Campaign Analysis

Combined View across various campaign

Executive Summary

Total footfall	**Active customers**	**New/Reactivated** / Return Rate
X%	A%	XX K / Y%

Incremental Sales	**% Profit**	**Incremental Profit**
€XX M	XX%	XX

Basket Value	**Residual Basket Value**	**Txns per customer**
X%	(Y%)	X%

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Promotion campaign was a driver of footfall, sales and basket value.

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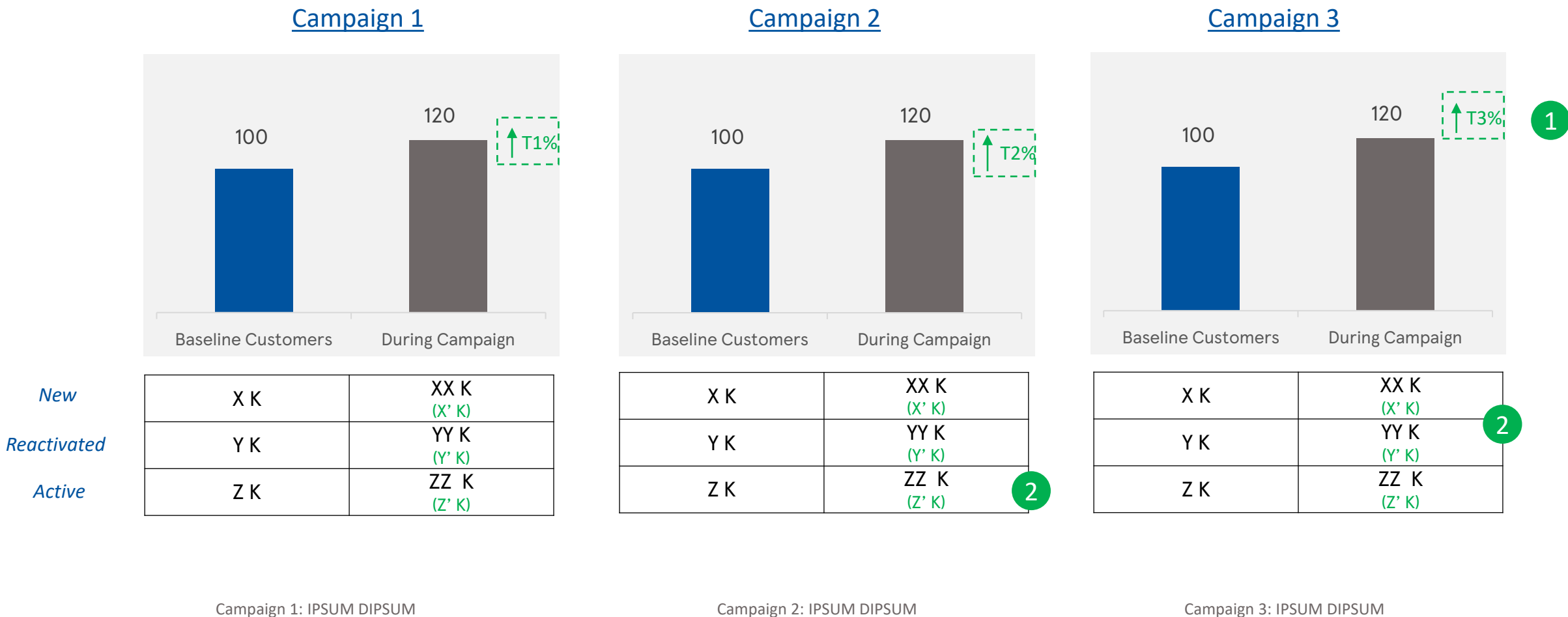IPSUM DIPSUM IPSUM DIPSUM IPSUM DIPSUM IPSUM DIPSUM IPSUM DIPSUM IPSUM DIPSUM IPSUM DIPSUM IPSUM DIPSUM IPSUM DIPSUM IPSUM DIPSUM IPSUM DIPSUM IPSUM DIPSUM IPSUM DIPSUM IPSUM DIPSUM IPSUM DIPSUM IPSUM DIPSUM IPSUM DIPSUM

