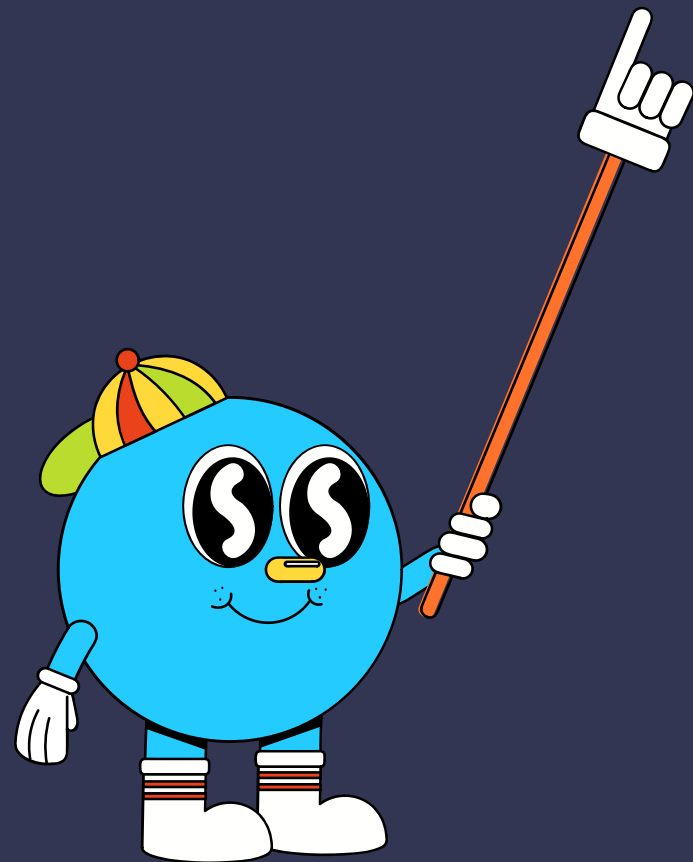


# Marketing Campaign Results

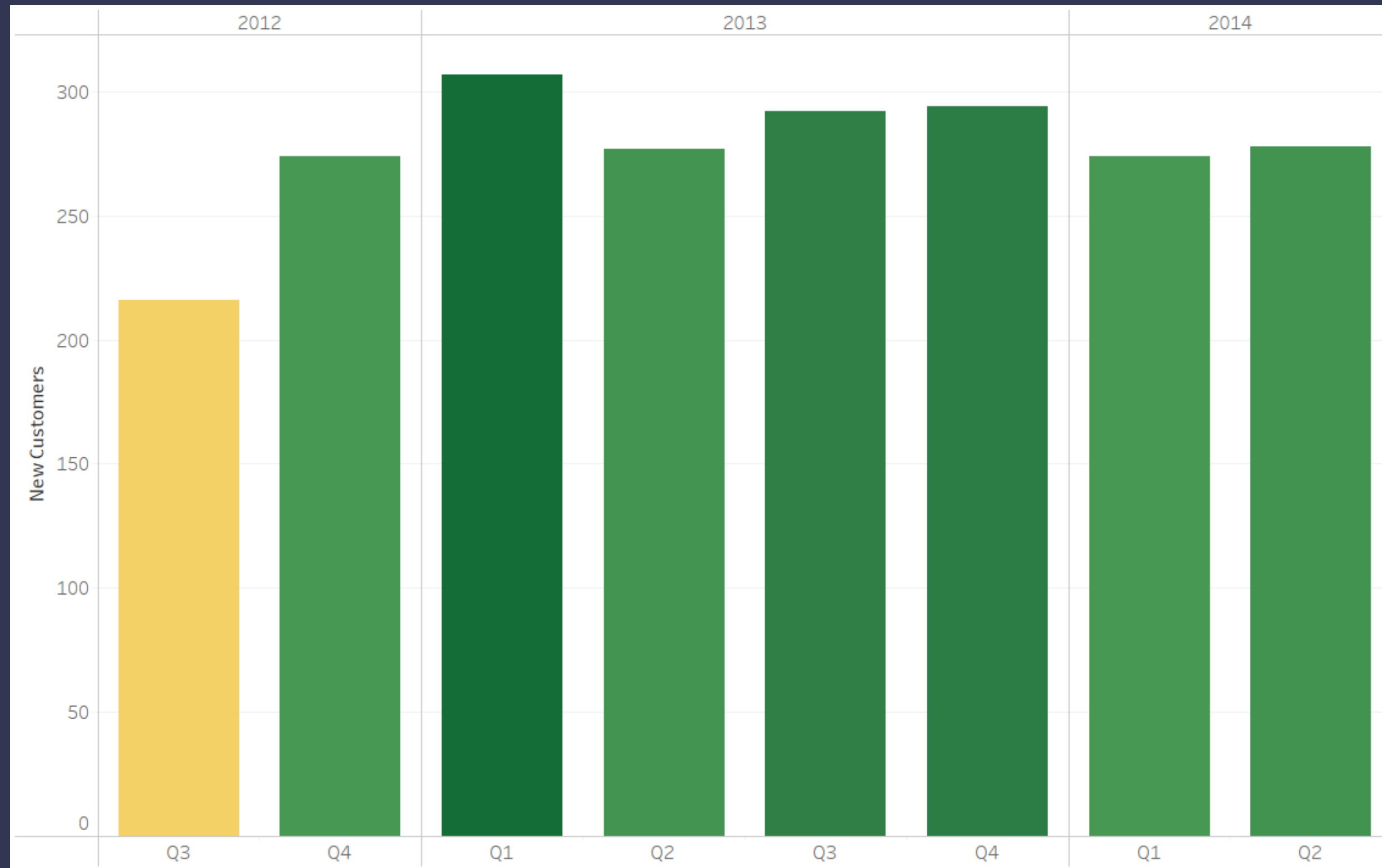


