Agenda

01 **Case Overview**

Summary of findings and Methodologies

02 **Segments Analysis**

Analyze each segments and correlations

03 **Channels of Suggestion**

Discuss potential channel based on our findings

04 **Lifecycle Marketing Plan**

Draft lifecycle marketing plan

05 **Additional Consideration**

Interesting findings and considerations

06 **Q&A**

Questions and Feedbacks

Part One

Case Overview

Summary of findings and Methodologies

Customer Segments

What customer segments would you focus marketing efforts on in the future?

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Parents in their 35-54 across all genders in the U.S.

The customer in their 18-34 across all genders

Revenue & Market Share
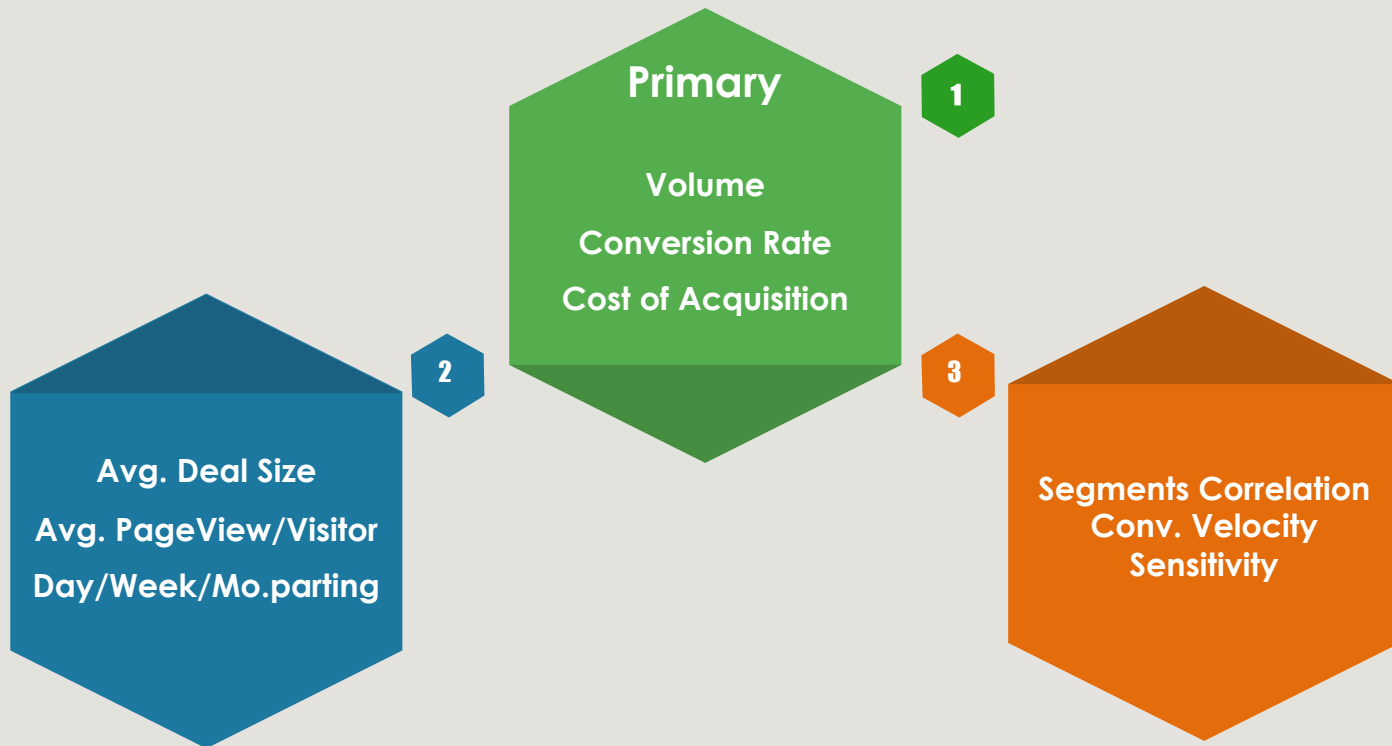
Optimization & Future Growth

