30-day review — Solane launch

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By segment, by channel · fictional document

Fictional document — demonstration example

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Fictional document, produced for the demonstration. **Results are given segment by segment and never as an average:** the average is what prevented any choice between audiences until now.

The campaign, against the March launch

Indicator	March launch	Solane launch	Reading
Segments	2	**4 + 1 reactivation**	—
Total budget	€17,900	€18,400	Comparable effort
Messages sent	48,100	52,380	Comparable volume
Average click rate	1.2 %	**2.1 %**	—
Enquiries	200	**418**	Quotes, samples, colour cards

Indicator	March launch	Solane launch	Reading
Revenue attributed at 30 days	**€96,000**	**€214,000**	**2.2 times the result, for equal effort**

The gap does not come from a more brilliant message: it comes from four audiences receiving four different arguments. That is what the page calls one message per segment, and it is what there was never time to do by hand.

Segment by segment

Segment	Click rate	Enquiries	Revenue	Reading
Trade painters	**4.8 %**	92	**€141,000**	**Two thirds of the result on 12 % of the sends**
Building firms	3.1 %	41	€38,000	Including 2 accounts opened through tenders
In-store consumers	2.4 %	214	€29,400	Volume, not margin
Website customers who never visit a store	1.9 %	71	—	**71 colour cards collected: 71 first visits, which was the point**
Reactivation	1.4 %	—	€5,600	38 customers woken after more than 14 months

The comparative test on the subject line

Version	Angle	Open rate	Follow-up
A	Product — « the colour that does not shift as it dries »	Baseline	Dropped

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Version	Angle	Open rate	Follow-up
B	**Use — « repaint a room in one afternoon »**	**+ 5.3 points**	**Sent to the remaining 11,934, then reused for the day-12 follow-up**

What the agent proposes for the next campaign

Proposal	Arithmetic	Expected effect
Move €1,200 from the lookalike audience to recent visitors	**€31 per enquiry against €19**	**Roughly 60 more enquiries, at constant budget**
Open a distinct « public sector » segment	Two accounts opened through tenders this month	To be costed on the next campaign

> **No campaign went out without human approval:** 5 waves, 5 traced approvals, each with its person, its time and the number of recipients.

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