Campaign 1: IPSUM DIPSUM   Campaign 2: IPSUM DIPSUM   Campaign 3: IPSUM DIPSUM

Impact on Footfall

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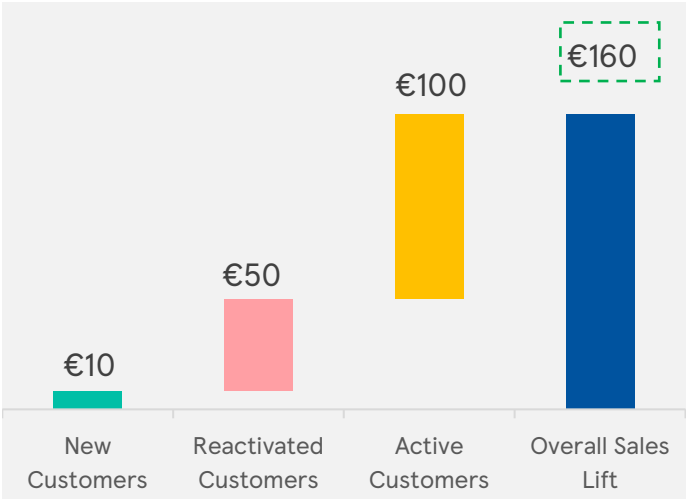
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Campaign 1

100	120
Baseline Customers	During Campaign

↑ T1%

	Baseline Customers	During Campaign
New	X K	XX K (X' K)
Reactivated	Y K	YY K (Y' K)
Active	Z K	ZZ K (Z' K) **2**

Campaign 1: IPSUM DIPSUM

Campaign 2

100	120
Baseline Customers	During Campaign

↑ T2%

	Baseline Customers	During Campaign
X K	XX K (X' K)	
Y K	YY K (Y' K)	
Z K	ZZ K (Z' K)	

Campaign 2: IPSUM DIPSUM

Campaign 3

100	120
Baseline Customers	During Campaign

↑ T3% **1**

	Baseline Customers	During Campaign
X K	XX K (X' K)	
Y K	YY K (Y' K) **2**	
Z K	ZZ K (Z' K)	

Campaign 3: IPSUM DIPSUM

Impact on Sales and Profit

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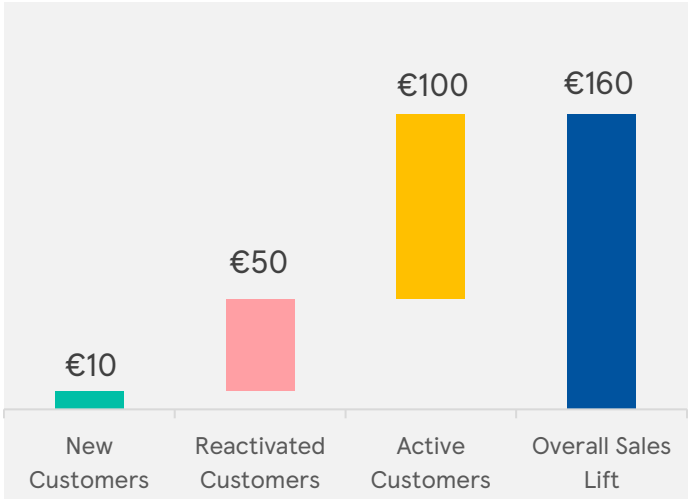
Campaign 1

	New Customers	Reactivated Customers	Active Customers	Overall Sales Lift
	€10	€50	€100	€160

KPI 1				
KPI 2				
KPI 3				

Campaign 2

	New Customers	Reactivated Customers	Active Customers	Overall Sales Lift
	€10	€50	€100	€160

Campaign 3

	New Customers	Reactivated Customers	Active Customers	Overall Sales Lift
	€10	€50	€100	€160

