

# MARKETING ANALYSIS REPORT

JUNE WEEK 4 RECAP

USPBL

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# EMAIL BLASTS

AVERAGE OPENS: 8,076  
AVERAGE OPEN RATE: 35.3%

AVERAGE CLICKS: 194  
AVERAGE CLICK TO OPEN RATE: 2.5%

## POPULAR OPEN TIMES:

12PM-4PM

8 PM-10 PM

- CLICK TIMES MOSTLY CORRELATE WITH OPEN TIMES
- LESS CLICKS IN THE NIGHT HOURS

Time of Day	Average Opens	Average Clicks	Open Rate	Click to Open Rate	Email Count
Morning (5am-12pm)	0	0	0	0	0
Afternoon (12pm-5pm)	8076	194	35.3%	2.5%	11
Evening (5pm-9pm)	0	0	0	0	0
Night (9pm-5am)	0	0	0	0	0

ALL EMAILS THIS WEEK WERE SENT IN THE AFTERNOON TIME SLOT

## FINDINGS

- Best Engagement Rate = Afternoon (12pm-4pm)
  - Emails were received in this time period, opened, and clicked the most with a slight night time increase (8pm-10pm)
- Highest Revenue came from 6.23- 4<sup>th</sup> of July with \$13,638 and 6.26- Wildlife Night with \$6,305
- Lowest Revenue came from 6.24- Hispanic Heritage Night, 6.24 Polish Heritage Night, 6.26- All Star Night, all with \$0.
- Open rate by 1% increase compared to the rest of June
- Click to open rate decreased by 0.3% compared to the rest of June

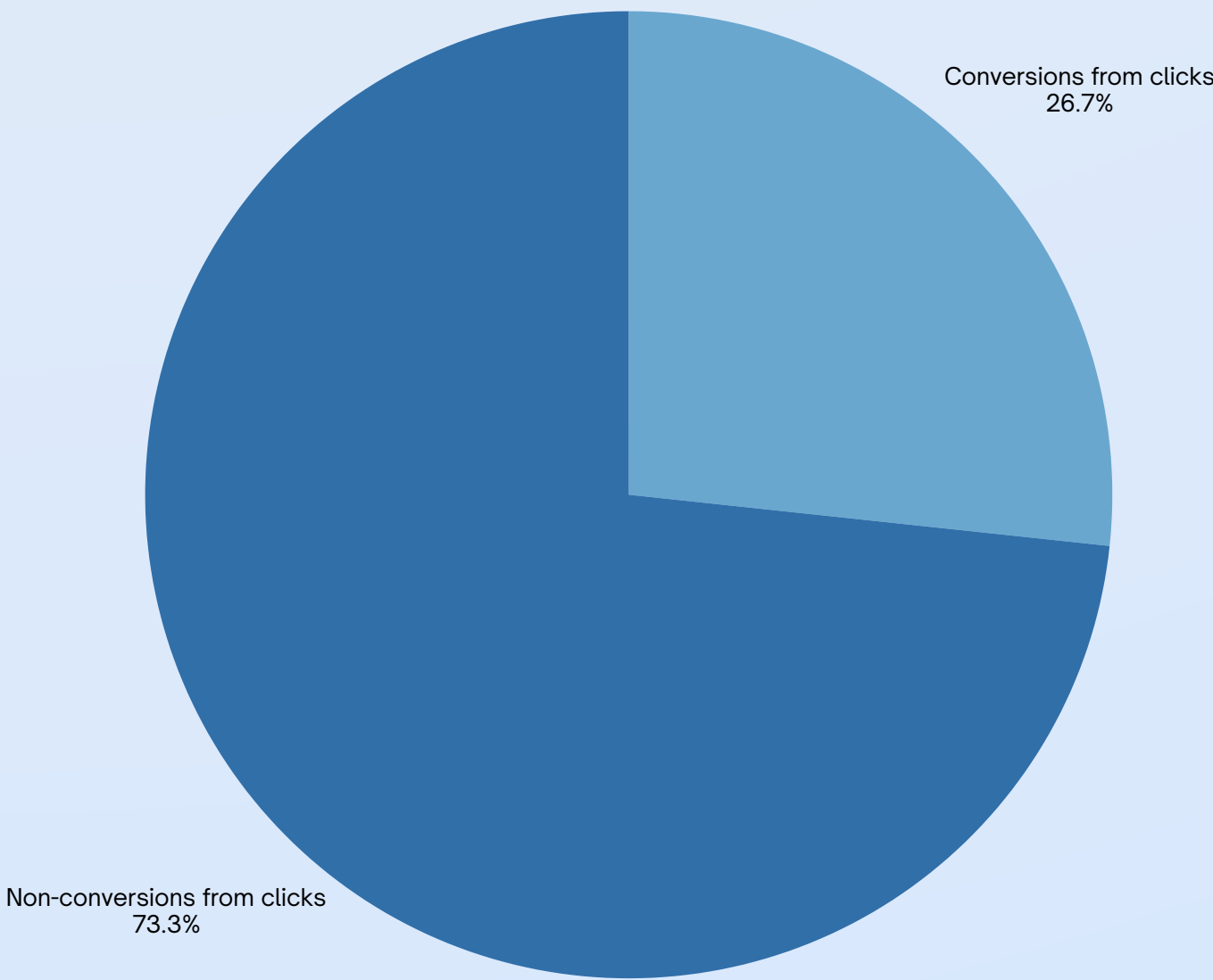
# DIGITAL ADS

IMPRESSIONS:1,611,490  
(\$3.49 CPM)