Methodologies

Important metrics

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Primary

Volume
Conversion Rate
Cost of Acquisition

1

Avg. Deal Size
Avg. PageView/Visitor
Day/Week/Mo.parting

2

Segments Correlation
Conv. Velocity
Sensitivity

3

Part Two

Segments Analysis
Analyze each segments and correlations

Segments At Glance

Age

02 *1st 35-54*
2en 18-34 & 55-64

01

1st United States,
2nd Australia & Canada

Geo

Gender

03

All Gender

Profile

04

Parent
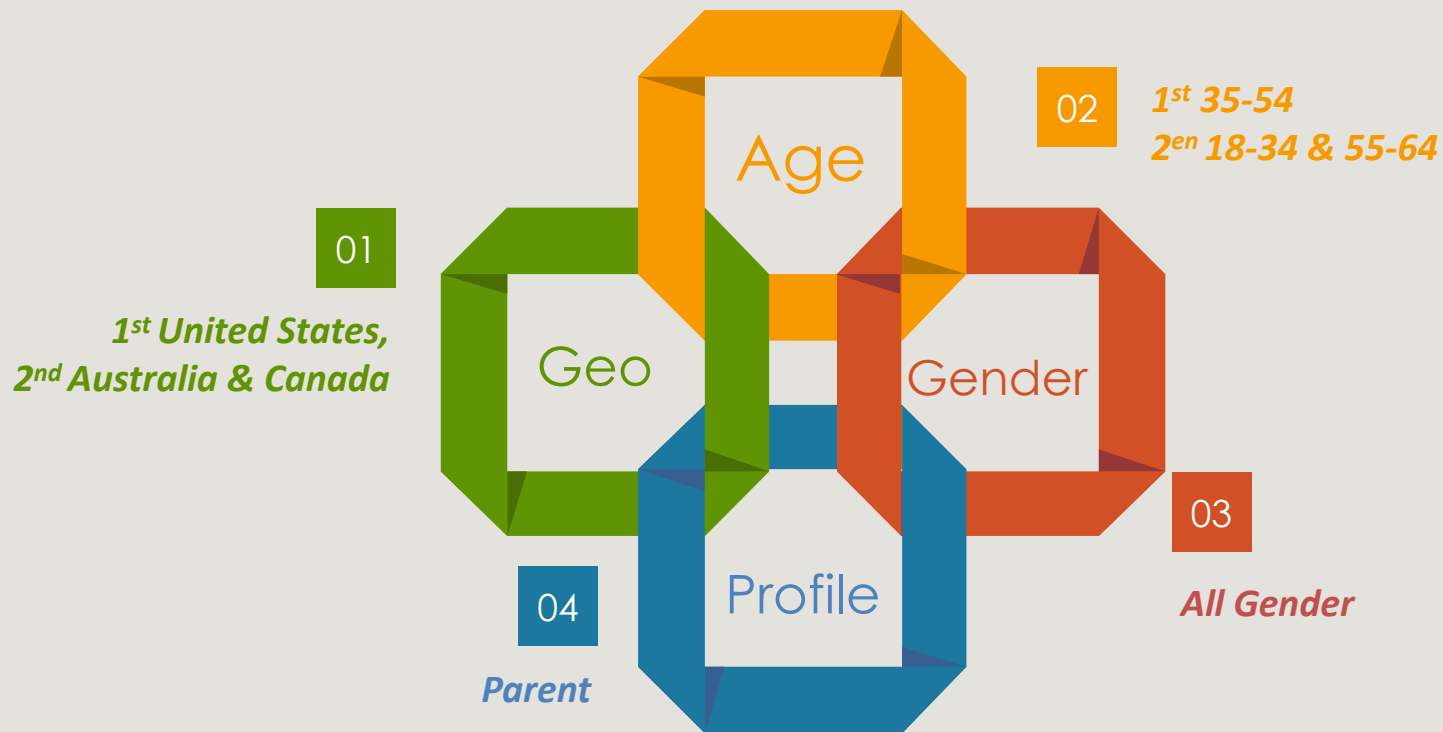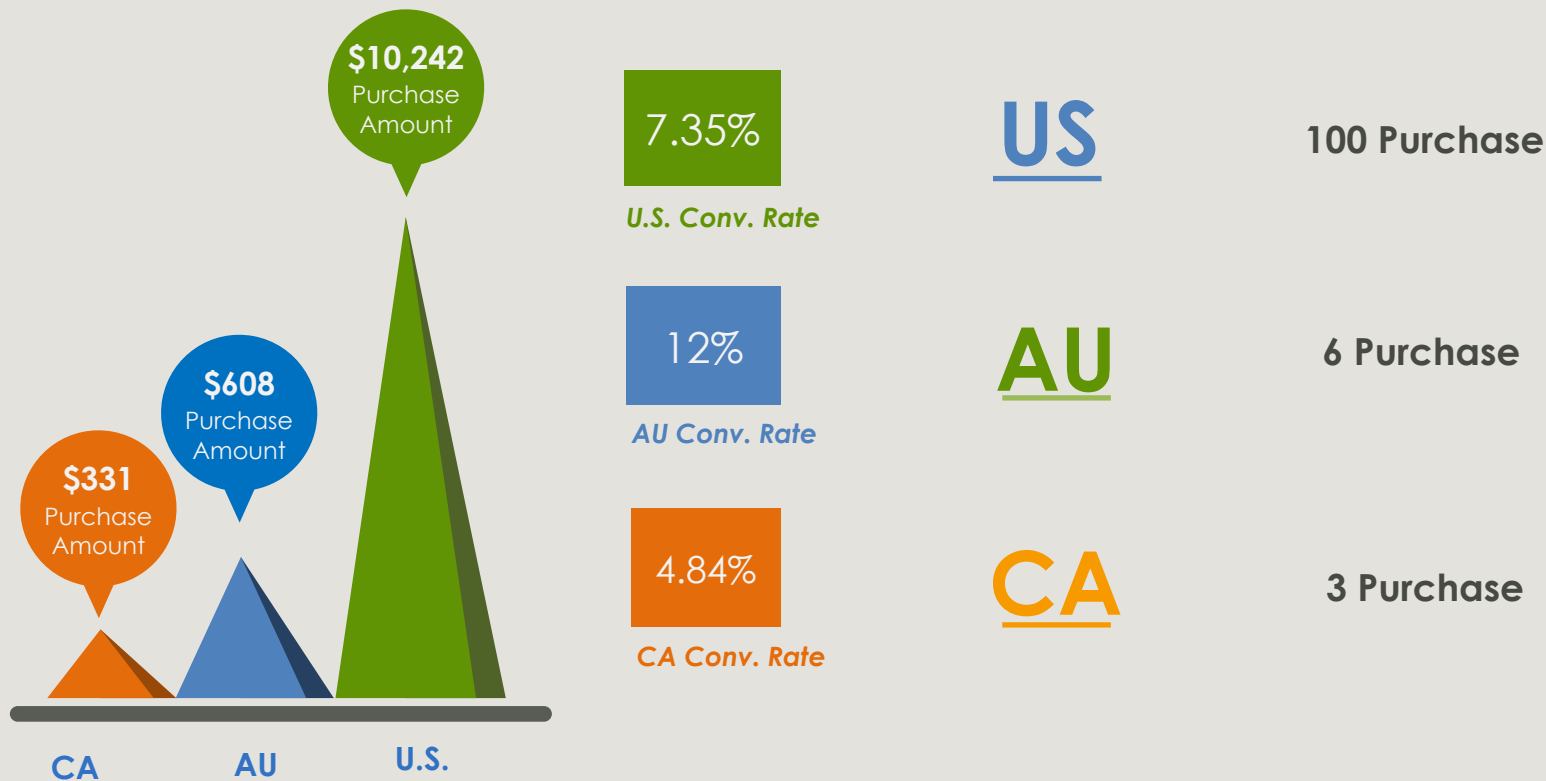
Age

All further analysis will only focus on customers in the U.S.

