

Data-Driven Analysis and Insights for PopCart's Marketing Campaigns

BY GROUP 24 - JANKiDS

June 27, 2023

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Methodology:

Data-Driven Analysis for Campaign Success in Pop Cart: A Comprehensive Methodology

- 1. Objective:** The objective of the analysis was to understand which campaigns in Pop cart drove the highest engagement. Specific metrics such as click-through rates was defined to measure the effectiveness of the campaigns.
- 2. Audience:** The campaign data and visualizations will be considered and reviewed by marketing managers, executives, and stakeholders. Their backgrounds and priorities were taken into account to tailor the narrative and visualizations. The focus was on presenting metrics and insights that aligned with the audience's goals and priorities.
- 3. Data Analysis:** Relevant campaign data was collected from Pop cart, including impressions, clicks, age group, gender and customer demographics. The data was analyzed to provide insights into the effectiveness of different campaigns.
- 4. Narrative Structure:** The data story was structured to showcase the effectiveness of the campaigns. It started with an introduction providing an overview of the campaign goals and objectives. Key metrics and visualizations were presented to demonstrate the performance of each campaign.
- 5. Insights and Recommendations:** Based on the analysis, key insights and findings from the data visualizations were highlighted. The campaigns that performed exceptionally well were identified, along with those that needed optimization. The reasons behind the success or failure of specific campaigns were explained. Actionable recommendations were provided for optimizing future campaigns, such as **Enhancing Content and Messaging, Driving Sales and Customer Engagement** and **Seasonal Marketing and Campaigns**.

Project Goal:

- *To better understand and examine the digital marketing campaigns of PopCart*
- *We aim to identify the popularity of product categories based on location, age groups, and gender.*
- *This will help us to identify:*
 - *-which product categories are most popular among different customer segments*
 - *-which campaigns are performing best by gender*
 - *-which age groups are most likely to engage with marketing content*
- *Suggest a marketing strategy that utilizes the information gathered in this analysis*

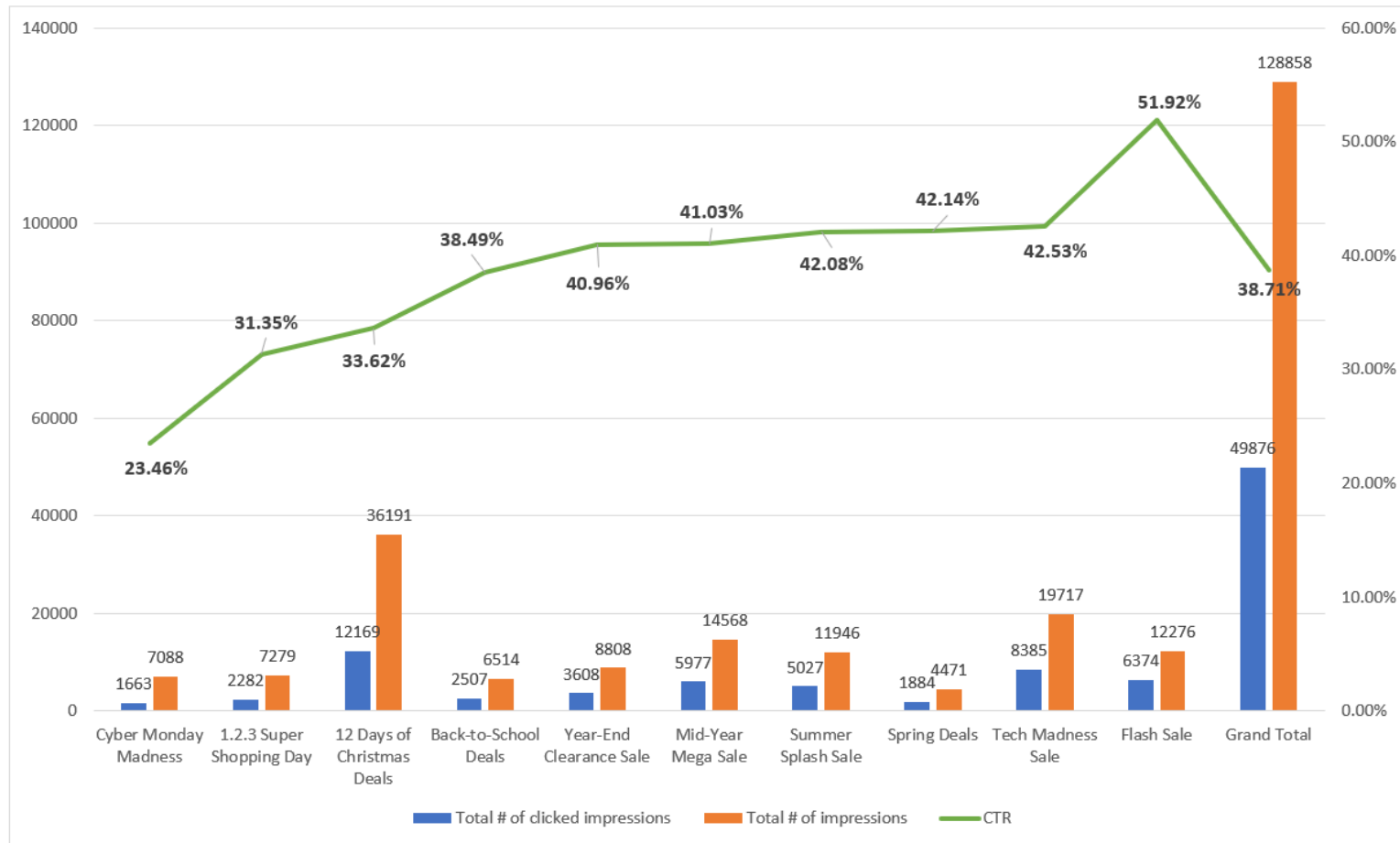
Key questions:

- What is the overall click-through rate (CTR) for the campaigns launched by the company?
- What is the CTR for each product category?
- What percentage of the total revenue generated during campaign periods is contributed by female customers?
- Which campaign has generated the most impressions?
- How many unique users per location viewed the campaign with the most impressions?
- Which products categories are popular based on location, age groups and gender?
- What are the total impressions and CTR for each products category per user segment?

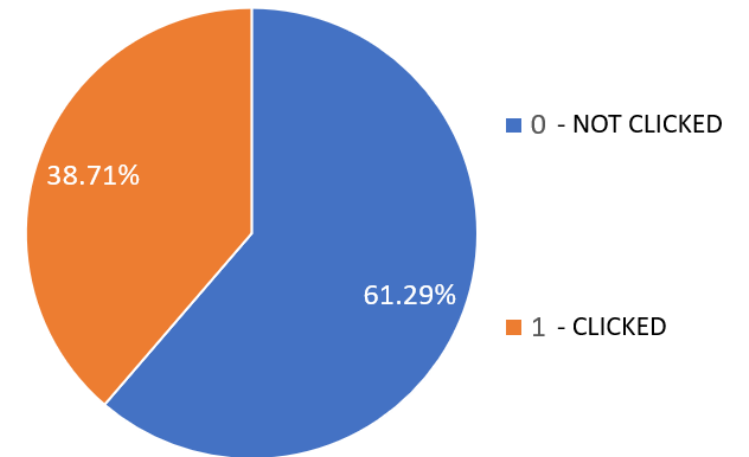
Findings & Insights



1. What is the overall click-through rate (CTR) for the campaigns launched by the company?



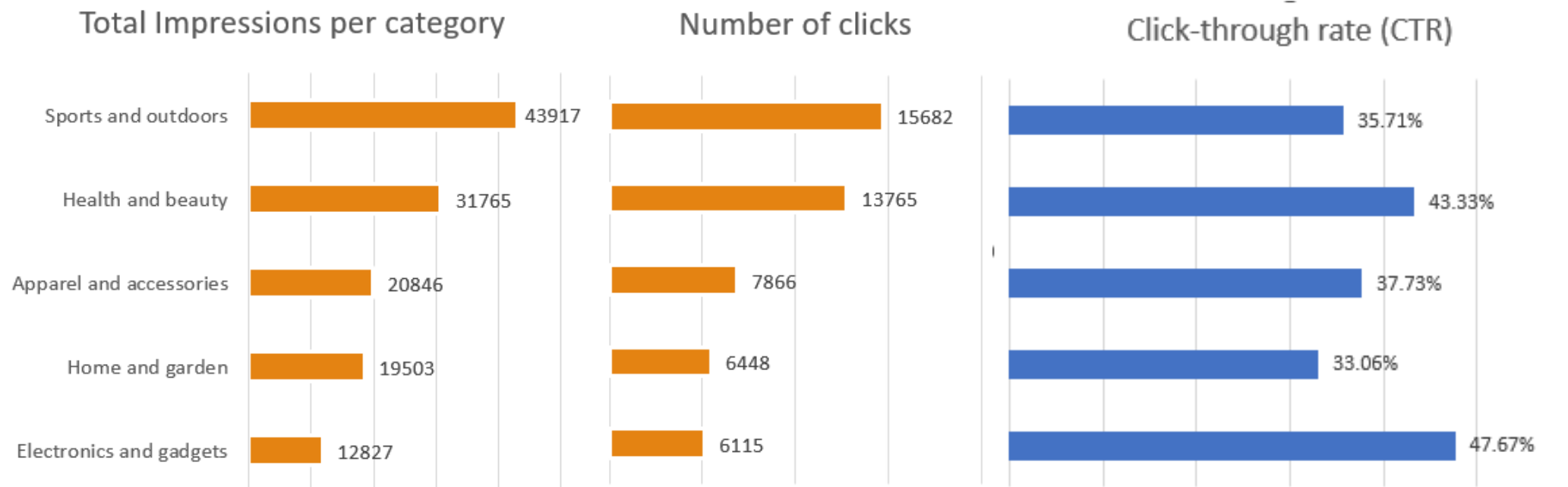
The overall CTR of the whole campaign is at 38.71%. 12 Days of Christmas Deals campaign might be leading with the greatest number of clicks and impressions followed by Tech Madness Sale campaign, however, Flash Sale campaign has the highest CTR with 51.92% followed by Tech Madness, Spring Deals, and Summer Splash all at 42%++.