CLICKS: 622  
(\$9.04 CPC)

CONVERSIONS:166  
\$11,740.57\* CR AND 208.72% ROAS

ZIP Code	City	Impressions	Clicks	Conversions	CTR (%)	CVR (%)
48091	Warren, MI	64,771	30	3	0.05%	10.00%
48307	Rochester, MI	46,530	17	9	0.04%	52.90%
48044	Macomb, MI	44,344	13	9	0.03%	69.20%
48047	New Baltimore, MI	43,851	13	7	0.03%	53.80%
48075	Southfield, MI	43,295	24	0	0.06%	0.00%
48322	West Bloomfield, MI	41,760	22	2	0.05%	9.10%
48382	Commerce Township, MI	36,139	13	2	0.04%	15.40%
48310	Sterling Heights, MI	36,102	16	3	0.04%	18.80%
48073	Royal Oak, MI	35,660	12	7	0.03%	58.30%
48375	Novi, MI	34,605	18	0	0.05%	0.00%



## FINDINGS

- Overall improvement in everything but especially in conversions and conversion revenue
  - Conversions are up 41%, revenue up by 37%
- Conversion rates (CVR) improved significantly in places like:
  - Macomb: 50% → 69.2%
  - Rochester: 47% → 53%
  - Royal Oak: 50% → 58%
- Overall improvement in top 10 ZIP codes

# COMMERCIALS

## CTV/OLV ZIP CODES

ZIP Code	City	Count	Score (%)
48047	New Baltimore*	1951	4.52%
48035	Clinton Township*	1817	4.21%
48044	Macomb*	1687	3.91%
48066	Sterling Heights*	1593	3.69%
48307	Rochester*	1568	3.63%
48038	Clinton Township*	1531	3.55%
48310	Rochester Hills*	1258	2.91%
48089	Shelby Township*	1243	2.88%
48312	Rochester Hills*	1230	2.85%
48316	Troy*	1140	2.64%

## CTV/OLV MEDIA

Media Channel	Impressions	Score (%)
FOX Local News	2509	99.08%
FOX News	2374	99.33%
Samsung TV Plus	1741	99.48%
nypost.com	1366	71.30%
Scripps Networks	1122	99.20%
WXYZ Local	1110	97.93%
clickondetroit.com	1060	4.06%
CNN	882	98.19%
WDIV Local	797	99.12%
dailymail.co.uk	770	63.77%

## PAUSE ADS

Zip Code	City	Impressions	% Total
48236	Grosse Pointe	274	7.00%
48307	Rochester	238	6.00%
48066	Roseville	187	4.80%
48044	Macomb	179	4.50%
48038	Clinton Township	159	4.00%
48071	Madison Heights	159	4.00%
48313	Sterling Heights	145	3.70%
48089	Warren	140	3.60%
48073	Royal Oak	118	3.00%
48093	Warren	107	2.70%

## ZIP CODES

- Impressions dropped substantially across all matching ZIP codes this week
- Scores mostly stayed stable or slightly increased as we see in the media chart as well.

## MEDIA

- Impressions are lower this week in comparison to the rest of June.
- Despite the impression drops, most channels maintained or slightly improved their score percentages (FOX News score increased from 99.26% to 99.33%)

## PAUSE ADS

- Highest performance for pause ads are not as consistent with OLV/CTV
- Impressions have significantly decreased since the beginning of June
- CVR sits at around 88% (higher than May and beginning of June)
- 59% households see this once (lower), 17.7% twice (higher)
- Lowest impressions are New Haven (1) Romeo (2), Franklin (2)

Media ▾	Impressions ↕	CVR ▾	75% Qrt ▾	50% Qrt ▾	25% Qrt ▾	CTR ▾
Pause Ad on Sling TV	2,551	88.2%	87.9%	89.7%	93.0%	0.00%
Pause Ad	1,061	79.9%	79.8%	82.9%	89.3%	0.00%
Pause Ad on DirecTV	321	85.4%	85.4%	87.9%	91.9%	0.00%
DirecTV	2	100.0%	100.0%	100.0%	100.0%	0.00%

# SUGGESTIONS

## EMAIL BLASTS

- Test morning sends (12am-5am), although the open rate has increased, the most engagement and clicks occurred in emails sent at that time in previous weeks
- Open and click rates are consistent, but not increasing. Changing send times could help with overexposure and potentially increase these rates

## DIGITAL ADS

- Double down on these very high performing zip codes
  - Areas like Macomb, Royal Oak, Rochester, and New Baltimore have consistently high conversion rates (50–70%).
  - Allocate more advertising budget here since we know it does well
- CPC went down while CVR on clicks went up from ~22% to ~27%. We are converting traffic but spending more on traffic that bounces
  - Improve the quality of clicks through things like refining target audience or exclude placements or audiences that historically underperform

## COMMERCIALS

- Leverage consistent or improved score rates to focus resources on ZIP codes that continue to show strong engagement.
- Cut spend on low-performing media
  - clickondetroit.com and nypost.com have low scores (4.06% and 71.30%, respectively) and have been low since May
- Cut spending on low performing pause ad zip codes, impressions are down overall and increasing spending in higher performing areas would be more beneficial