


Campaign Performance Monitoring and Analysis

For a US Online Retailer

SUMMARY

Mi360 was employed to analyze and monitor an online retailer's marketing campaigns and performance across various categories, offers and mediums. This case study elaborates how Mi360 addressed the client's challenges and generated insights to improve overall marketing strategy.





THE CASE

The global online retailer wanted to:

- To establish an efficient system of campaign performance reporting, with interactive reports and insights generation.
- To estimate statistical significance of the performance and ROI.
- To develop target response models for different product campaign with different types of benefits and score customers on responsiveness of each campaign

THE CONTEXT

The potential reach of web as a marketplace has attracted a sea of sellers to shift their business online. The platform is highly fragmented, and so are the consumption habits of the audience therein. This poses a major hindrance for online sellers to target their campaigns to the right set of customers, along with a judicious use of the budget.

- The online retailers executes a number of campaigns throughout a year, for each of its product categories.
- These promotional campaigns offer strategic discounts and bundled offers to create a lucrative buying opportunity for new and existing customers.
- The marketers need to keep a track of the performance of each campaigns, in terms of the audience engaged, leads generated, sales converted, and revenue earned.



THE PROBLEM(S)

The retailer wanted to identify:

- Profitable customer cohorts with high grades of relevance to each campaign.
- Best-suited time of executing campaigns for maximum response.

THE APPROACH

- Our approach was to assemble existing historical data for each campaign and split them into groups over the time of their execution.
- The next step was to obtain customer data and interpolate them with campaign/product specifications. This helped classify them into segments based on a set of parameters.
- The final step was to derive the key factors from both data sets that influence the buying decisions.

THE SOLUTION

- We developed a comprehensive campaign performance reporting system in Microsoft Excel with user interactive features.
- Generated a number of printable presentations with comprehensible insights, which could directly provide strategic recommendations for campaigns, products and customer segments.
- Developed a set of target response models with reference from historical campaign performances, customer behavioral & transactional data etc.



