

E-commerce Growth & Commercial Strategy

Where should marketing budget and product effort move to improve efficient growth?

DECISION

Protect efficient search and direct demand. Cap social spend. Fund the mobile funnel. Fix the refund outlier.

1.7M relational records · SQL ·
Excel scenario model

The commercial problem is traffic quality and product friction—not demand alone

CHANNEL

Socialbook converts at 3.2% and earns \$2.08 per session

DEVICE

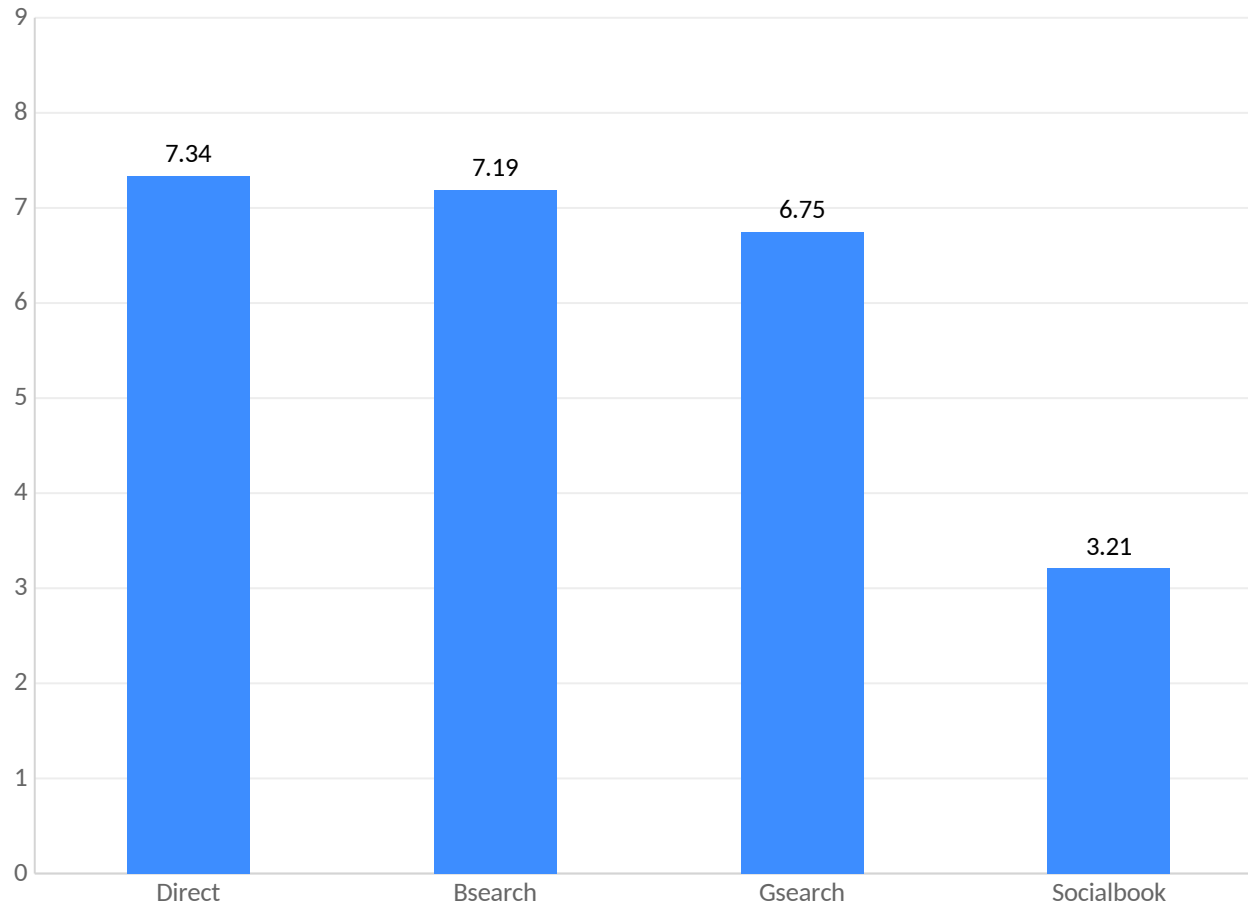
Mobile converts at 3.1% versus 8.5% on desktop

PRODUCT

Birthday Sugar Panda refund rate reaches 6.0%

Ask: approve a \$150K mobile experiment reserve and cap socialbook at 5% of the modeled performance budget until landing-page economics improve.

