



Packt>

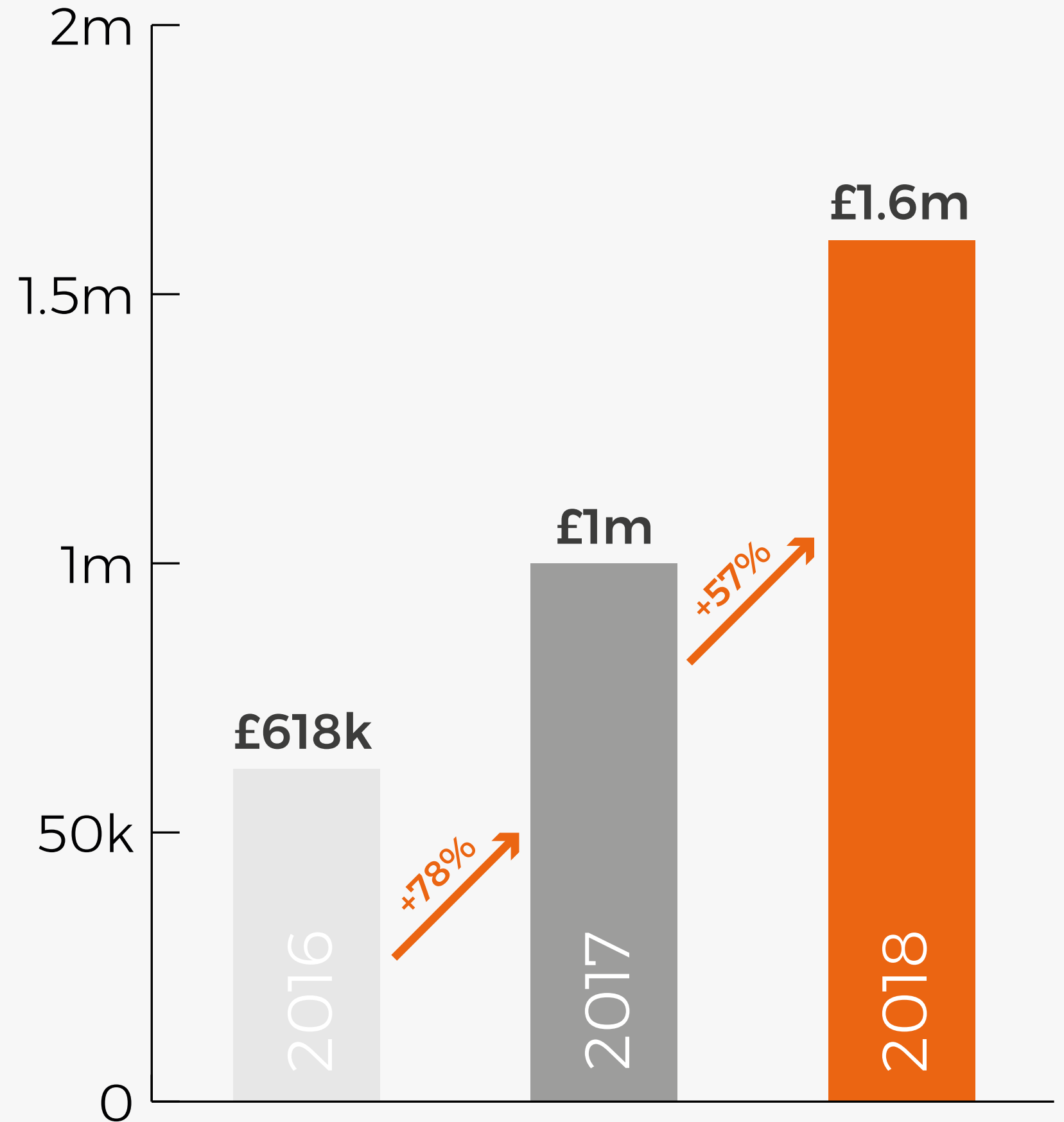
The \$5 Campaign - 2018/19



Past Performance

2016 / 2017 / 2018 Performance

2016 to 2018 performance
would represent an uplift of
159% (£972k)



2017 / 2018 \$5 Campaign Performance



User Type	No. Users	Orders	Units	Net Spend	Daily RR
Existing	29,294	55,294	202,977	£730,668	£23,570
New	19,404	25,850	77,910	£279,267	£9,009
Total	48,698	81,144	280,887	£1,009,935	£32,579

2017 /18 Campaign Headlines/Learnings

- 18th December to 17th January (31 days) (31 days x RR **£32.6k**)
- Server issues on day one cost the business an estimated **£40k**
- Middle 20 days of campaign delivered only **£512k** – energy of campaign was seemingly lost
- Campaign look and feel didn't change throughout the 31 day run – apart from pre-launch, the same message regardless of the stage of campaign
- Strong opening week of **£332k** and strong closing 4 days of **£175k**

2017 / 18 \$5 User Pools

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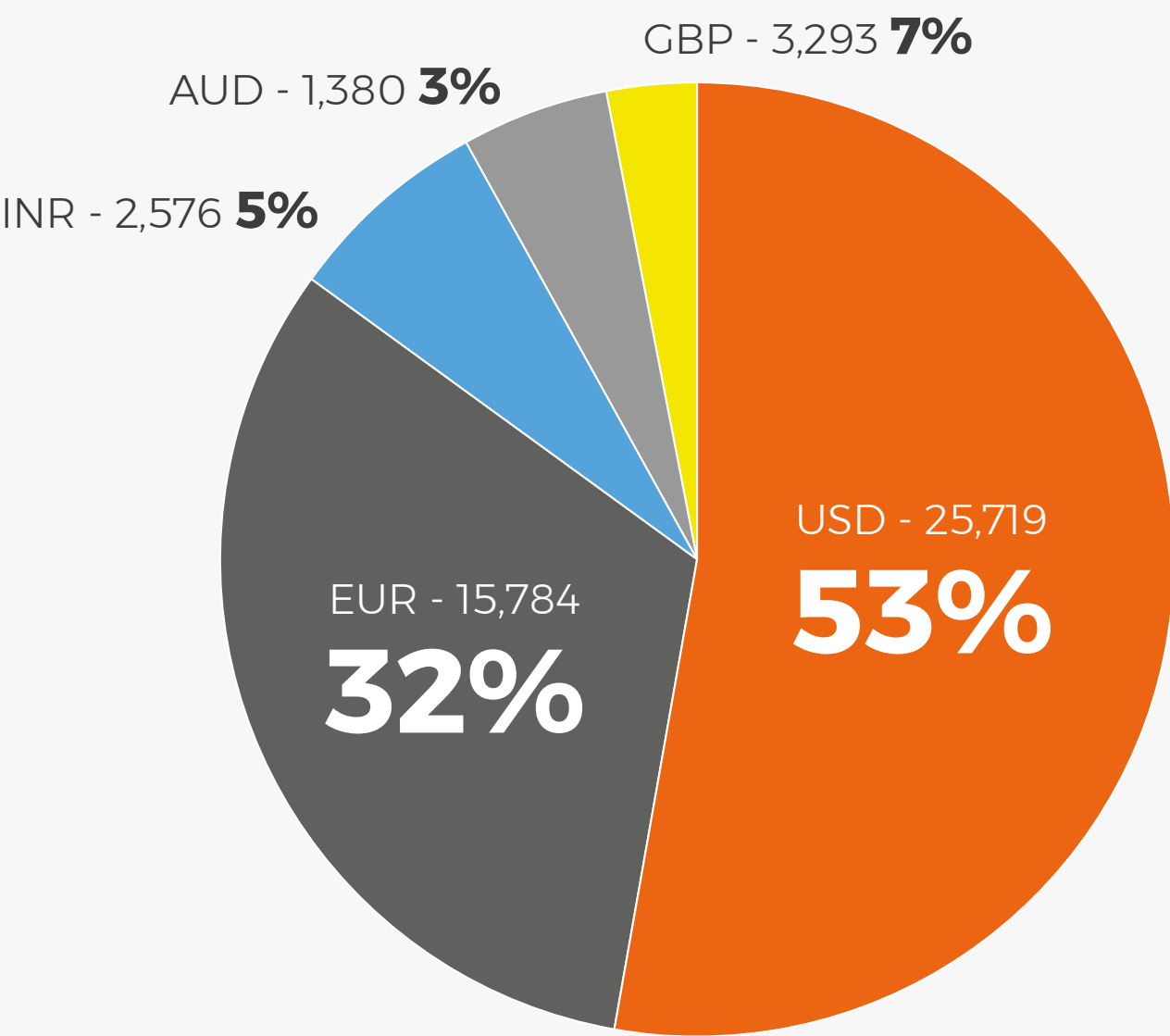
+7.6%