Country	Age		Purchased	VisitorConversion
United States	18-24		10.00	5.05%
	25-34		15.00	5.45%
	35-44		29.00	8.45%
	45-54		29.00	10.21%
	55-64		13.00	5.73%
	65 or older		1.00	7.69%
	Less than 18		3.00	15.00%
Grand Total			100.00	7.35%

18-34
25% Purchased
5.29% Conv.

35-54
58% Purchased
9.25% Conv.

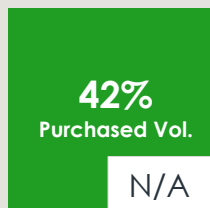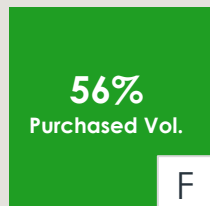### 65 or older & Less than 18
4% Purchase

55-64
13% Purchased
5.73% Conv.

Gender

	56% Purchased Vol. **F**
	2% Purchased Vol. **M**
	42% Purchased Vol. **N/A**

Age	Number of Records	Purchased	VisitorConversion	Purchase Amount
18-24	24	2	8.33%	196
25-34	114	8	7.02%	738
35-44	164	20	12.20%	2,082
45-54	117	17	14.53%	1,660
55-64	61	5	8.20%	396
65 or older	13	1	7.69%	112
Less than 18	10	3	30.00%	363
Total	**503**	**56**	**11.13%**	**5,548**
18-24	1	0	0.00%	0
25-34	5	0	0.00%	0
35-44	6	0	0.00%	0
45-54	2	1	50.00%	88
55-64	3	1	33.33%	100
Less than 18	10	0	0.00%	0
Total	**27**	**2**	**7.41%**	**188**
18-24	173	8	4.62%	872
25-34	156	7	4.49%	834
35-44	173	9	5.20%	875
45-54	165	11	6.67%	1,078
55-64	163	7	4.29%	847
Total	**830**	**42**	**5.06%**	**4,506**
	1,360	**100**	**7.35%**	**10,242**

Customer Profile

**Parent is the main customer profile
62% Conv & 9.48% Conv. Rate**

Relative

Others

Profile	Purchased	VisitorConversion	Purchase Amount
Friend/family friend	0	0.00%	0
Health Professional	10	4.07%	945
Other	7	6.25%	673
Parent	62	9.48%	6,396
Patient	2	4.76%	233
Relative	9	10.11%	947
Teacher	10	5.05%	1,048

Part Three

...

Channels of Suggestion

Discuss potential channel based on our findings

Channels

What channels would you focus marketing efforts on in the future?

Referral	Purchased	VisitorConversion	Purchase Amount
Unbranded Search	36	8.61%	3,785
Branded Search	8	25.00%	744
Direct	22	8.09%	2,312
Referred	6	6.74%	638
Self Referred	6	18.75%	543
Social	2	3.85%	228
Email	0	0.00%	0

Conv. Vol.