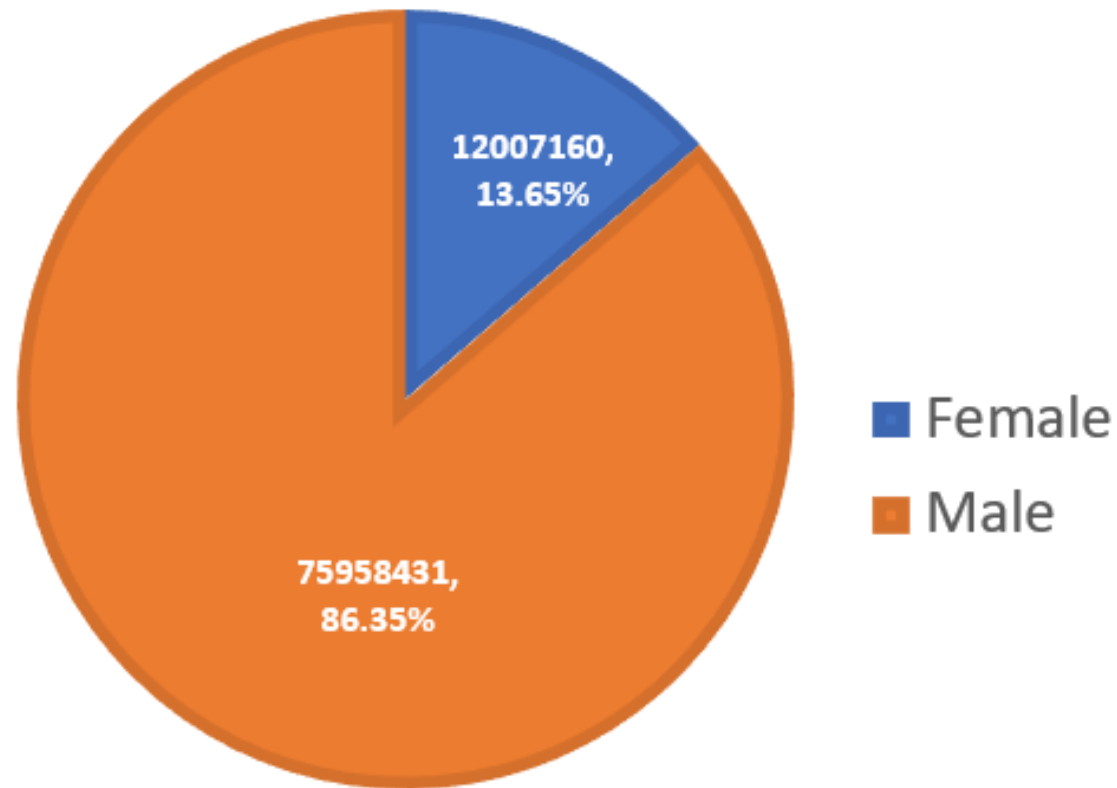
2. What is the CTR for each product category?

Sports and outdoor products is leading with the highest number of impressions (43917) as well as number of clicks with 15682 clicks but only comes second to the lowest when it comes to CTR having 35.71%

While Electronics and gadgets products may have the lowest number of impressions and clicks, it is leading in CTR with 47.67%



