

Digital Marketing Campaign Analysis

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Agenda

Context

Analyses

Summary and Recommendations

Context

Background

Marketing campaigns are sets of strategic and organized acts used by many companies to promote a specific company goal, i.e. promoting their new products. By using various approaches and a combination of media, they then can locate their potential customers, and build a marketing strategy for future prospects. Based on the data of BukaToko marketing campaign on February 2019, we want to build a good marketing strategy for BukaToko's next month marketing campaign.

Main Objectives

1. To find the best campaign in January 2019.
2. To find the best campaign objective, channel, OS, and conversion event.
3. To find the types of error that mostly happen to user.
4. To find campaign(s) which are not as successful as the test campaign.

Agenda

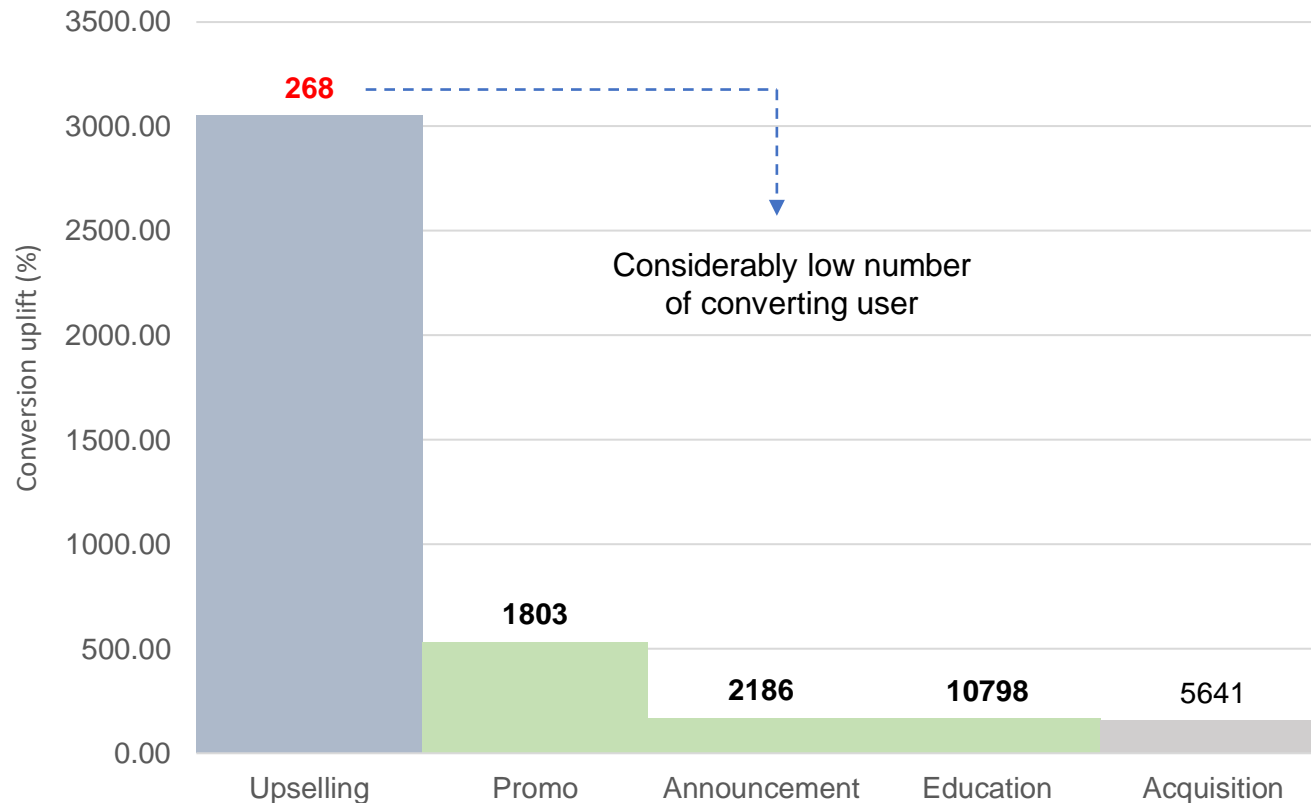
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‘Promo’, ‘Education’, and ‘Announcement’, consecutively, are the best 3 campaign’ objectives

Conversion uplift (%) of each campaign’ objective



Key Findings

- There is **only 1 campaign** with **“Upselling”** objective. As such, it is not wise to conclude it as one of the best campaign’ objective (need more data).
- Though campaigns with **“Acquisition”** objective have a lot more converting user compared to **“Announcement”** campaigns, in fact, some “Acquisition” campaigns have **low** (almost zero) to **negative conversion uplift (%)**, while “Announcement” has **none**.

