

Marketing Campaign

Performance Analysis



GROUP 3 – Data Visualization

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Objective

- Best Campaign in February 2019
- Best Campaign Objective, Channel, OS, Conversion Event, CTR, Uninstall Rate
- The most frequent error happened
- The campaign that is not as successful as the test
- Other assumption

Parameter Used

Interaction (Open Rates)

$$\frac{\text{number of clicks}}{\text{dismisses of notifications}}$$

dismisses of notifications = sent - clicks

Conversion Rate

$$\frac{\text{number of converting user}}{\text{number of clicks}}$$

Click Through Rates (CTR)

$$\frac{\text{number of clicks}}{\text{number of sents}}$$

Uninstall Rate

$$\frac{\text{number of uninstall}}{\text{number of sents}}$$

Best Marketing Campaign (Feb, 2019)

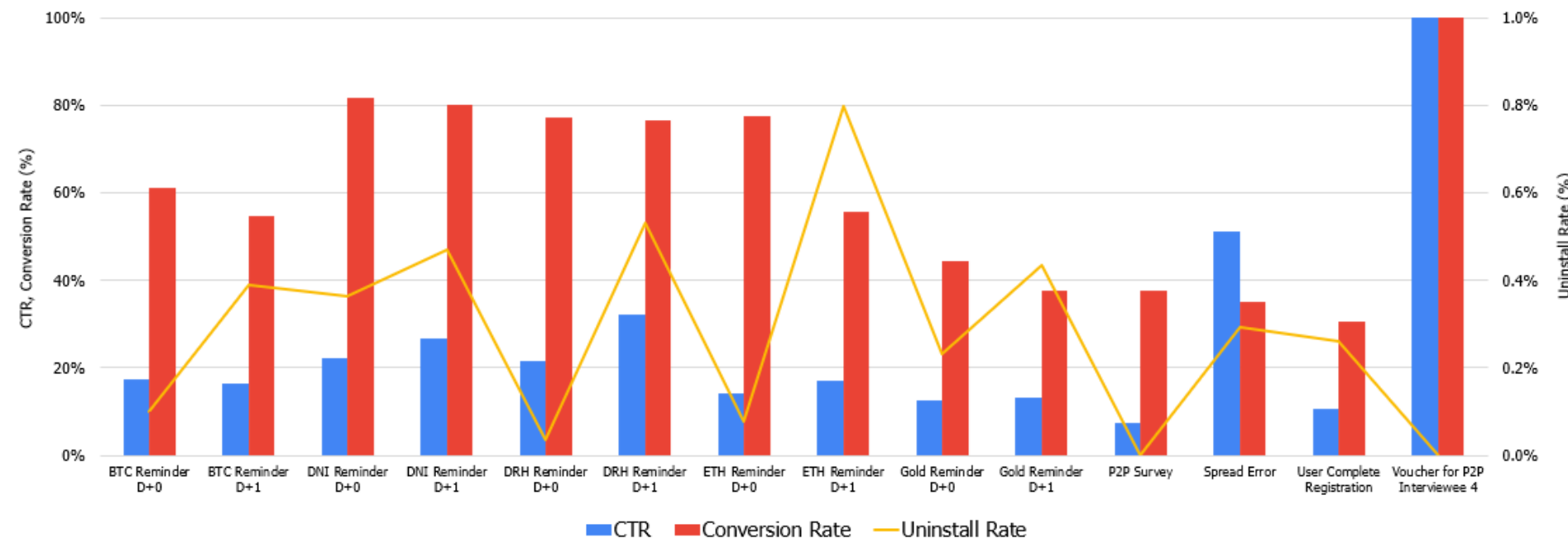
Assumptions

Best marketing campaign is defined as campaign which has CTR above average, Conversion Rate above average, and Uninstall Rate below average

