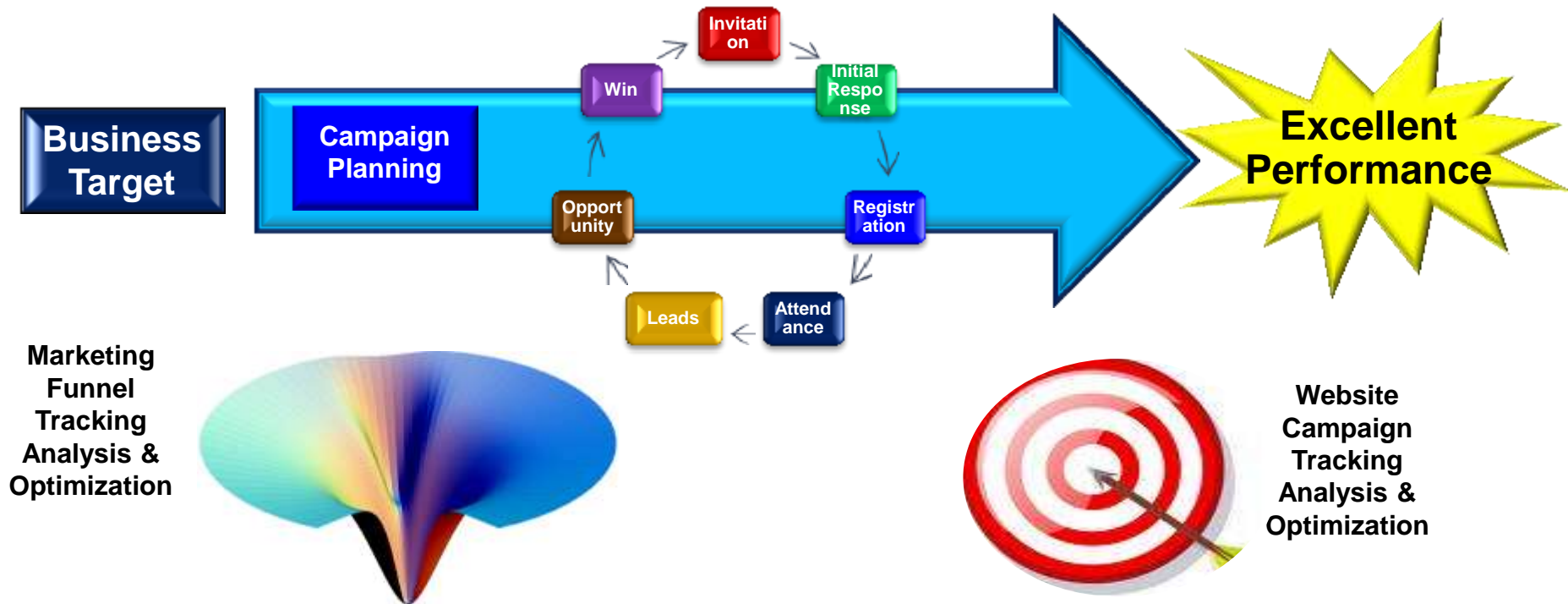


# Campaign Planning - Our Competitive Advantages **RIVERS**



- Design, Track and Measure customer conversion number and rate in each stage of marketing funnel.
- Find and Utilize these Key Factors on customer performance to improve marketing funnel conversion rate.

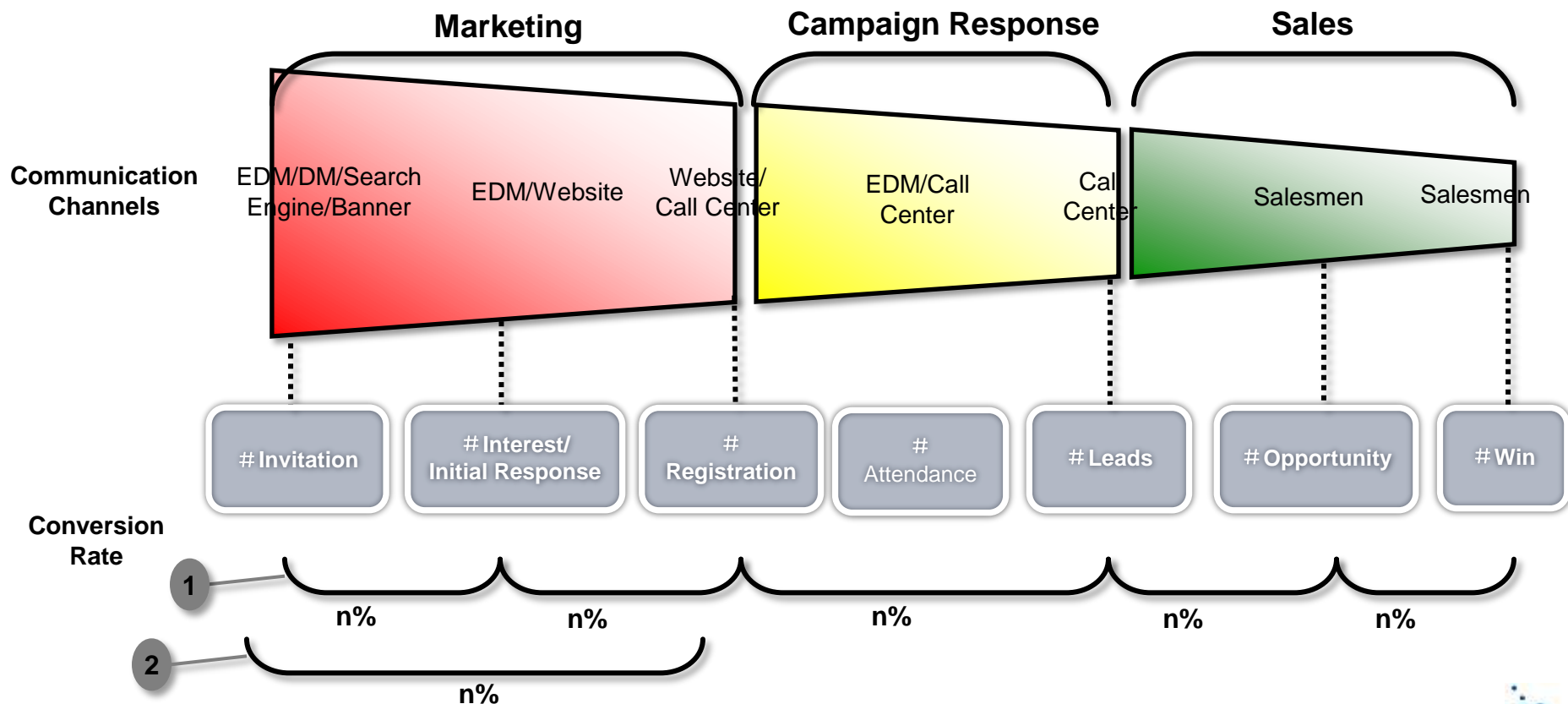
- Optimize campaign process to improve website campaign KPI.
- Improve proportion of high value customer, and optimize spending and performance.