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2016 / 2017

\$5 User Pools

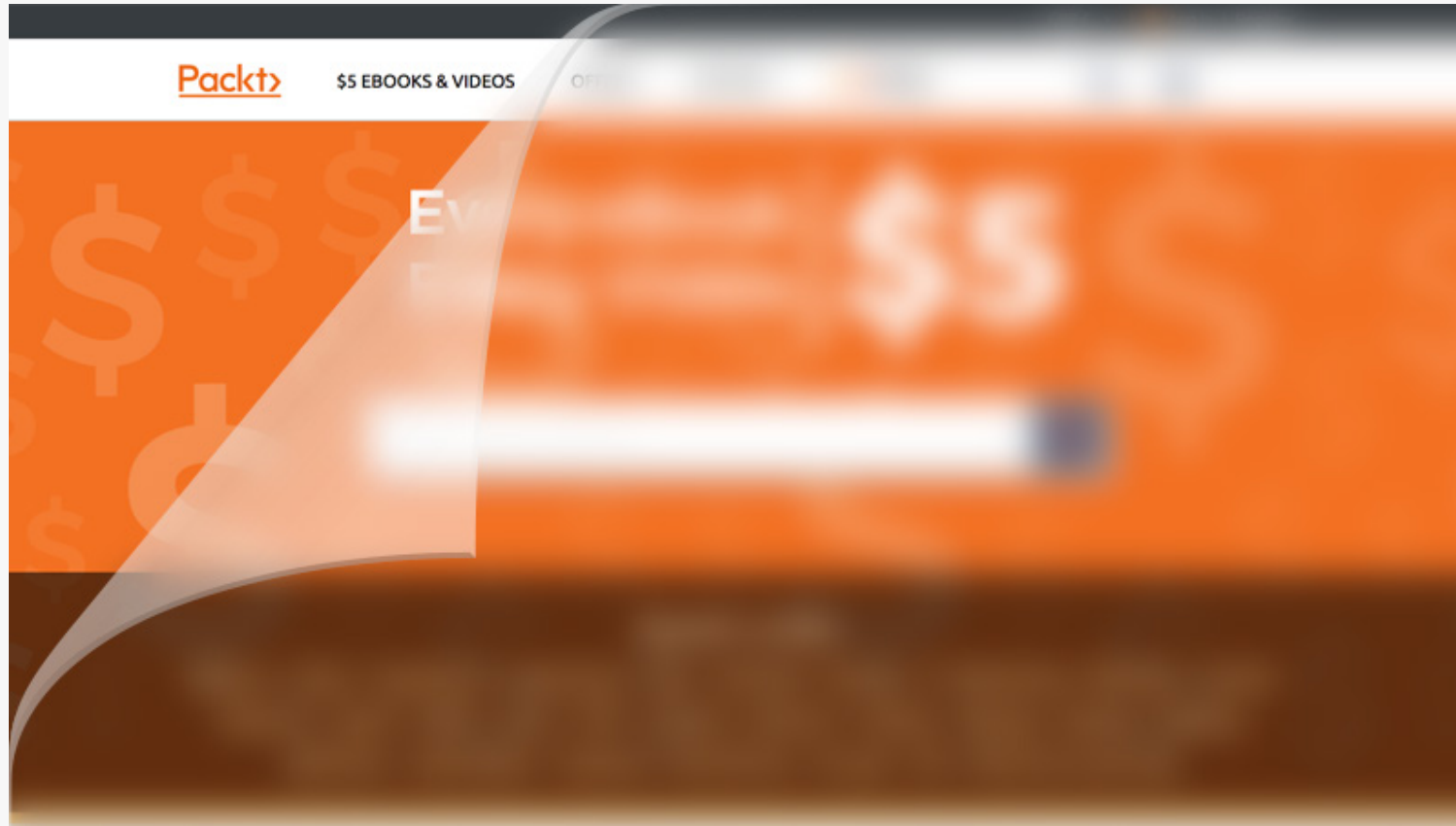
- We managed to activate around **49k** customers, which across the period was approximately **6.8%** of the active user pool (user pools avg. across month apx. **720k**)
- Average revenue per user in 2017/18 was £20.8 (**£20.80 x 48,752 users**)
- If we have the predicted **775k users** for this year's \$5 campaign and the activation rate stays at **6.8%**, with **ARPU at £20.80**, we would deliver an additional revenue of around **£78k** on 2017/18



Currency	2016	2017	% =/-
GBP	1,840	3,293	44.12%
USD	15,007	25,719	41.65%
EUR	7,692	15,784	51.27%
INR	423	2,576	83.58%
AUD	865	1,380	37.32%
TOTAL	25,827	48,752	88.76%

2017 /18 \$5 Campaign Imagery

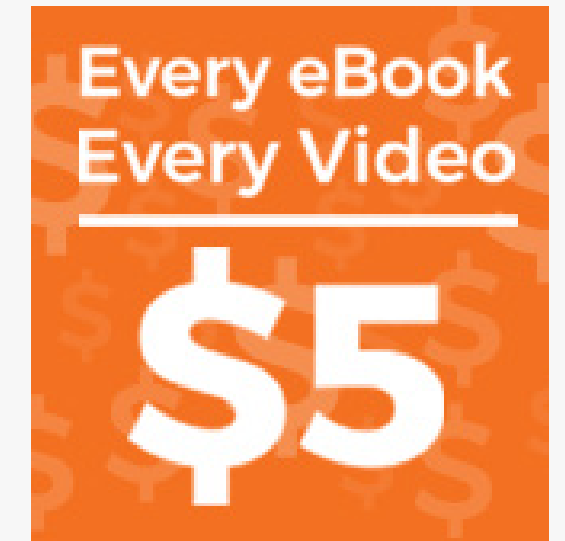
Teaser homepage



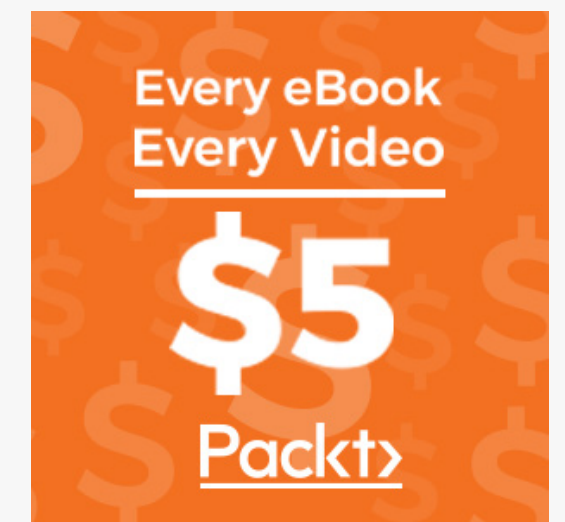
Social posts



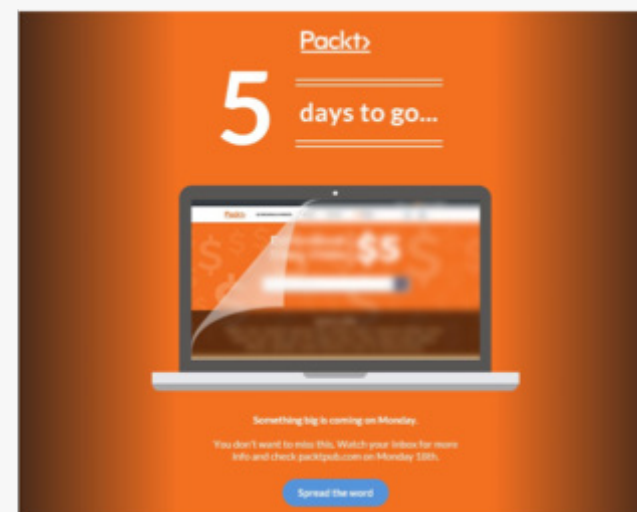
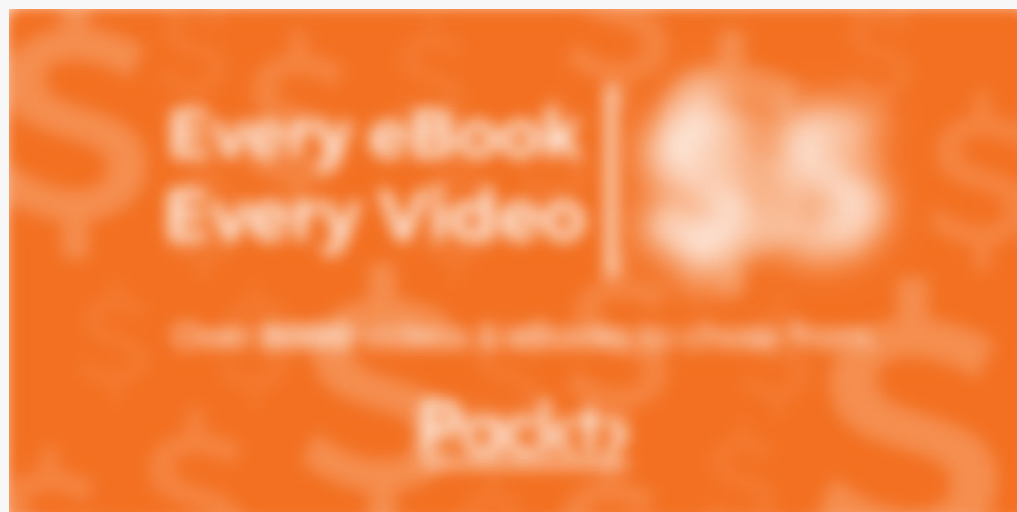
Social profile picture



Web banner



Teaser social posts





2018/19 Campaign Overview

2018 /19 Target (How we are going to get there)



- Additional **5 days** of activity.
- Larger Pool | Better activation rates | Average customer spend increase (key metrics)
- **4 Key stages** will ensure momentum and energy is maintained throughout. Buck the trough!
- Better design of **marketing collateral**, focusing on those 4 key stages.
- Activation of **new marketing levers** for new customers to drive sales & ensure we use existing ones more effectively.
- **New website CMS** – delivering improved UX, faster loading times (esp. at check out), more flexibility and more server capacity.
- **Agile approach** – Learn and adapt campaign as it progresses through the stages.

