

Campaign Performance Report
Juxta Smart Luggage – Buhi Supply Company
Stukent Simternship

Juxta Smart Luggage:

- One of many bag lines from Buhi Supply Co.
- Products:



- - Juxta Beta Suitcase (left in image above):
 - RFID-blocking compartment
 - TSA-approved lock
 - Silent 360-degree wheels
 - Ergonomic handle
 - Two USB ports with a built-in battery
 - Juxta Alpha Suitcase (right in image above):
 - Polycarbonate hard shell
 - Lightweight (under 8 pounds)
 - Antimicrobial lining
 - Shoe bag
 - Reverse coil zipper
- Goal:
 - Manufacture the luggage at an affordable cost
 - Sell the luggage at a competitive price
- Attributes
 - Design-conscious
 - Functional
 - Utilizes technology
 - Easy to clean
 - Trendy
 - Organized

My Responsibilities:

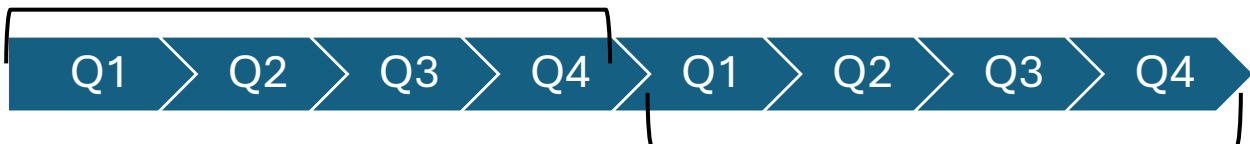
- Create and lead campaigns for the Juxta Smart Luggage line for two years
- Research target audiences
 - Back-to-school Mindy
 - City-hopper Sue
 - Up-and-comer Raj
 - Seaside Sally
- Create positioning statements for each audience
- Consider which channels and options will best reach each audience
- Target audiences at the right stage of their purchase journey
 - Awareness / Interest
 - Consideration / Intent
 - Purchase
 - Loyalty
- Distribute allotted budget during each campaign

Campaign Goals:

- Increase sales of the Juxta Smart Luggage line by 60%
- Target revenue of \$45,700,000 at the end of the two years

Revenue Goals Per Quarter	Target Revenue: Year 1	Target Revenue: Year 2
Quarter 1 (Q1)	\$4,400,000	\$22,550,000
Quarter 2 (Q2)	\$9,100,000	\$31,750,000
Quarter 3 (Q3)	\$14,200,000	\$38,450,000
Quarter 4 (Q4)	\$19,750,000	\$45,700,000

Timeline:

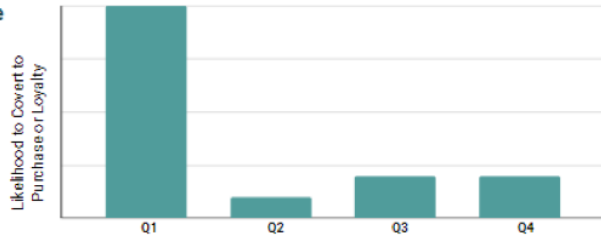


- 2 years total
 - Each bracket (above) represents a year
- 4 quarters each year
- 500,000 budget per quarter

Quarter 1:

Target audience in the Purchase/Loyalty Phase: City-hopper Sue

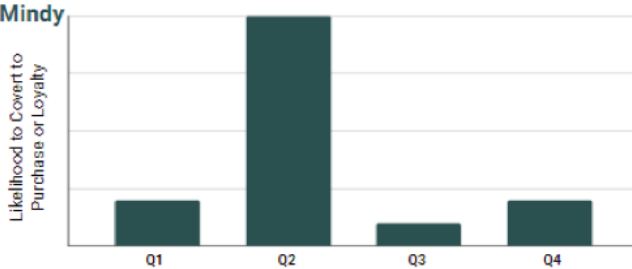
City-hopper Sue



Quarter 2:

Target audience in the Purchase/Loyalty Phase: Back-to-school Mindy

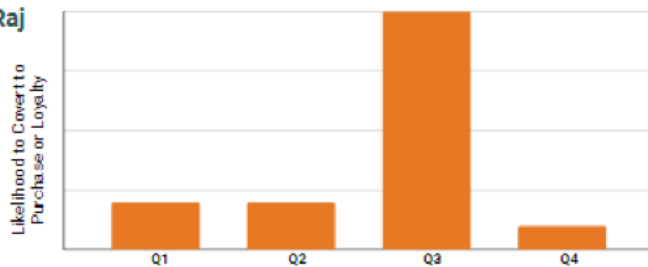
Back-to-school Mindy



Quarter 3:

Target audience in the Purchase/Loyalty Phase: Up-and-comer Raj

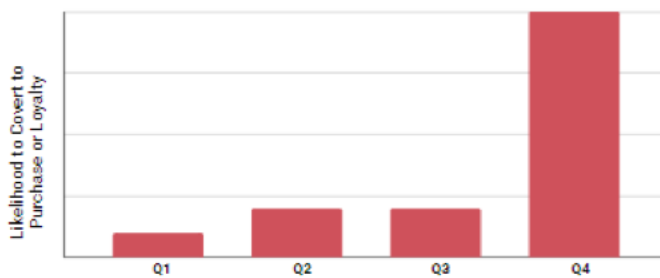
Up-and-comer Raj



Quarter 4:

Target audience in the Purchase/Loyalty Phase: Seaside Sally

Seaside Sally



Metrics:

Year 1, Quarter 1

	Overall
Revenue	\$4,156,446
Cumulative Revenue	\$4,156,446
Website Visits	312,121
Market Expansion	94 Units
Growth of Market Share	2 Units
Avg. Cost per Website Visit	\$1.76

	Back-to-school Mindy	City-hopper Sue	Up-and-comer Raj	Seaside Sally
Website Visits	72,233	46,949	83,618	109,321
Avg. Cost per Website Visit	\$1.22	\$2.73	\$2.06	\$1.02

Analysis:

- Below expected revenue by \$243,554
- Ideal avg. cost per website visit: under \$2.00
- Should have catered towards City-hopper Sue

Year 1, Quarter 2

	Overall
Revenue	\$4,186,786
Cumulative Revenue	\$8,343,232
Website Visits	250,428 -61,693 from last quarter
Market Expansion	93 Units
Growth of Market Share	0 Units
Avg. Cost per Website Visit	\$2.06

	Back-to-school Mindy	City-hopper Sue	Up-and-comer Raj	Seaside Sally
Website Visits	52,123	73,089	73,044	52,172
Avg. Cost per Website Visit	\$2.46	\$1.66	\$1.75	\$2.36

Analysis:

- Below expected revenue by \$756,768
 - Growth in revenue since last quarter: **\$30,340**
- Ideal avg. cost per website visit: under \$2.00
- Should have catered towards Back-to-school Mindy

Year 1, Quarter 3

	Overall
Revenue	\$4,475,243
Cumulative Revenue	\$12,818,475
Website Visits	336,340 +85,912 from last quarter
Market Expansion	95 Units
Growth of Market Share	644 Units
Avg. Cost per Website Visit	\$1.76

	Back-to-school Mindy	City-hopper Sue	Up-and-comer Raj	Seaside Sally
Website Visits	95,591	50,732	51,810	138,207
Avg. Cost per Website Visit	\$1.15	\$2.09	\$2.88	\$0.98

Analysis:

- Below expected revenue by \$1,381,525
 - Growth in revenue since last quarter: **\$288,457**
- Ideal avg. cost per website visit: under \$2.00
- Should have catered towards Up-and-comer Raj

Year 1, Quarter 4

	Overall
Revenue	\$5,071,562
Cumulative Revenue	\$17,890,038
Website Visits	422,718 +86,378 from last quarter
Market Expansion	103 Units
Growth of Market Share	1,367 Units
Avg. Cost per Website Visit	\$1.26

	Back-to-school Mindy	City-hopper Sue	Up-and-comer Raj	Seaside Sally
Website Visits	116,288	95,060	73,496	137,874
Avg. Cost per Website Visit	\$0.93	\$1.39	\$1.74	\$0.96

Analysis:

- Below expected revenue by \$1,859,962
 - Growth in revenue since last quarter: **\$596,319**
- Ideal avg. cost per website visit: under \$2.00
- Should have catered towards Up-and-comer Raj

Year 2, Quarter 1

	Overall
Revenue	\$5,367,006
Cumulative Revenue	\$23,257,044
Website Visits	507,260 +84,542 from last quarter
Market Expansion	115 Units
Growth of Market Share	639 Units
Avg. Cost per Website Visit	\$1.25

	Back-to-school Mindy	City-hopper Sue	Up-and-comer Raj	Seaside Sally
Website Visits	116,791	115,178	137,352	137,939
Avg. Cost per Website Visit	\$2.10	\$0.96	\$0.95	\$0.98

Analysis:

- Below expected revenue by \$2,292,956
 - Growth in revenue since last quarter: **\$476,892**
- Ideal avg. cost per website visit: under \$2.00
- Should have catered towards City-hopper Sue

