



Acquisition Channel 1 | INSTAGRAM



Use engaging content to interact with prospective customers in the target segment to see how many customers reach your site.

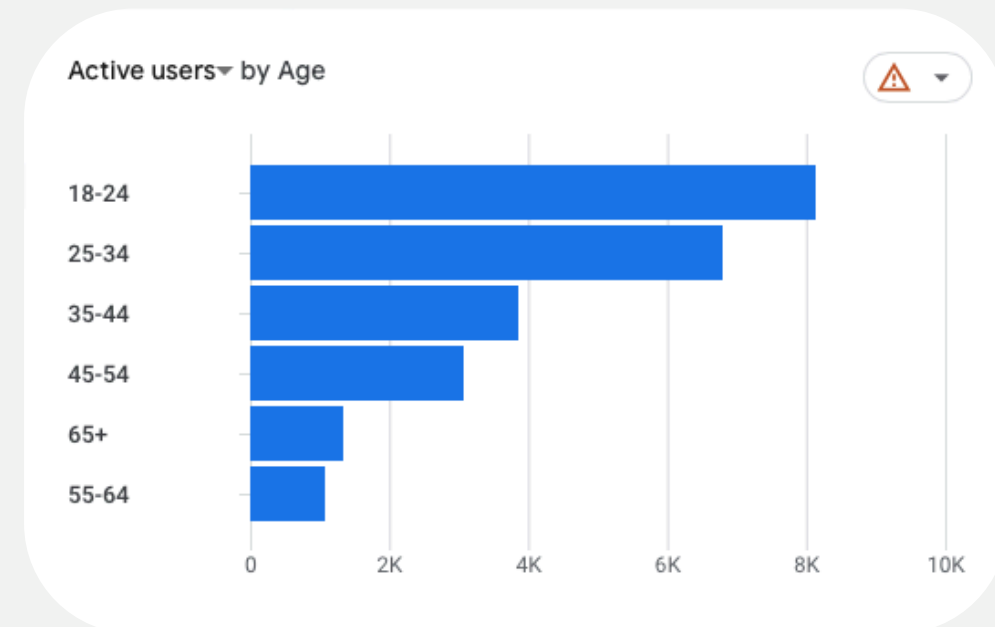
- Reach (unique account views)
- Engagement Rate (customer reactions and interaction with content)
- Conversion Rate (purchases made from content click links)

LOCATION | BEHAVIOUR (Assumptions)

- Most Active users by City: New York (3.5K)
- New York City residents: Young Adults (18-24), Working Population, Interested in Tech & Media
- Ties up with Top Active users by age (18-24)

Premium Brewed Coffee

- The location of the Coffee shop is NYC (from the data)
- Coffee & Mug: Complementary Products in nature
- Coffee Mug in a Coffee Shop - Mostly likely purchase
- New York City Merchandise - Memorable Souvenirs for many tourists visiting the coffee shop



Google - New York Mugs



Acquisition Channel 2 | EMAIL

Announce the sneak-peak of the collaboration to existing customers in the mailing list.

- Bounce Rate (measures undelivered emails)
- Click Through Rate (link clicks from the email CTA)
- Conversion Rate (purchases made from email clicks)

Active users by City

CITY	ACTIVE USERS
New York	3.1K
Warwick	2.5K
Los Angeles	2.4K
Mountain View	1.8K
San Jose	1.6K
Sunnyvale	1.4K
San Francisco	1.3K