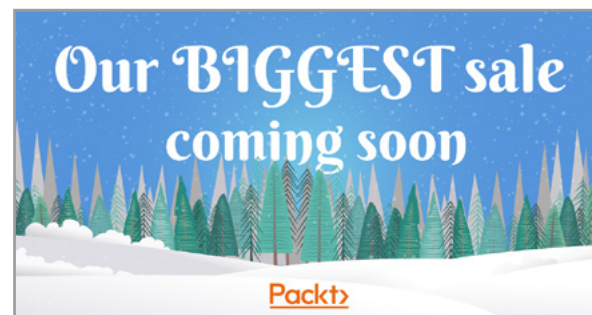
2018 /19 \$5 4 Key Stages

(42 days of activity, 36 days of campaign)

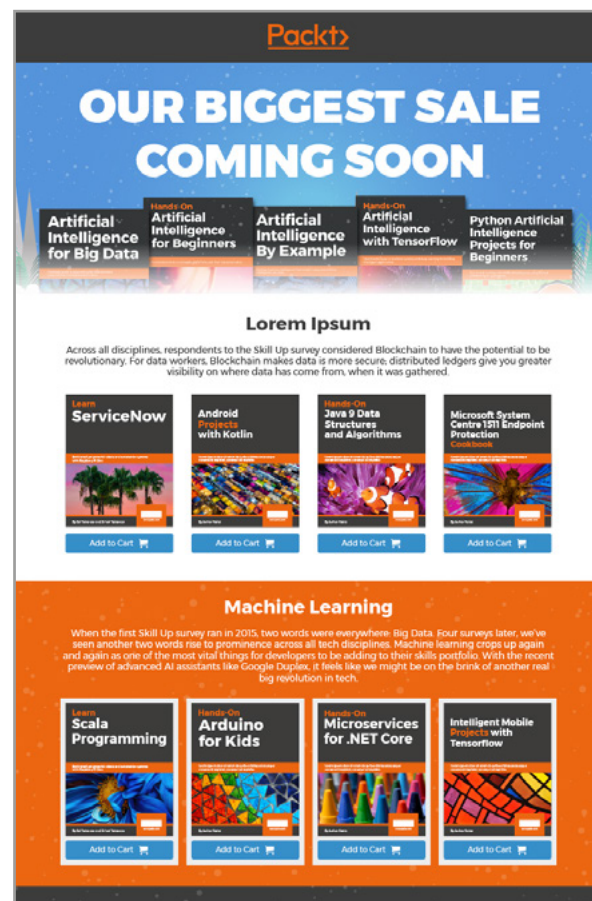
Pre-launch

10th - 16th Dec

Social Media

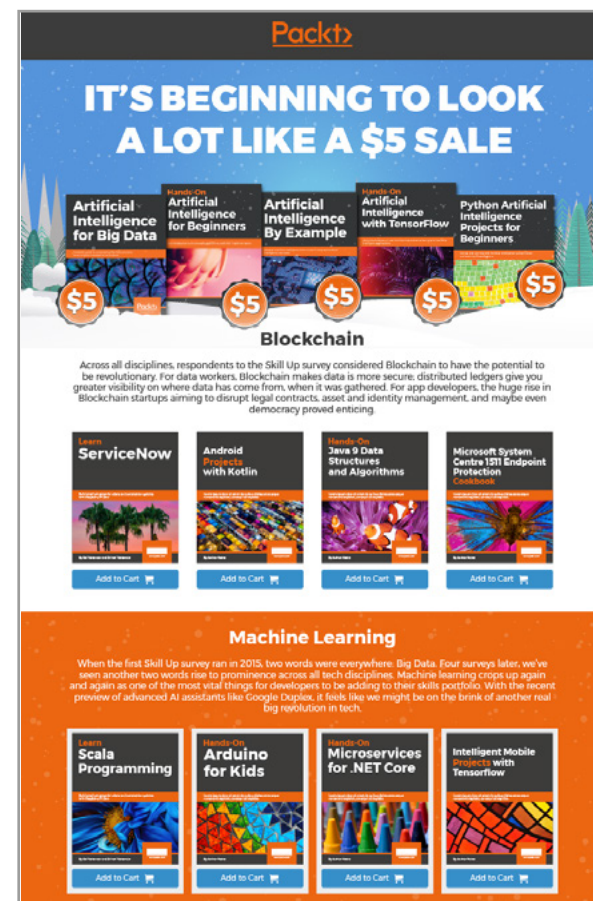


Email



Launch - Xmas

17th - 26th Dec



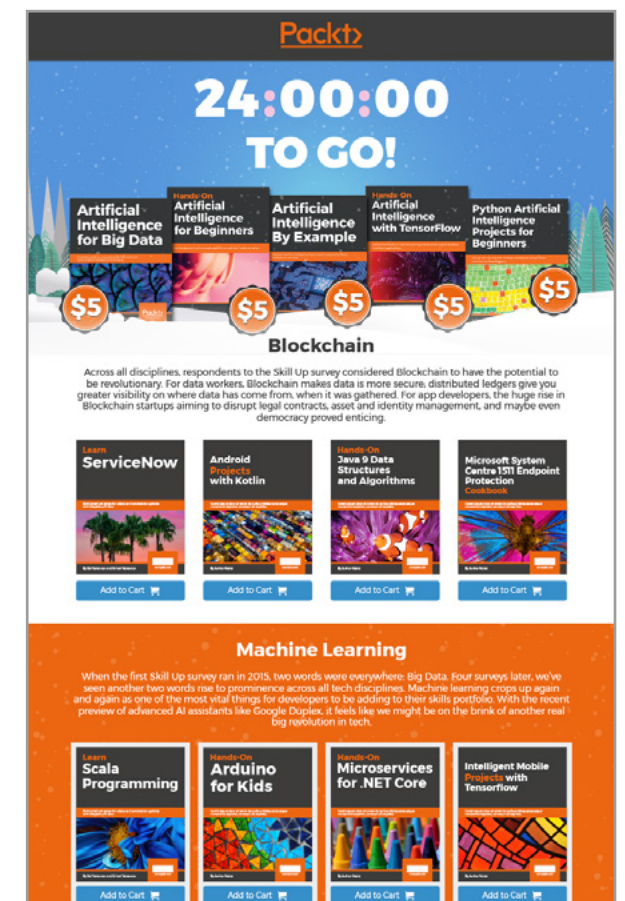
Launch - NY