'Push Notification' are the most used and also the best channel for campaigns

Success metrics to compare both channels

OS	Converting User	Total CG conversions	Conversion Rate (%)	CG Percentage	Conversion Uplift (%)
Push Notification	27667	15321	26.665742	16.999158	175.233862
Email	407	0	28.402114	-	-

There is **no** control group for 'email' channel. **Another metrics** are needed to compare those channels.

Key Findings: Though the conversion rate of email are a bit higher than push notification, the **converting user' difference** between both channel are **highly significance**.

'iOS/Android' are the most used and also the best operating-system (OS) for campaigns

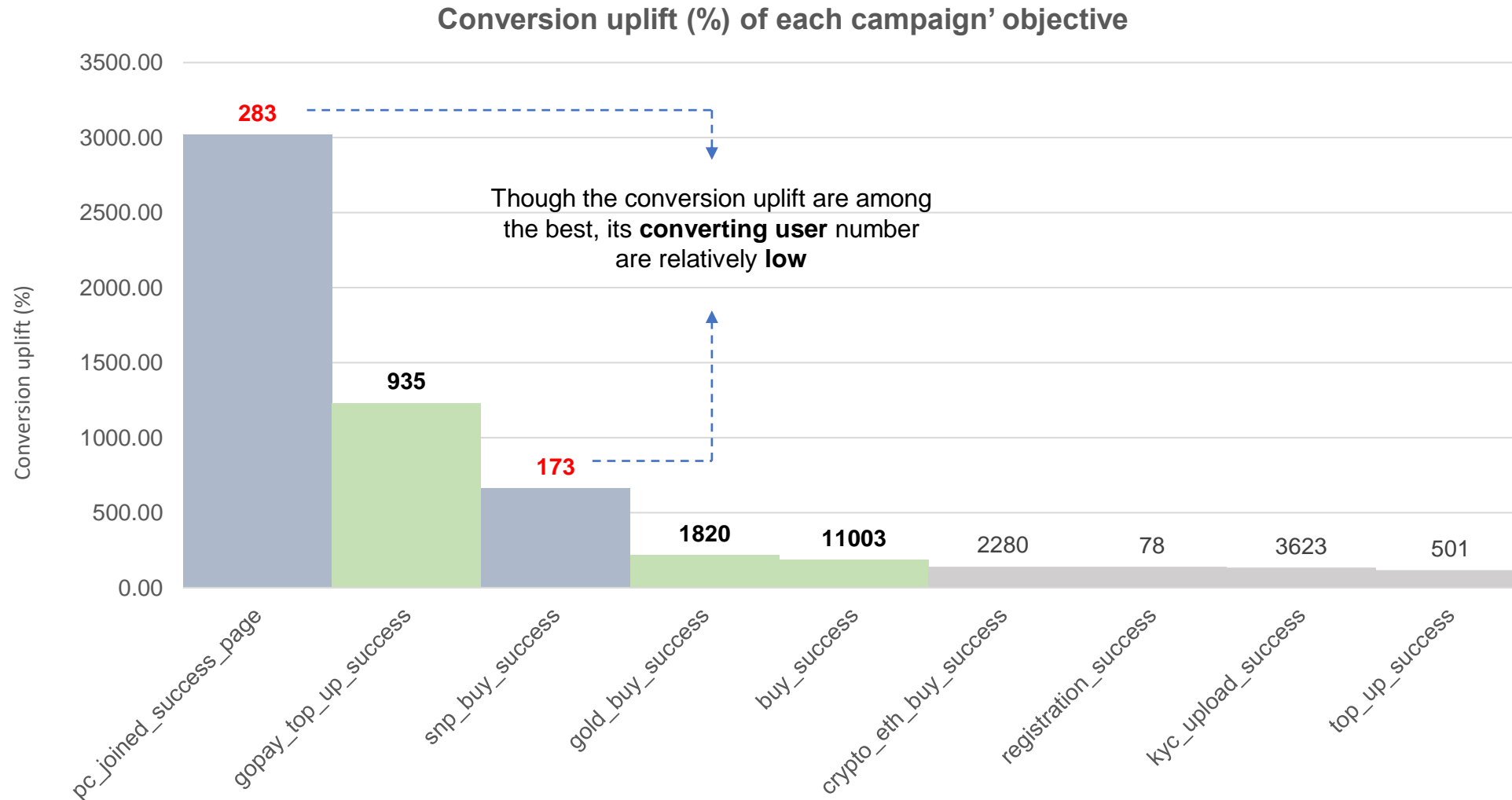
Success metrics to compare both
OSes

OS	Converting User	Total CG conversions	Conversion Rate (%)	CG Percentage	Conversion Uplift (%)
iOS/Android	31211	15806	26.782513	16.998842	172.329602
Web	407	0	28.402114	-	-

There is **no** control group for 'web' OS. **Another metrics** are needed to compare those OSes.

