Science

Part One: Email Marketing

High-level outlines of email structures

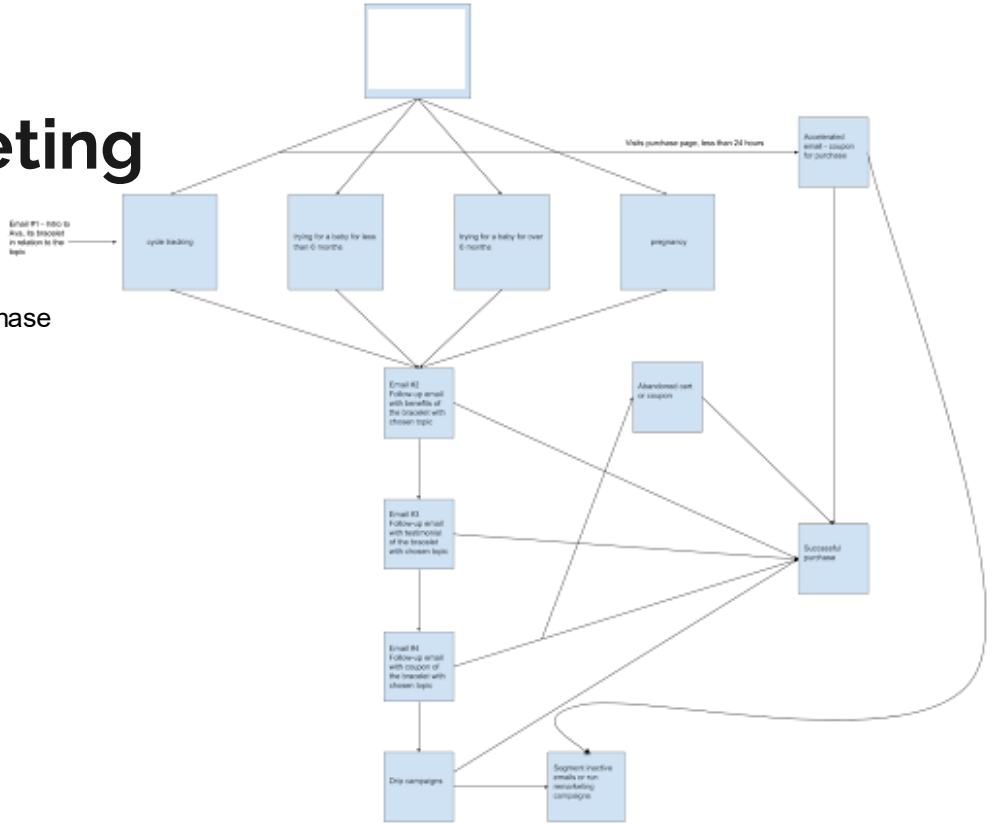
- Needs and Wants, Purchase



Part One: Email Marketing

High-level outlines of email structures

- Brand Awareness, Educate, Needs and Wants, Purchase



Part Two: Business Plan

Mission

- Science develops technology to empower women’s health. The first offering is an ovulation bracelet which tracks women’s cycles and health.

Part Two: Business Plan

Target Market -

Typical target

- Tier 1 countries
- Women
- Age 18 - 50

Persona

- Tech-savvy
- Affluent
- Health conscious
- Interested in pregnancy or are pregnant
- Family oriented
- Mobile

Part Two: Business Plan

Goal

- Generate sales of bracelets

Objectives

- By 3/19, 1K bracelets sold
- By 6/19, 3K bracelets sold

Part Two: Business Plan

Marketing Channels

- 50% of the sales generated will come from Google, FB, and Twitter ad campaigns.
- 12.5% of the sales will be generated from demand side platforms.
- Influencer events, online and offline, will help generate 12.5% of sales.
- Social media content and community curation will help drive another 12.5% of sales.
- Email lists will help generate the rest, 12.5%, of bracelet sales.
- Attributed organic sales are projected to be 10% of total sales. No costs assigned to organic sales, only revenue generated.