27th Dec - 13th Jan



End

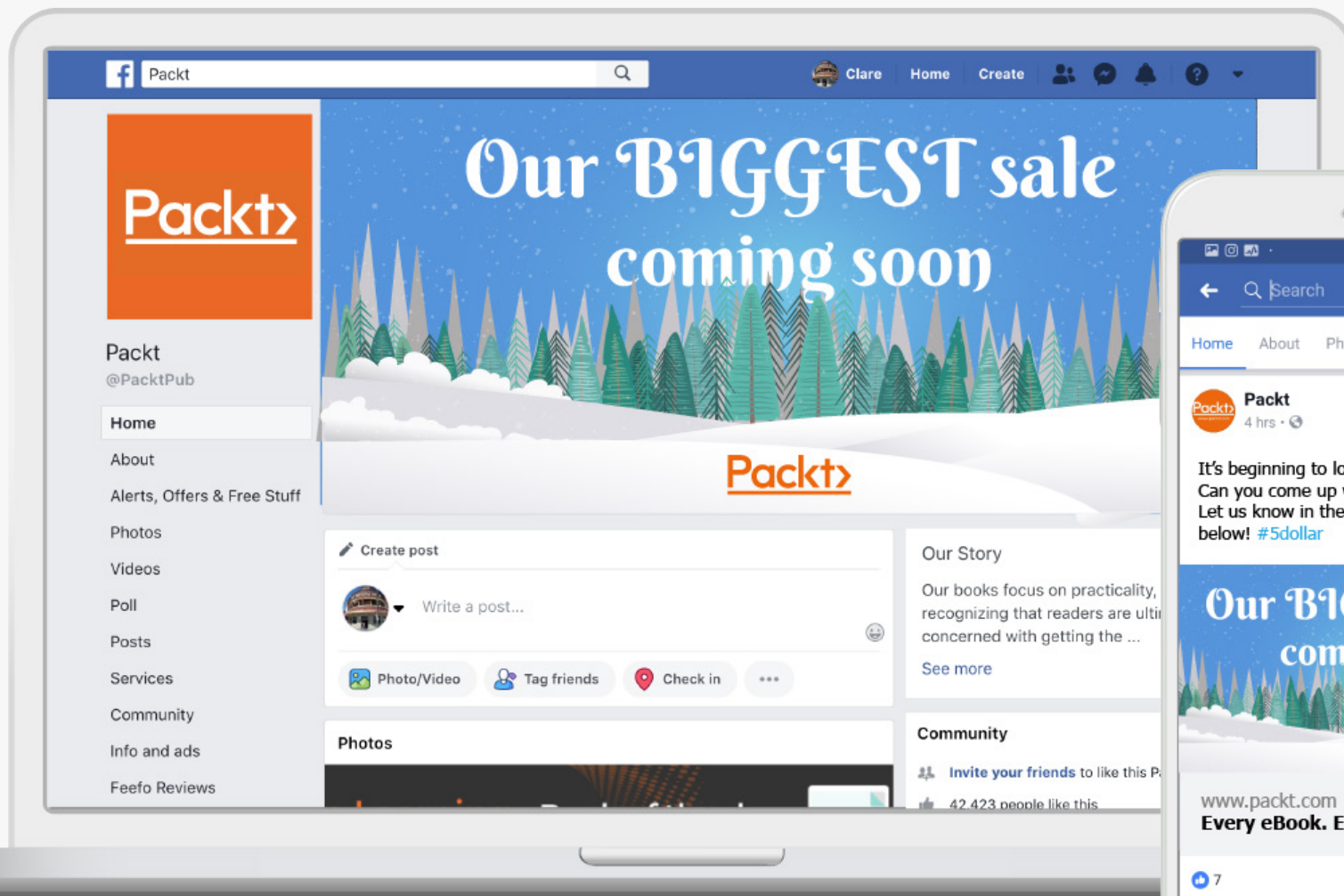
14th -21st Jan



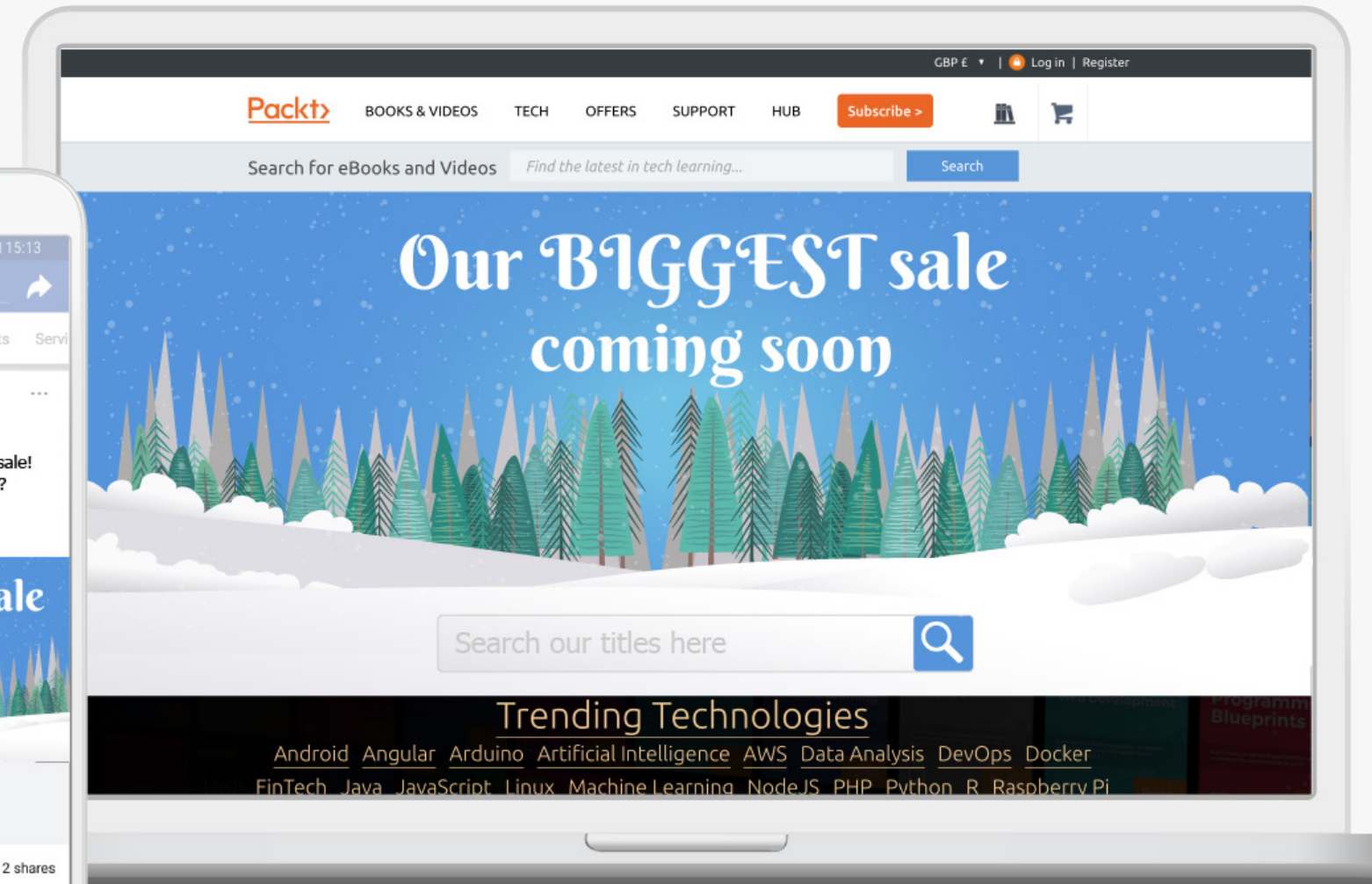
2018 /19 Stage 1

Pre-launch (10th Dec - 16th Dec)

Social Media



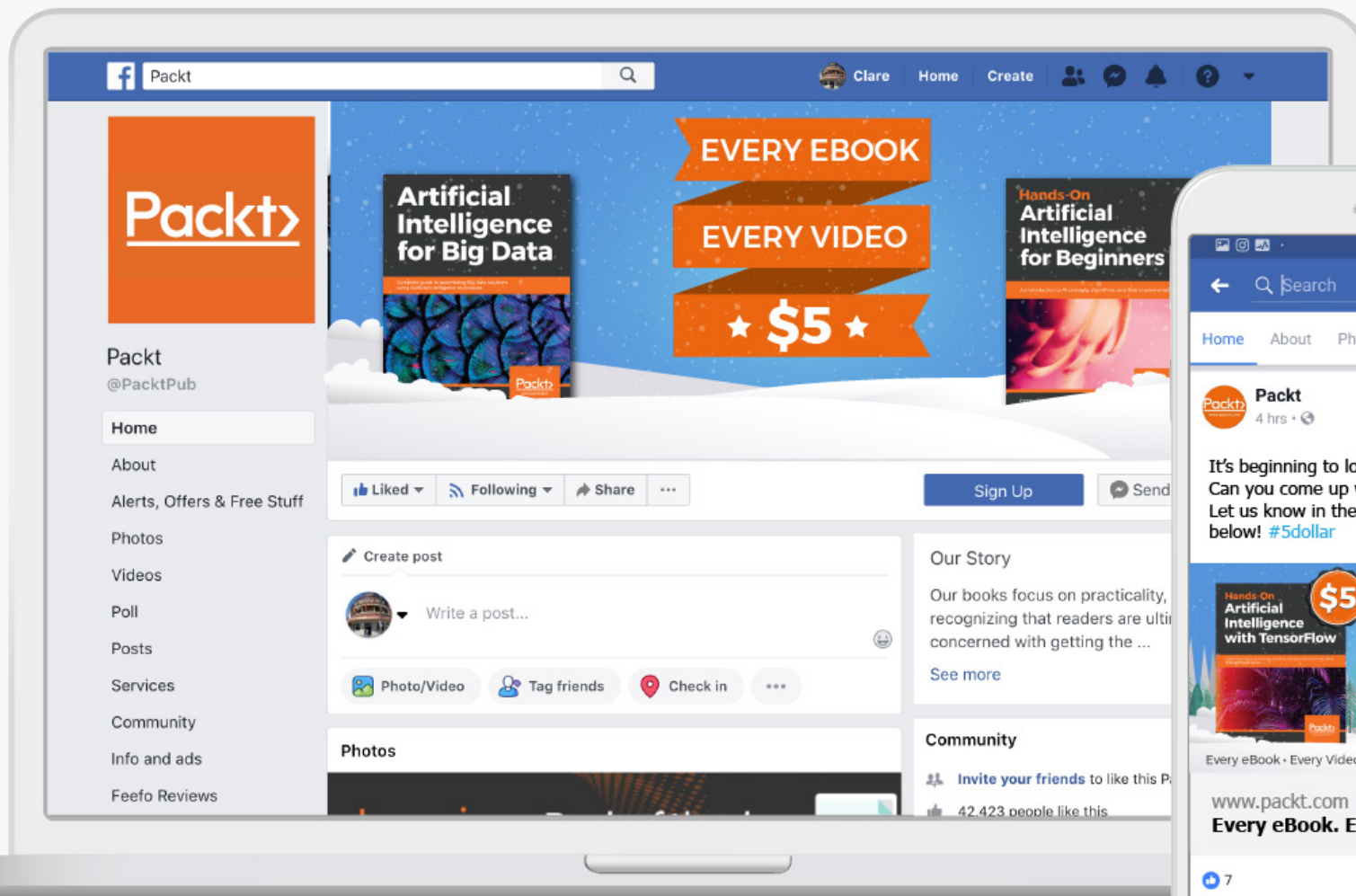
Homepage



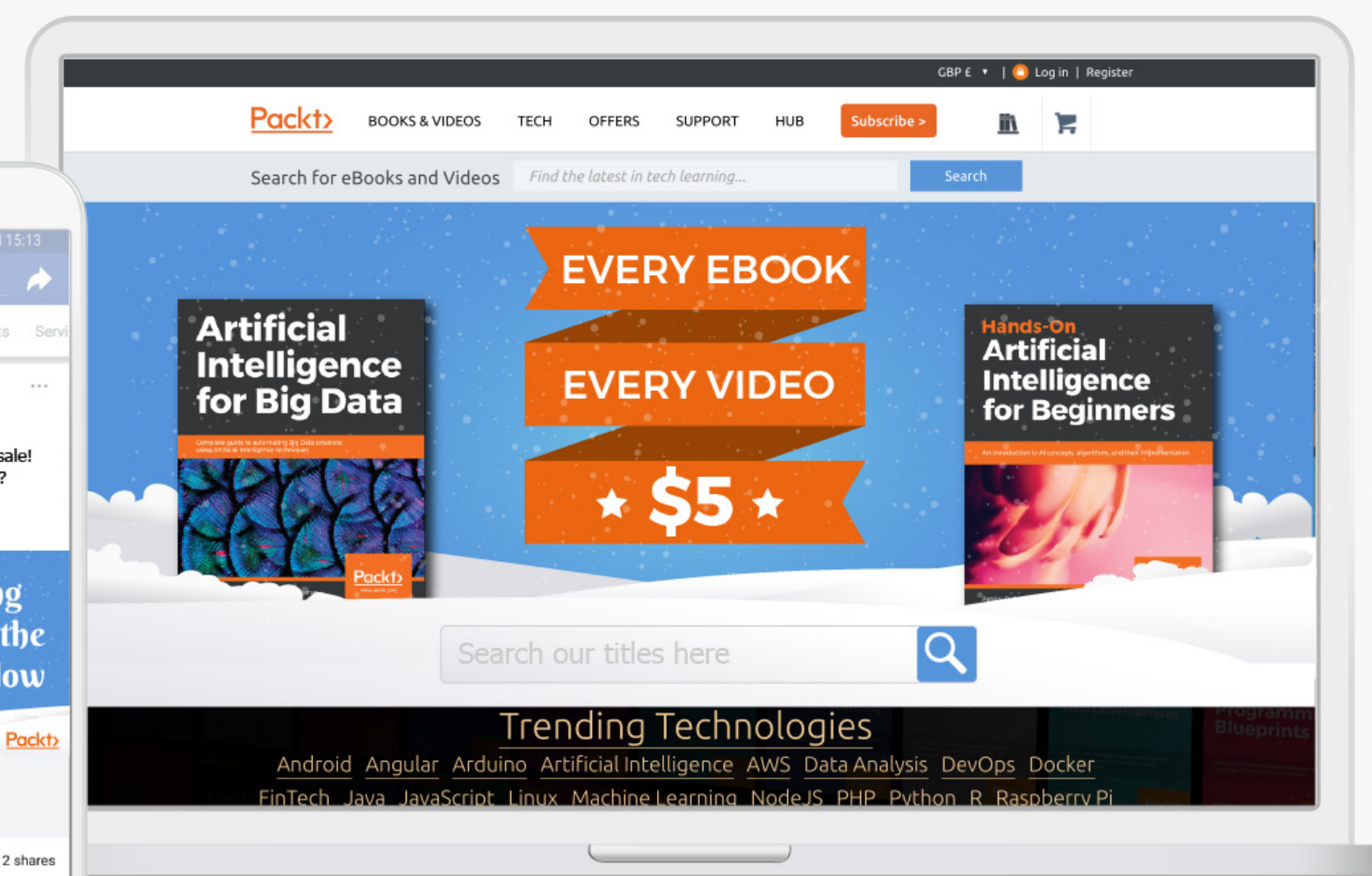
2018 /19 Stage 2

Launch (17th Dec - 26th Dec)

