

Campaign Analysis

Campaign analysis enables organizations to gauge the success of various campaigns by measuring campaign costs, leads generated and leads converted to customers. Campaign analysis begins by trending campaign costs and targets over time, calculating the return on investment for executed campaigns and measuring the variance in lead generation and costs against goals. Using statistical techniques to identify characteristics of top-performing campaigns, customer and product buying affinities, and profiles of converted customers, future campaigns can be optimized for more targeted customer segments with more targeted product offers. In combination with campaign management tools, these analyses are being automated, with feedback from executed campaigns improving offers and generating prospect lists for follow-up campaigns.

Sample Report: Campaign Results by Channel

Customer Acquisition Campaign

Channel Effectiveness

Quarter: 1

Channel	\$ Spent	Leads Target	Leads Generated	Variance in Lead Generation	Targeted Cost per Lead	Actual Cost per Lead
+ Banner Ads	60,000	1,000	849	-15%	\$ 60.00	\$ 70.67
+ Magazine Reader Response Card	95,000	1,500	1,384	-8%	\$ 63.33	\$ 68.64
+ Direct Email	75,000	1,600	1,822	14%	\$ 46.88	\$ 41.16
- Search Engine Sponsorships						
* Stain Removal *	10,000	150	170	13%	\$ 66.67	\$ 58.82
* Cleaning Supplies *	10,000	150	164	9%	\$ 66.67	\$ 60.98
* Spot Removal *	10,000	150	153	2%	\$ 66.67	\$ 65.36
AVERAGE				3%	\$ 61.70	\$ 60.94

This campaign analysis report measures the effectiveness of tactics through various marketing channels and highlights results that show under- and overperformance. The outline format allows analysts to quickly review details of individual tactics in a single channel. Additional analysis reveals the quality of leads generated from each tactic, either by revenue closed or opportunities generated in the sales pipeline, or shows period-over-period performance trends.

COMMON BUSINESS QUESTIONS

- How effective were the channels used for the customer acquisition campaign?
- What is the most cost-effective marketing campaign by interaction type?
- What is the monthly trend in interactions, purchases and response rates by customer segment?
- Who is likely to buy only if contacted in person?
- What percentage of all transactions contains at least one promotional item?
- How do the sales volumes compare between promotional and non-promotional periods?
- Which age segment is most likely to respond to a reduced price promotion?
- What were the sales and inventories each week of each promotion?
- Is our marketing strategy impacting profitability and retention as predicted?

Key Performance Indicators

- % Variance from Forecast Leads
- Cost Per Lead
- Response Rate
- Affinity Rate
- % Change in Sales Volume Month over Month
- Attrition Rate
- Profit Margin per Product
- Top 3 Campaigns by Sales
- Bottom 10% of Campaigns by Profit
- Lead Quality Rating