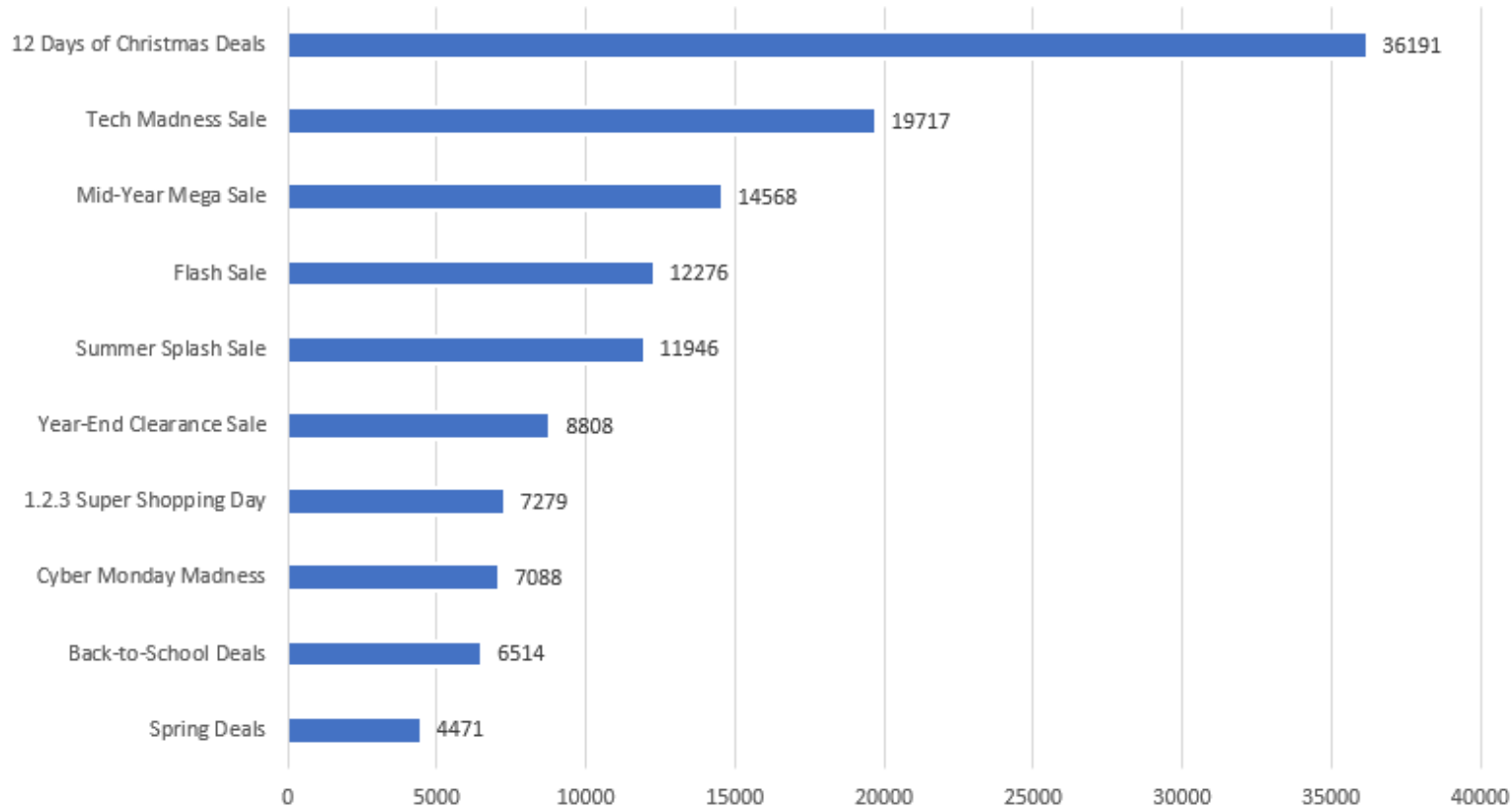
3. What percentage of the total revenue generated during campaign periods is contributed by female customers?



Female customers contributed an overall total revenue of 12,007,160.00 during the campaign. This is 13.65% only compared to that of the generated revenue contributed by male customers.