Search 57%

Direct 29%

Referral 12%

Social 2%

Email 0%

Search

Direct
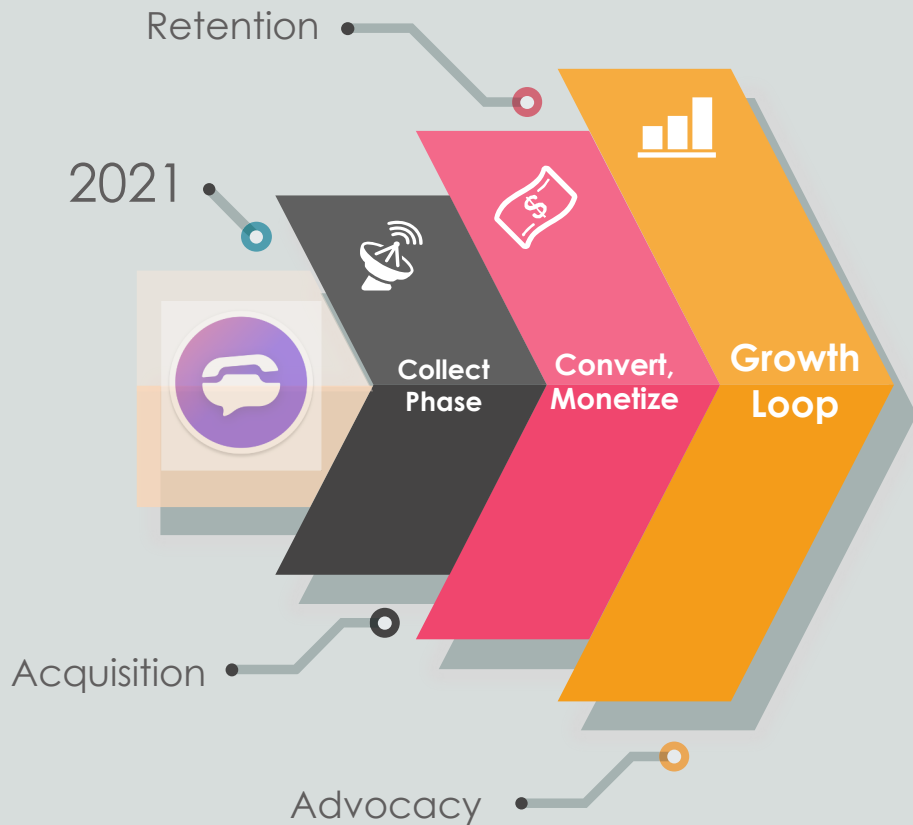
Referral

Social

Part Four

Lifecycle Marketing Plan

Drafted

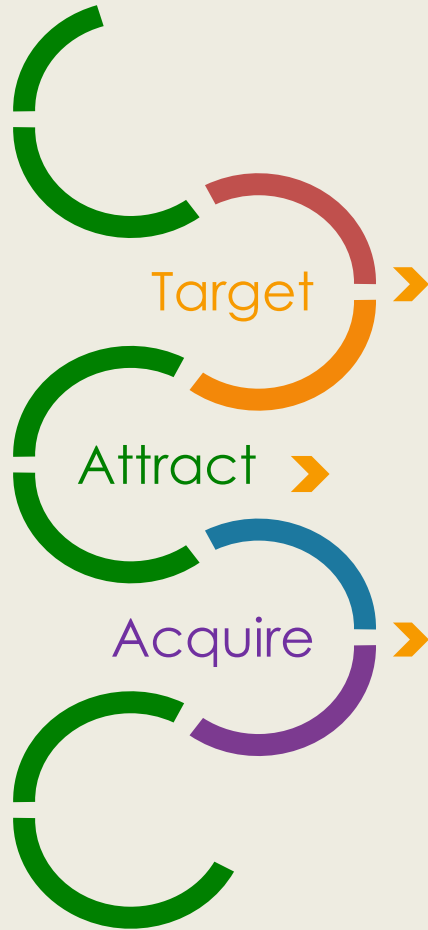# Lifecycle Plan

How would you approach starting a lifecycle marketing program?

✓ Acquisition

✓ Retention

✓ Advocacy

Retention

2021

Acquisition

Advocacy

Collect Phase

Convert, Monetize

Growth Loop

Acquisition

Target

Identify target audience

Parents in their 35-54 across all genders in the U.S.
Ideal Customers, Pain Point, Why buy from us, Who is not our target customer?

Attract

Attract our customers

SEO, SEM, Paid Social, Programmatic DSPs
Where is customer? What attract them (Edu, Free tools, discounted trial) Lead magnet.

