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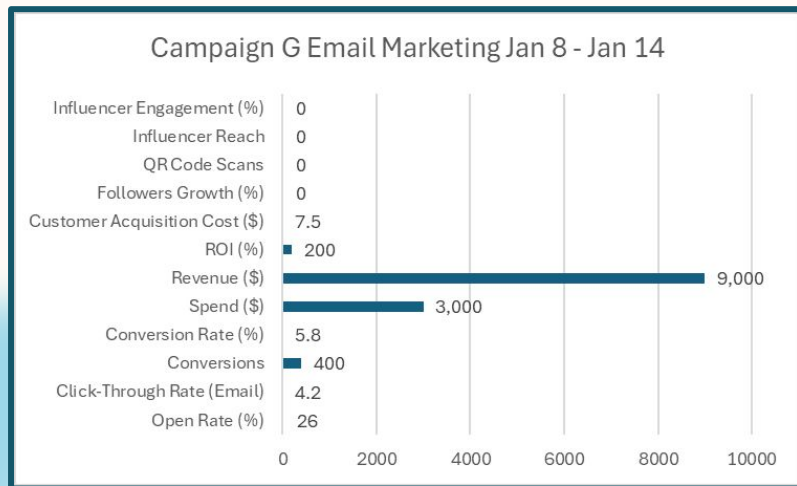
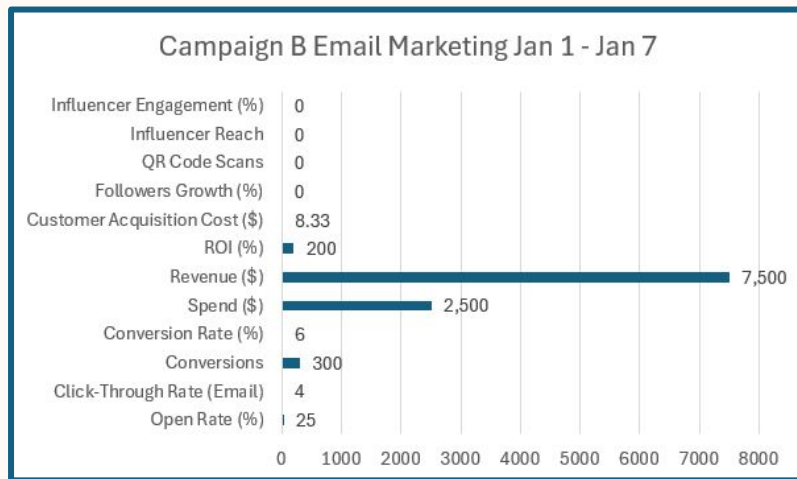
Q4 2024 Marketing Campaign Performance Analysis

Executive Summary

- The campaign generated **\$575,000 in sales**, more than doubling Q3 sales.
- **Most successful platforms:**
 - **QR Codes:** Highest ROI (900%) & lowest CAC (\$2.50 per customer).
 - **Email Marketing:** Highest conversion rate (11.8%).
 - **Facebook Ads:** Best-performing social platform (8.91% conversion rate, CAC \$9.09).
- **Key insight:** Multi-channel integration led to higher engagement and conversions.