Campaign Name	CTR (avg)	Conversion Rate (avg)	Uninstall Rate (avg)	Information
11 Sektor S&P 500	1.73%	0.73%	1.21%	Below Average
21 Juta Bitcoin di Dunia	1.76%	6.67%	0.41%	Below Average
Activated BukaToko Cuan, less ba	1.59%	10.07%	0.24%	Below Average
Alasan Investasi Emas	3.71%	9.60%	0.77%	Below Average
Alasan Investasi Reksa Dana	2.99%	7.42%	0.71%	Below Average
...
...
D+7 Register But No KYC	2.11%	8.80%	1.72%	Below Average
DeFi vs CeFi	2.66%	25.53%	0.19%	Below Average
DNI Reminder D+0	22.26%	81.67%	0.36%	Above Average
DNI Reminder D+1	26.79%	80.04%	0.47%	Above Average

Best Marketing Campaign

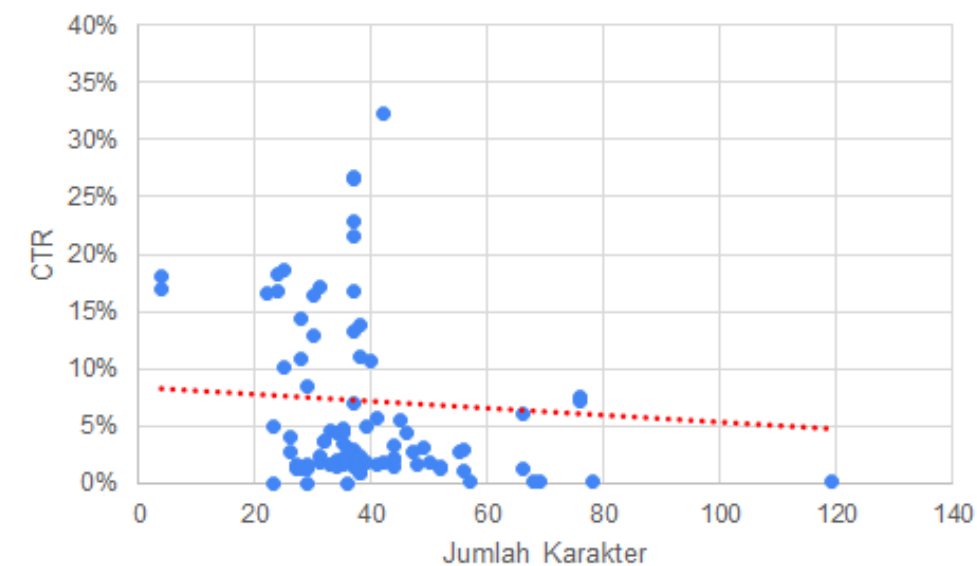
Best on the assumptions above, we got the best campaign which is above average as follows.



Analysis:

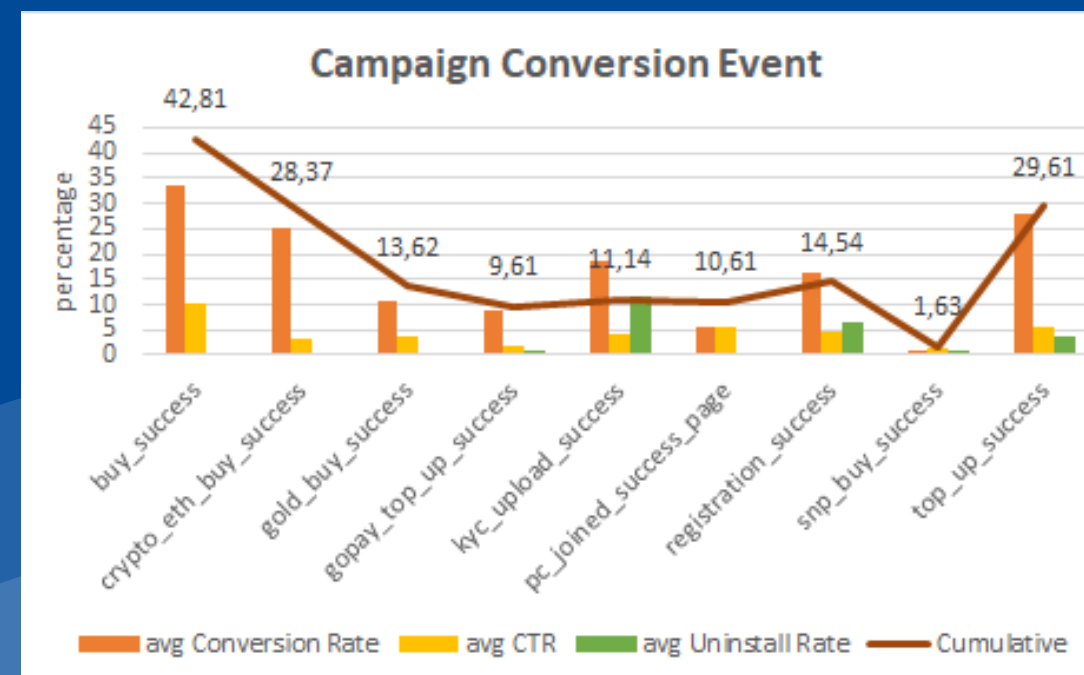
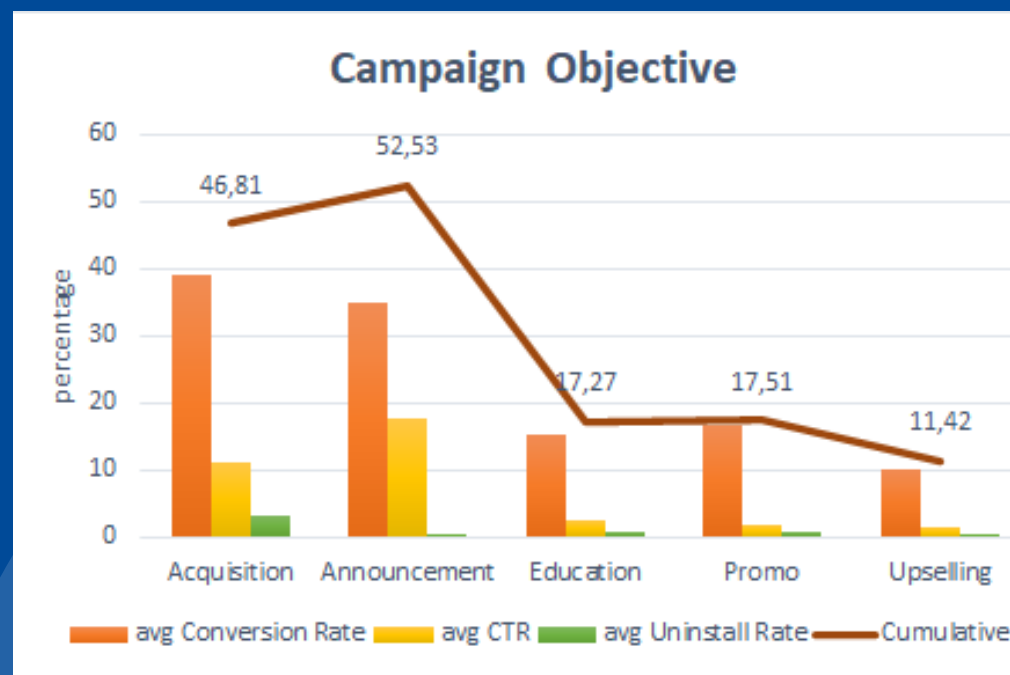
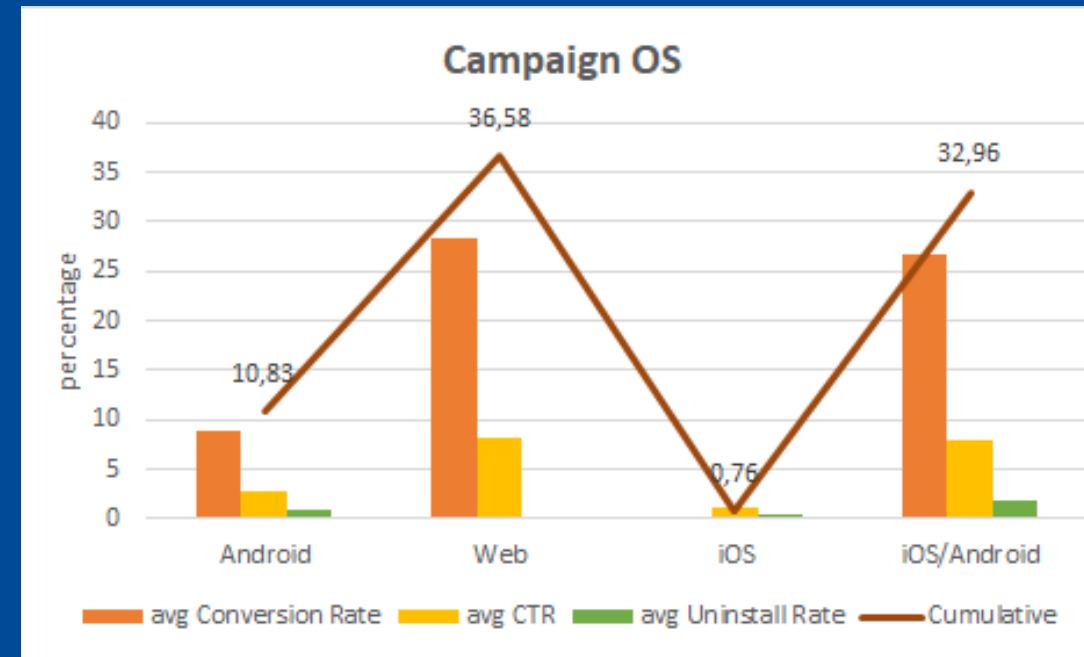
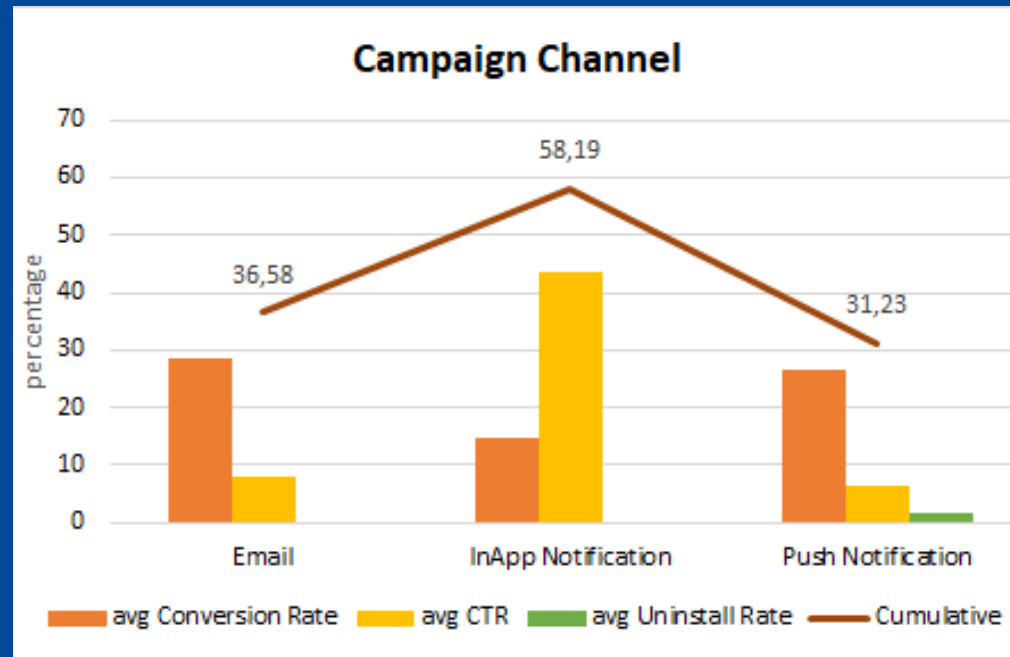
- Most notifications that mostly clicked and used by users are **reminder type notifications**
- **D-day (D+0) and tomorrow (D+1) reminders** are notifications that have the lowest uninstall rate, highest click rate, and highest conversion rate compared to D+3, D+7, and even D+14 reminders. That means most users are very **notice with notifications at that time or the next day**.
- **Spread Error** is the only one campaign from all our recommendations of best campaign with lower number of converting user than its click rate (CTR) because the content indicates bad things have happened to the user (eg. errors)
- **Voucher for P2P Interviewee 4** looks the most perfect, however, notification sent is only done one times

