

# MARKETING ANALYSIS REPORT

JULY 1-7 RECAP

USPBL

# TABLE OF CONTENTS

1. EMAIL ANALYSIS

2. DIGITAL ADS ANALYSIS

3. COMMERCIAL ANALYSIS

4. SUGGESTIONS

# EMAIL BLASTS

AVERAGE OPENS: 8,924  
AVERAGE OPEN RATE: 33.23%

AVERAGE CLICKS: 187.2  
AVERAGE CLICK TO OPEN RATE: 2.08%

- NO POPULAR OPEN TIMES, JUST CORRELATION WITH SEND TIMES
- CLICK TIMES CORRELATE WITH OPEN TIMES
- MORE CLICKS THAN USUAL IN THE NIGHT HOURS

Time of Day	Average Opens	Average Clicks	Average Revenue	Open Rate	Click to Open Rate	Email Count
Morning (5am-12p m)	8,873	234	\$3,048	33%	2.6%	1
Afternoon (12pm-5p m)	9,057	170	\$3,150	33.7%	1.87%	3
Evening (5pm-9pm)	0	0	0	0	0	0
Night (9pm-5am)	8,749.5	189.5	\$6,288	32.6%	2.15%	2

## FINDINGS

- Best Engagement Rate = Night (5pm–7pm)
  - Emails were received in this time period, opened, and clicked the most with a slight night time increase (8pm-11pm)
- Highest Revenue came from 7.4 - All Star Game with \$5,013 and 7.1-4<sup>th</sup> of July Game with \$3,866
- Open rate decreased by 2% compared to last week
- Click to open rate decreased by 0.42% (continuous decrease)
- Revenue has decreased this week (less games and emails sent)
- High click rate, does not always lead to higher revenue (people may not be following through with the purchase even if they've clicked it)

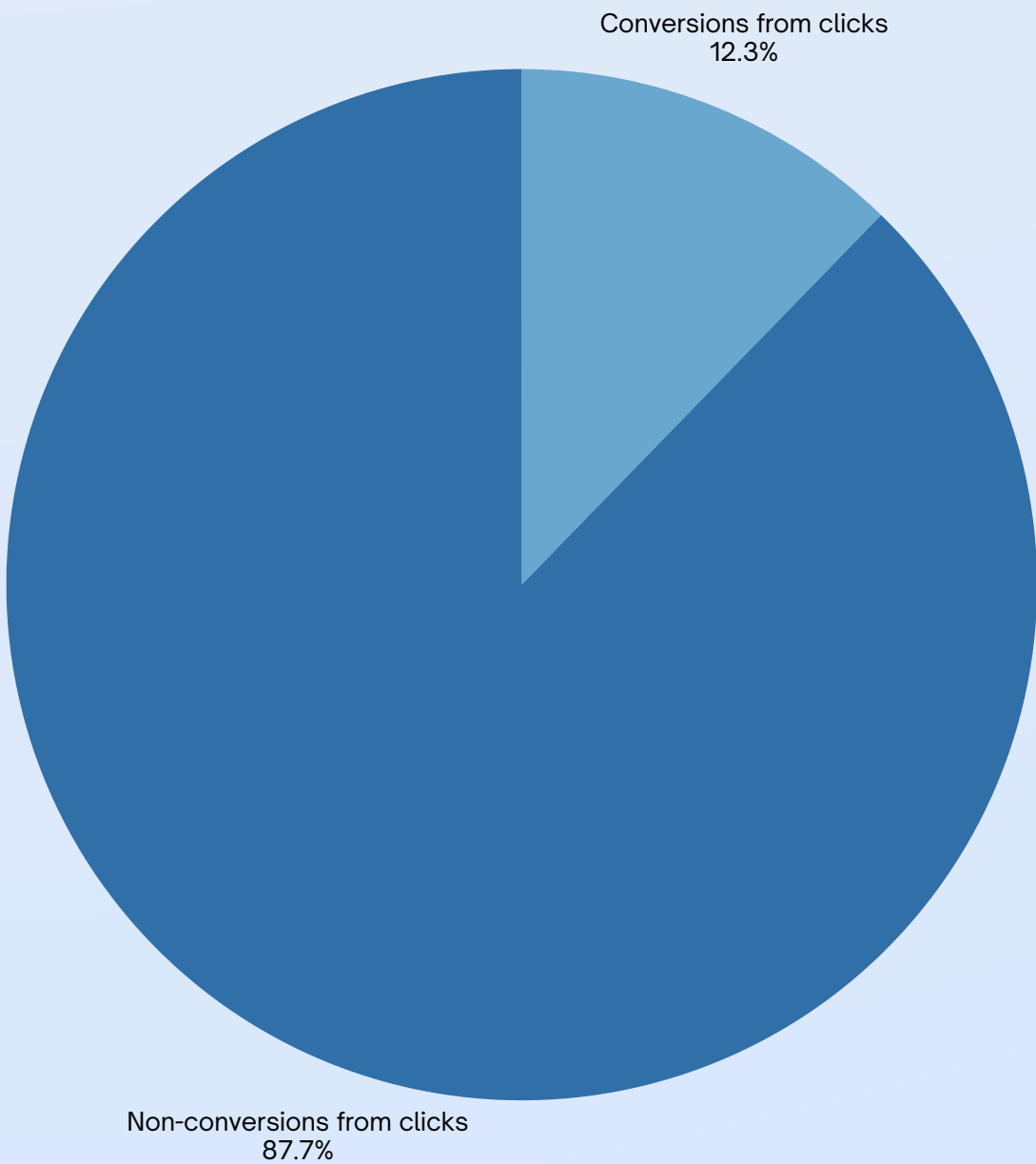
# DIGITAL ADS

IMPRESSIONS: 549,641  
(\$4.23 CPM)