Impact on Customer Buying Behaviour

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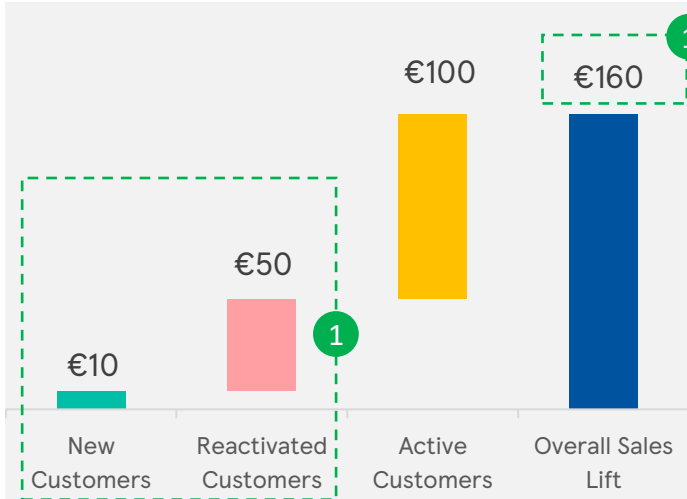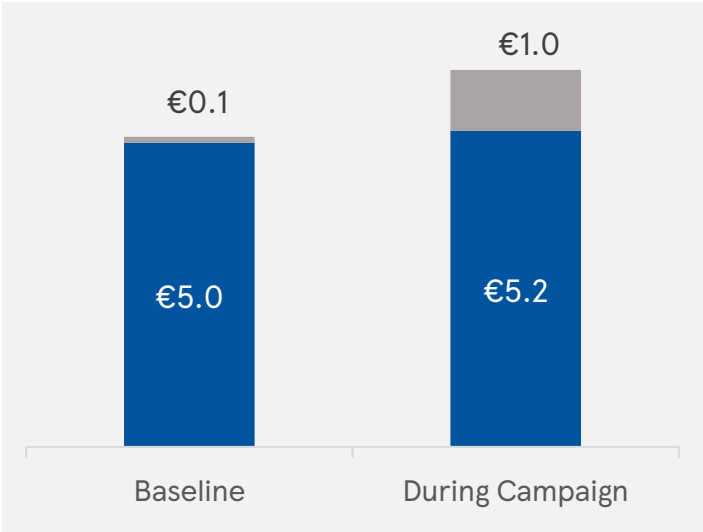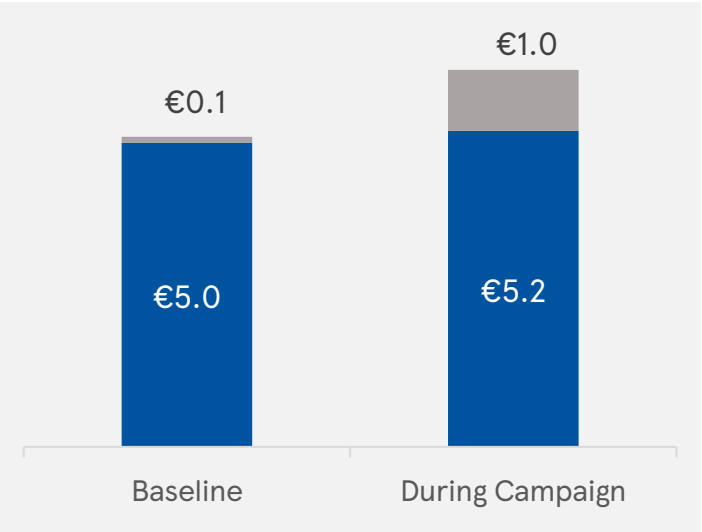
Campaign 1

	€1.0
€0.1	
€5.0	€5.2
Baseline	During Campaign

	Baseline	During Campaign
KPI 1	XX	€ XX (€ X) **1**
KPI 2	XX	€ XX (€ X)
KPI 3	XX	€ XX (€ X)