Number of Title Characters Effect to CTR



We also find the insight that:
" The more characters used in the title, the lower the conversion rate "

Best Campaign Category



Compared to previous analysis which this cases has significant small number of comparison category, so we define the best campaign category from another point of view which is based on assumption of **cumulative score** as follows.

$$\text{Cumulative} = \text{avg CTR} + \text{avg Conversion Rate} - \text{avg Uninstall Rate}$$

Results:

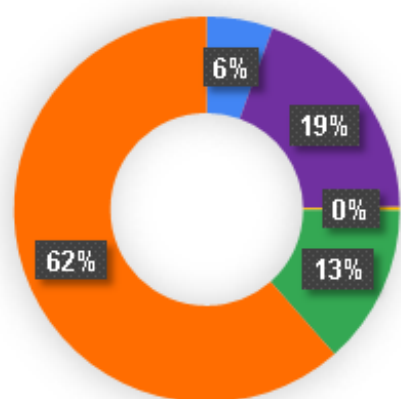
- Objective** → Announcement
- Channel** → InApp notification
- OS** → Web
- Conversion Event** → buy_success

The Most Frequent Error Happened

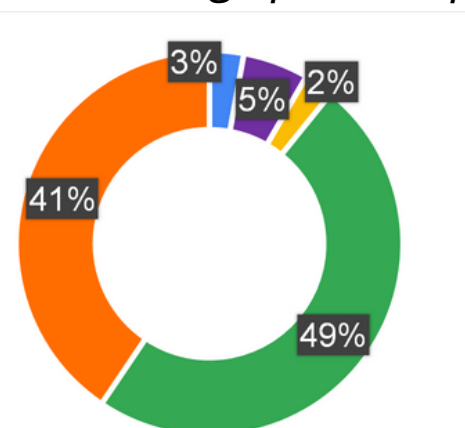


ERROR DISTRIBUTION

Grand Total



Average Percentage per Campaign



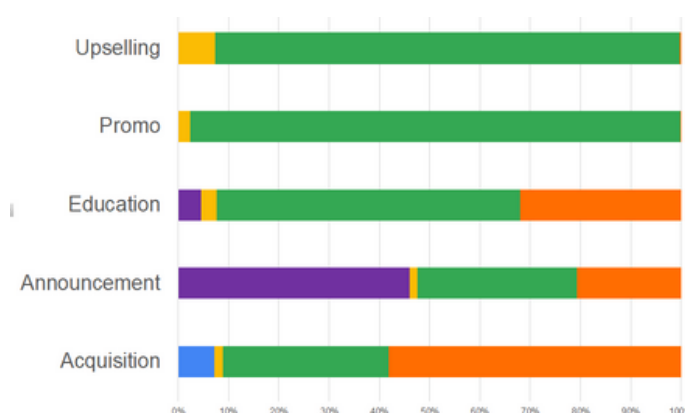
From the results above, it can be seen that there is a significant difference between the total calculation of each error (dominated by other errors) and the average percentage per campaign (dominated by apps uninstall).

ERROR TRENDS

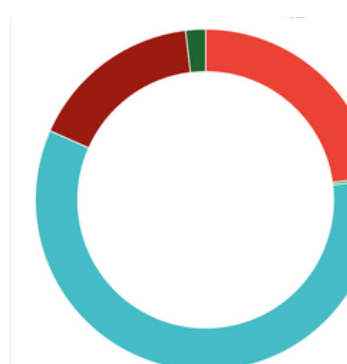
From previous results, it can be concluded that the average percentage distribution is more representative to conclude the types of errors that mostly occur.

