

SMS - Starbucks
App + Client Base + Incentive
Discount
Loyalty

1. Persona: Needs, message
 2. Objective: Sales, awareness
- Launch of new store

→ 20-35 yrs
Professional
Coffee lover

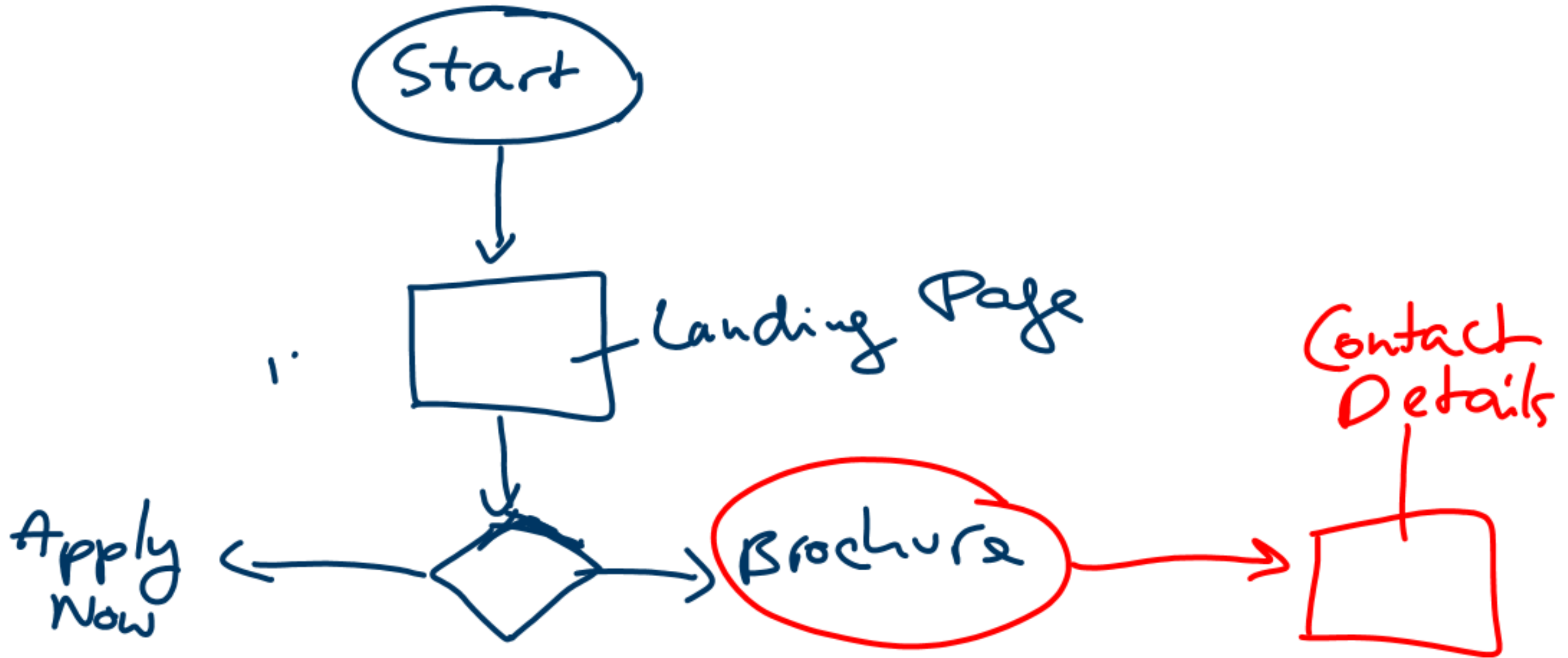
Convenience
Higher income
Cities

3. Message:

[NAME], 20%

off your coffee

Flowchart



PPC = Pay per Click

Cost per Interaction:
CPI

Cost per Acquisition
CPA

Bounce rate: % of visitors
who leave the website
after 4 secs

Growth → Engagement on APP Wallpaper

KPIs:

- No. of users (increase of 5% ^{Month to month})
- CPI → how many pple are asking about products
- Bounce rate
- Churn: % pple leaving