

# Cleanipedia Ideathon Brief

## BUSINESS BACKGROUND

- Cleanipedia in India is an upcoming multi-channel platform which intends to portal where we build an on-going relationship with consumer on topics around Home care.
- By Multi-channel we mean we would have a fully-functional website along with a very active presence across Social media (Facebook, Instagram) and Video Channels (YouTube).
- We want to this platform to evolve into a portal where consumers to come to seek knowledge around any of their Home related problems.
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- We intend to grow this platform big where we have around 10 Mn+ Month Active Users (MAU means – unique users for whom the total session duration is more than 60 sec).

## BUSINESS PROBLEM & EXPECTED DELIVERABLE

### A. Integrated Performance Dashboard

- While individual channels provide a means to track performance on their platform. We need one single dashboard where we can check the performance of each of our campaign across all the 4 channels – Website, YouTube, Facebook, Search Engine etc.
- Also suggest what are the KPIs which needs to be assets to measure the campaign performance as well as overall performance of the asset (Website, channel etc).
- A working dashboard is the expected outcome for this problem

### B. Consumer Engagement

- Provide suggestions around what should we do more or differently to increase the engagement level (Repeat users on our website and each session duration more than 60 secs) with the consumer e.g. customized content suggestion etc.
- We would also seek suggestion around what kind of content should be produced across each of the platform (website, YouTube etc)

### C. Integration with Ecommerce Link

- A working prototype of the solution which can help me direct the audience from my platform directly to an ecommerce product page. Product for example could be Surf excel, Vim and Domex.