Social Media



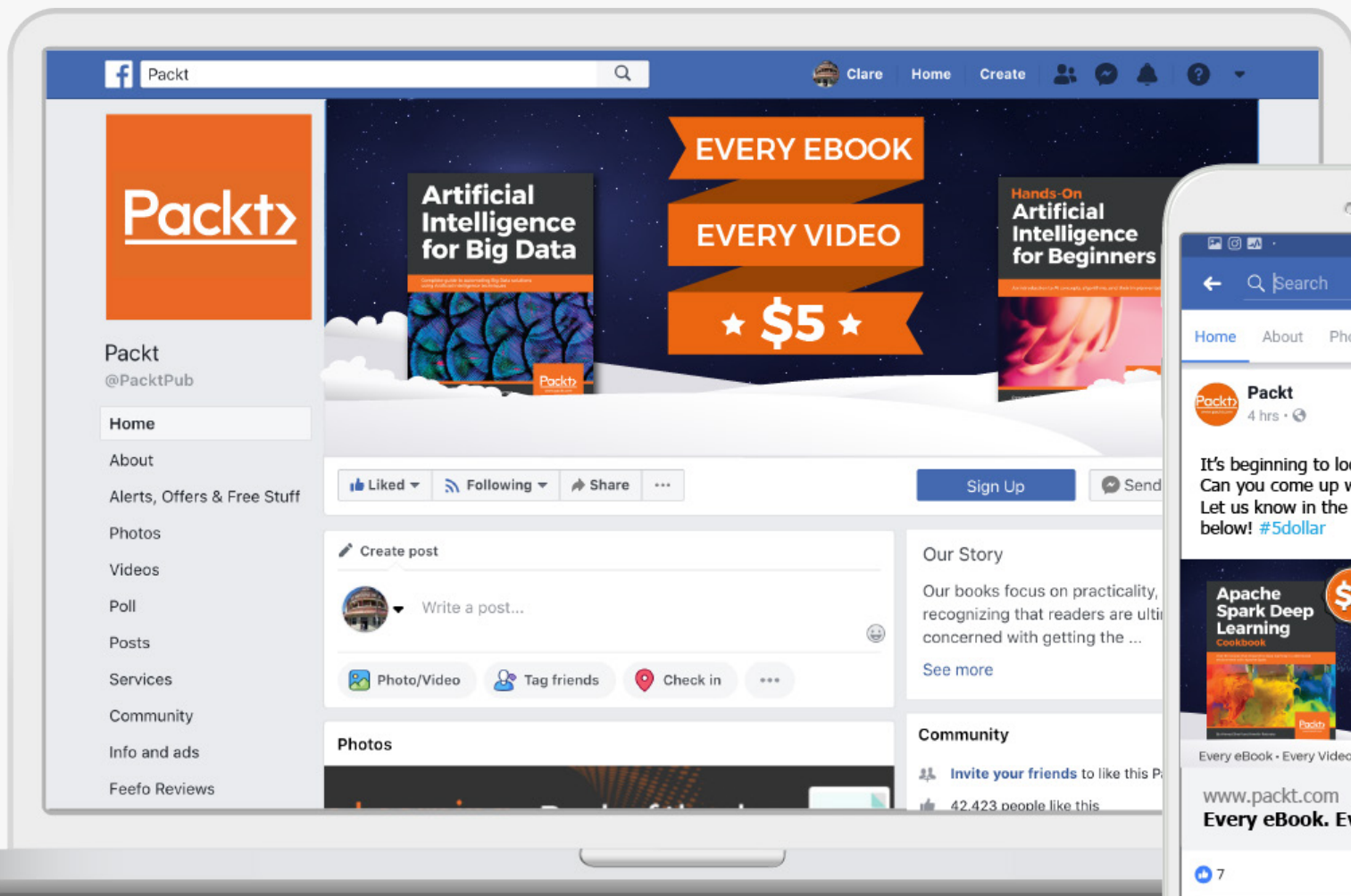
Homepage



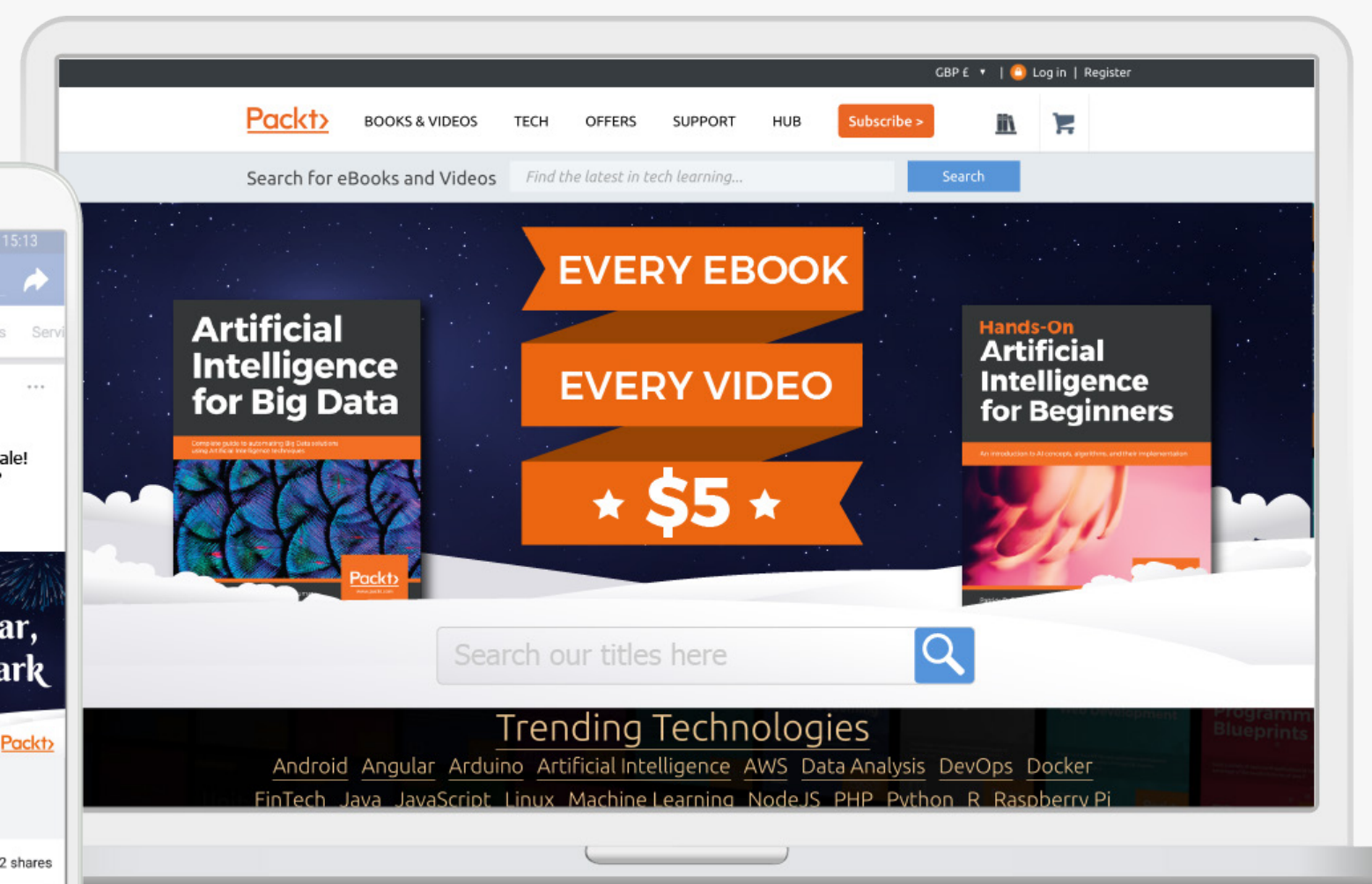
2018 /19 Stage 3

New Year (27th Dec - 13th Jan)

