

IS 2103 - Digital Marketing | Marketing Metrics Tutorial

Case Study: GreenStyle Fashion

GreenStyle Fashion is an eco-friendly fashion brand founded in 2017, specializing in sustainable and ethically-produced clothing. The company's mission is to minimize the fashion industry's environmental impact by promoting sustainable practices and offering high-quality, eco-conscious alternatives to fast fashion. Over the years, GreenStyle has steadily grown, cultivating a loyal customer base that values sustainability. However, with the rise of competitors in the eco-friendly fashion market, GreenStyle is now focusing on analyzing its marketing performance to strengthen its position and make informed strategic decisions.

Targeting environmentally-conscious consumers aged 18-35 who prefer sustainable and ethical products, GreenStyle primarily operates online through its website and partners with select eco-friendly boutiques. The brand employs a diverse digital marketing strategy, including social media campaigns, influencer collaborations, email marketing, and content marketing that emphasizes sustainability education.

Recently, GreenStyle introduced a subscription service, providing customers with a curated selection of seasonal and sustainable fashion products every quarter. The brand also offers a loyalty program, rewarding customers with points for every purchase, which can be redeemed for discounts or donated to environmental causes. One of GreenStyle's notable initiatives is the successful "Wear the Change" campaign, which highlighted the significance of sustainable fashion and offered a 20% discount on new collections made from recycled materials.

1. Last quarter, GreenStyle had 8,000 subscribers to their new subscription service. This quarter, 6,800 renewed their subscription. What is the retention rate? 85%
2. GreenStyle offered a 20% discount to 10,000 customers as part of the "Wear the Change" campaign, and 2,500 customers used the discount. What is the redemption rate? 25%
3. If the average customer spends \$100 per purchase and makes three purchases a year, with an average relationship lasting four years, what is the CLV for GreenStyle? 1200
4. GreenStyle spent \$30,000 on a recent influencer marketing campaign and acquired 500 new customers. What is the average acquisition cost per customer? rs 60
5. GreenStyle spent \$12,000 on email marketing and loyalty rewards to retain customers this quarter. If 1,200 customers renewed their subscription, what is the average retention cost per customer? \$10
6. Last month, GreenStyle's website had 50,000 visitors, but 18,000 left after viewing only one page. What is the bounce rate? 36%
7. The total market size for eco-friendly fashion is \$500 million, and GreenStyle's annual revenue is \$15 million. What is GreenStyle's market share? 3%

8. If GreenStyle's main competitor holds a market share of 6%, and GreenStyle has a 3% market share, what is GreenStyle's relative market share? 50%
9. Out of 1,000 surveyed customers, 650 were promoters, 250 were passives, and 100 were detractors. What is GreenStyle's NPS? 55%
10. If GreenStyle's website had 60,000 visitors and generated 3,000 leads, what is the traffic to lead ratio? 20
11. Out of 3,000 leads, 900 were identified as MQLs. What is the lead to MQL ratio? 3.333
12. If 450 out of 900 MQLs were converted to SQLs, what is the MQL to SQL ratio? 2
13. Out of 450 SQLs, 250 received quotes. What is the SQL to quote ratio? 1.8
14. If 250 quotes were sent out and 100 resulted in new sales, what is the quoted to closed customer ratio? 2.5
15. Out of 3,000 leads, 100 converted into paying customers. What is the lead-to-sale conversion rate? 3.33
16. GreenStyle spent \$25,000 on a lead generation campaign and acquired 3,000 leads. What is the cost per lead? 8.33
17. If an ad received 2 million impressions and 40,000 clicks, what is the CTR? 2%
18. GreenStyle's ad campaign cost \$20,000 and generated 40,000 clicks. What is the CPC? 0.5\$
19. Out of 2,000 users who added items to their cart, only 1,400 completed the purchase. What is the abandonment rate? 30%
20. GreenStyle invested \$40,000 in a marketing campaign and earned \$160,000 in revenue. What is the ROI? 3
21. GreenStyle started the year with 80 employees. If 8 employees left during the year, what is the employee retention rate? 90%
22. If 20,000 users visited a landing page and 3,500 made a purchase, what is the landing page conversion rate? 17.5%