## Media, Message, Creative, Offer and Website Test & Learn

Media Casting	Message Content	Creative	Offer	Website Banner
<ul style="list-style-type: none"> <li>• Different Media</li> <li>• Different Channel</li> </ul>	<ul style="list-style-type: none"> <li>• Message A</li> <li>• Message B</li> </ul>	<ul style="list-style-type: none"> <li>• Creative A</li> <li>• Creative B</li> </ul>	<ul style="list-style-type: none"> <li>• Points</li> <li>• Gifts</li> </ul>	<ul style="list-style-type: none"> <li>• Different Size</li> <li>• Different Position</li> </ul>

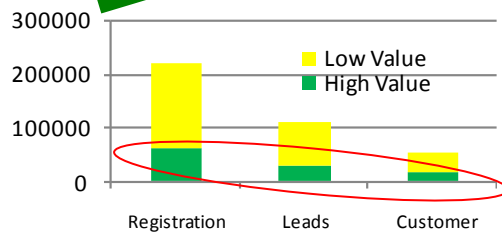
- Through small scale test, find and optimize Media Casting, Message, Creative, Offer and Website Banner.

- We will develop, keep track, and measure all the KPIs and METRICS at each of the stage of the customer journey.
- Based on the results of each stage of the customer journey, we will identify the KEY PERFORMANCE DRIVERS that can help us to improve the “conversion” and “effectiveness” of the customer journey.

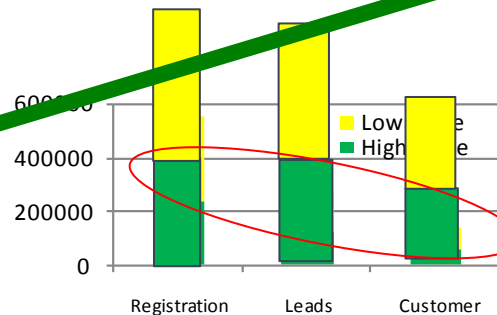


- Our optimization goal is: To increase customer acquired as well as high-value customers proportion over time.

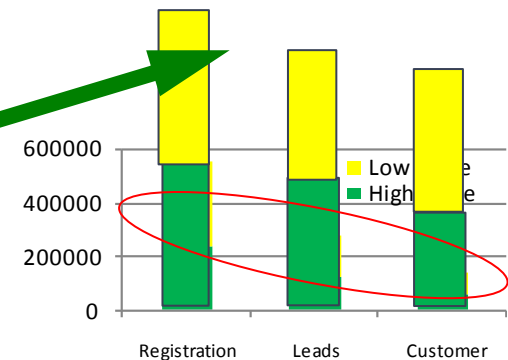
Through the continuous “Test and Learn”, our target is to optimize the marketing spending and performance.



Before optimization



In optimization



After optimization

## Optimize the KPIs:

- Improve reach number
- Reduce cost per click
- Reduce cost per visit
- Improve response rate
- Improve number of customer acquired
- Reduce cost per acquisition
- Improve % high-value member

## Results:

- Optimizing communication channel, and improving KPI.
- Improving % high-value member.
- Optimizing spending and improving performance.

## Identify Campaign and Define Test Objectives and Hypotheses

- Communicate with Business Unit
- Define Test objective: Model, Creative, Message or Offer

## Experimental Design

- Based on the test objective to design test and control cell 2\*1, 2\*2, etc
- Calculate Minimum Sample size for each cell
- Acquire data to validate the design
- Random Sampling of Test and Control using t test and mean comparison of key factors and indicators

## Campaign Performance & Hypothesis Test

- Calculate KPI
- Conduct Statistical test(t-test, ANOVA, etc) using SAS

## Simulate Business Impact & Optimize the Value of Customer Relationship

- Simulate business impact with statistically significant KPI lift and ROI optimization
- Optimize the value of customer relationship with the best and most relevant contact with the least cost