

APAC Membership Drive Analytical Report

Date: Oct 29, 2021

Time: 11-1 p.m.

Goal: 75 engagements, spread the word on what APAC is, to attend the meetings, and to fill out the survey

Quantitative Analytics: Created 75 caramel apple kits. Gave away 68, a few individuals took more than one for office mates, estimate at least 55 unique engagements.

Bags included the APAC website, table had a QR code for the survey—gave away about 20 QR code cards

Qualitative Analytics: most people that stopped by did not know what APAC does, they had not attended a meeting, about half had done the survey.

Marketing Analytic:

Mail Chimp Report:

2,041 recipients 549 opened 6 unsubscribes 26 clicks to APAC website 15 clicks to the survey 9:00 a.m. highest open time

Expenses:

Item	Supplier	Anticipated Cost	Actual Cost
Cosmic Crisp Apples	HMB	50.00	\$58.75
Caramels	HBM	75.00	\$58.11
Sticks and Bags	Walmart	75.00	\$8.43
Anticipated total		200.00	\$125.29

ROI:

\$2.28 per unique engagement

\$1.84 per total engagement