Stage: Research and Objective Setting

Goal: Define the purpose and scope of the campaign.

## Campaign Objectives

1. Goal: Goal 2: Reduce cart abandonment by 10% by optimizing ad clicks through customer journey mapping and retargeting strategies.

## Target Audience Segments

1. Label: 'Enthusiastic Gamers'; Demographics: '16 to 28 years old gaming enthusiasts'; Behavior: 'Spend considerable time on gaming forums; Painpoints: 'Frustrated with frequent out-of-stock situations for popular electronics'

## Competitor Strategies

1. Competitor: GameStop; Promotiontype: Flash Sale; Channels: Instagram; Strength: The campaign effectively targeted young gamers with attractive discounts on popular gaming electronic items; Weakness: Limited availability of products resulted in quick 'Out of Stock' situations

## Promotion Types

1. Type: 'Loyalty Rewards'

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