Part Two: Business Plan

Sales sustainability:
1st Quarter

Jan - Feb

- 100% of budget to run campaigns in all channels
- Optimize channel campaigns
- Identify baselines

March

- Reallocate funds to high volume traffic and lower CPAs

2nd Quarter

April - May

- 80% of budget to sustain solid channels
- 20% of budget to explore and test new channels or campaigns

June

- Move successful tests from April to May to run under the 80% sustainable campaigns budget
    - Reallocate funds to high volume traffic and lower CPAs
- Dedicate 20% of budget to explore and test new channels or campaigns

Part Two: Business Plan - Milestones in Sales

Allocation	Sales of Bracelets Channel	January	February	1000 March	April	May	3000 June
50.00%	**SANs**	100	300	500	723	1,045	1,500
12.50%	**DSPs**	25	75	125	181	261	375
12.50%	**Influencer**	25	75	125	181	261	375
12.50%	**Content+Community**	25	75	125	181	261	375
12.50%	**Email**	25	75	125	181	261	375
	Total sales	200	600	1,000	1,445	2,090	3,000
10.00%	**X - Organic sales**	20	60	100	145	209	300

Part Two: Business Plan - Revenue

Sales Revenue Channel	January	February	March	April	May	June
SANs	$ 30,000	$ 90,000	$ 150,000	$ 216,750	$ 313,500	$ 450,000
DSPs	$ 7,500	$ 22,500	$ 37,500	$ 54,188	$ 78,375	$ 112,500
Influencer	$ 7,500	$ 22,500	$ 37,500	$ 54,188	$ 78,375	$ 112,500
Content+Community	$ 7,500	$ 22,500	$ 37,500	$ 54,188	$ 78,375	$ 112,500
Email	$ 7,500	$ 22,500	$ 37,500	$ 54,188	$ 78,375	$ 112,500
Organic sales	$ 6,000	$ 18,000	$ 30,000	$ 43,350	$ 62,700	$ 90,000
Total revenue	$ 66,000	$ 198,000	$ 330,000	$ 476,850	$ 689,700	$ 990,000

Part Two: Business Plan - Cost/Spend

Cost Channel	January	February	March	April	May	June
SANs	$ 20,000.00	$ 60,000.00	$ 100,000.00	$ 144,500.00	$ 209,000.00	$ 300,000.00
DSPs	$ 2,500.00	$ 7,500.00	$ 12,500.00	$ 18,062.50	$ 26,125.00	$ 37,500.00
Influencer	$ 4,375.00	$ 13,125.00	$ 21,875.00	$ 31,609.38	$ 45,718.75	$ 65,625.00
Content+Community	$ 6,250.00	$ 18,750.00	$ 31,250.00	$ 45,156.25	$ 65,312.50	$ 93,750.00
Email	$ 1,875.00	$ 5,625.00	$ 9,375.00	$ 13,546.88	$ 19,593.75	$ 28,125.00
Organic sales	$ -	$ -	$ -	$ -	$ -	$ -
Total cost	$ 35,000.00	$ 105,000.00	$ 175,000.00	$ 252,875.00	$ 365,750.00	$ 525,000.00

Part Two: Business Plan - Cost Per Purchase

Cost Per Action (CPA) by Channel

Channel	CPA
SANs	$200
DSP	$100
Influencer	$175
Content+Community	$250
Email	$75
Organic	$0