Key Findings: Though the conversion rate of 'Web' are a bit higher than 'iOS/Android', the **converting user' difference** between both channel are **highly significance**.

‘Gopay top up success’, ‘Gold buy success’, and ‘Buy success’, consecutively, are the upper 3 best campaign’ conversion event



Campaign using 'Email' as its channel have the most (49.32% of total errors) error recorded, followed by 'Push Notification'

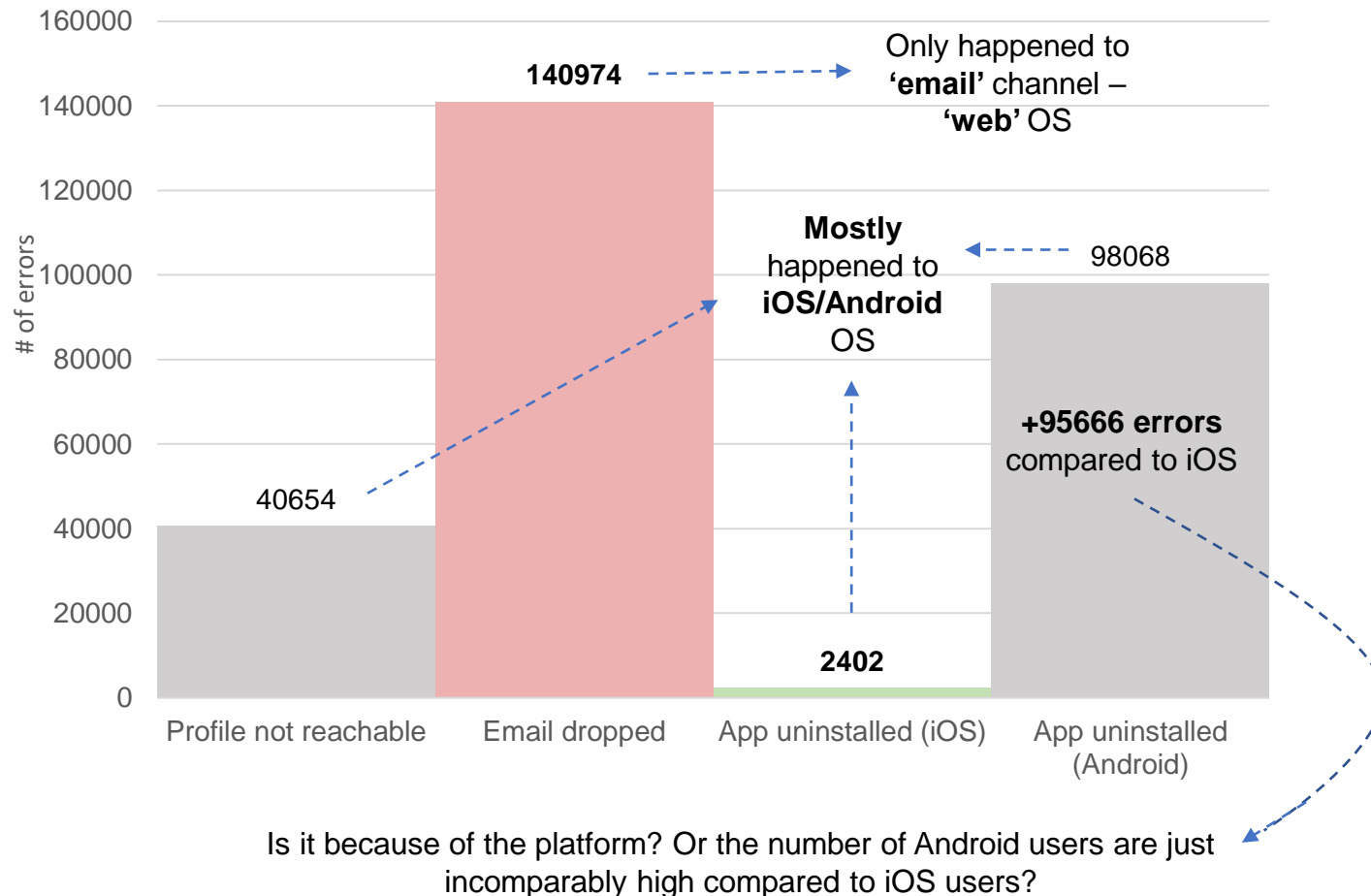
Channel	OS	Conversion Event	Errors
Email	Web	buy_success	361453
Push Notification	iOS/Android	buy_success	245433
		registration_success	56504
		kyc_upload_success	33218
		gold_buy_success	16797
		snp_buy_success	7579
		gopay_top_up_success	4791
		crypto_eth_buy_success	4050
		top_up_success	2542
		pc_joined_success_page	406
	Android	pc_joined_success_page	75
	iOS	pc_joined_success_page	25
InApp Notification	iOS/Android	buy_success	0
		pc_joined_success_page	0