Campaign 2

	€1.0
€0.1	
€5.0	€5.2
Baseline	During Campaign

	Baseline	During Campaign
KPI 1	XX	€ XX (€ X)
KPI 2	XX	€ XX (€ X) **2**
KPI 3	XX	€ XX (€ X)

Campaign 3

	€1.0
€0.1	
€5.0	€5.2
Baseline	During Campaign

	Baseline	During Campaign
KPI 1	XX	€ XX (€ X)
KPI 2	XX	€ XX (€ X) **2**
KPI 3	XX	€ XX (€ X)

Pull forward Impact

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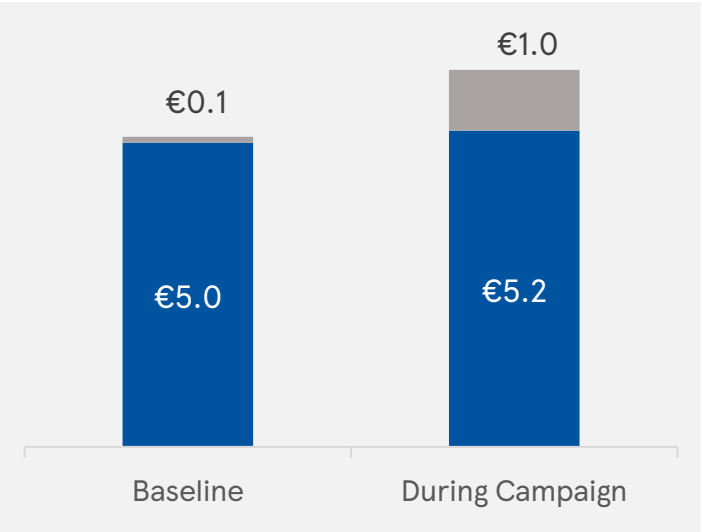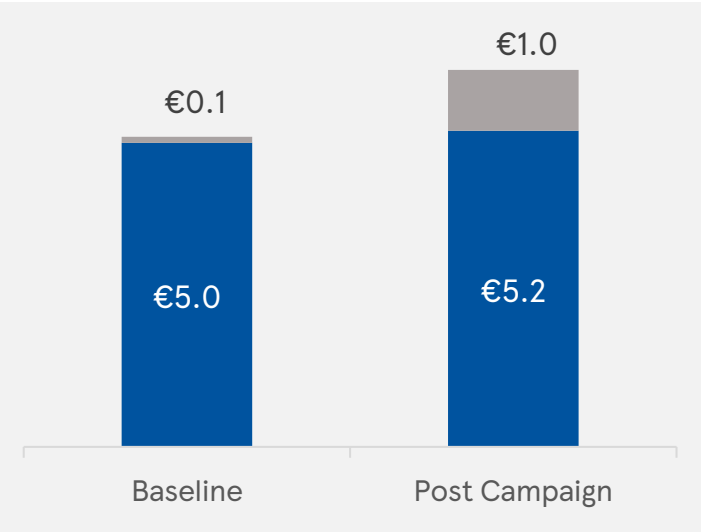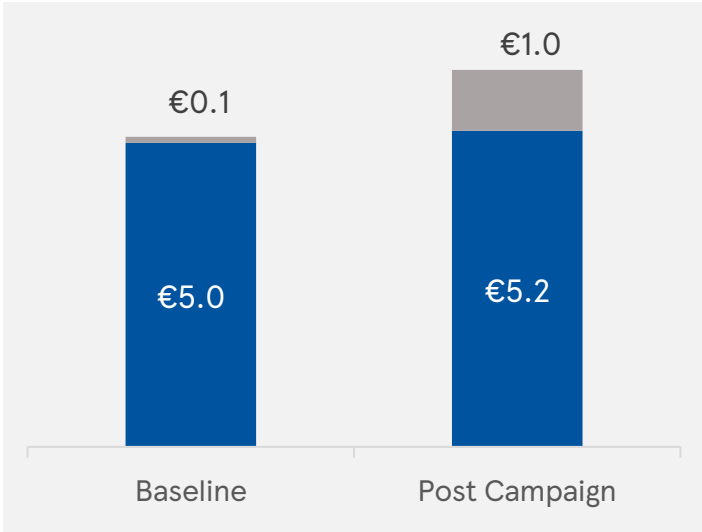
Campaign 1