Social Media



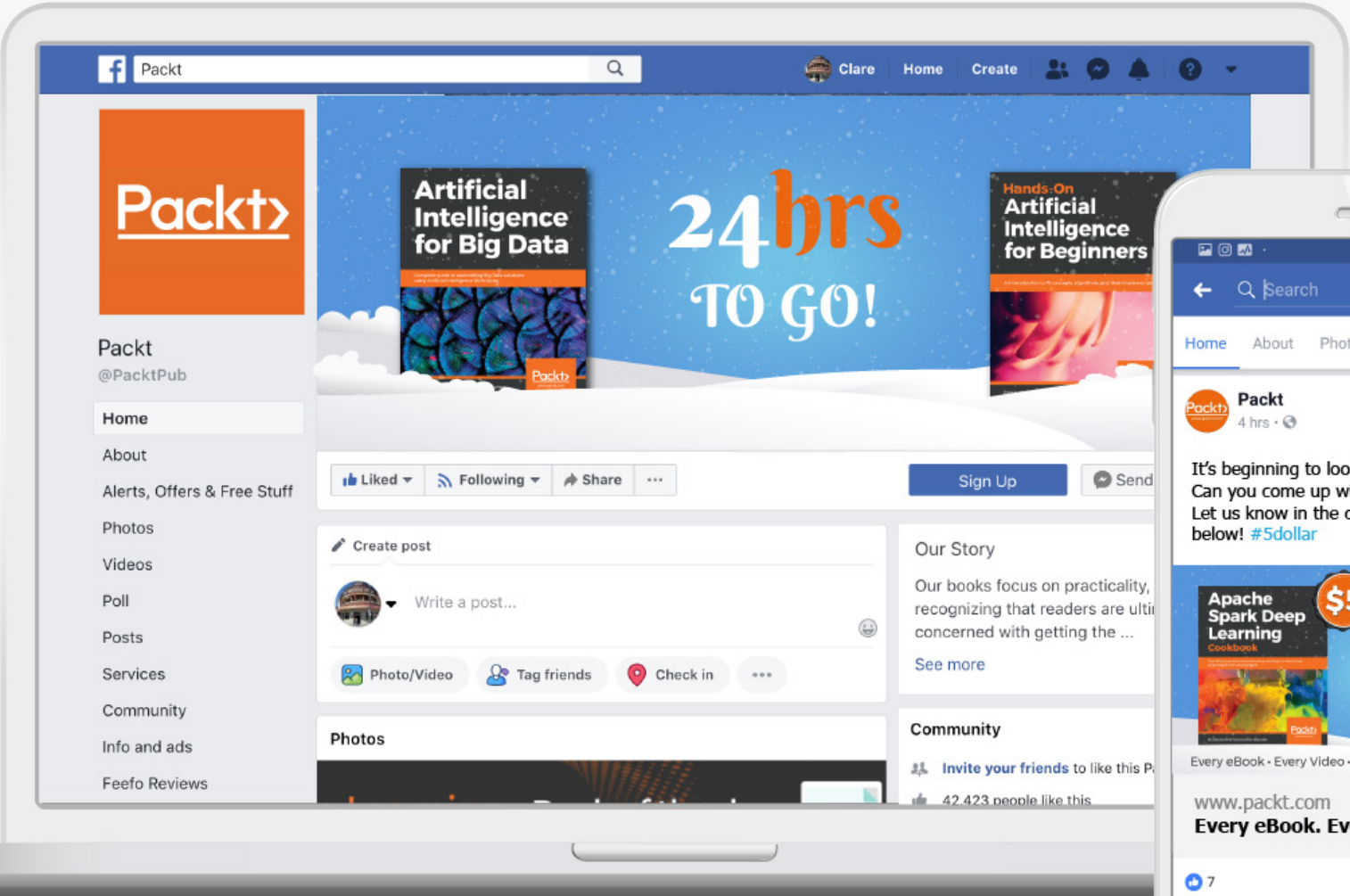
Homepage



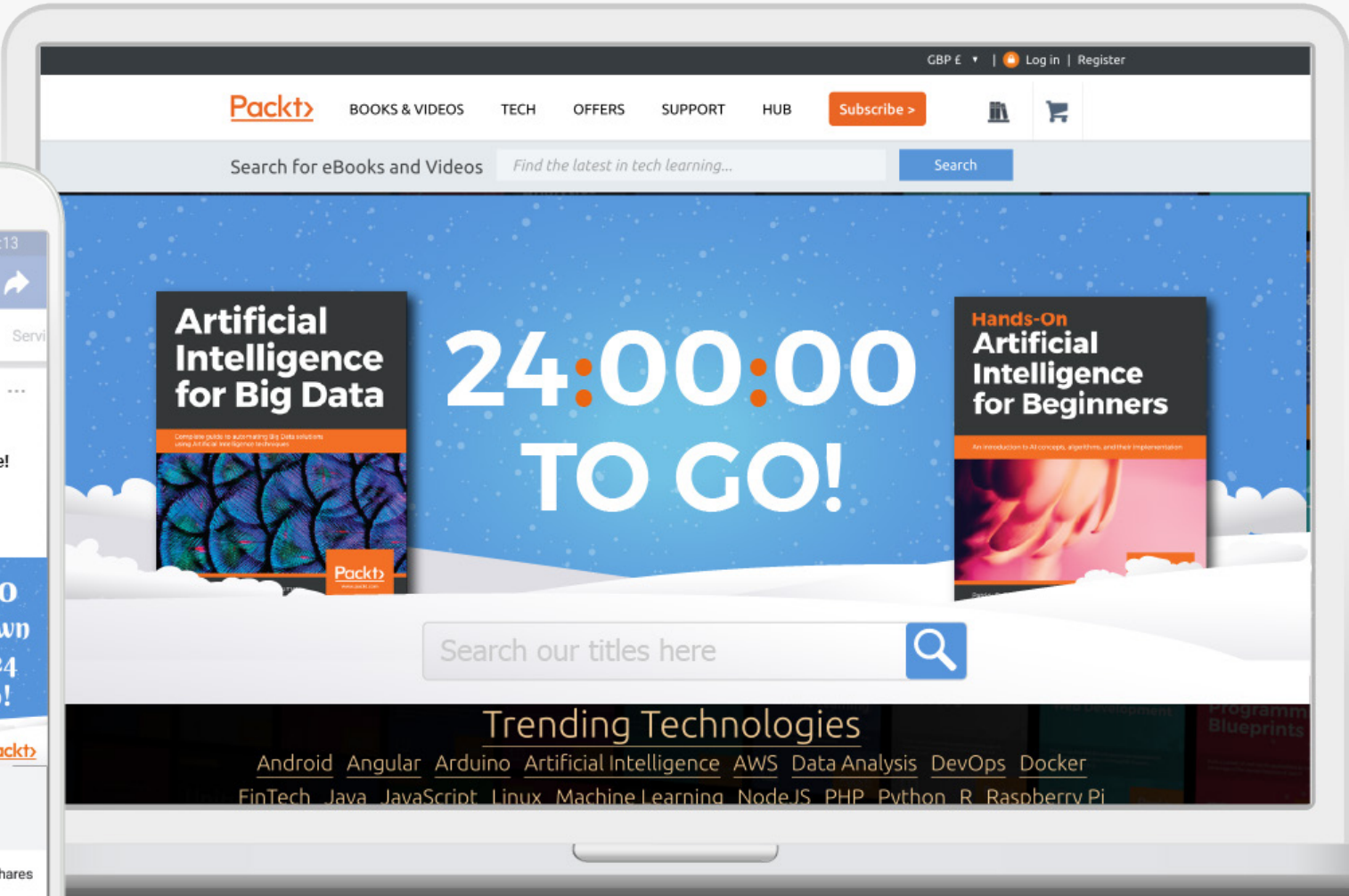
2018 /19 Stage 4

Sprint (14th Jan - 21st Jan)

Social Media



Homepage

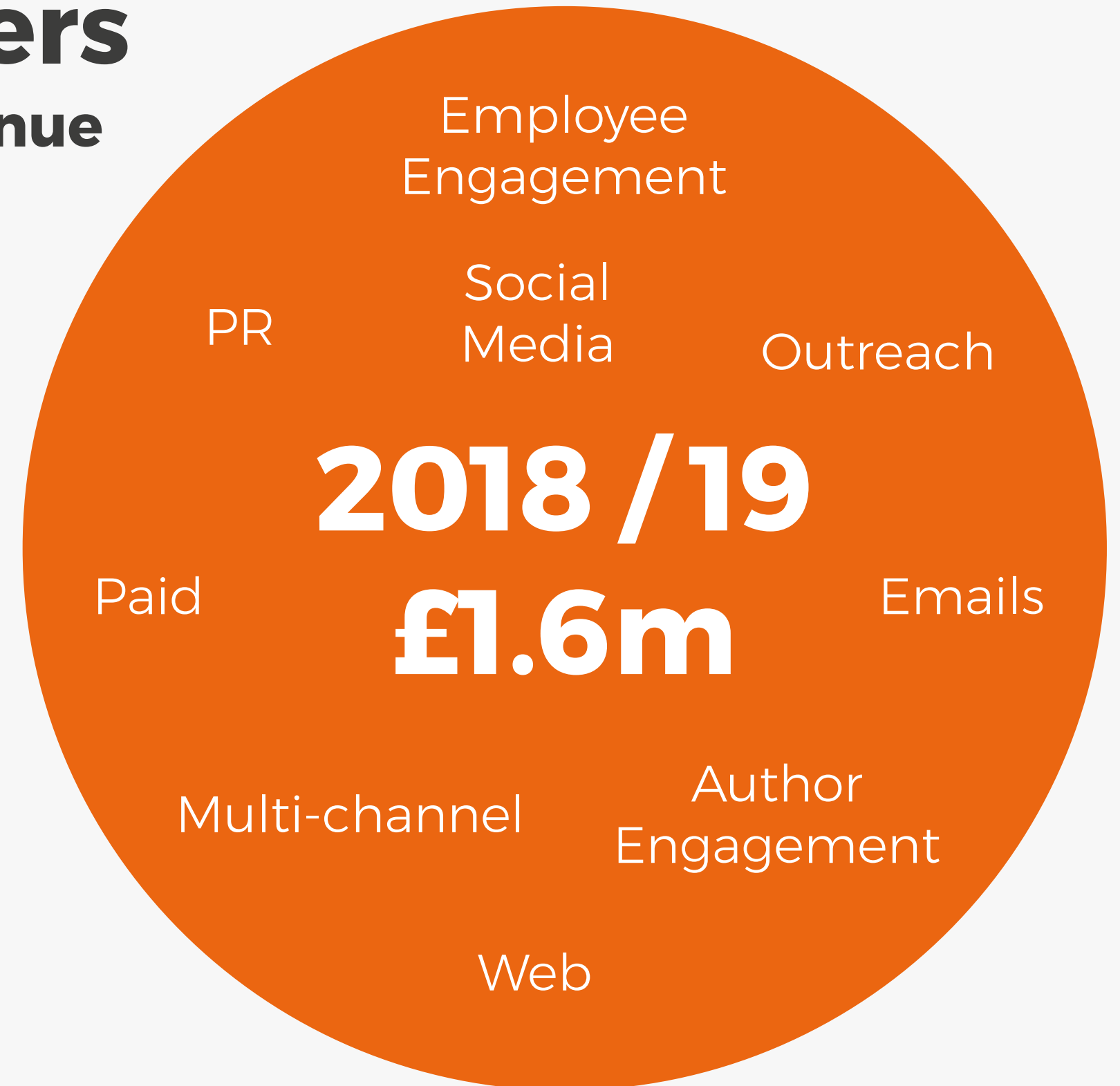


2016 vs. 2017 - Targets (3 Campaign Stages)