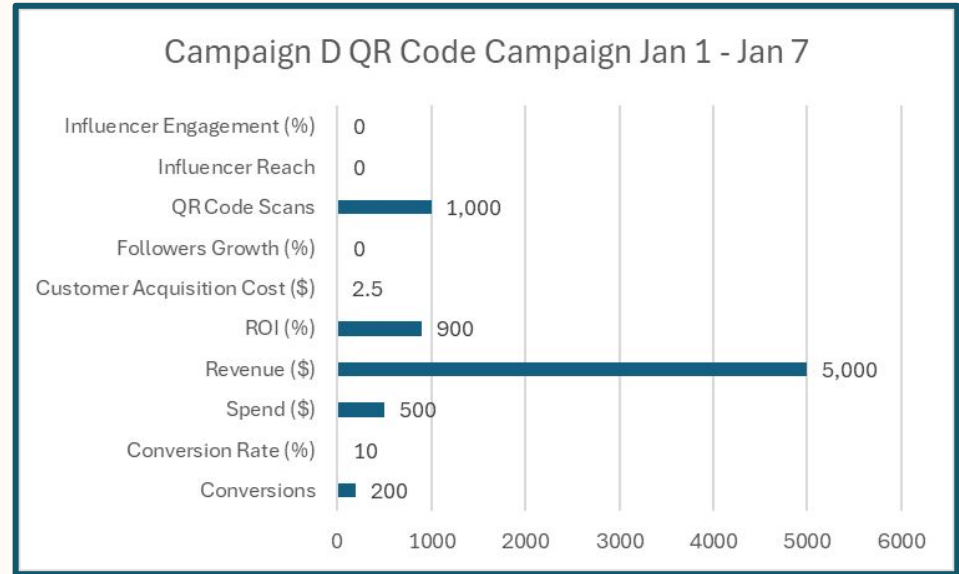
Email Marketing Performance

- **Open Rate: 25.5%**
- **Click-Through Rate (CTR): 4.1%**
- **Conversion Rate: 11.8%**
- **Customer Acquisition Cost (CAC): \$15.83**
- **ROI: 200%**
- **Key Takeaway:** High conversion rate but higher CAC. Future focus on segmentation & automation to optimize costs.



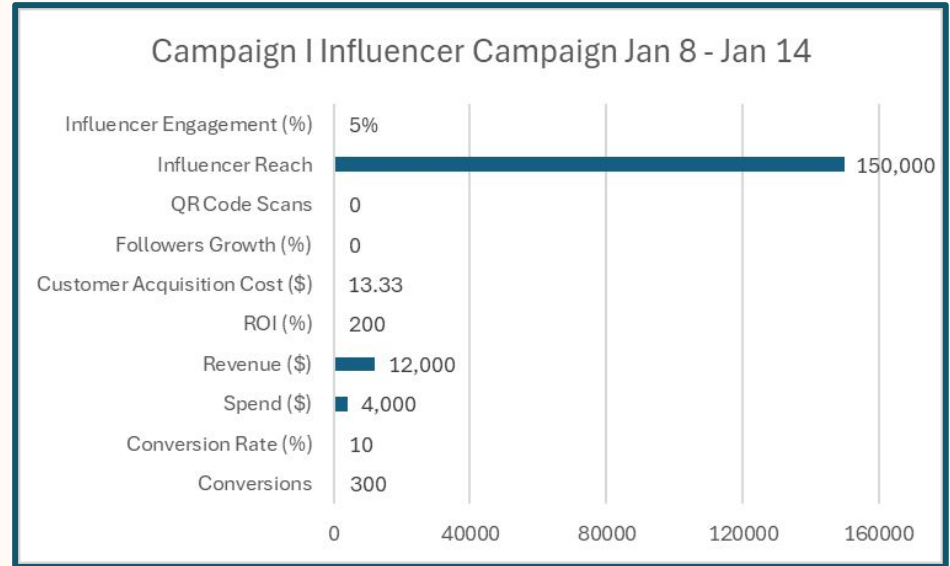
QR Code Campaigns

- **Conversion Rate: 10%**
- **Customer Acquisition Cost (CAC): \$2.50**
- **ROI: 900%**
- Low-cost, high-impact channel for conversions.
- Best suited for offline and experiential marketing.
- Increase QR code use in future campaigns.



Influencer Campaigns

- **Conversion Rate: 10%**
- **Customer Acquisition Cost (CAC): \$13.33**
- High engagement & brand visibility.
- Higher CAC than other channels.
- Shift focus to micro-influencers for better cost-efficiency.



Social Media Campaigns



Facebook Ads

Conversion Rate: 8.91%

CAC: \$9.09



Instagram Ads

Conversion Rate: 4.21%

CAC: \$10.00



Linkedin Ads

Conversion Rate: 4.12%

CAC: \$12.00

Key Takeaway: Facebook Ads delivered the highest conversion rate and lowest CAC among social platforms. Recommendation: Shift budget from LinkedIn to Facebook for improved ROI.

Key Insights and Trends



Multi-Channel Strategy Worked

Cross-platform integration boosted conversion rates (email + social media led to **14% higher conversions**).



Engagement Growth

Social media following increased by **8%**, with Facebook seeing the highest growth (**10%**).



Interactive Content is Key

Personalized, interactive campaigns led to **30% more engagement**.

Strategic Recommendations

- Increase QR Code Integration for cost-effective conversions.
- Optimize Social Media Spend by prioritizing Facebook and refining LinkedIn targeting.
- Refine Email Marketing Segmentation to reduce CAC and boost ROI.
- Leverage Micro-Influencers to enhance engagement while controlling acquisition costs.

Conclusion

- Run a similar campaign but increase investment in QR codes and Facebook ads.
- Refine targeting strategies to improve CAC and conversion rates.
- Monitor engagement trends and continue integrating multi-channel approaches.