Key Findings

- Channel '**email**' are **not recommended** to use for campaign purposes, as it have many error recorded.
- Campaign with '**buy_success**' have the **most** error recorded. Further **evaluation** are needed.
- Campaigns with '**InApp Notification**' (mostly test campaign(s)) do not have any error.
- **Future campaigns** execution **should refer** to these campaign(s) to **minimize** # of errors (by internal factors).

'Email dropped' is the type of error that happened the most (49.97% of total errors), followed by 'App uninstalled (Android)'

Types of error frequency distributions



Key Findings

- A large amount of email campaign are getting **dropped**, there are 2 probable reasons: (1) the campaign are aiming towards the **wrong target** markets, and (2) the CTA or/and contents on the email are **unclear** and not interactive.
- "App uninstalled (Android)" error occurred to **almost every campaign** with "Push Notification" channel. This could be because user are **bothered** by the campaign notification given by the app to Android users.

There are 11 campaigns ‘unsuccessful’ campaigns

All campaigns with ‘Upselling’ and ‘Promo’ objective are successful

New metrics: Campaign(s) are considered **more success** than test campaign if it has **higher conversion rate** than the test campaign on **the same objective** (if there is no test campaign with the same objective, we then use the **average** conversion rate of other test campaign(s)), with **positive conversion uplift (%)**.

Validation: All of test campaigns conversion uplifts are >1000%, which are very high. If we were to use this as a comparison with real campaigns, only 1 campaign is considered success.

Objective	Test Campaign' Conversion Rate (%)	# of Unsuccessful Campaign(s)
Education	1640.365478	3
Acquisition	1313.741855	7
Upselling	1477.053667	-
Promo	1477.053667	-
Announcement	1477.053667	1
Total # of Unsuccessful Campaign(s)		11

Key Findings

- 5 “Acquisition” (**Bitcoin Reminder** and **‘Welcome Message’** campaign) and 1 “Education” (21 Juta Bitcoin di Dunia) campaigns have **negative conversion uplift (%)**.
- There is at least a campaign with **neither** converting user nor CG conversions, i.e. **Usability Testing Invitation**
- **By this metrics**, top 3 objectives with highest unsuccessful campaigns percentage are **‘Education’** (9.09%), **‘Announcement’** (7.69%), and **‘Acquisition’** (7.14%).

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Analyses' Summary

- **Metrics used:** Conversion uplift (%), to determine the impact of a campaign
- **Best campaign objective:** Promo, Education, and Announcement
- **Best campaign channel:** Push notification
- **Best campaign OS:** iOS/Android (Though Android has higher uninstall rate)
- **Unsuccessful campaign:** There are 11, e.g. Bitcoin Reminder (negative conversion uplift), '21 Juta Bitcoin di Dunia', 'Usability Testing Invitation', etc.

Recommendations

1. Use **'Push Notification'** as the campaign' channels.
2. **'Promo', 'Education', or 'Announcement'** campaign(s) are **more likely** to success (have a good user conversion rate).
3. Marketing team(s) in charge of **'Email'** campaign(s) must **re-research** the right potential target **users** and **CTA/contents** used in the email to decrease errors (including email dropped).
4. Further **evaluation** on **"buy_success"** conversion event Campaigns are **recommended** (many errors).
5. Further **inspection** (and maybe **innovation**) on **Android app' push notification** feature are needed, as the number of uninstalled users are incomparably higher compared to iOS.