2017 /18 \$5 Campaign the New Market Levers

Acquisition, Activation Rate, Revenue



2017 / 2018 \$5 Email - The change up from last year

- **4 stages of campaign** – opportunity to change email content throughout with fresh design
- **300** content bundles – key driver in campaign success
- Ready for **2019** emails featuring Hub Content on predicted tech trends for 2019
- Other email themes over the **36 days** - Launch | Xmas | Recommendations | Bestsellers of 2018 | Ready for 2019 | Abandoned Basket | Author | Video Focus | Final Sprint | Weekly new releases
- Momentum and energy maintained throughout campaign – rather than one \$5 message

2017 / 2018 \$5 Campaign the Improved Levers - Social Media Engagement

Goal	How to Measure
Brand Awareness	Post/Page Reach, impressions and views
Engagement	Post / Page Interaction (reactions, comments, shares and views)
Conversion	Traffic/link ad clicks to website

Objectives

- New customer acquisition
- Increase growth of channels
- Data capture
- Drive traffic to the website

Inform	Entertain	Educate
Passion	Expertise	Productivity

2017 / 2018 \$5 Campaign the New Levers - Paid Social Media

Objectives	Channel Focus	Content Focus	Target Audience
Website clicks and registrations	Facebook (x3 ROI)	Competition	New audiences in key locations that bought from us in 2017: Toronto, Canada London, UK Tokyo, Japan New York, USA San Fran, USA
	Twitter (x2 ROI)	Video	
	YouTube (x1 ROI)	Sales eBooks/bundles	
		Blog Content	

£12,000 investment in social ads

= Overall £22,000 (across all platforms)
3% conversion (industry average 2 to 5%)

2017 / 2018 \$5 Campaign the New Levers - Creating High Quality Leads

Agency Six

- **Target Audience** – Everyday experts who can deliver high quality leads for the \$5 campaign.
- **The Big Idea** – To create a book where tech experts impart their knowledge to future generations with tips and insights. Agency will gather data through surveying, social media & PR to collate into a book of ideas. Promoting \$5 in tandem with Pay it Forward.
- **Activating the idea** – Contacting influencers in key territories both authors and social media influencers in the tech arena.
- **Deliverables** – Press releases | Selling idea into the media in three key regions | Delivering campaign across platforms | Writing of copy for book | 8 weeks support
- **Measuring ROI** – UTM links | CTA for data capture | Measuring value via EAV metrics

2017 / 2018 \$5 Campaign the New Levers - Video

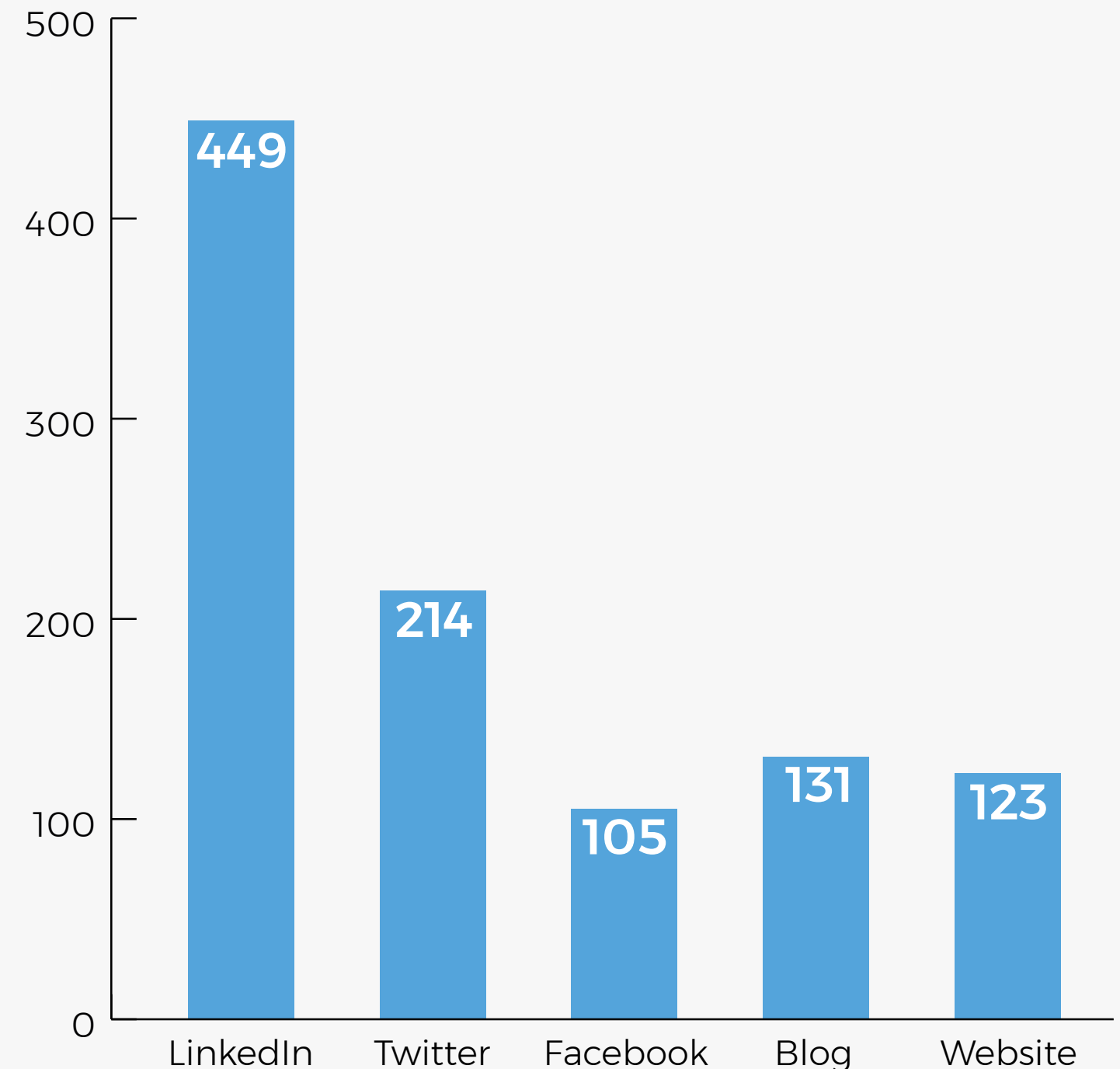
- A series of 5 to 10 second videos utilised across the various digital touchpoints (Social media, web, email)
- Video content will cover all 4 stages of the campaign.
- Potential to position in banners at the top of the Packt homepage, or as Parallax scrolling behind content.
- Implemented as 5 second You Tube ads to drive campaign awareness (Paid Social Media)
- Can be tech as well as subject led

2017 / 2018 \$5 Campaign the New Levers - Outreach

- We have >100 third party sites that can potentially help us promote the \$5 campaign
- Over >5m visitors per month
- 32 >100k visitors per month
- All sites being contacted to ascertain interest in promoting \$5
- Content or Asset potential will be assessed and satisfied

2017 / 2018 \$5 Campaign the New Levers - Author Engagement

- All authors (4.5k mailable list) will receive a support \$5 email
- 700 self-promotion authors will be contacted personally.
 - * 401k LinkedIn followers and 200k Twitter followers
 - * 250+ websites and blogs.
 - * 172 have a DA>15 to target
 - * Those 172 have 6.9m website visitors and 300k blog visitors per month
- \$5 Assets, per social channel tips and Unique #(hashtag) to track buzz will be provided



2017 / 2018 \$5 Campaign the New Levers - Employee Engagement

- Get our employees involved by getting them to promote the campaign through social media
- Create competition through leaderboards
- Prize for the most social engaged – Highest number of visitors driven to the site wins a prize (vouchers/day's holiday!)

