Alamosa Tourism Email Campaign

Created by Raleigh Burrell for Internet Honey in Info 3300: Project Phase I

# Executive Summary

The Alamosa Convention and Visitors Bureau (ACVB) is a municipal tourism organization for the city of Alamosa, Colorado. They position themselves as the premier tourist destination in the San Luis valley, a place from where you can enjoy Southwestern culture as well as visit attractions such as the Great Sand Dunes. One of their main marketing channels is email. Via a database which organizes Alamosa-interested-subscribers, subscriber-email lists, and emails, they collect data about the success of their email campaigns. For ACVB, it is extremely important to understand what qualities in their email campaigns, equally as much as their subscribers, are creating new business engagement.

In order to measure and analyze this engagement, ACVB contracts their analysis solutions to Internet Honey (IH), an internet marketing service in Denver (whom I asked for some realistic data to practice analyzing). While IH’s solution for ACVB already provides analytical solutions, I have asked IH to borrow data to create a Data Warehouse. Via my analysis, I hope to help ACVB identify which email campaigns are most successful; the main measure of success in the email is a “click,” or a direct interaction in an email from a subscriber. When a user clicks, their IP Address is recorded as well as the time and count of clicks. This information, stored in an associative entity, drives the main source of analysis and will act as my fact table. By measuring the clicks, I can develop models to understand which emails are most successful, which subscribers are most interactive, and, over time, how the performance of their campaigns has changed.

# Business Requirements

* On what days and at what times were emails most clicked? Is there a specific time when sending an email generates more clicks? Additionally, how long does it take for people to open their emails? By answering these questions, we can optimize the time at which we send emails to generate the most interaction possible.
* How can we describe our active subscribers? How many unique clicks do specific emails generate? How many users do we have who are “highly interactive” with Alamosa’s emails? If there is a specific region for where Alamosa is popular, we could enhance Alamosa’s presence by putting out ads in other media.
* From where are emails being clicked? Do these locations conflict with the subscribers provided information? If yes, does this mean our subscribers are travelers or traveling to similar destinations to Alamosa? By answering these questions, we can build an accurate profile about the location habits of our active subscribers.
* Which email types were most popular? Have clicks in emails been increasing with time? This requirement can help tell Alamosa which emails have been the most successful and know if their email advertising campaign has been increasing activity in their marketing channel.

# Information Subject: Email Advertising Clicks

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| **Hierarchy** | **Dimensions** | | | | | |
| **Date** | **Time** | **Subscriber** | **List** | **Mail** | **Location** |
| Year | Hour | Country | Name | Type | Country |
| Quarter | Minute | State |  | Alias | State |
| Month | AM\_PM | ZIP |  |  | City |
| Week |  | City |  |  | Latitude |
| Day |  | Lead Source |  |  | Longitude |
| **Facts:** Click Count, Time Unopened | | | | | |