4. Which campaign has generated the most impressions?

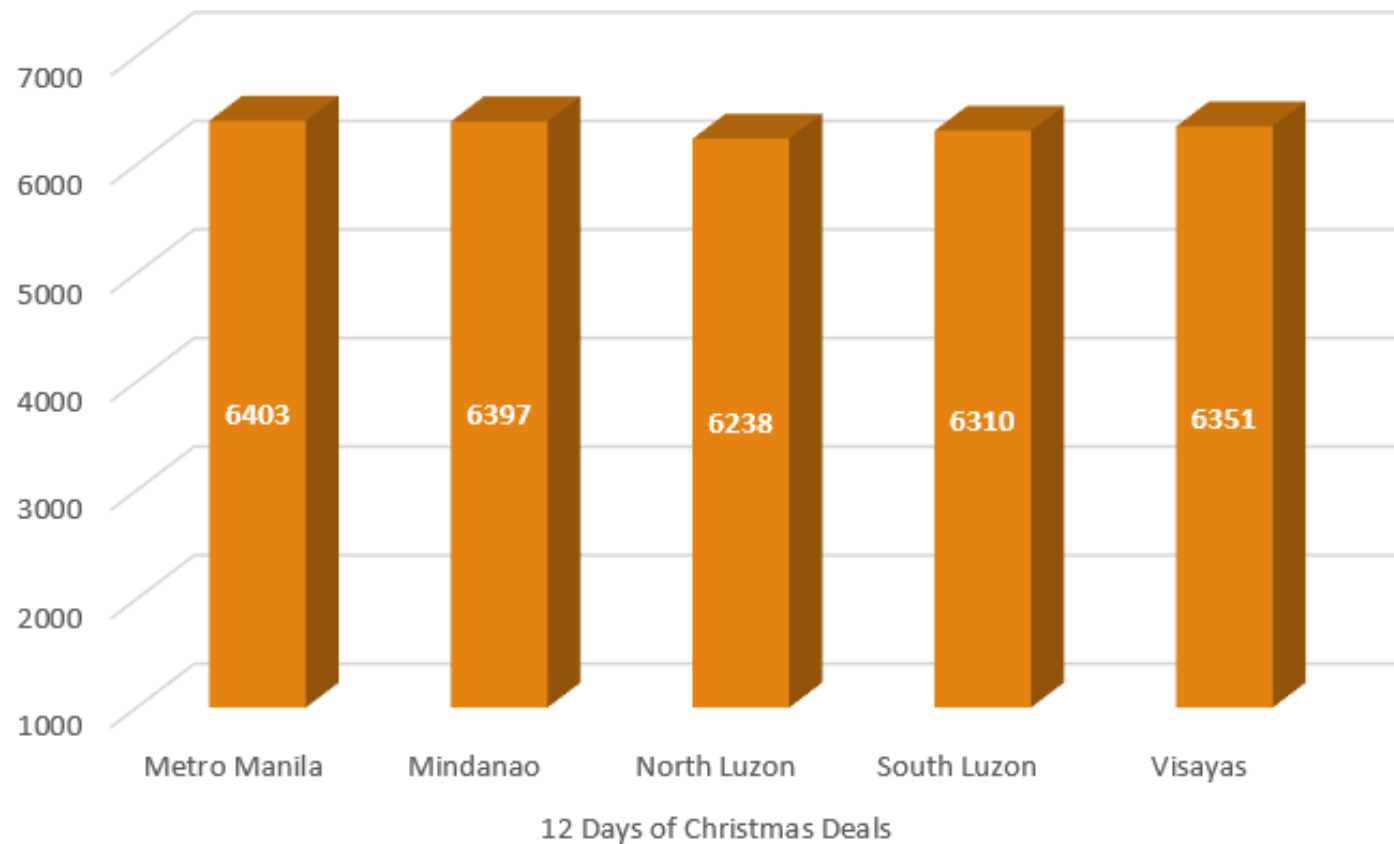
Overall impressions generated per campaign