Direct and search convert at more than twice the social rate

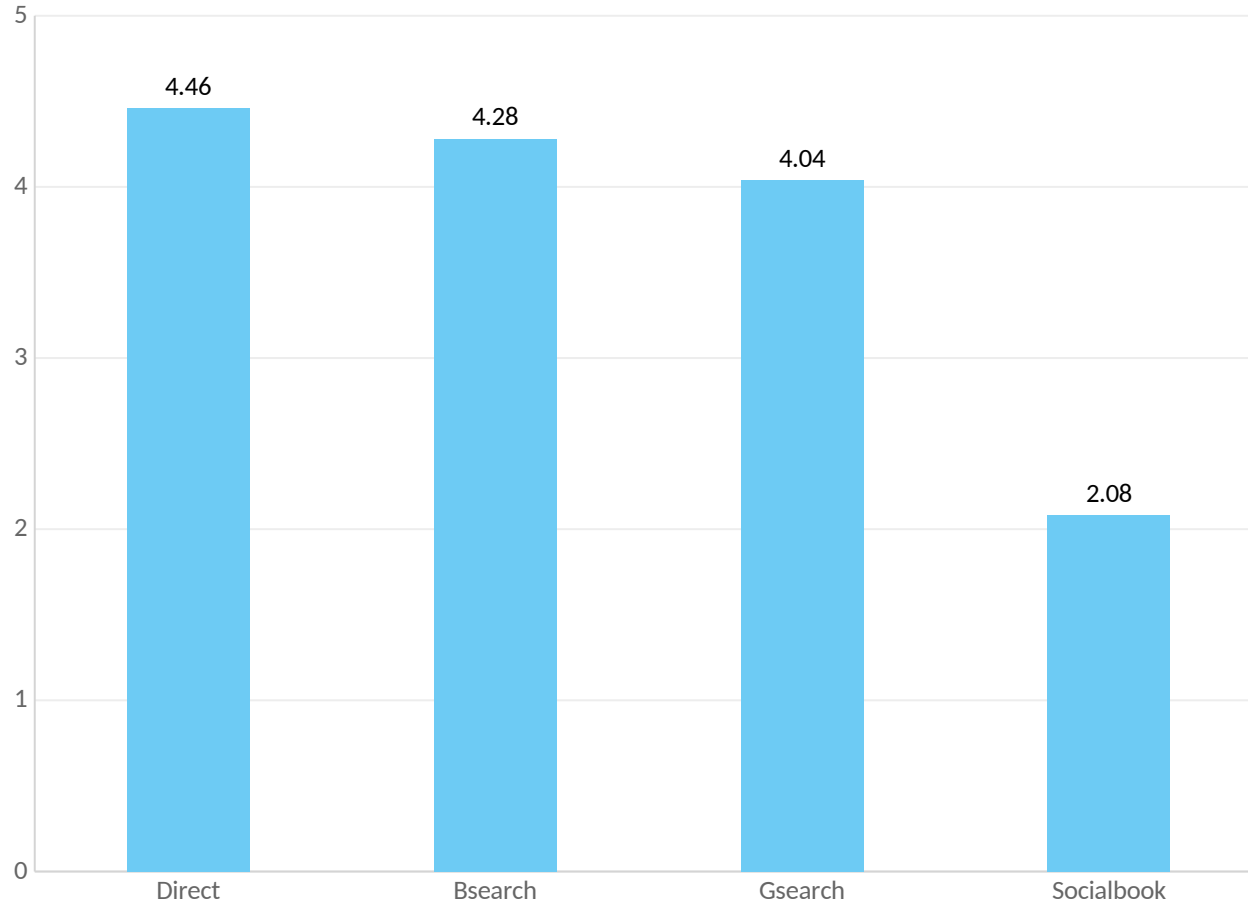


BUDGET IMPLICATION

**Preserve search/direct demand.
Reduce or restructure
socialbook.**

Conversion is descriptive; channel mix and audience quality differ. The decision model therefore pairs conversion with revenue per session.

