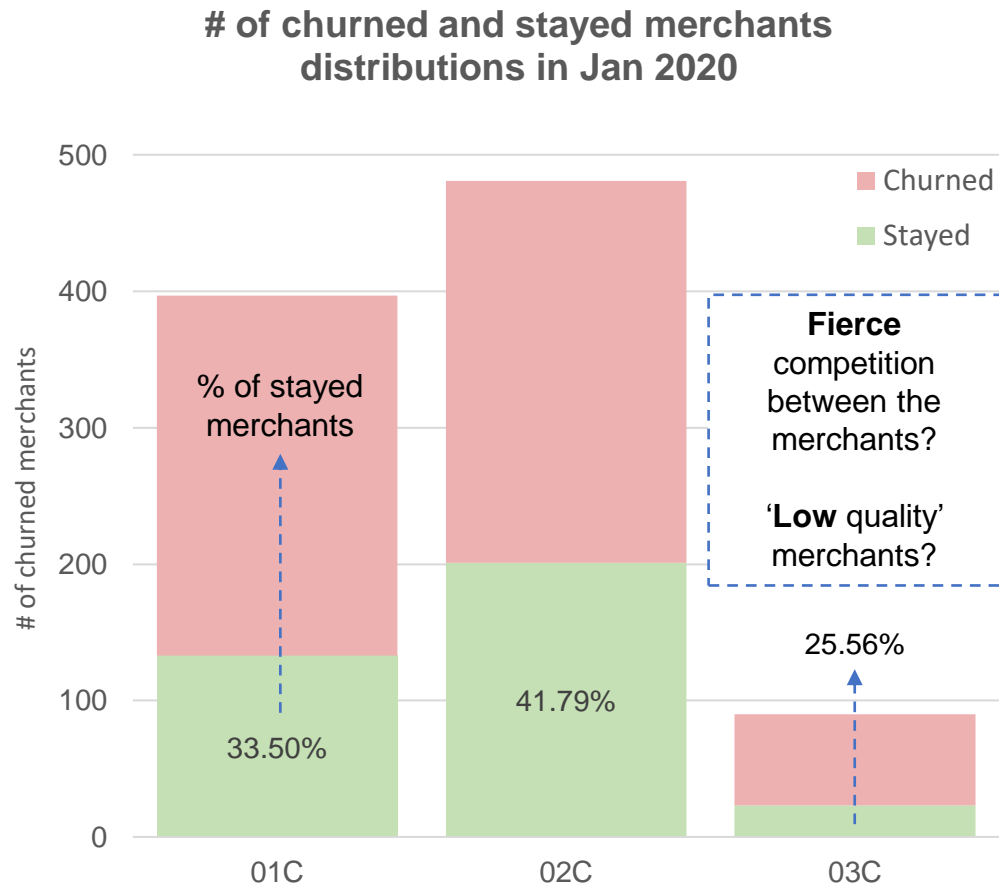
Churned merchants: Merchants that have 0 successful transactions in the last 30 days.

In general, there is a noticeable increment (~138.15%) on the merchant retention rate