12 Days of Christmas Deals generated the greatest number of impressions, leading with 36191

Spring deals with 4471 impressions is at the bottom

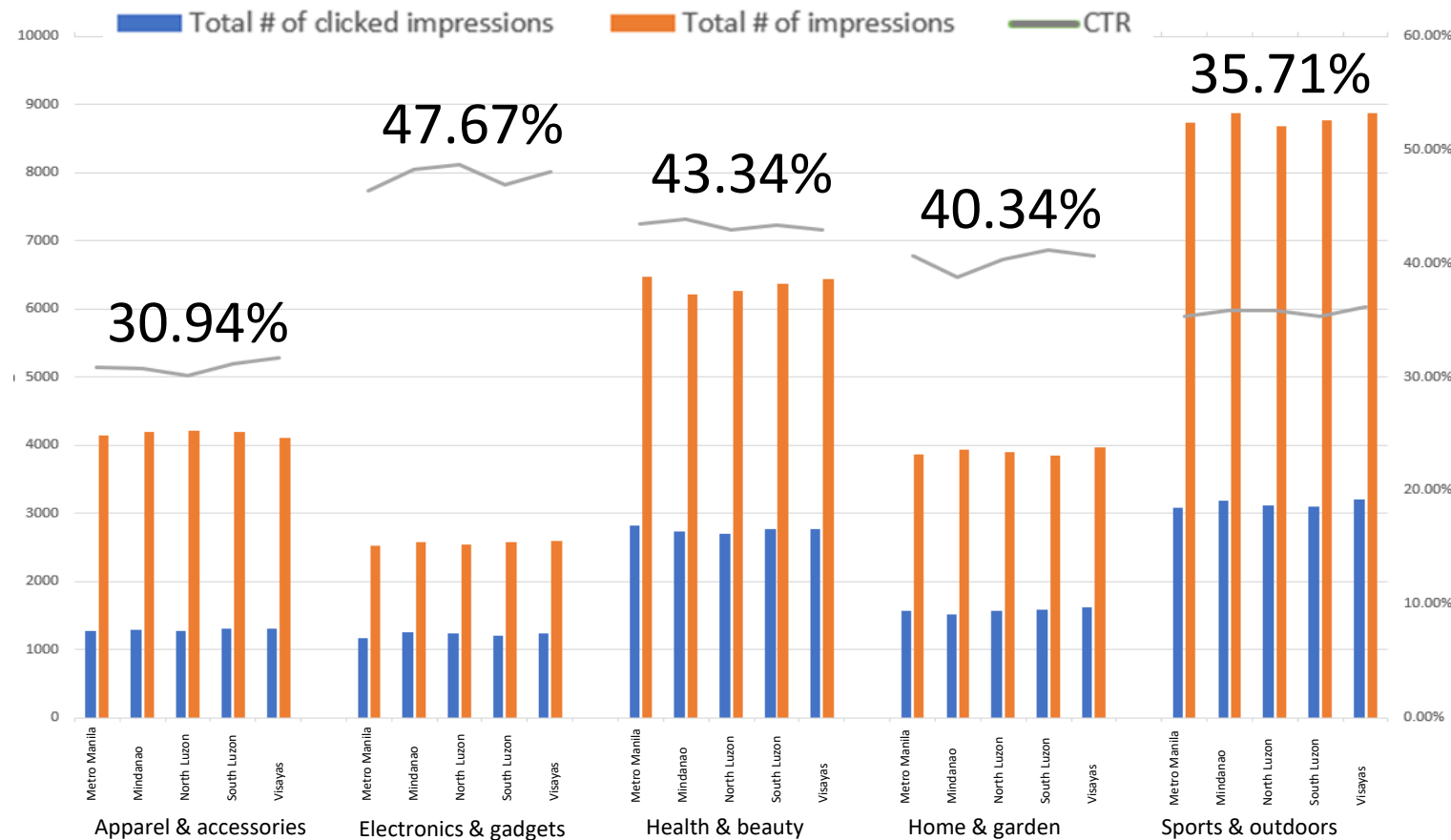
5. How many unique users per location viewed the campaign with the most impressions?



All regions had their fair share of unique users who viewed their impression under the 12 Days of Christmas Deals campaign.

The number of unique users who viewed the impressions per region is not too far from each other ranging in the six thousands.

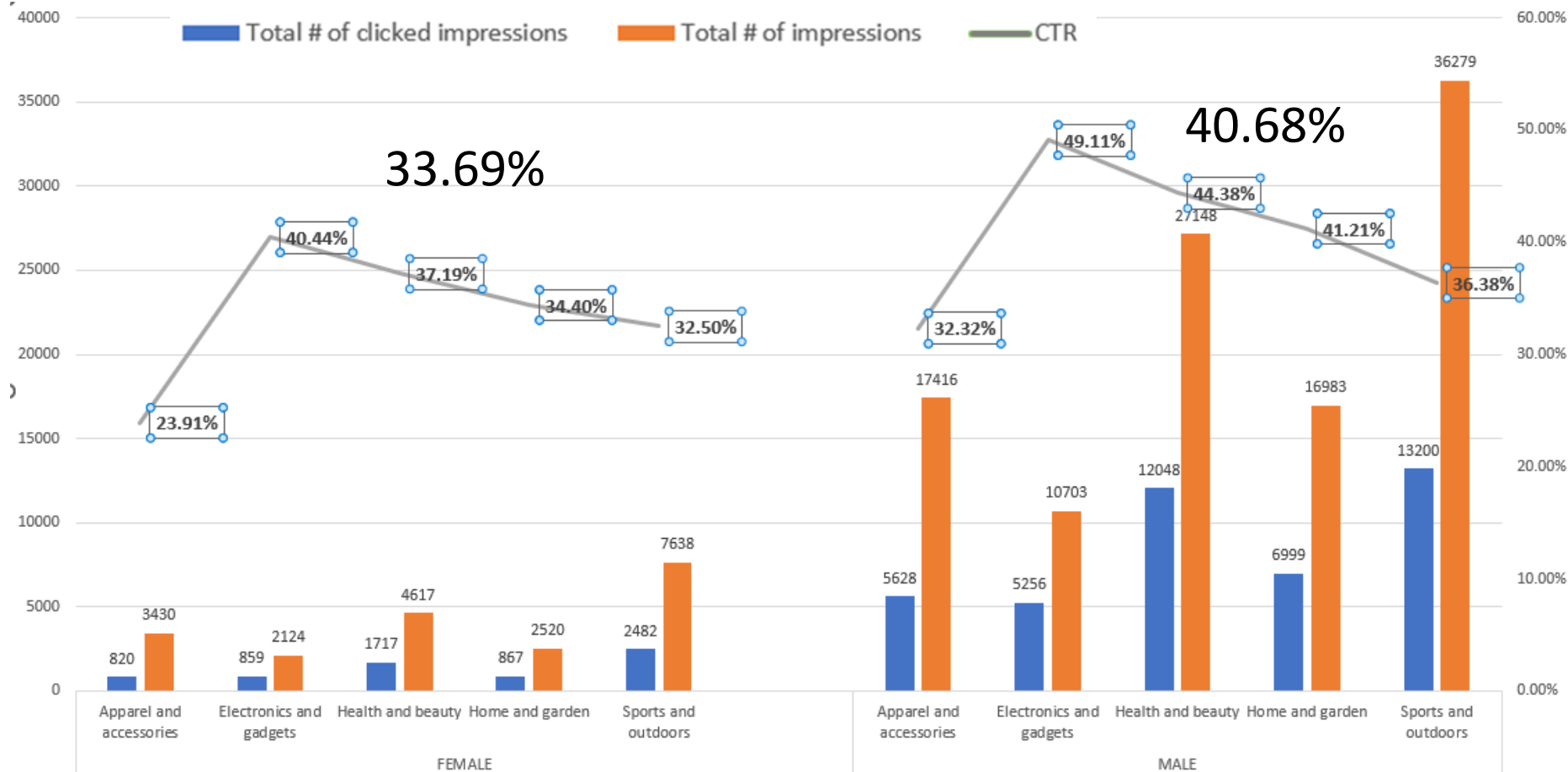
Total # of impressions & clicks with per location and average CTR per product category