Apps Uninstall (Android) is mostly happen in each campaign

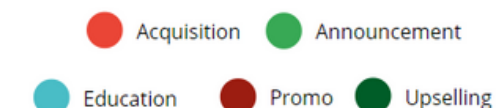
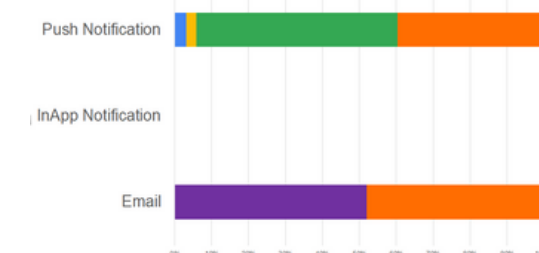
Average Percentage per Campaign Objective



Average Error Percentage per Campaign Objective



Average Percentage per Campaign Channel



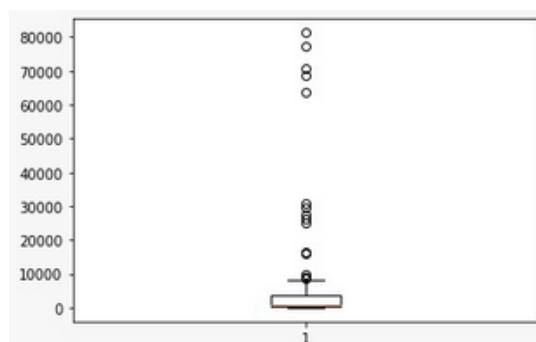
Announcement and **acquisition** are campaign objectives whose errors are not dominated by *uninstall apps (android)*. **Announcements** are dominated by *email dropped* errors where previous result of average percentage error is quite small

This also strengthens that the significant smallest error is in the **announcement** category

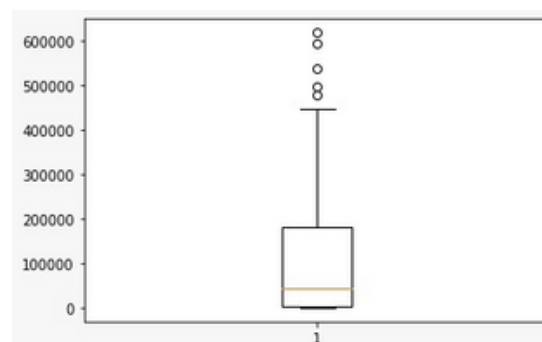
InApp Notification is the channel that has the smallest or almost no potential error.

Announcement campaign objective and InApp Notification channel is the smallest number of errors happen

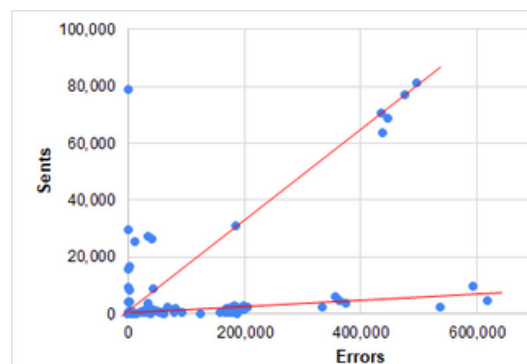
Total Errors Distribution



Total Sents Distribution



Errors vs Sents Distribution



From the results above that there are quite a lot of significant values as outliers so that the total and average distributions have very large differences

Which campaign is not as successful as the test campaign?