CLICKS: 212  
(\$10.96 CPC)

CONVERSIONS:43  
\$2,799.14\* CR AND 120.49% ROAS

ZIP Code	City & State	Impressions	Clicks	Conversions	CTR (%)	CRV (%)
48044	Macomb, MI	17,384	4	2	0.02%	50.00%
48047	New Baltimore, MI	15,056	4	3	0.03%	75.00%
48073	Royal Oak, MI	11,172	3	0	0.03%	0.00%
48307	Rochester, MI	15,505	7	2	0.05%	28.60%
48310	Sterling Heights, MI	13,356	8	0	0.06%	0.00%
48322	West Bloomfield, MI	16,964	7	0	0.04%	0.00%
48331	Farmington, MI	12,435	6	0	0.05%	0.00%
48335	Farmington, MI	11,073	3	0	0.03%	0.00%
48371	Oxford, MI	10,793	13	0	0.12%	0.00%
48382	Commerce Township, MI	11,162	2	0	0.02%	0.00%



## FINDINGS

- Click-through rates have improved from 0.039% in June to 0.042% in July
- Conversion rate from clicks and impressions are down, most likely due to the holiday and the beginning of the month in general
- Several ZIP codes had no conversions in July despite decent CTR:
  - Sterling Heights (0.06% CTR, 0 CRV)
  - Oxford (0.12% CTR, 0 CRV)
  - West Bloomfield (0.04% CTR, 0 CRV)



# COMMERCIALS

## CTV/OLV ZIP CODES

ZIP Code	City	Impressions	Rate
48047	New Baltimore, MI	1,434	0.0452 (4.52%)
48035	Clinton Township, MI	1,394	0.0439 (4.39%)
48307	Rochester, MI	1,232	0.0388 (3.88%)
48044	Macomb, MI	1,195	0.0376 (3.76%)
48066	Utica, MI	1,128	0.0355 (3.55%)
48038	Eastpointe, MI	1,021	0.0322 (3.22%)
48089	St. Clair Shores, MI	972	0.0306 (3.06%)
48310	Sterling Heights, MI	958	0.0302 (3.02%)
48093	Warren, MI	894	0.0282 (2.82%)
48316	Rochester Hills, MI	887	0.0279 (2.79%)

## CTV/OLV MEDIA

Media Channel	Impressions	Conversion Rate
FOX Local News	2,183	99.22%
Samsung TV Plus	2,086	99.14%
foxnews.com	1,720	83.66%
The Roku Channel	1,387	99.28%
FOX News	1,319	99.17%
pagesix.com	1,294	66.77%
LG Channel Plus	694	98.56%
News on Samsung TV Plus	671	98.66%
Discovery Networks	503	99.40%
AMC Networks	471	99.15%

## PAUSE ADS

Zip Code	City	Impressions	% Total
48044	Macomb	122	5.50%
48236	Grosse Pointe	116	5.20%
48038	Clinton Township	115	5.20%
48047	New Baltimore	91	4.10%
48307	Rochester	91	4.1%
48067	Royal Oak	80	3.60%
48035	Clinton Township	79	3.50%
48066	Roseville	77	3.40%
48009	Birmingham	75	3.40%
48317	Utica	71	3.20%

## ZIP CODES

- Rate/Score % are very consistent between June and July for most ZIP codes — hovering around the 2.5% to 4.5% range.
- Slight decreases in impressions/counts in July for all ZIPs, which is expected with a shorter time frame

## MEDIA

- FOX Local News saw slightly fewer impressions in July but a small uptick in conversion rate.
- FOX News dropped in impressions significantly (-44%) with a tiny drop in score.

## PAUSE ADS

- Highest performance for pause ads are pretty consistent with OLV/CTV
- Impressions have significantly decreased since the beginning of June
- VCR sits at around 85% (lower than last week of 88%)
- 76.4% households see this once (17.4% higher), 14.4% twice (lower)
- Lowest impressions are Romeo (1) Hazel Park (1), West Bloomfield (3)

Media ▾	Impressions ↕	VCR ▾	75% Qrt ▾	50% Qrt ▾	25% Qrt ▾	CTR% ▾
DirecTV	1,075	86.3%	86.5%	88.8%	92.2%	0.00%
Pause Ad on Sling TV	465	88.6%	88.4%	90.5%	93.1%	0.00%
Pause Ad on DirecTV	430	85.1%	85.1%	88.6%	91.4%	0.00%
Pause Ad	263	81.0%	80.6%	84.8%	91.6%	0.00%

# SUGGESTIONS

## EMAIL BLASTS

- Test morning sends (12am-6am) the open rate has been decreasing and higher open rates (May and Early June) came from when emails were sent in the early morning
- Test night sends as well (5pm-10pm), the revenue for emails sent later in the day were greater than those sent in the morning (people are checking their email later at night after work/dinner)

## DIGITAL ADS

- Focus budget on Macomb, Rochester, New Baltimore
- Trim spend in Oxford, Royal Oak, Sterling Heights if no conversions by mid-month
- Places like Sterling Heights, Oxford, and Royal Oak are pulling clicks but not converting at all in July.
  - Could be targeting wrong audience or there is a weak local relevance on landing page
- All of these low numbers could be explained by the holiday as this is a time where many individuals take vacations

## COMMERCIALS

- Since total impressions are lower in July (likely shorter timeframe), think about gradually scaling impressions in high-performing ZIPs while monitoring if rates hold
  - Check performance halfway through July; if a ZIP's rate drops by >10%, pause or reduce spend there
- Remove some of the consistently low pause ad viewing ZIP's (Romeo)