€0.1	€1.0
€5.0	€5.2
Baseline	Post Campaign

Campaign 2

€0.1	€1.0
€5.0	€5.2
Baseline	Post Campaign

Campaign 3

€0.1	€1.0
€5.0	€5.2
Baseline	Post Campaign
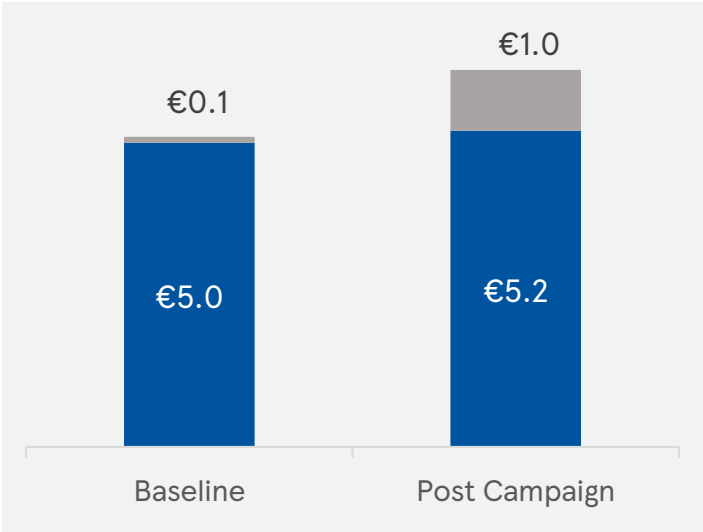
	Campaign 1		Campaign 2		Campaign 3	
KPI 1	XX	€ XX (€ X) ①	XX	€ XX (€ X)	XX	€ XX (€ X)
KPI 2	XX	€ XX (€ X)	XX	€ XX (€ X) ②	XX	€ XX (€ X) ②
KPI 3	XX	€ XX (€ X)	XX	€ XX (€ X)	XX	€ XX (€ X)