MUTUAL FUND LAUNCH

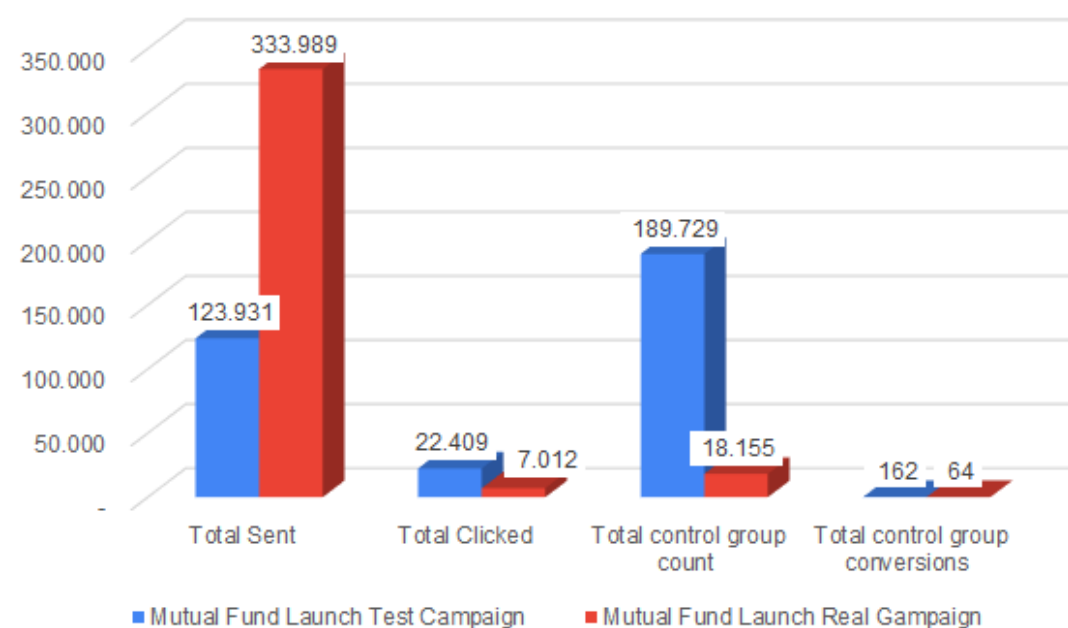
WHY?

- Open rates test campaign is **19.93%** better than the real campaign
- Uninstall rate test campaign **0.64%** lower than real campaign
- Click-Through rate test campaign is **15.98%** better than the real campaign.

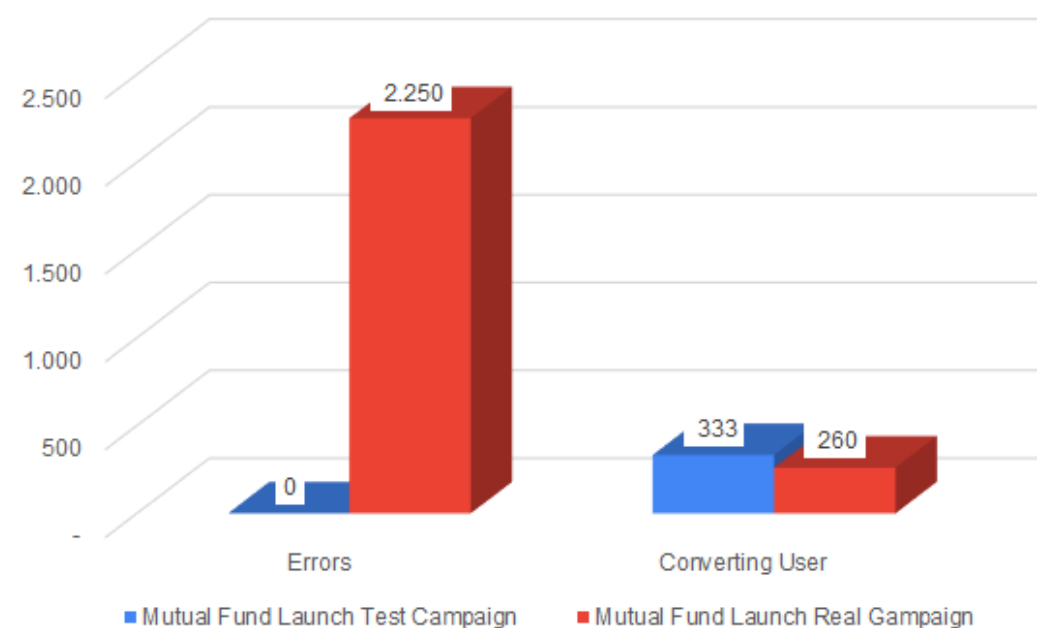
INSIGHT FOR THIS CAMPAIGN :