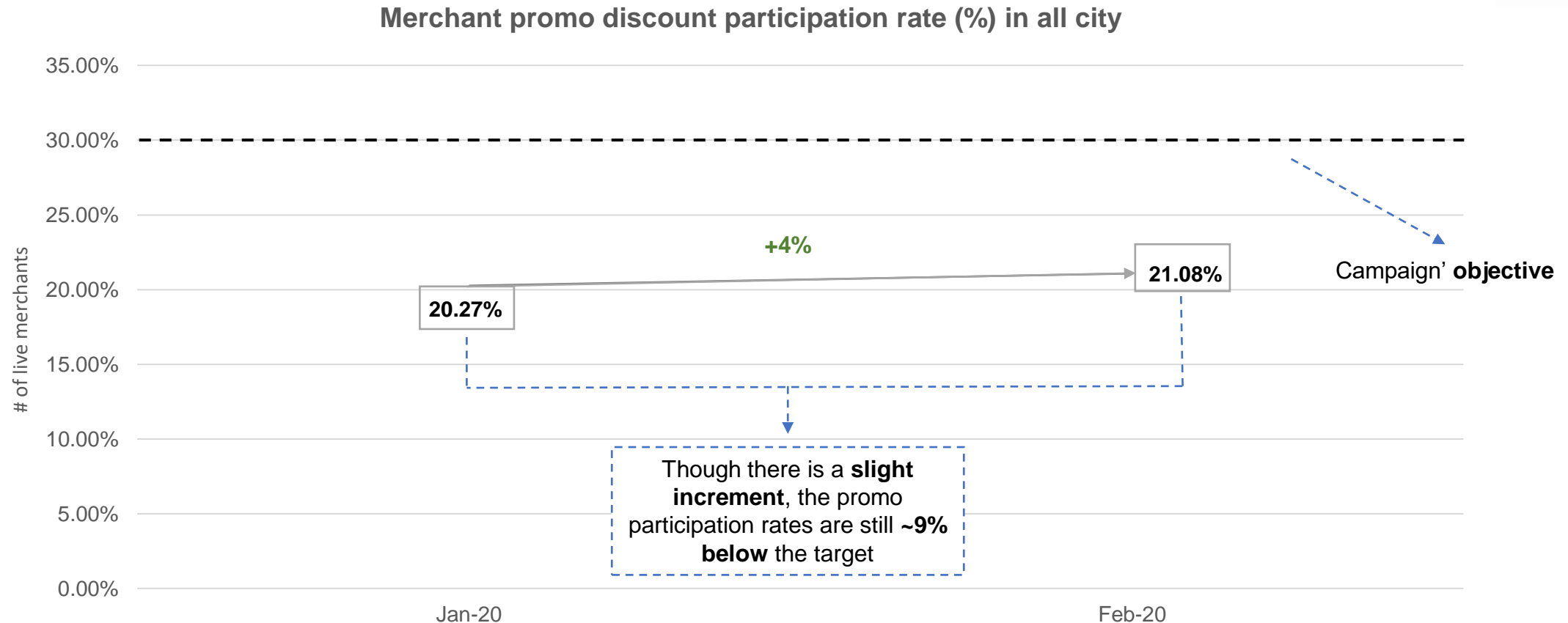
Live merchants: Merchants that have a minimum one successful transaction in a period of time

Although there is a significance increment on merchant' retention rate in every city, city 03C 'contributes' the most