Acquire

Get Conversion

Capture leads' information to follow up. (Ebook Leads, New Account registration, Join newsletters)
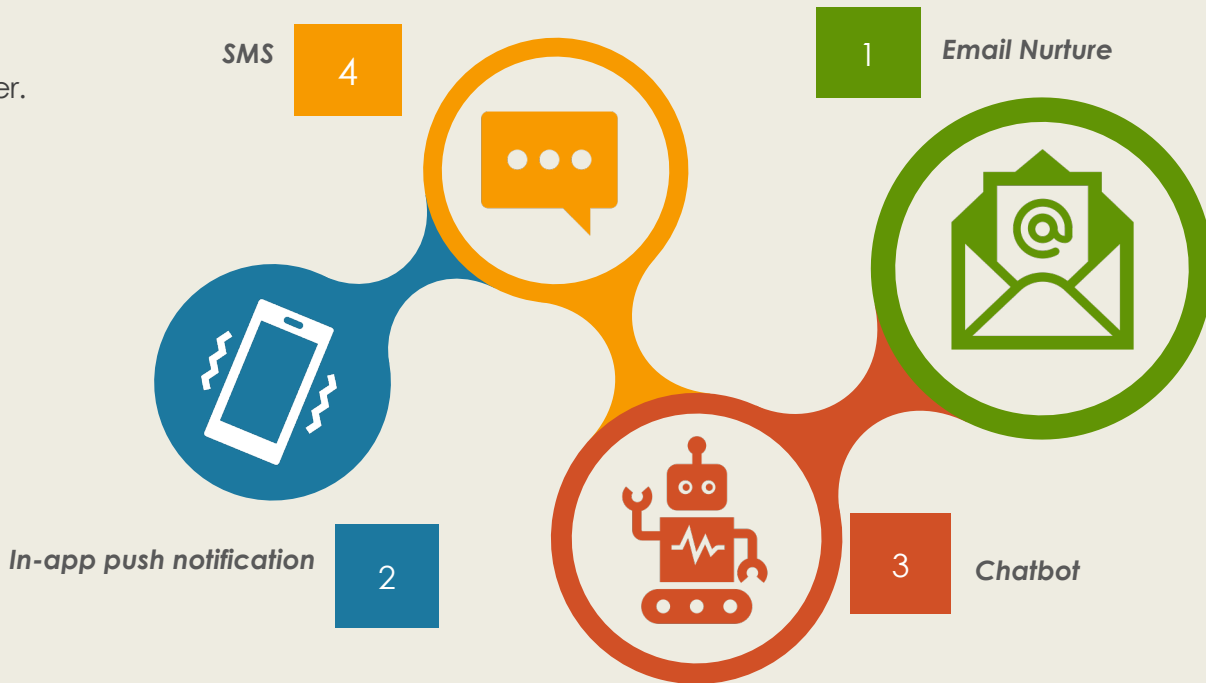
Retention

