



A Case Study: A Multi-channel Holiday Campaign

Background

Insight Que Solutions executed a multi-channel marketing campaign for a women's online watch merchant. The objective of the campaign was to increase their online sales and to move their old inventory SKU's so that new inventory could come-in and replace the old inventory of the merchant.

Approach

Insight Que Solutions used data driven strategic marketing execution, to execute this campaign for the watch merchant. The process was executed using best-in-class campaign design, strategic use of analytics and data and marketing automation.

The campaign was executed on primarily on three objectives:

- a) A Landing Page
- b) Multiple strategic Email Campaign
- c) Miscellaneous Website Promo Integration

The overall campaign execution included on the following components

- List of SKU's for all items
- Collateral provided (Images, videos, promo codes)
- Messaging
- Page setup/layout
 - Image creation, editing, **copy**
 - Programming
 - Testing
 - Tracking

Campaign Details:

1. **A Holiday Gift Guide-**
 - o The Timeless Holiday Gift Guide
2. **6 Strategic Email Campaigns**

Campaign Date Range:

Nov 22nd, 2018- Dec 28, 2018

At each milestone, we collected and compared the core metrics for the campaign in order to evaluate the reach, engagement and conversions. Before executing the campaign, the client did not have the



eCommerce tracking in place within analytics tool to understand the consume journey. We executed tracking enhancement during the campaign execution.

A Campaign View

Comment [D1]: Brian to update this to make it anonymous so that the brand did not reveal in the paper



Campaign Results compared to previous Years

Conversion Stats

Number of order increased compared to same period of 2017: **~16%**

2018 sale (\$) increased compared to the same period of 2017*: **5.5%**

2018 sale (\$) increased compared to the same period of 2016*: **~21%**

It is important to note, merchant decided to sale the product at a discounted price, otherwise, the campaign will had a larger impact on the net amount (\$) sold.

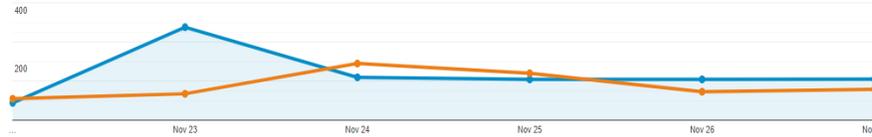
First week Performance during the campaign execution

At the beginning of the campaign launch, the main website recorded a ~49% sessions increase from the previous year's same period.



Insight Que Solutions

Nov 22, 2018 - Nov 27, 2018: ● Users
Nov 22, 2017 - Nov 27, 2017: ● Users



Overall Reach and Engagement Stats (full campaign duration)



Overall Cart Abandonment Statistics



Date- 11/30/2018- 12/28/2018

	Cart Abandonment	Cart Abandonment (Percent)	Check-out Abandonment	Check-out Abandonment (Percent)
New Visitor	15	44.12%	11	29.73%
Returning Visitor	19	55.88%	26	70.27%
Total	34	100%	37	100%

New Visitors are less likely to abandon their product at the check-out stage compared to Returning Visitors

	Cart Abandonment	Cart Abandonment (Percent)	Check-out Abandonment	Check-out Abandonment (Percent)
Desktop	18	52.94%	15	40.54%
Mobile	13	38.23%	6	16.22%
Tablet	3	8.83%	16	43.24%
Total	34	100%	37	100%

Mobile Visitors are less likely to abandon at The check-out stage compared to abandoning At the cart stage

Tracking enhancement performed on November, 29th

Concluding Remarks

Applying data-driven strategic marketing execution, in this case, Insight Que Solutions improved the overall sales and number of total orders for the merchant significantly. The process was executed using best-in-class campaign design, strategic use of analytics and data and marketing automation. The process allowed us to learn customer behaviors at multiple levels, such as new customers' behavior vs. repeat customer behavior, their propensity to respond to a campaign, interact and respond to campaigns through landing page and emails website elements during the holiday seasons.