

Marketing Campaign & Product Bundle Optimization

Executive Summary

Key Findings

- Overall Campaign ROI: 98.07%
- Optimal Discount Range: 18-20%
- Best Performing Channel: 'Affordable'
- High Value Customer Segment: Segment 2 (\$2,008,338 CLTV)

Top 3 Recommendations

1. Discount Strategy Optimization
 - Implement tiered discount strategy (18-20% for high-value bundles, 15-17% for standard)
 - Current bundle profit margin (-28.02%) indicates need for pricing adjustment
2. Channel Optimization
 - Increase investment in 'Affordable' channel by 20-30%
 - Reduce budget for underperforming channels based on ROI analysis
3. Customer Segmentation Strategy
 - Create loyalty program for Segment 3 (Most Loyal customers)
 - Develop premium bundles for Segment 2 (High Value customers)