# Introduction

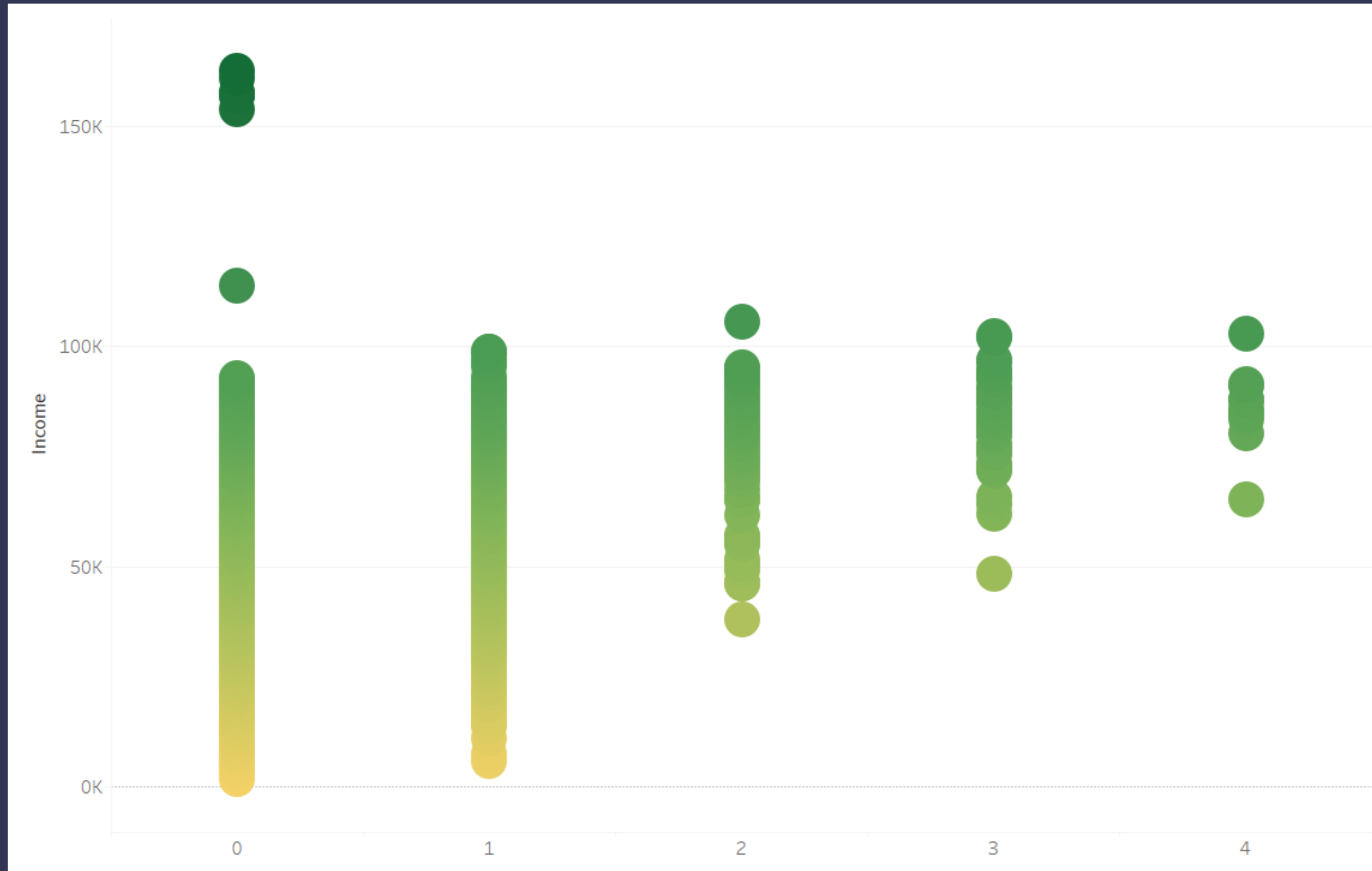
- We conducted five distinct marketing campaigns
- Average campaign acceptance rate: 6%
- The campaigns targeted the entire adult population