Converting clients is the second stage of Lifecycle Marketing that bridges the transition from a promising lead to a loyal customer.
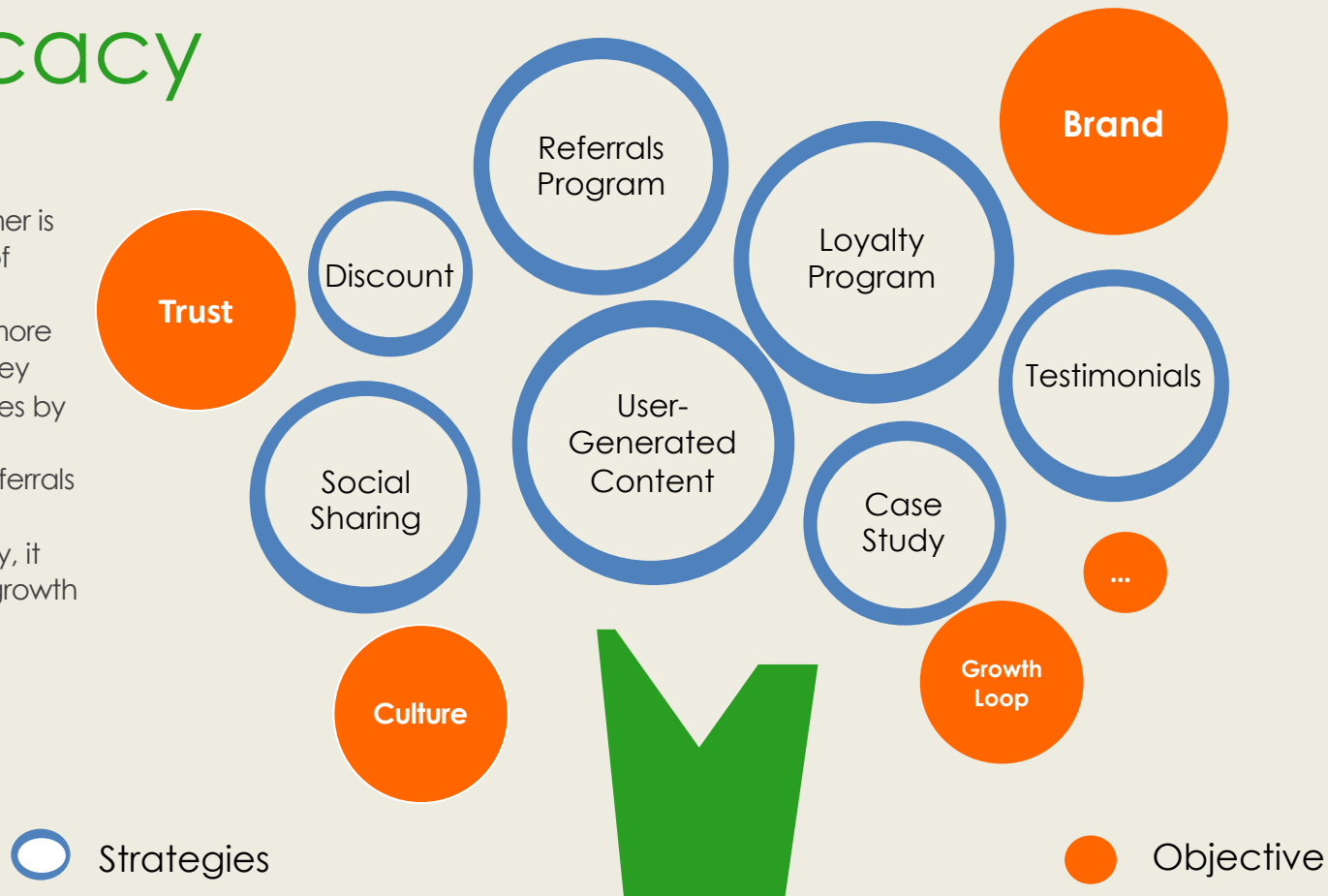
Priority

1. Email
2. In-app push
3. Chatbot
4. SMS

SMS

4

1

Email Nurture

In-app push notification

2

3

Chatbot

Advocacy

Creating loyal customer is the key component of Lifecycle Marketing. Customers become more than a transaction; they are Teladoc advocates by becoming repeat customers, offering referrals and leaving positive reviews. If use properly, it can create a strong growth loop.

Referrals Program

Brand

Loyalty Program

Trust

Discount

Testimonials

User-Generated Content

Social Sharing

Case Study

...

Growth Loop

Culture

○ Strategies

● Objective

Part Five

Additional Consideration

Insights & findings

R & Week parting

What other considerations would you have in investigating this data?

i

R

In the U.S. Australia and Canada, each visitor on average has 7 pageviews. If we only look at users with conversion in the U.S., each Visitor on average has 10 pageviews. However after further investigate the correlation coefficient among Pageview, Age and Purchase amount found there is nearly no linear relationship among them.

R (Pageview VS. Purchase $) = 0.058
R (Age VS. Purchase $) = -0.110

Age	Purchased	Ave. PageViews/Visitor	Average Deal Size
18-24	10.0	6.8	106.9
25-34	15.0	7.2	104.8
35-44	29.0	7.0	102.0
45-54	29.0	6.7	97.4
55-64	13.0	6.6	103.3
65 or older	1.0	5.3	112.5
Less than 18	3.0	7.0	120.9

ii

Time

Mon-Thu Convert more purchases. Mon-Thu generates 74% of the total U.S. purchased volume. It may be useful for testing the campaign dayparting strategy

Weekday of..	Purchased	VisitorConversion	Purchase Amount
Sunday	9	8.33%	1,067
Monday	18	8.65%	1,805
Tuesday	24	8.92%	2,261
Wednesday	18	5.63%	1,871
Thursday	14	7.87%	1,595
Friday	8	5.03%	817
Saturday	9	7.63%	827