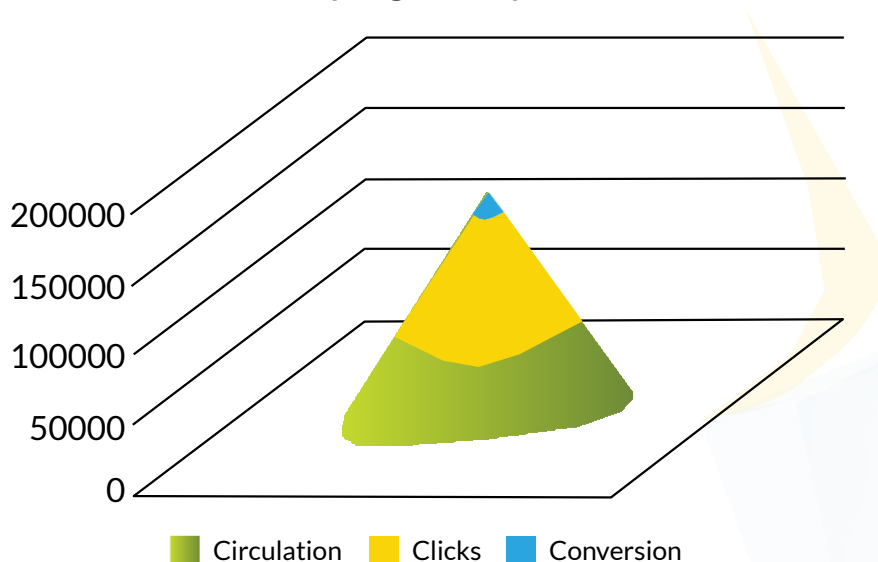
Profiling Data Sample

| Date | Vehicle | Campaign | Region | Product | Circulation | Clicks | CTR | Avg CPM | Avg CPC | Cost | Conversion | Customers | Cost / Conversion | Sales |
|----------|-------------|-------------------|---------|-----------|-------------|--------|-------|---------|---------|--------|------------|-----------|-------------------|-------|
| 1-Mar-07 | Email | Time and Trends | Total | Accessori | 29052 | 40 | 0.14% | \$0.29 | \$0.21 | \$8.39 | 3.4 | 2 | \$4.20 | 14 |
| 1-Mar-07 | Direct Mail | Young Cool Fashi | West | Sunglass | 11540 | 6 | 0.05% | \$0.11 | \$0.22 | \$1.29 | 2.8 | 2 | \$0.64 | 24 |
| 1-Mar-07 | Insert | Lady Luck | West | Home Lin | 15971 | 10 | 0.06% | \$0.15 | \$0.24 | \$2.36 | 2.7 | 3 | \$0.79 | 18 |
| 1-Mar-07 | Impressio | Play for India | Total | Mens For | 47 | 0 | 0% | \$0 | \$0 | \$0 | 1.5 | 0 | \$0 | 0 |
| 2-Mar-07 | Email | Reflection of the | TTTotal | Ladies Ap | 25477 | 34 | 0.13% | \$0.21 | \$0.16 | \$5.38 | 4.4 | 1 | \$5.38 | 9 |
| 2-Mar-07 | Direct Mail | FIFA 2010 This T | East | Ladies Yo | 11111 | 7 | 0.06% | \$0.11 | \$0.17 | \$1.17 | 2.9 | 2 | \$0.58 | 16 |
| 2-Mar-07 | Insert | FIFA 2010 This T | East | Sportswe | 14343 | 6 | 0.04% | \$0.12 | \$0.30 | \$1.78 | 2.8 | 1 | \$1.78 | 10 |
| 2-Mar-07 | Impression | Reflection of the | TTTotal | Watches | 30 | 1 | 3.33% | \$13.33 | \$0.40 | \$0.40 | 1.3 | 0 | \$0 | 0 |
| 3-Mar-07 | Email | Young Cool Fashi | Total | Overall | 22721 | 37 | 0.16% | \$0.27 | \$0.16 | \$6.07 | 5.1 | 2 | \$3.04 | 40 |
| 3-Mar-07 | Direct Mail | Lady Luck | Total | Overall | 12322 | 33 | 0.27% | \$0.41 | \$0.15 | \$5.02 | 2.6 | 0 | \$0 | 0 |

Campaign Summary Report : Summarized by Time Window

| Campaign | Sales | Customers | Cost | Sales Per Customer | CampaignROI | Customer Aqstn Cost |
|------------------------|-------|-----------|---------|--------------------|-------------|---------------------|
| Time and Trends | 9481 | 797 | 2149.31 | 11.90 | 341.12% | 2.70 |
| Young Cool Fashion | 10722 | 859 | 2268.58 | 12.48 | 372.63% | 2.64 |
| Lady Luck | 11644 | 853 | 2274.69 | 13.65 | 411.89% | 2.67 |
| Play for India | 9706 | 826 | 2044.37 | 11.75 | 374.77% | 2.48 |
| Reflection of the Time | 16633 | 1211 | 3147.07 | 13.73 | 428.52% | 2.60 |
| FIFA 2010 This Time fo | 21521 | 1722 | 4464.55 | 12.50 | 382.04% | 2.59 |

Total Campaign Response Funnel





Vehicle Productivity Report

| | |
|-----------------|--------------|
| Campaign | (All) |
| Product | (All) |
| Region | (All) |

| Vehicle | Sum of Circulation | Sum of Clicks | Sum of Cost | Sum of Sales |
|-------------|--------------------|---------------|-------------|--------------|
| Direct Mail | 12266794 | 14222 | 2630.94 | 11792 |
| Email | 16928599 | 23892 | 5434.11 | 17157 |
| Impresion | 13681156 | 21948 | 4024.44 | 30180 |
| Insert | 12826398 | 22984 | 4259.08 | 20578 |
| Grand Total | 55702947 | 83046 | 16348.57 | 79707 |

| Vehicle | Circulation | Clicks | Conversions | Sales | Cost | ClickThroughRate | Conversion % | CostPerCoversion | ROI |
|-------------|-------------|--------|-------------|-------|----------|------------------|--------------|------------------|--------|
| Direct Mail | 12266.794 | 14222 | 885 | 11792 | 2630.94 | 0.12% | 6.22% | 2.97 | 348.2% |
| Email | 16928.599 | 23892 | 1423 | 17157 | 5434.11 | 0.14% | 5.96% | 3.82 | 215.7% |
| Impresion | 13681.156 | 21948 | 2272 | 30180 | 4024.44 | 0.16% | 10.35% | 1.77 | 649.9% |
| Insert | 12826.398 | 22984 | 1688 | 20578 | 4259.08 | 0.18% | 7.34% | 2.52 | 383.2% |
| Total | 55702.947 | 83046 | 6268 | 79707 | 16348.57 | 0.15% | 7.55% | 2.61 | 387.5% |





RESULTS

- The delivered solution was tested for accuracy of results week after week, and the predictions were found to be 90% accurate.
- The online retailer was able to monitor the campaigns, generate quantitative insights, plan marketing strategies, and get its marketing team to execute them with great ease and confidence.