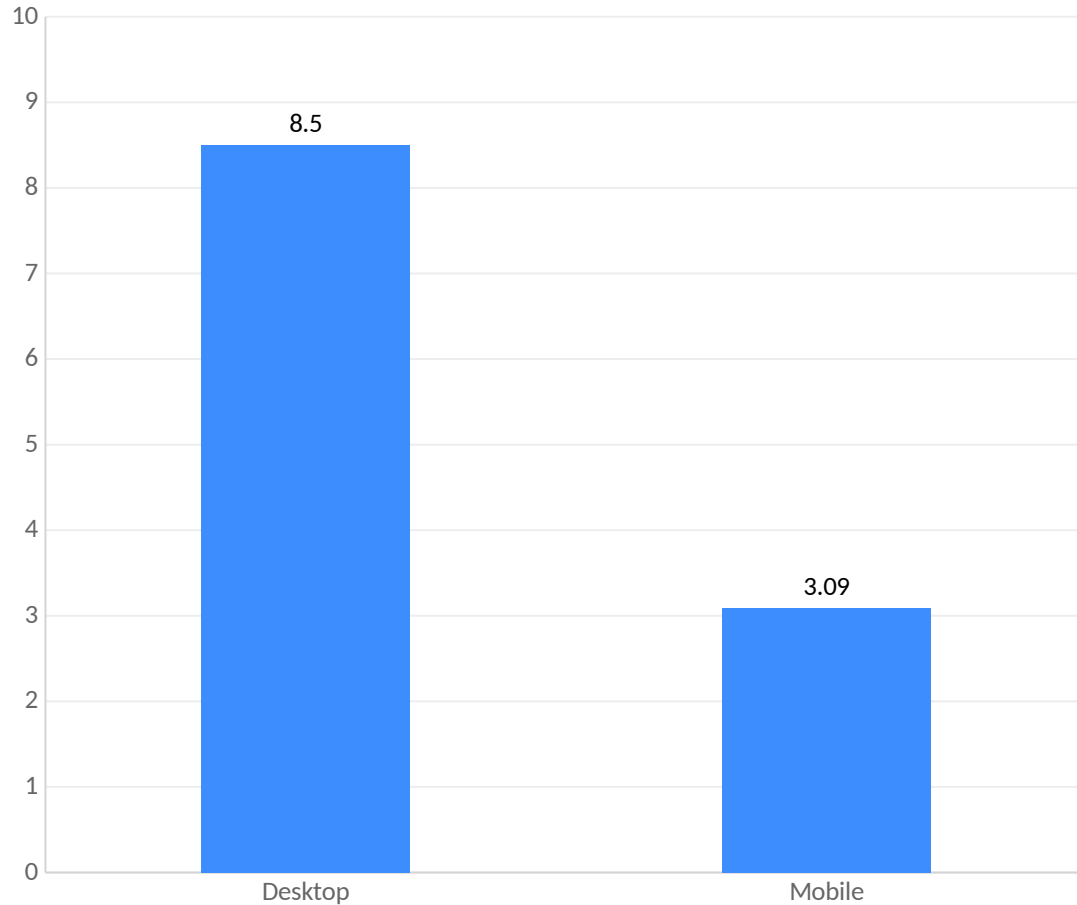
Revenue per session confirms that socialbook is the weakest allocation



**Socialbook earns
53% less revenue
per session than direct.**

Decision rule
Do not add spend until revenue/session
and landing-page conversion clear the
search benchmark.