2017 / 2018 \$5 Campaign the New Levers - Multi-Channel

The Campaign

- Multi-channel approach featuring an Amazon link at the bottom of Direct campaign emails, directing customers to an Amazon Store landing page.
- Featuring bestsellers with pre-applied 25% off coupons
- Increase sales velocity for key Amazon titles in the run up to Christmas shopping period
- Increase visibility by improving organic ranking
 - Learn whether paperback coupon (or other) promos should be part of the strategy for future Direct campaigns

Success Measure(s)

- CTR on Amazon link to gauge demand for Amazon paperback promos
- Improved organic ranking for featured titles
- Increased revenue for featured titles during and post-promotion
- Halo effect of increased revenue for similar Packt titles
 - No negative impact on \$5 campaign ebook revenue

2017 / 2018 \$5 Campaign the New Levers - Multi-Currency

- Reassure the customer in their **native currency**?
- If Euro & Sterling would have be set last year, we would have seen a potential uplift of **£70k (potentially £100k this campaign)**
- **We believe Magento** can deliver this strategy (TBC)
- **Mailchimp** can deliver this strategy – limited on data accuracy

2016 vs. 2017 - Learnings & Costs

Costs

- PR - **£15k**
- Referral - **£TBC**
- Paid Social Media - **£12k**
- Other Software (services) - **£1k**

Total budget required = £28k

Learnings to Take Forward

- Understand how new marketing levers effect \$5 performance
- Where investment is best spent to increase engagement/pool growth/activation levels
- PR – what can we learn from our first toe in the water of campaign PR. We should refine the execution to understand which territories do we need to target to get best ROI



Appendix

2016 vs. 017 - Topline

Campaign	User Type	Users	Orders	Units	Net Spend	Daily Run Rate
5\$ Campaign	Existing	29294	55294	202977	£730,668	£23,570
5\$ Campaign	New	19404	25850	77910	£279,267	£9,009
5\$ Campaign	Total	48698	81144	280887	£1,009,934	£32,579

Campaign	User Type	Users	Orders	Units	Net Spend	Daily Run Rate
2016 5\$ Campaign	Existing	19003	33341	134831	£527,502	£20,289
2016 5\$ Campaign	New	6789	8546	22396	£90,227	£3,470
5\$ Campaign	Total	25792	41887	157227	£617,729	£23,759

Campaign	Publication Month	Units	Net Spend	% of Spend
5\$ Campaign	2017-12	34306	£122,994	12.2%
5\$ Campaign	2017-11	31976	£114,262	11.3%
5\$ Campaign	2017-10	23175	£82,770	8.2%
2016 5\$ Campaign	2016-11	13013	£50,556	8.2%
2016 5\$ Campaign	2016-10	11050	£43,145	7.0%
2016 5\$ Campaign	2016-12	10794	£42,211	6.8%

• The main reason for the success of the 2017 campaign was an increased daily run rate (+10k) a day as well as extending the sale period from 26 to 31 days. We managed to activate around 49k customers, which across the period was approximately 6.8% of the active user pool (user pools avg. across month approx. 720k).

• Despite this, the average revenue per user was down on 2016 (£20.74 vs. £23.95). This was driven by existing users buying less units per order, this is

a pattern we have seen continue during 2018 \$10 campaigns. Existing user average revenue per user was down from £27.76 to £24.94.

- New users last year did have a higher average revenue per user (£14.39 vs. £13.29). We should prioritise trying to get new users to order again or order more units, in order to maximise the revenue during the period.
- We can also see that releases up until the campaign will be key in driving revenue. With products released in Oct/Nov & Dec making up 31% of spend in 2017/2018 and 22% in 2016/2017,

2016 vs. 2017 - Run Rates

Date	Campaign	Net Spend	ARPU
15/12/2016	2016 5\$ Campaign	£51,241	£19.86
16/12/2016	2016 5\$ Campaign	£52,718	£19.60
17/12/2016	2016 5\$ Campaign	£30,700	£19.06
18/12/2016	2016 5\$ Campaign	£30,261	£17.38
19/12/2016	2016 5\$ Campaign	£28,061	£15.54
20/12/2016	2016 5\$ Campaign	£23,883	£15.27
21/12/2016	2016 5\$ Campaign	£25,180	£17.08
22/12/2016	2016 5\$ Campaign	£18,385	£13.98
23/12/2016	2016 5\$ Campaign	£21,373	£15.77
24/12/2016	2016 5\$ Campaign	£16,608	£16.66
25/12/2016	2016 5\$ Campaign	£12,036	£15.26
26/12/2016	2016 5\$ Campaign	£19,626	£16.17
27/12/2016	2016 5\$ Campaign	£18,810	£15.16
28/12/2016	2016 5\$ Campaign	£18,016	£15.29
29/12/2016	2016 5\$ Campaign	£18,817	£15.64
30/12/2016	2016 5\$ Campaign	£18,159	£17.05
31/12/2016	2016 5\$ Campaign	£18,835	£17.87
01/01/2017	2016 5\$ Campaign	£16,243	£16.08
02/01/2017	2016 5\$ Campaign	£18,870	£15.29
03/01/2017	2016 5\$ Campaign	£19,685	£14.21
04/01/2017	2016 5\$ Campaign	£16,913	£13.25
05/01/2017	2016 5\$ Campaign	£16,071	£13.38
06/01/2017	2016 5\$ Campaign	£18,003	£14.40
07/01/2017	2016 5\$ Campaign	£17,457	£15.49
08/01/2017	2016 5\$ Campaign	£29,695	£17.18
09/01/2017	2016 5\$ Campaign	£42,082	£17.45

Date	Campaign	Net Spend	ARPU
18/12/2017	5\$ Campaign	£35,052	£15.90
19/12/2017	5\$ Campaign	£76,081	£17.57
20/12/2017	5\$ Campaign	£62,062	£16.47
21/12/2017	5\$ Campaign	£47,919	£15.69
22/12/2017	5\$ Campaign	£43,431	£15.92
23/12/2017	5\$ Campaign	£33,755	£16.10
24/12/2017	5\$ Campaign	£28,724	£15.96
25/12/2017	5\$ Campaign	£24,433	£16.52
26/12/2017	5\$ Campaign	£27,131	£15.73
27/12/2017	5\$ Campaign	£24,599	£13.82
28/12/2017	5\$ Campaign	£30,407	£14.49
29/12/2017	5\$ Campaign	£26,203	£14.09
30/12/2017	5\$ Campaign	£27,954	£15.09
31/12/2017	5\$ Campaign	£26,547	£15.13
01/01/2018	5\$ Campaign	£28,216	£15.14
02/01/2018	5\$ Campaign	£34,922	£13.79
03/01/2018	5\$ Campaign	£30,246	£12.88
04/01/2018	5\$ Campaign	£26,261	£11.82
05/01/2018	5\$ Campaign	£23,722	£12.08
06/01/2018	5\$ Campaign	£18,854	£12.96
07/01/2018	5\$ Campaign	£19,338	£12.07
08/01/2018	5\$ Campaign	£23,943	£10.37
09/01/2018	5\$ Campaign	£25,241	£11.64
10/01/2018	5\$ Campaign	£23,806	£11.22
11/01/2018	5\$ Campaign	£23,599	£11.01
12/01/2018	5\$ Campaign	£22,233	£11.59
13/01/2018	5\$ Campaign	£17,125	£12.27
14/01/2018	5\$ Campaign	£23,635	£13.17
15/01/2018	5\$ Campaign	£35,043	£13.08
16/01/2018	5\$ Campaign	£48,513	£13.82
17/01/2018	5\$ Campaign	£70,940	£16.44

- Daily run rates for 2016 & 2017 are displayed on the left.
- Both years had a similar start with 100k spend during the first two days of the sale.
- Across the majority of days we had a higher revenue per user in 2016, again this is a combination of existing users spending more and less new users each day who historically spend less.
- For the equivalent days the 2017 campaign saw a 32% increase in sales (26 days of campaign).
- Very strong finish to 2017/2018 campaign with 71k on final day.

Potential Scenarios

* GA Users, Sessions and Ecommerce Conversion Rate

If Key metrics stayed same as last year

Campaign	User Type	Users	Orders	Units	Net Spend	Daily Run Rate
2018-2019	Existing	43840	82749	303763	£1,093,471	£33,135
2018-2019	New	29546	39362	118633	£425,239	£12,886
2018-2019	Total	73231	122022	422390	£1,518,710	£46,022

Campaign	Users	Sessions	Ecommerce Conversion Rate
2016/2017	596,193	1,254,927	2.835
2017/2018	1,401,596	2,672,158	2.704






If Key metrics stayed same as 2016

Campaign	User Type	Users	Orders	Units	Net Spend	Daily Run Rate
2018-2019	Existing	42674	74873	302786	£1,184,594	£35,897
2018-2019	New	25140	31646	82933	£334,116	£10,125
2018-2019	Total	63411	102981	386548	£1,518,710	£46,022

* Metrics calculated based on the spend splits between new & existing and the average revenue per user

- Based on **last years performance we will need to see approximately 24.5k more customers purchase during the sale period**, (14.5k more existing and 10k more new users).
- Based on the **2016/2017 performance we would need 14.7k more customers** purchase during the sale period, (13.4k existing users and 5.7k more new users).
- This year’s \$10 sales indicate that it is much more likely that existing user order value and revenue per user will be closely aligned to last year’s performance.
- **Run rate will need to increase from 32.5k to 46k**, a 41% increase. There were only 5 days during the 2017/2018 campaign that the daily run rate was above this figure (start & close periods).
- Currently we have an active user pool of 750k, based on this figure staying at a fairly consistent level across the period we would need to activate 9.8% of the user pool. An approximate estimate of activation last year is 6.8%.
- The GA stats are displayed in the upper right corner. We will **need to increase both the number of sessions to the site and the conversion rate** to achieve the target.

2017/18 \$5 Campaign The New Levers - PR Creating High Quality Leads

Target Audience	The Big Idea	Activating the idea	Deliverables	Measuring ROI
<ul style="list-style-type: none"> Technical professionals  Technical 'amateurs'  Students  <p>We will reach and engage your core and unactivated markets. This campaign is built to activate the 'everyday expert' and drive them to the website, creating high quality leads for the \$5 campaign.</p>	 <p>Packt is producing its most inspiring book to date – a book that inspires. We want the everyday tech experts (developers / architects) to impart their knowledge to future generations with tips and insights. We will gather data through surveying, social media and PR and collate into a book of ideas.</p>	<p>National influencer engagement:</p> 	<ul style="list-style-type: none"> Writing of releases about campaign and the sale Translations Calling and selling into the media in the 3 key regions Managing stakeholders Project management Working with social team to deliver campaign across all platforms Writing of copy for book 8 weeks support 	<ul style="list-style-type: none"> Trackable UTM links into all media CTA to increase data capture retargeting with email for \$5 campaign Coverage in all key media Measuring value via EAV metrics, or other metrics to be agreed