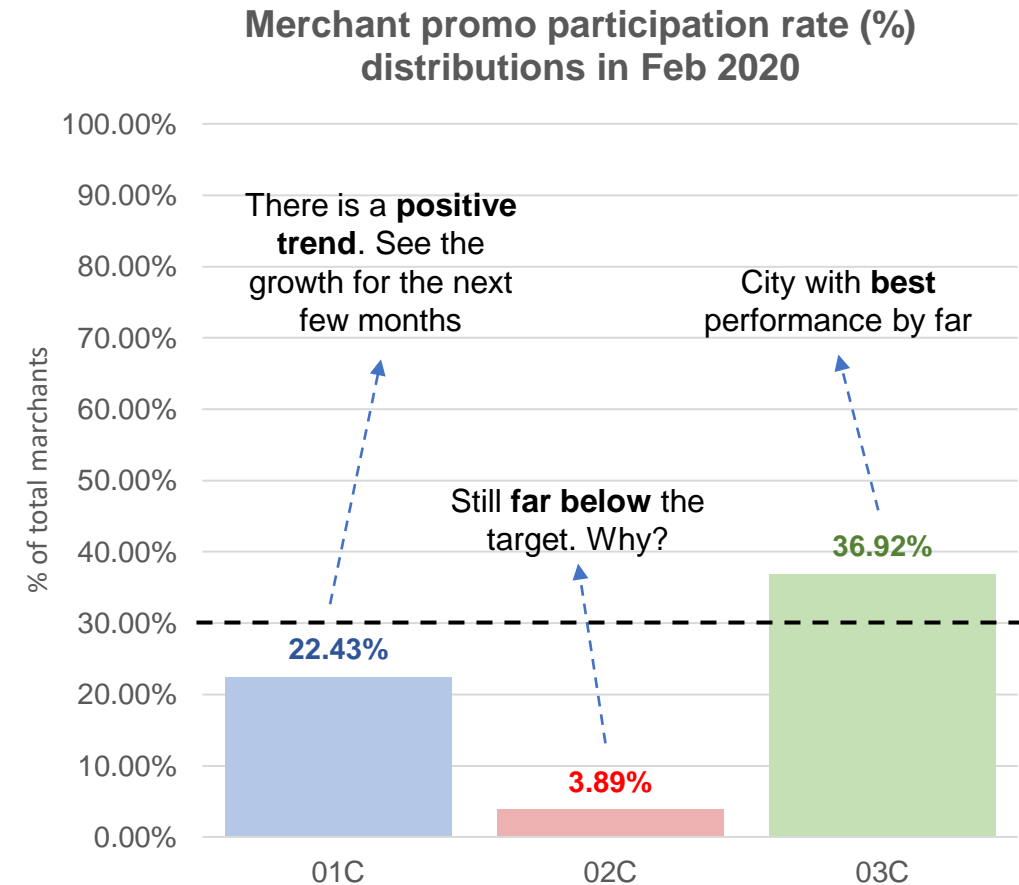
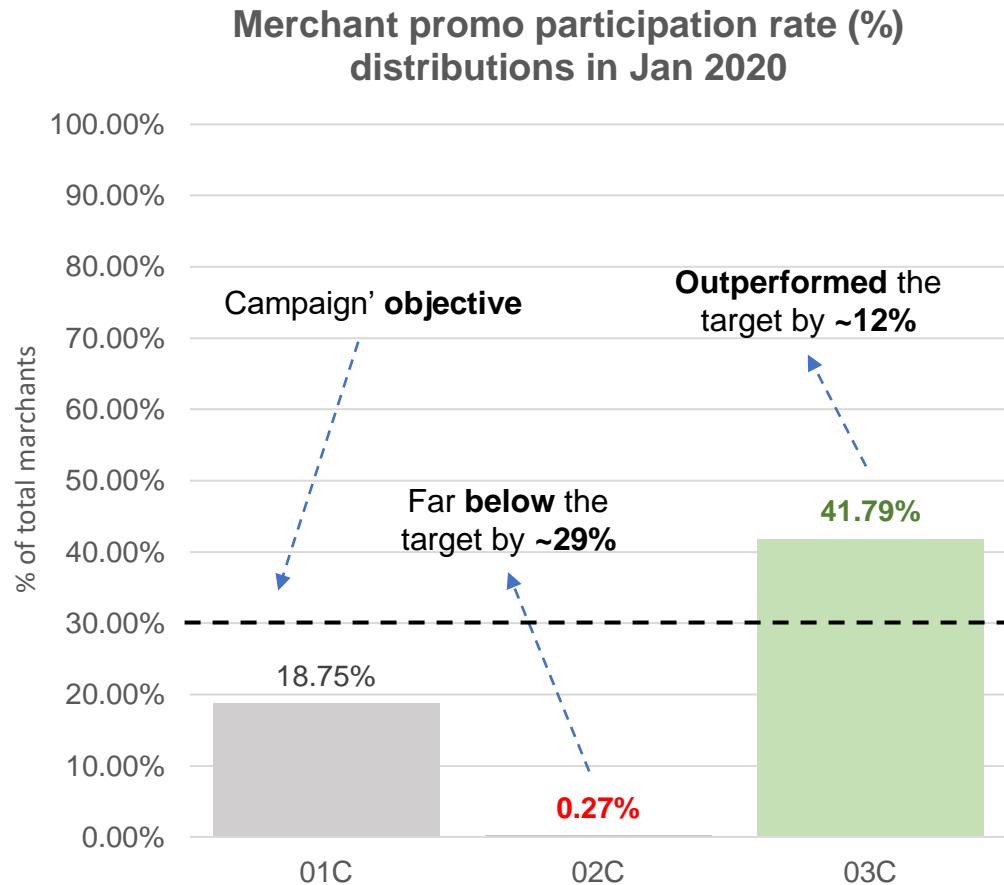
Churned merchants: Merchants that have 0 successful transactions in the last 30 days.

During the first two months of the campaign, only ~20% of the total merchants are participating in the promo/discount



Discount participation: Transactions with total revenue after discount less than the total revenue.

Minority of merchants (~0-4%) in City 02C are participating in promo, while it is not the case for the other 2 cities



Discount participation: Transactions with total revenue after discount less than the total revenue.

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Analyses' Summary

- **New Live Merchants:** In Jan 2020, the objective was exceeded by 27% (city 03C as the main 'contributor'), but it dropped heavily in the following month.
- **Retention Rate:** Though it was below the target, there is a huge increment of the retention rate in Feb 2020, from the average of 33.06% to 80.05% in all cities (city 03C has the best retention rate (87.16% in Feb 2020))
- **Promo Participation Rate:** Though city 03C is the only city which exceeded the target, there is a good increment trend on promo participation rate in city 01C.

Recommendations

1. A **discussion** involving **various** teams in the campaign are needed (e.g. Marketing, RnD) to fully understand the situation in the past 2 months, i.e. **competitors** existence, **poor quality** products, etc.
2. City **03C** is the **most promising** city based on these two months performance, though several actions are recommended, such as:
 - Run a campaign with the **focus** on **acquiring** new merchants with **good** quality.
 - Build and maintain **good relations** with merchants in 03C to cooperate for a **long-term period**.
3. Provide **incentives** to the merchants as a means to **increase** the merchant' **promo** participation rate.
4. Run the campaign in 01C and 02C to see if there is a **continuous** positive trend in March (**if possible**).