- **Push notification** - user sees without opening the app, typically on the lock screen.
- **InApp notification** - messages that the user gets inside the application after they have opened it but send more targeted and context-sensitive messages.
- Use Push notification when the content are **time-sensitive content**
- Use In App notification to point out **new features** or improve the user experience
- For this campaign, **InApp notification better than push notification.**

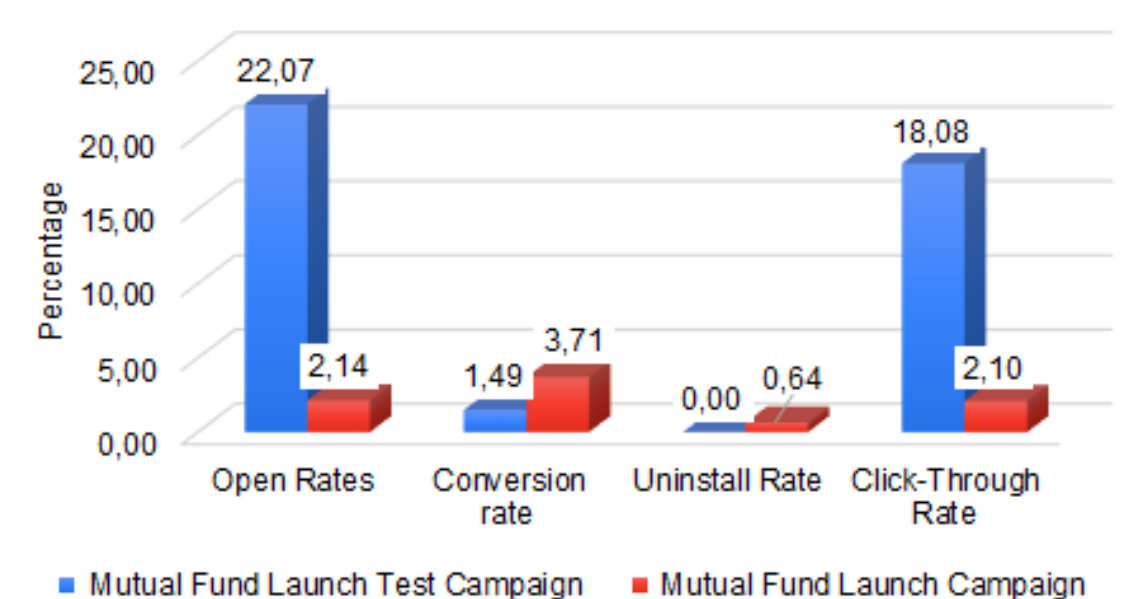
Test Campaign vs Real Campaign



Test Campaign vs Real Campaign



Test Campaign vs Real Campaign Rate



CONCLUSION

Best Campaign

Announcement through **in app notification** in website which purpose's is to make consument to buy in BukaToko

Most Frequent Errors

Apps uninstall in Android OS is the **most frequent errors**, while announcement type of campaign become the least frequent errors

Test Campaign Insights

Push notification is well used for **time-sensitive content**, while **in app notification** is well used for **point out new features**

RECOMMENDATION

The best marketing strategy of BukaToko for March 2019 is using **announcement** method, through **InApp notification** in BukaToko **website**

NOT TO MENTION:

- Avoid spamming your users, makes sense for your audience based on their interests and needs
- Push notifications are good for attracting user interest but not too much

Communication may be the key to retention, but either approach requires the Goldilocks touch. Too few messages and they may forget about you, but too many and they'll disappear just as quickly.