Sports and outdoor followed by Health and beauty products were both the most popular products across all the regions.

Electronics and gadgets is at the bottom but has the highest CTR of 47.67%

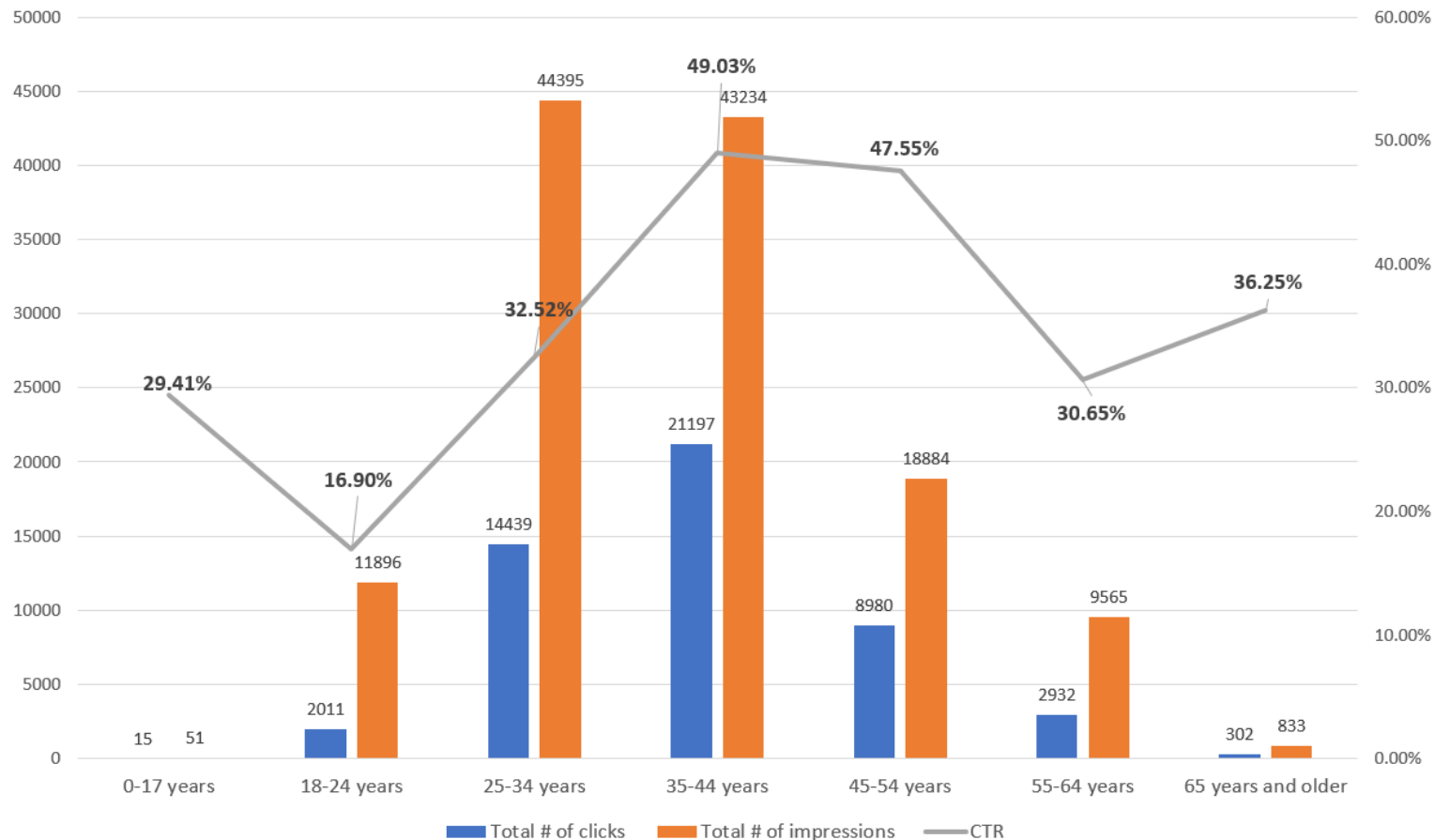
Total # of clicks and impressions per product category and an average CTR per gender