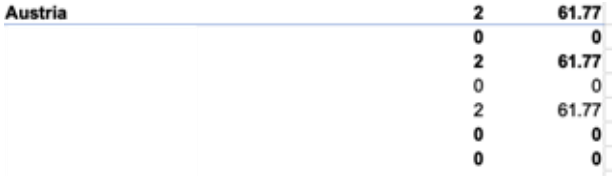
Part Two: Business Plan - Profit/Loss

Profit/Loss Channel	January	February	March	April	May	June
SANs	$ 10,000	$ 30,000	$ 50,000	$ 72,250	$ 104,500	$ 150,000
DSPs	$ 5,000	$ 15,000	$ 25,000	$ 36,125	$ 52,250	$ 75,000
Influencer	$ 3,125	$ 9,375	$ 15,625	$ 22,578	$ 32,656	$ 46,875
Content+Community	$ 1,250	$ 3,750	$ 6,250	$ 9,031	$ 13,063	$ 18,750
Email	$ 5,625	$ 16,875	$ 28,125	$ 40,641	$ 58,781	$ 84,375
Organic sales	$ 6,000	$ 18,000	$ 30,000	$ 43,350	$ 62,700	$ 90,000
Total Profit/Loss	$ 31,000	$ 93,000	$ 155,000	$ 223,975	$ 323,950	$ 465,000

Part Three: Analytics and Insights

Austria

HMD campaign produced 2 purchases in week 4 with a low CPA of $61. Run the campaign in week 5 to see if it has momentum.



Austria	2	61.77
	0	0
	2	61.77
	0	0
	2	61.77
	0	0
	0	0

Germany

ProductImages campaign did very well in terms of CPA. The campaign generated 28 purchases at $233 for week 1, and 14 purchases at $272 for week 2. The campaign should've continue in week 3.



Germany	145	5175.4
	7	432.78
	32	574.49
	10	1452.84
	11	297.69
	2	81.33
	0	0
	8	341.03
	9	417.23
	10	418.36
	8	306.97
	28	233.97
	14	272.2
	6	346.51

Part Three: Analytics and Insights

Hong Kong

HW2 campaign for 3rd and 4th week generated only 2 purchases with an $488 CPA and a $1207 CPA. Test new concepts.

Hong Kong	**2**	**1695.49**
	1	488.44
	1	1207.05

Spain

PI campaign for week 2 had the lowest CPA at $430. However, there was only 1 purchase. The campaigns generated high CPAs in Spain.

Spain	**7**	**2946.75**
	1	**1270.66**
	3	**614.11**
	2	**631.66**
	1	**430.32**

Part Three: Analytics and Insights

Switzerland

MD campaign generated 4 purchases at $87.85 in week 4. I would proceed to extend this campaign into week 5.

Switzerland	5	672.45
	0	0
	4	87.85
	0	0
	1	584.6

United Kingdom

All CPAs for UK campaigns are $480 and above. Depending on the LTV, I'd either pause campaigns or continue with campaign optimizations.

United Kingdom	42	4261.53
	18	522.03
	3	817.4
	11	1251.5
	1	1083.7
	9	586.9

Part Three: Analytics and Insights

United States

US has the lowest CPA campaigns. The majority of them are less than $300. They are predominantly influencer and human centric campaigns. Video ad formats seem to perform better with lower CPAs. However, the campaigns' CPAs seem to rise as they run longer. This might be due to saturation

United States	1169	6940.8
	21	883.04
	107	201.94
	66	388.51
	41	330.05
	60	367.99
	55	393.2
	214	359.96
	64	617.46
	24	217.58
	11	231.95
	113	668.52
	37	144.1
	73	356.03
	82	109.4
	84	232.59
	5	488.31
	77	327.77
	35	622.4

Part Three: Analytics and Insights

Deeper Questions

- What are the frequencies of the FB campaigns? Ad formats, relevance scores for ads?
- What is the max spend per CPA?
- What is the LTV (lifetime value) per purchase?
- Are campaigns being optimized in the 2nd week?
- From “contact” to purchase time, what is the average time span?
- Campaign IDs include the term “relaunch”. What does relaunch indicate?

Deeper Actions

- Pause all campaigns with CPAs that exceed LTV.
- Sign of ad saturation: 2nd week of campaigns, cost rises with less installs, optimize
- Successes of the US campaigns: test influencer and human-centric campaigns in other tier 1 countries
- Test video ad formats
- Retry retargeting campaign

Deeper Insights

- Raw unprocessed data.