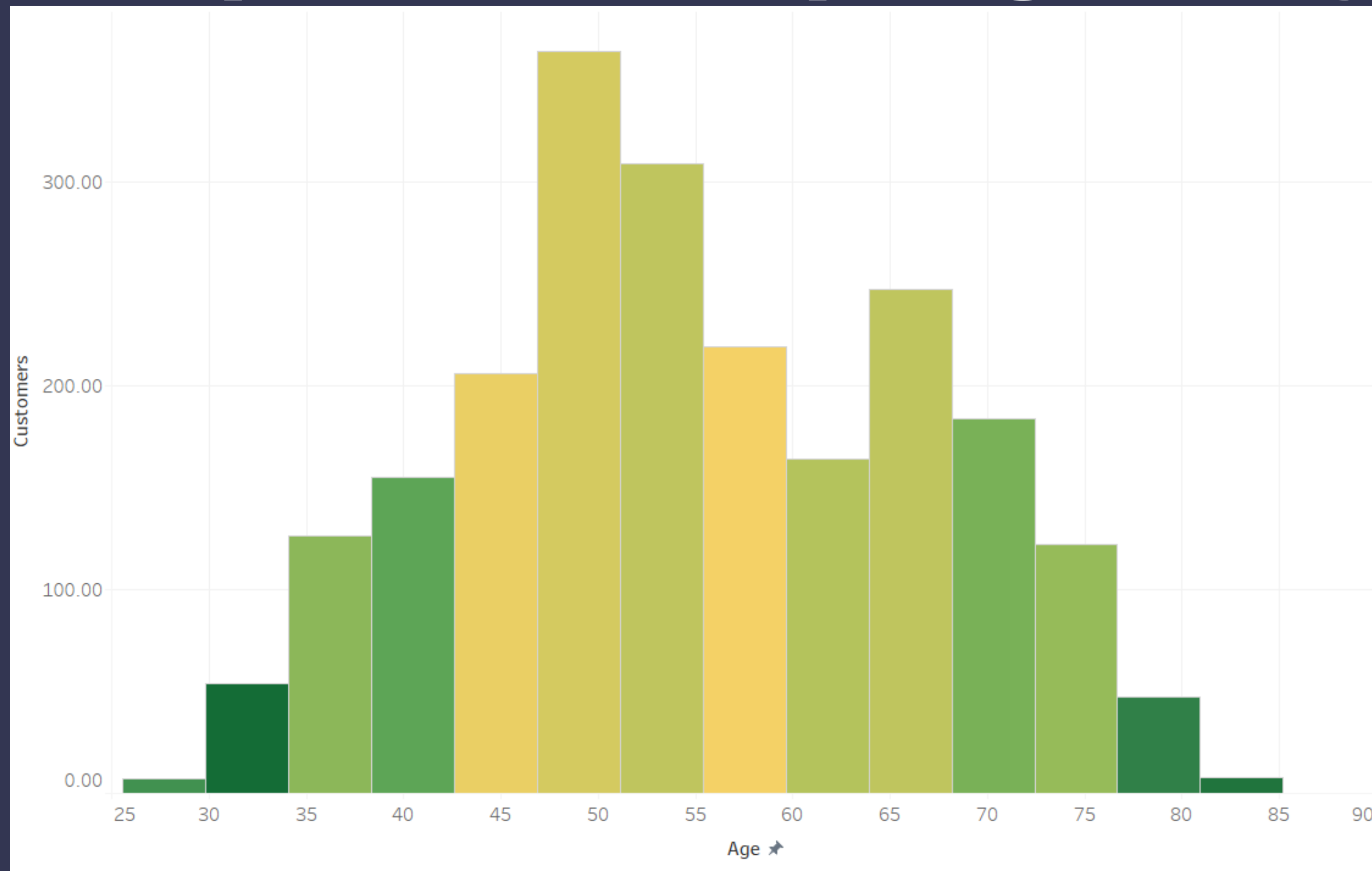
# New Customers Per Quarter



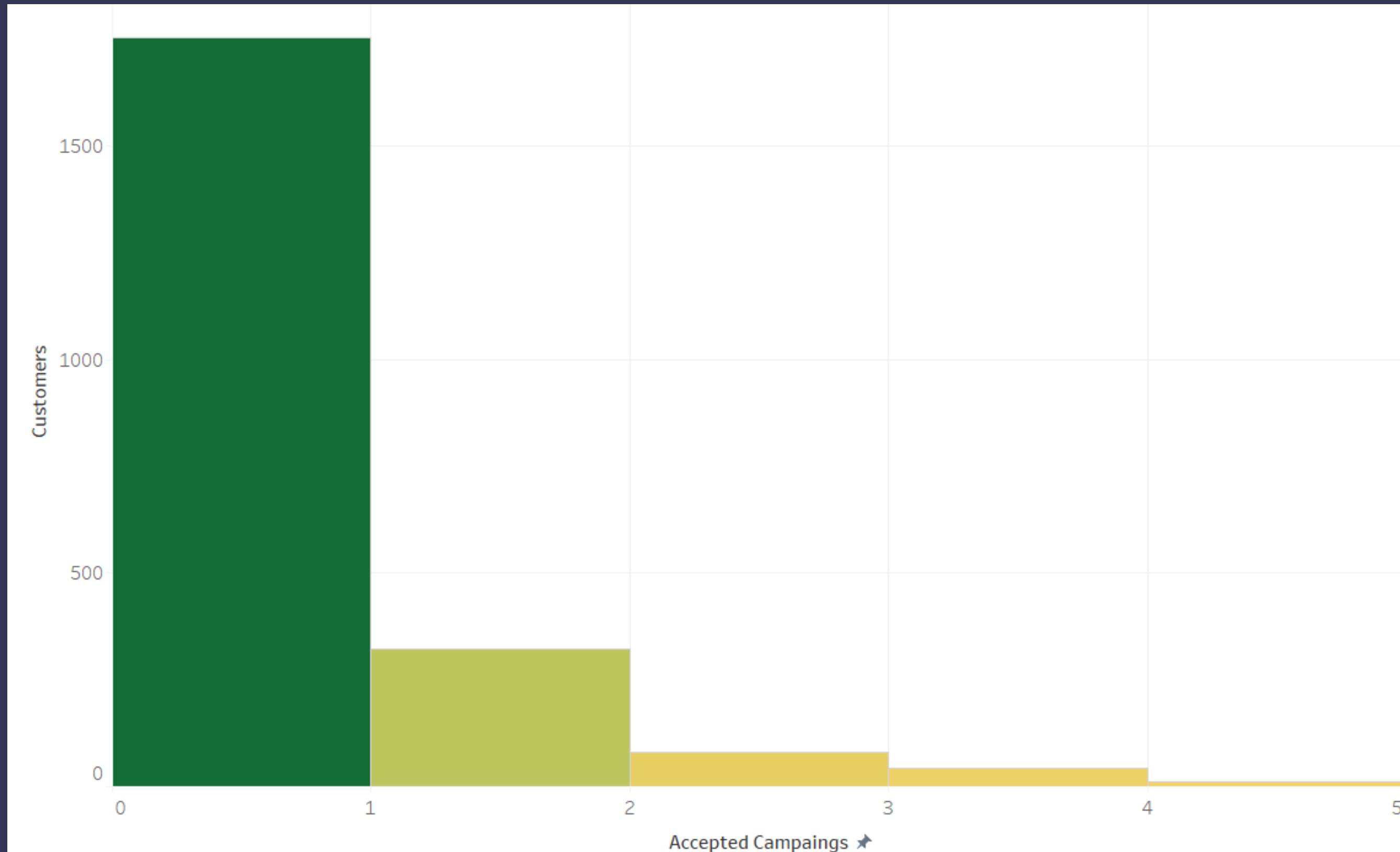
# Accepted Campaigns by Income



# Accepted Campaigns by Age



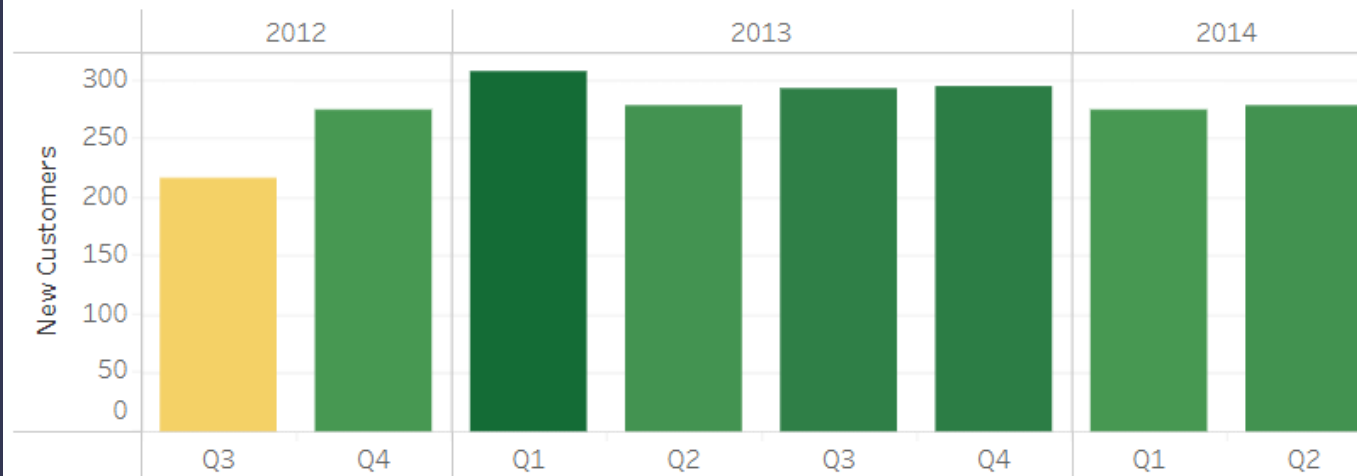
# Campaign Result Distribution



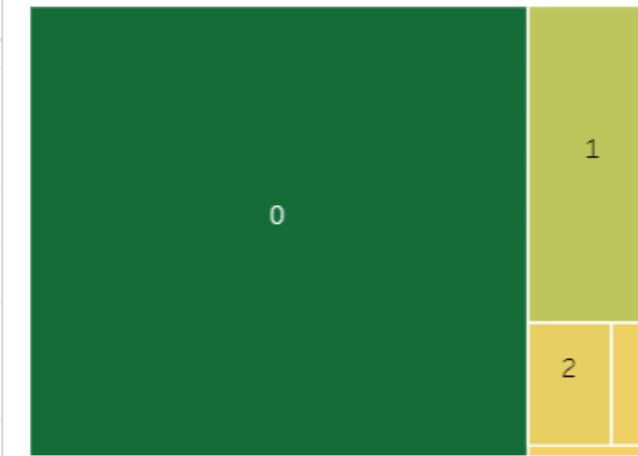
# Marketing Dashboard



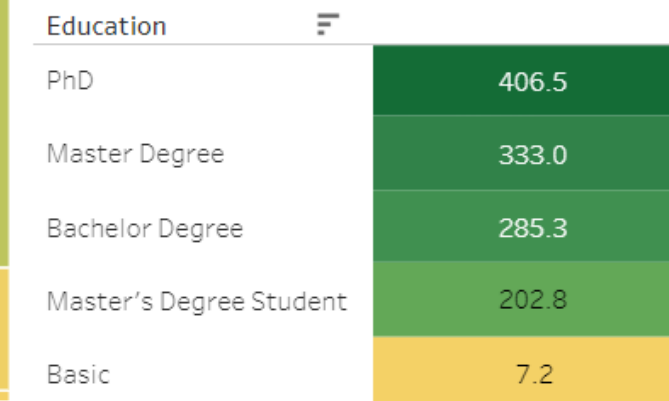