Campaign Product Performance Analysis

Campaign 1: Impact on Products

Heading

KPI 1

Category, -2.4pp, 25.0%

Category, 2.1pp, 30.0%

Category, -1.0pp, 18.0%

Category, 0.4pp, 24.0%

Category, 1.2pp, 21.0%

Category, -1.7pp, 10.0%

Category, 1.2pp, 15.0%

Category, -0.6pp, 8.0%

Category, 1.6pp, 11.0%

Category, 0.1pp, 10.0%

Category, -0.9pp, 7.0%

KPI 2

Category, 0.8pp, -3.0%

Category, -0.7pp, -7.0%

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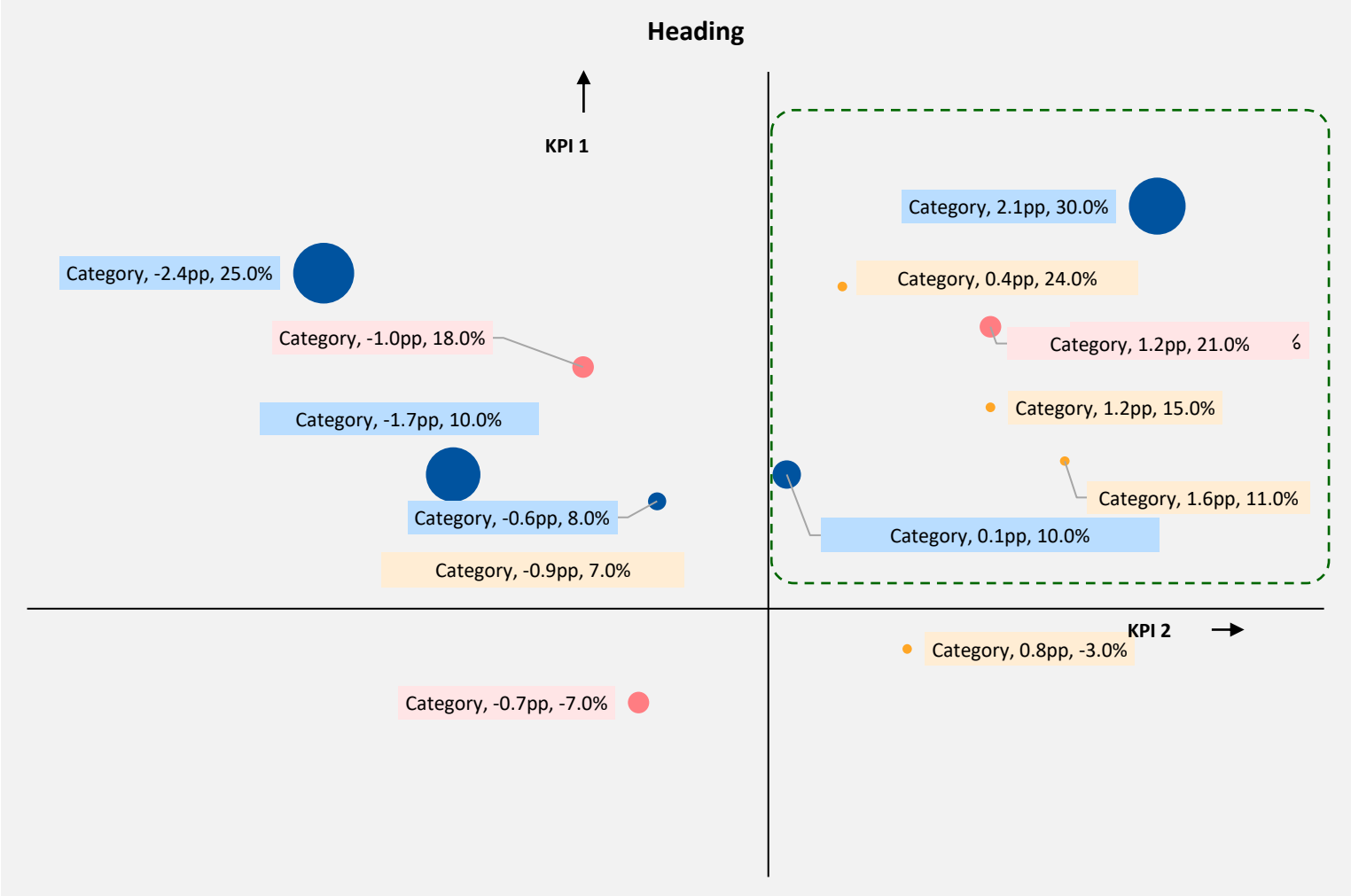
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Campaign 2: Impact on Products

