**Business**

Trocafone is the first end-to-end e-commerce marketplace of LATAM that enables people to buy and sell used electronics hassle-free, with market base in Brazil and operations in Argentina.

Buyers enjoy the great deals of a peer-to-peer marketplace combined with the service, convenience, and safety of a retail store. Sellers enjoy a streamlined experience since it takes seconds to sell an item, and shipping is effortless with Trocafone’s pre-addressed and pre-stamped mailers.

**Challenges**

It is difficult to attribute online sales to offline marketing efforts since there is no click or visit path to trace back to the sources.

Moreover, offline marketing can potentially contribute to other business aspects such as brand awareness which might not be as tangible as revenue and therefore is harder to monitor and measure for returns.

**Model**

The model we developed on Excel allows Trocafone to evaluate the performance of marketing campaigns among four different marketing channels simultaneously, providing indications of ROI, uplift in revenue, uplift in number of sales, and other KPIs.

The user-friendly model is built to be easily updated by the marketing team and provide standardized reports for assessing the marketing efforts.

**Recommendations**

ROI is not the absolute metrics - Uplift on revenue and number of sales are better indicators to benchmark marketing efforts.

Sales are not the sole measure to assess return on marketing spending - Uplift in other measures, such as number of website visits, are also important and should be included in the analysis.

Offline marketing can be an opportunity - Offline-driven traffics currently represent a small portion of the company’s overall sales and have a room to grow.

Baseline is the key driver of future marketing analysis - Trocafone should pay attention to the accuracy of projected baseline.

Isolate campaigns and channels during evaluation period - Isolation will provide a clearer picture of effects from each channel.

**Timeline**

Researched top 7 project preferences  
OCT  
Conducted remote primary and secondary researches  
NOV  
Developed model and detailed analyses onsite while enjoying good food and weather  
JAN  
Presented final recommendation and delivered the models