### Number of New Customers Per Quarter



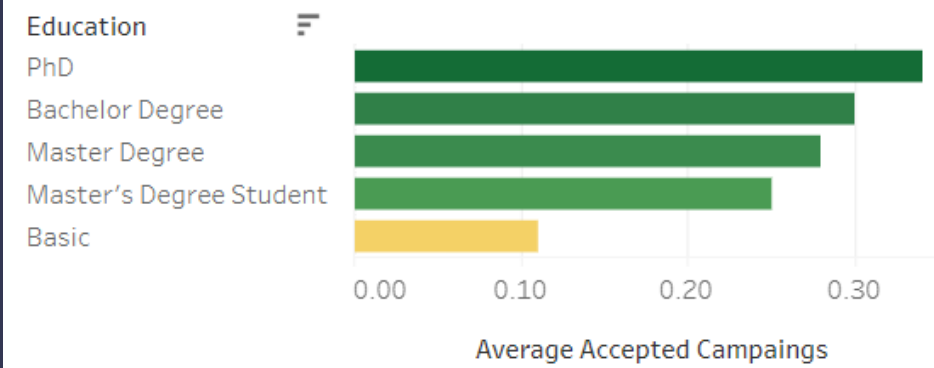
### Campaign Result Distribution



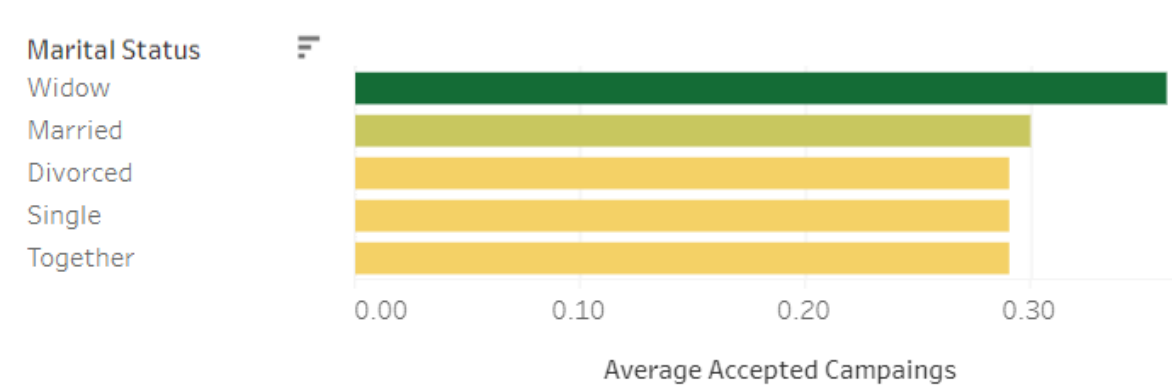
### Average Wine Spending by Education Level



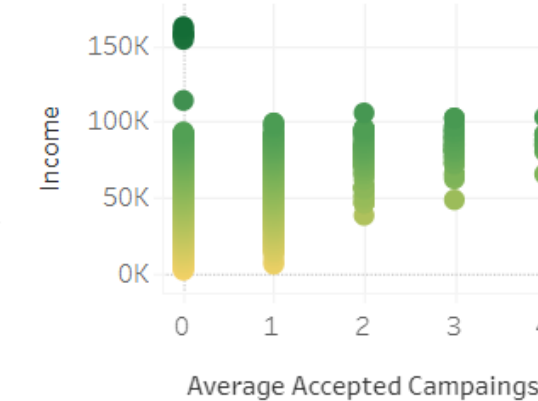
### Accepted Campaigns by Education Level



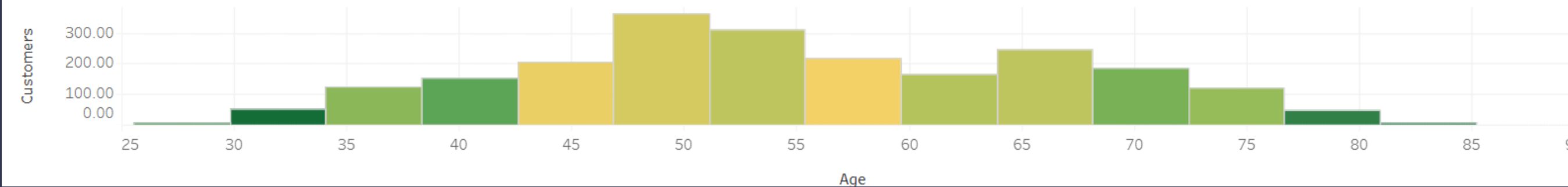
### Accepted Campaigns by Marital Status



### Average Accepted Campaigns by Income



### Accepted Campaigns by Age



# Conclusion

- Nearly 1 in 5 customers engaged with our campaign promotions
- Wealthier customers accepted more offers
- Campaign acceptance rates were notably lower for customers aged 40-70 compared to those under 40 or over 70



A green paperclip is attached to the top left corner of a white notepad. The notepad has horizontal pink lines and a vertical pink margin line on the left. The text "Thank you!" is written in a dark green, hand-drawn font across the center of the notepad.

Thank  
you!