Year 2, Quarter 2

	Overall
Revenue	\$5,843,898
Cumulative Revenue	\$29,100,943
Website Visits	441,503 -65,757 since last quarter
Market Expansion	121 Units
Growth of Market Share	1,081 Units
Avg. Cost per Website Visit	\$2.45

	Back-to-school Mindy	City-hopper Sue	Up-and-comer Raj	Seaside Sally
Website Visits	114,885	116,052	94,059	116,507
Avg. Cost per Website Visit	\$1.05	\$3.05	\$3.69	\$1.99

Analysis:

- Below expected revenue by \$2,649,057
 - Growth in revenue since last quarter: **\$476,259**
- Ideal avg. cost per website visit: under \$2.00
- Should have catered towards Back-to-school Mindy

Year 2, Quarter 3

	Overall
Revenue	\$6,320,157
Cumulative Revenue	\$35,421,099
Website Visits	443,735 +2,232 since last quarter
Market Expansion	134 Units
Growth of Market Share	1,075 Units
Avg. Cost per Website Visit	\$3.28

	Back-to-school Mindy	City-hopper Sue	Up-and-comer Raj	Seaside Sally
Website Visits	95,373	137,955	95,302	115,105
Avg. Cost per Website Visit	\$5.87	\$0.99	\$5.44	\$0.83

Analysis:

- Below expected revenue by \$3,028,901
 - Growth in revenue since last quarter: **\$476,259**
- Ideal avg. cost per website visit: under \$2.00
- Should have catered towards Up-and-comer Raj

Year 2, Quarter 4

	Overall
Revenue	\$6,564,152
Cumulative Revenue	\$41,985,251
Website Visits	475,127 +34,232
Market Expansion	144 Units
Growth of Market Share	479 Units
Avg. Cost per Website Visit	\$2.13

	Back-to-school Mindy	City-hopper Sue	Up-and-comer Raj	Seaside Sally
Website Visits	116,982	127,000	116,344	114,801
Avg. Cost per Website Visit	\$3.13	\$1.39	\$2.97	\$1.02

Analysis:

- Below expected revenue by \$3,714,749
 - Growth in revenue since last quarter: **\$243,995**
- Ideal avg. cost per website visit: under \$2.00
- Should have catered towards Up-and-comer Raj

Target audiences and effective channels:

Effective channels:

- High website visits
 - Above 20,000
- Low cost per website visit
 - Below \$1.00



Note: Results will vary each quarter, but in general these were most effective

Back-to-school Mindy:

- Content Marketing
- SMS Texts
- Display Ads
- Sponsorships
- Kiosks

City-hopper Sue:

- Content Marketing
- Blogging
- Community Relations
- Direct Mail
- Kiosks
- Email Marketing

Up-and-comer Raj:

- Email Marketing
- Community Relations
- Sponsorships
- Content Marketing
- Display Ads

Seaside Sally:

- Content Marketing
- Community Relations
- Kiosks
- Blogging
- Display Ads

Why metrics are important:

- Revenue: Tracking revenue allows you to see and analyze your growth rate, so you can make informed decisions.
- Website Visits: Tracking website traffic can help you identify what pages are getting the most views and where you need to improve.
- Market Expansion: This metric can help you evaluate your current position in the market and performance as well as help you identify opportunities and threats.
- Growth of Market Share: This metric can be used to identify your company's competitiveness against other competitors.
- Average Cost per Website Visit: This metric can show you if you are spending your budget appropriately or if changes need to be made.

Projections:

	Year 3, Quarter 1	Year 3, Quarter 2	Year 3, Quarter 3	Year 3, Quarter 4
Revenue	\$2,078,223	\$5,015,342	\$5,397,700	\$5,817,857
Website Visits	409,690	345,965	390,037	448,922
Avg. Cost per Website Visit	\$1.66	\$2.26	\$2.52	\$1.70

- Revenue: averages of the past two years for each quarter
- Website visits: averages of the past two years for each quarter
- Avg. cost per website visit: averages of the past two years for each quarter

Conclusions:

This has been an incredible experience. It has allowed me to track metrics and analyze market segments in a real-world scenario. I exceeded in creating position statements for each audience segment, because of the research I did into their buying habits and general interests. I also had a good understanding of what channels worked for each target audience by the end of year two. I would have liked to see what year three could have brought, because I think I could have gotten closer to the expected revenue by using the correct funnel stage and effective channels. Looking back, if I could do things differently, I would pay closer attention to what stage of the purchase journey each audience was at and align my promotions to it. I would have looked at which quarter each audience segment was most likely to convert to purchase or loyalty and base the marketing funnel stage on that. I would also utilize the channels that have consistently worked, as I was mainly testing the entire first year and some of the second.