Sports and outdoor and Health and beauty products were among the most popular for both men and women customers.

Male audiences have the highest number of impressions and clicks coupled with 40.68% average CTR.

Total # of clicks and impressions with CTR for each age group



25 – 44 years old have the highest total number of impressions and clicks

35 – 44 years old have the highest CTR with 49.03%

18 – 24 years old have the lowest CTR with 16.90%

Summary



Overall situation with marketing campaigns

- *The overall CTR of the whole campaign is at 38.71%.*
- *Flash Sale campaign has the highest CTR with 51.92% followed by Tech Madness, Spring Deals, and Summer Splash all at 42%++.*
- *Sports and outdoor products have the highest number of impressions and clicks. It has a CTR of 35.71% which is second to the lowest.*
- *Electronics and gadgets products may have the lowest number of impressions and clicks but it is leading in CTR with 47.67%.*
- *Female customers contributed an overall total revenue of 12,007,160.00 during the campaign. This is 13.65% only compared to that of the generated revenue contributed by male customers.*
- *12 Days of Christmas Deals generated the greatest number of impressions, leading with 36191.*

Overall situation with marketing campaigns

- *Spring deals have 4471 impressions and is at the bottom.*
- *Sports and outdoor followed by Health and beauty products were both the most popular products across all the regions.*
- *Electronics and gadgets is at the bottom but has the highest CTR of 47.67%*
- *Sports and outdoor and Health and beauty products were among the most popular for both men and women customers.*
- *Male audiences have the highest number of impressions and clicks coupled with 40.68% average CTR.*
- *25 – 44 years old have the highest total number of impressions and clicks*
- *35 – 44 years old have the highest CTR with 49.03%*
- *18 – 24 years old have the lowest CTR with 16.90%*

Actions & Recommendations

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1. **Enhancing Content and Messaging**

- **Refine Ad Content**

Analyses successful ad content and use it in future campaigns. Develop a refined advertising content plan to effectively target and reach desired customers.

- **Use Content To Create Affinity And Year-Round Relevance**

Understand prospective customers' interests and needs for focused marketing messages.

Tailor marketing messages to specific audience segments.

- **Position The Product As A Need Rather Than A Want**

Present the product as a necessity to encourage repeat purchases.

Highlight the value and benefits of the product.

Actions & Recommendations

2. **Driving Sales and Customer Engagement**

- Promote Cross-Selling Opportunities and target parallel interest
Offer discounts or bundles on related accessories or complementary products during specific sales events.
- Give Your Consumers A Reason To Purchase
Offer discounts, value-added offers, or subscription options.
Highlight year-round benefits and excellent customer service.
- Personalize Post-Purchase Pricing Offers For Upcoming Seasons
Combine purchase data with post-purchase communication to offer personalized pricing on upcoming seasonal products.
Improve customer retention and loyalty through targeted offers.

Actions & Recommendations

2. **Driving Sales and Customer Engagement**

- Automate Outreach And Offer Promotions To Returning Customers

Collect and leverage first-party data for targeted marketing automation and email campaigns.

Engage with returning customers through personalized promotions.

- Retarget Customers With Post-Purchase Emails

Engage new audiences and convert them into customers through post-purchase email marketing.

Use seasonal products as an opportunity to introduce customers to your brand.

- Connect With Your Customers On A Personal Level

Establish a personal connection between your brand/product and customers.

Share your story and build a loyal following.

Actions & Recommendations

3. **Seasonal Marketing and Campaigns**

- Consider Ways To Serve Them Beyond The Season

Approach every customer interaction as the beginning of an ongoing relationship.

Incorporate messaging that emphasizes serving customers beyond the current season.

- Intensify Media Campaigns Leading Up To Seasonal Events

Launch intensive media campaigns to support seasonal product sales.

Increase brand recognition and expand into other product options or gift-giving

Thank you!

By Group 24 - JANKiDS

The meaning of the given group name Jankids represents versatility, enthusiasm, agility and unconventional methods.

