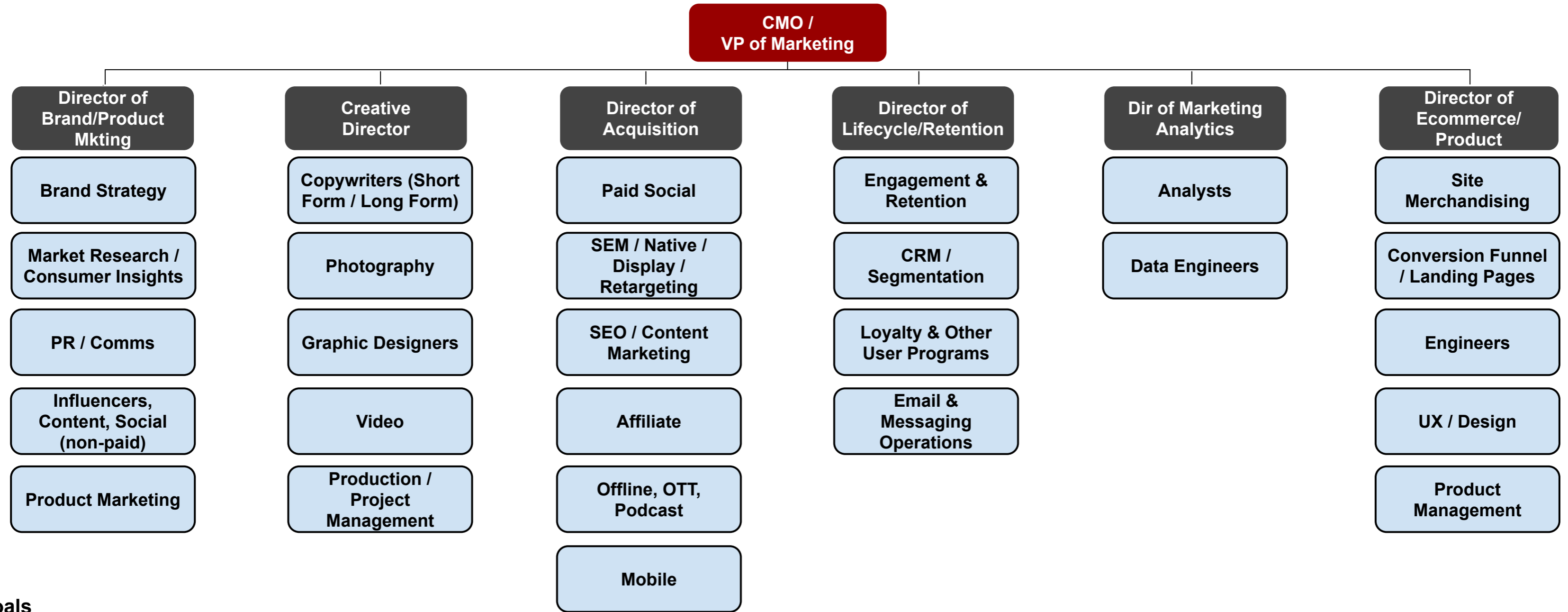


# revel one B2C Ecommerce Org Chart



## Goals

- Positioning / Messaging
- Customer Segmentation
- Look and Feel
- Integrated Marketing

- Creative Execution
- Alignment to brand
- Content marketing support
- Creative asset support for other channel

- Profitable new user acquisition
- Manage CAC
- Manage spend across channels, new channel testing

- Channels: email, notifications, SMS, in-site/app, retargeting
- Increasing LTV
- Managing Churn
- Managing engagement programs, promotions, winback

- Define key metrics, dashboards, reporting, forecasting
- Analytics stack
- Pricing / Promotion support
- LTV analyses
- Marketing insights, spend optimization across channels

- Everything related to the site, funnel, promotions
- Partners with merch team
- Maximize sales and products offered

## Considerations

- Brand may be integrated with creative earlier on
- PR/Comms sometimes separated from core brand work
- Product Marketing may separate later if there are diverse products and user segments

- Creative may report to brand

- Offline channels sometimes live under Brand
- Content and Organic may live under brand along with non-paid social

- At first, can focus on email and retention tactics and grow into Director-led function
- Critical role in subscription businesses

- Can nest under Acq or Ecommerce early on
- Marketing Ops may be its own group or roll up
- Marketing Ops can stand on its own, combine with Analytics, or be in the channels

- In some orgs, Head of E-Commerce title is broader "business owner" and owns functions like Acq & Retention
- May own or partner with product