

## CROCS Post-Ad Campaign Analysis

Prepared for: CROCS Wholesale Marketing Team by Ava Carmichael, Oct. 2018

### Email Example

	Send Size	opens	Clicks	AOV	Conv. Rate
Email #1	253,165	65,367	6,911	\$63.23	0.58%
Email #2	453,019	103,334	15,086	\$52.78	1.23%

### Paid Social Example

	Likes	Comments	Shares	impressions	CTR	Conv. Rate	AOV
Post #1	9,969	232	494	356,584	2.49%	2.84%	\$39.54
Post #2	6,478	301	543	658,843	2.20%	3.60%	\$37.68

## Summary

The following summaries show how we met specific conversion goals, and which campaigns performed best.

Based on the data analysis of Email Campaigns #1 and #2, **Campaign #2 outperformed Campaign #1**. Email Campaign #2 performed much better with a higher conversion rate of 1.23% with est. sales of \$9,793. Email Campaign #1 had a higher Open Rate of 26% but lacked in Conversions at only \$2,534.

*Takeaway: Consider the creative, placement or promotion that led to the higher open rate for Campaign #1.*

## Metrics:

### Email Campaign #1

Sends: 253,165 | Opens: 65,367 | Open Rate = 26%

CTR: 6,911 (10.5%) | AOV = \$63.23 | Conv. Rate = 0.58% (40 Sales) | \$2,534.26 total sales

CPA = unknown (need ad spend data)

ROI Takeaway: *How much was paid to convert the 40 sales?*



## Email Campaign #2

Sends: 453,019 | Opens: 103,334 | Open Rate - 23%

CTR: 15,086 (14.5%) | AOV = \$52.78 | Conv. Rate = 1.23% (185.5 Sales) | \$9,793.33 total sales

CPA = unknown (need ad spend data)

## Social Media PPC Campaigns #1 & #2

In the Social Media PPC Campaigns, Post #1 outperformed Post #2 in CTR and over 64% for Likes, but it didn't perform as high as Post #2 for Comments, Shares, Impressions and Conversions. In summary, while Post #1 may have been more 'likable,' **the overall ROI value of Post #2 was greater with 14,494 Click Thru's and 521 Conversions (est sales \$19,661.42)** vs. Post #1 with 8,879 Click Thru's and appx. 252 Conversions (est sales \$9,970.40).

## Metrics:

### PPC Social Campaign

**Post #1** 9,969 Likes | 232 Comments | 494 Shares | 356,584 Impressions | 2.49% CTR | 2.84% Conversion Rate | \$39.54 AOV

**Post #2** 6,478 Likes | 301 Comments | 543 Shares | 658,843 Impressions | 2.20% CTR | 3.60% Conversion Rate | \$37.68 AOV

*Takeaway: Social Media posts offer a higher ROI*