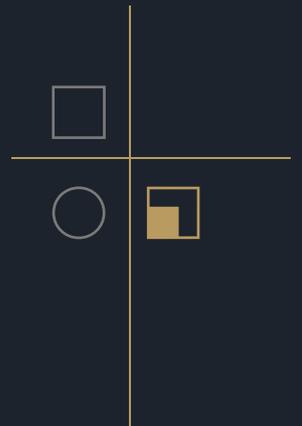
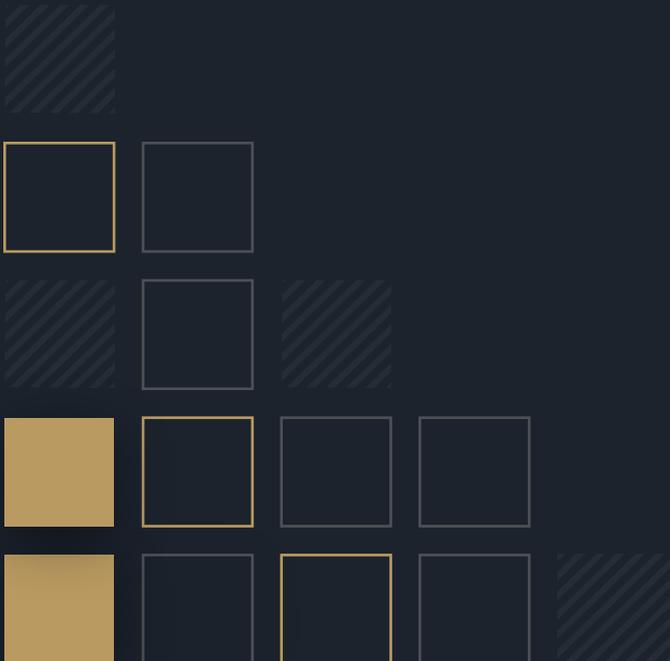


CAMPAIGN META-ANALYSIS FOR A MEMBERSHIP FORMAT RETAILER



THE CLIENT PROBLEM

Our client, one of the **largest warehouse club format retailers** in the US was **running a number of promotional campaigns** through the year for customer acquisition and renewal. They were looking for a partner who could help them **understand the effectiveness of these campaigns** and **identify critical campaign elements** which would guide campaign design for the future.

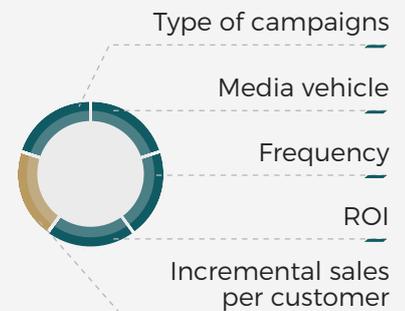
THE AQ SOLUTION

AQ collaborated with the client to perform a comparative analysis for identifying key factors that impacted the lift associated with campaigns. The meta-analysis provided a set of guidelines which helped the marketing team in campaign design. Our approach was as follows:

1

DATA PREPARATION

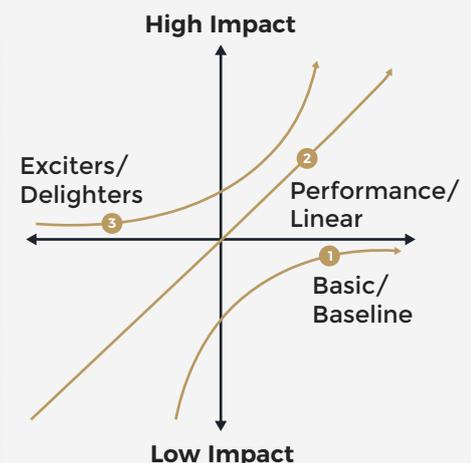
- We finalized the duration within which campaigns needed to be analyzed
- We enumerated all attributes and highlighted the attributes associated with campaigns
- We identified outcome metrics



2

IDENTIFYING IMPORTANT CAMPAIGN ATTRIBUTES

- We applied the KANO framework to categorize campaign attributes
- We identified attributes which were “must haves”
- We identified attributes which had a negative impact on outcome metrics
- For each attribute, we divided the campaign data set into two groups
- We performed a T-test comparison of each group with the entire population



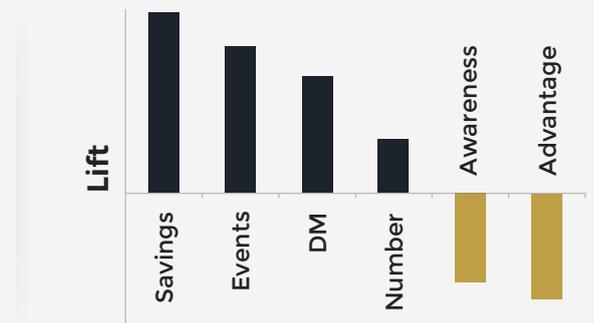
We classified each group into:

- High (mean higher than population)
- Insignificant (mean similar to population)
- Low (mean lower than population)

DATA ANALYSIS AND REPORTING

3

- We built a predictive model based on the attributes and campaign data to predict lift associated with campaigns and to identify important drivers. A comprehensive report was prepared to show the results of this analysis in a visually rich ppt format.
- The linear regression technique was used with the sales value of lift as the dependent variable
- Campaign attributes were used as independent variables



THE CLIENT BENEFIT

Our analysis helped the client allocate campaign budgets based on campaign performance.

Our list of relevant guidelines helped our clients design effective campaigns.

The insights from our analysis helped the marketing team estimate sales lift for future campaigns influencing their long-term strategy.



Thank You

For any queries, get in touch with us.

connect@aqinsights.com