Mobile is the largest conversion leak—and traffic share is growing



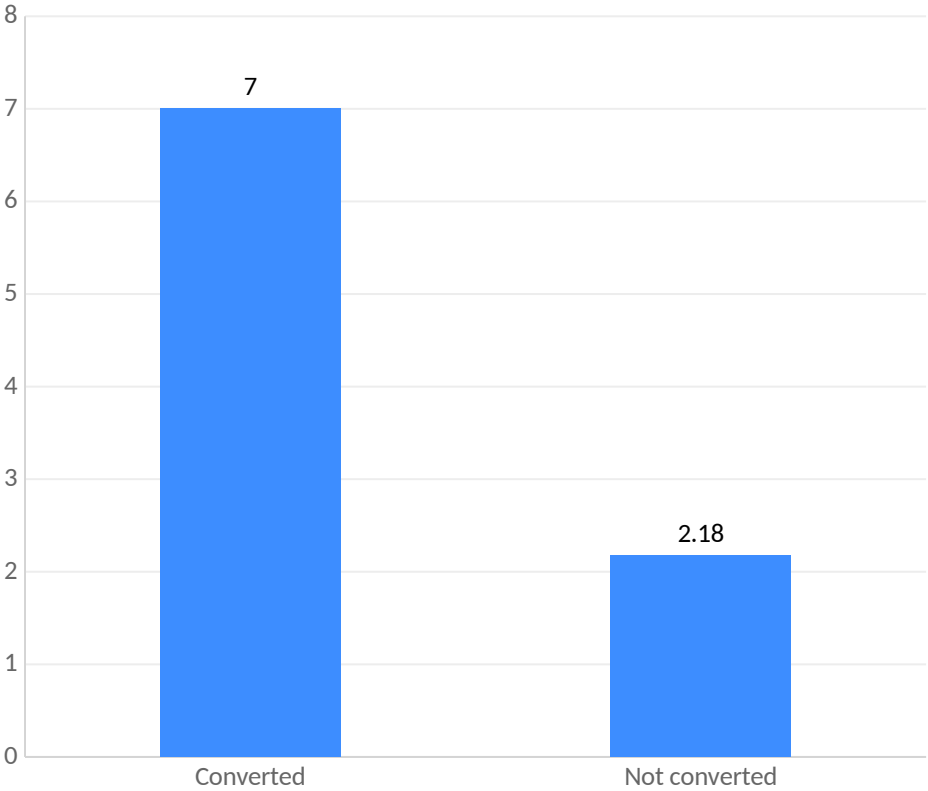
2.8×

desktop-to-mobile conversion gap

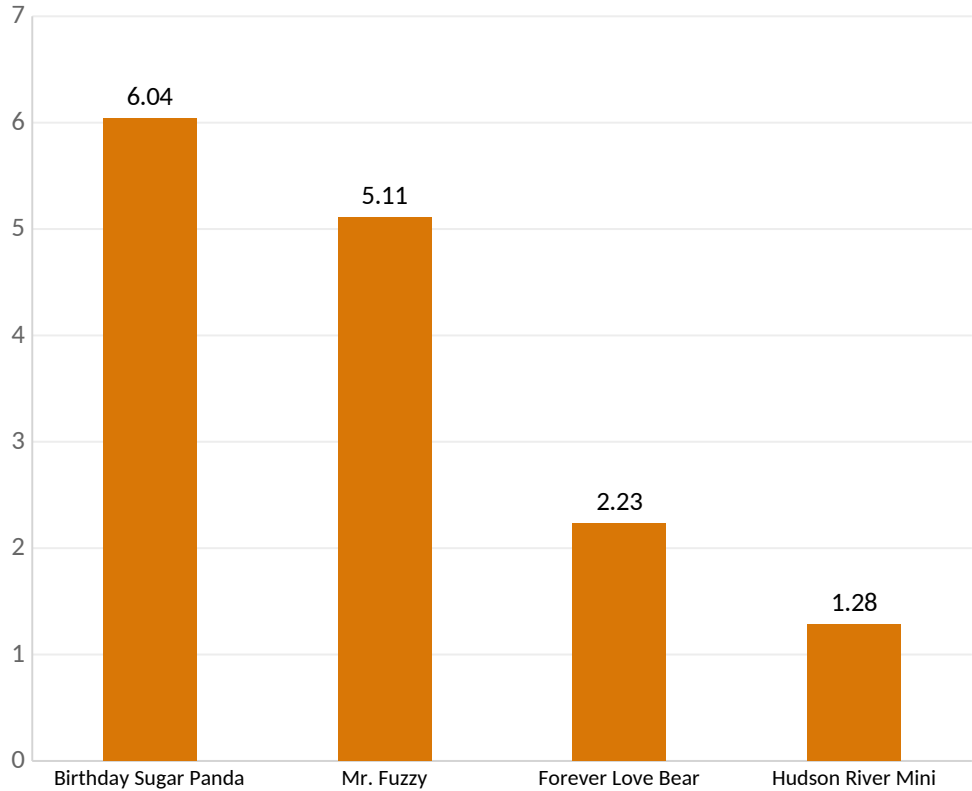
\$150K TEST RESERVE

Instrument landing → product → cart → billing. Test product-page and checkout friction before buying more mobile traffic.