Heading

KPI 1

Category, 2.1pp, 30.0%

Category, -2.4pp, 25.0%

Category, 0.4pp, 24.0%

Category, -1.0pp, 18.0%

Category, 1.2pp, 21.0%

Category, -1.7pp, 10.0%

Category, 1.2pp, 15.0%

Category, -0.6pp, 8.0%

Category, 1.6pp, 11.0%

Category, 0.1pp, 10.0%

Category, -0.9pp, 7.0%

KPI 2

Category, 0.8pp, -3.0%

Category, -0.7pp, -7.0%

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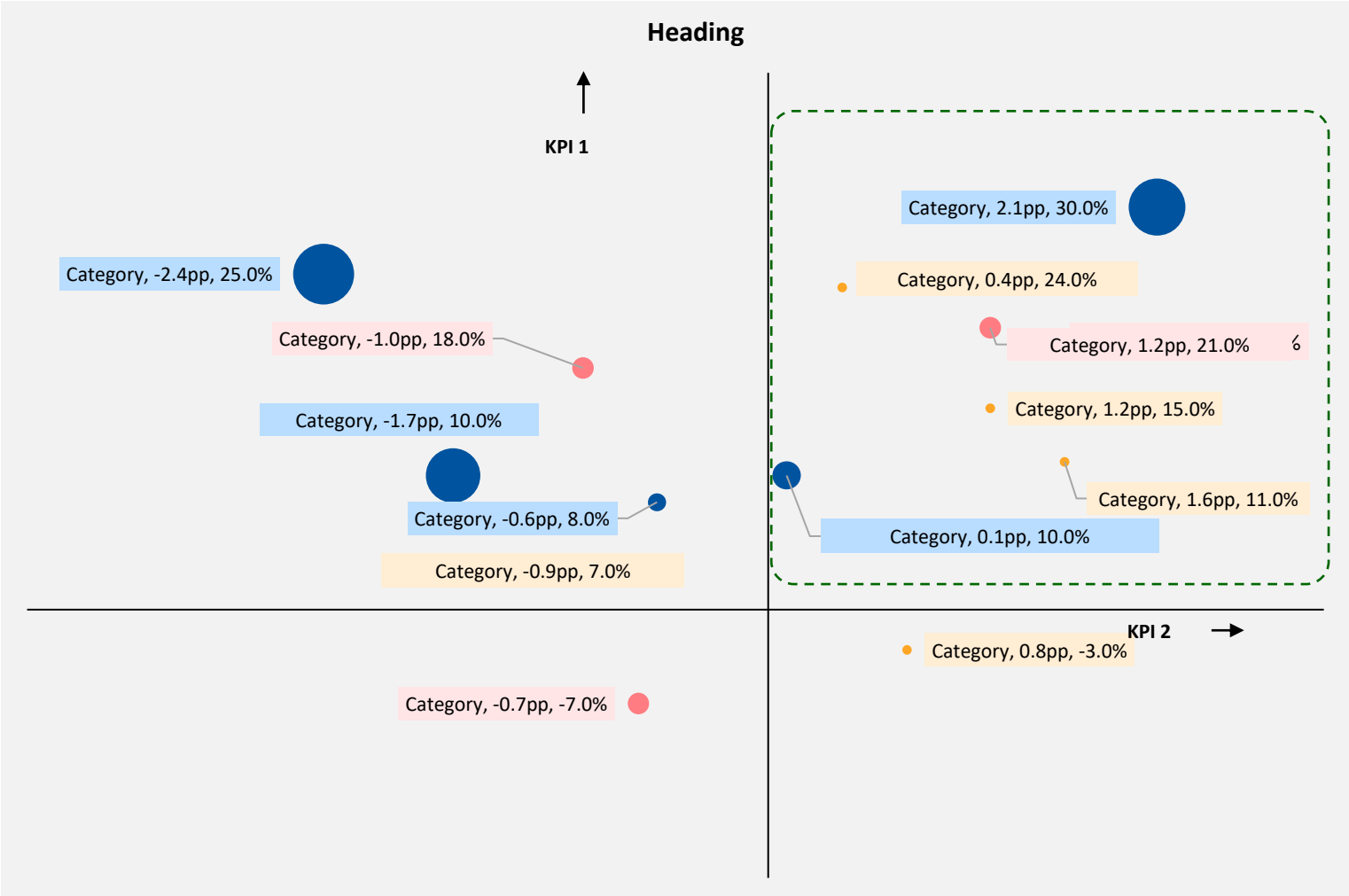- IPSUM DIPSUM IPSUM DIPSUM IPSUM DIPSUM

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Campaign 3: Impact on Products

Heading

KPI 1

Category, 2.1pp, 30.0%

Category, -2.4pp, 25.0%

Category, 0.4pp, 24.0%

Category, -1.0pp, 18.0%

Category, 1.2pp, 21.0%

Category, -1.7pp, 10.0%

Category, 1.2pp, 15.0%

Category, -0.6pp, 8.0%

Category, 1.6pp, 11.0%

Category, 0.1pp, 10.0%

Category, -0.9pp, 7.0%

KPI 2

Category, 0.8pp, -3.0%

Category, -0.7pp, -7.0%

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