More browsing accompanies purchase—but one SKU needs a quality intervention

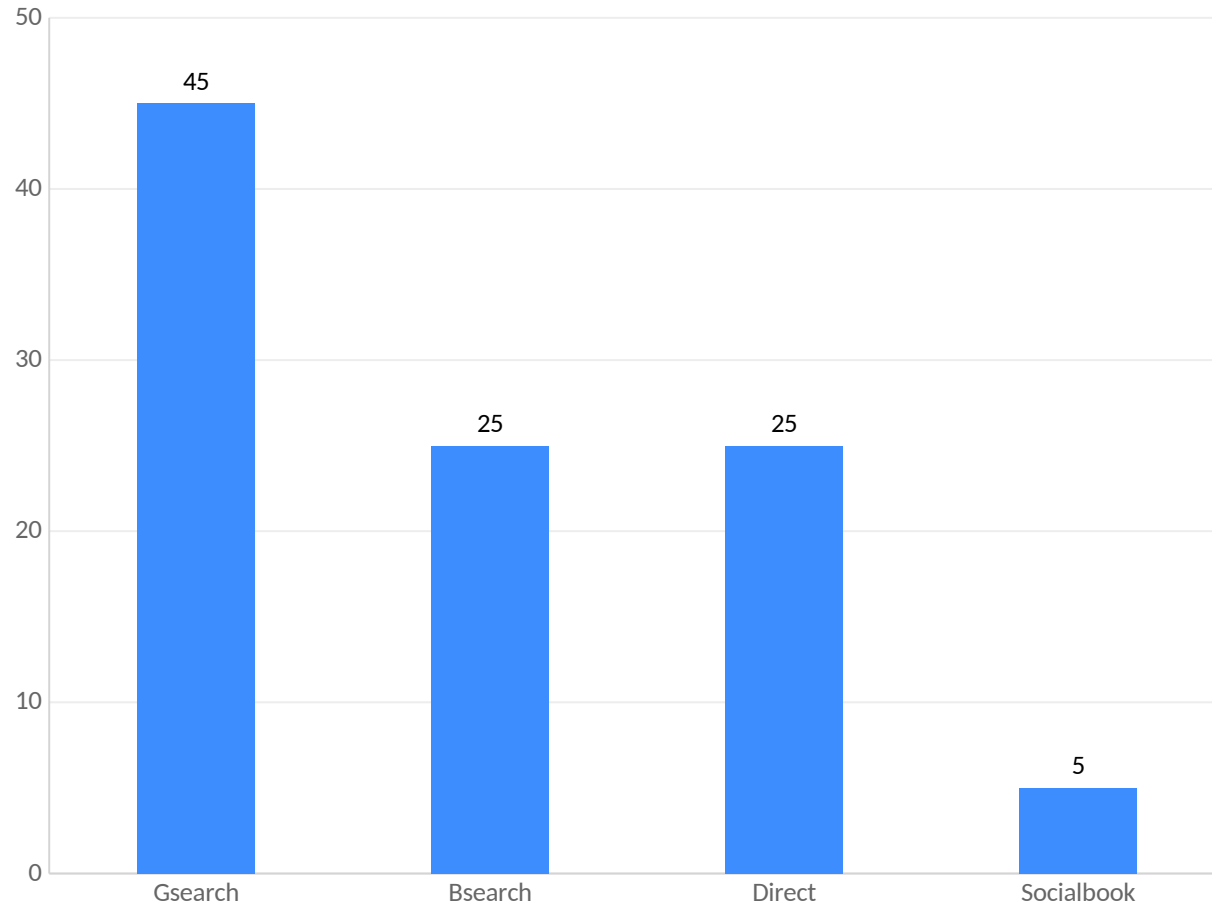


Association, not causation: use session depth to diagnose experience —not to claim pageviews create orders.



Investigate listing expectations and quality before scaling the highest-refund SKU.

The profitability case moves modeled spend toward efficient demand



MODELED \$1.0M PLAN

\$850K channel budget
\$150K mobile experiment reserve

GUARDRAIL

Scenario outputs are modeled planning estimates. Validate CPC, gross margin, and incrementality before execution.

Approve the mobile test. Cap low-efficiency social spend.

- 1. Protect search/direct demand.**
- 2. Instrument and test mobile funnel friction.**
- 3. Hold socialbook at 5% pending improved economics.**
- 4. Investigate Birthday Sugar Panda refund drivers.**

SUCCESS CHECK

**Conversion
Revenue / session
Contribution after media
Refund rate**