Analyzing a Ramadan Digital Marketing Campaign

Case Study Analysis

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I. Introduction:

Marketing is a crucial element of any business. Businesses are constantly in search of new strategies that can propagate their business. Web ads and social media platforms has been widely used methods for digital marketing. These digital platforms design various digital marketing campaigns to market a service, product, or brand. Such marketing campaigns reach their target audience, involve them, and eventually increase brand awareness, create a purchase, and improve engagement or conversions. A leading company ran a digital marketing campaign during Ramadan across three major platforms: TikTok, Meta (Facebook & Instagram), and Snapchat. This campaign plays a significant role in aligning with the company's extensive marketing strategy. Additionally, it establishes an intense digital area during the religiously significant month of Ramadan. Ramadan gives an ideal prospect to increase conversions and improve brand loyalty. The campaign aimed to increase brand awareness, engagement, and conversions. The marketing team used various ads and strategies targeting different demographics. The raw data from these platforms was collected and needs to be analyzed to assess the campaign's performance. The effectiveness and significance of these campaigns can be scaled via a detailed analysis.

This case study investigates the performance of campaigns among all platforms, proposing recommendations and meaningful insights for upcoming marketing strategies. The task is to analyze performance data using Excel to identify trends, insights, and areas for improvement. The analysis will involve cleaning and preparing the data, applying formulas to categorize and evaluate the campaign performance, summarizing the data using Pivot Tables, and automating tasks with basic Macros.

II. Data Cleaning and Preparation:

a. Text-to-Columns

When we are dealing with real-world data, it is usual to retrieve columns where several types of data are stacked into a single field. In the data set provided, we can find ‘Campaign name’ ‘Ad group name ‘, and ‘Ad name ‘possess this delimiter ‘~’ which is necessary to be cleaned. Therefore, we used Text-to-column after identifying which columns needed to be selected:

Data Tab>Text-to-column>choose a delimiter>Finish

After splitting the data, ensure the new columns make sense. You might need to rename columns to reflect the separated information, such as "Campaign Name" and "Audience Type"

b. Remove Duplicates

To chuck out duplicates if your data contains any:

Data tab>Remove duplicates

c. Check For Missing Data

An Excel feature named ‘Filter’ can easily identify missing values in big data sets. Incomplete observations or empty cells can disrupt your analysis and skew results. Another method you can apply is to select the data range

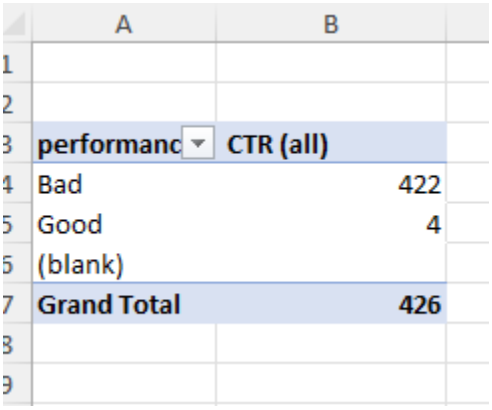
Ctrl + G>Go TO Special > Blanks

Ctrl + G>Go TO Special >Constants>except numbers uncheck everything>deselect 0

III. Performance Evaluation:

a. CTR evaluation of Meta Data:

By applying the IF statement, the Click Through Rate i.e. CTR of Mata Data is evaluated. The new column added would entitle the CTR as “Good” if it's>2%. In the end % of campaigns having Good CTR is calculated which is **0.93%** i.e. only 4 campaigns generated a “Good CTR”.



	A	B
1		
2		
3	performanc	CTR (all)
4	Bad	422
5	Good	4
6	(blank)	
7	Grand Total	426
8		
9		

b. Identification of low engagement of Snapchat campaigns:

Engagement is directly related to how many swipes, clicks, likes, or views any ad receives. Therefore, swipe-ups are evaluated. The campaigns having less than 1000 swipe-ups are recognized as “Low” engagement. A new column entitled “Engagement” is created by incorporating the NOT function. Low engagement of any campaign immensely suggests that optimization of upcoming campaigns is much needed. It also proposes that the audience is not finding the content interactive and meaningful.

Engagement	Count of Campaigns
Low	38
High	15
(blank)	
Grand Total	**53**

IV. Pivot Tables:

A Pivot table is an efficient and frequent tool of Excel when we are analyzing any data and evaluating Key Performing Indicators (KPIs). It allows us to summarize and aggregate Key performing Indicators for better and more meaningful insights. The following steps generally are taken to create a pivot table:

Select data range>Insert tab>Pivot table>Set up Pivot Table>Drag the fields into required areas

a. CTR evaluation of TikTok data:

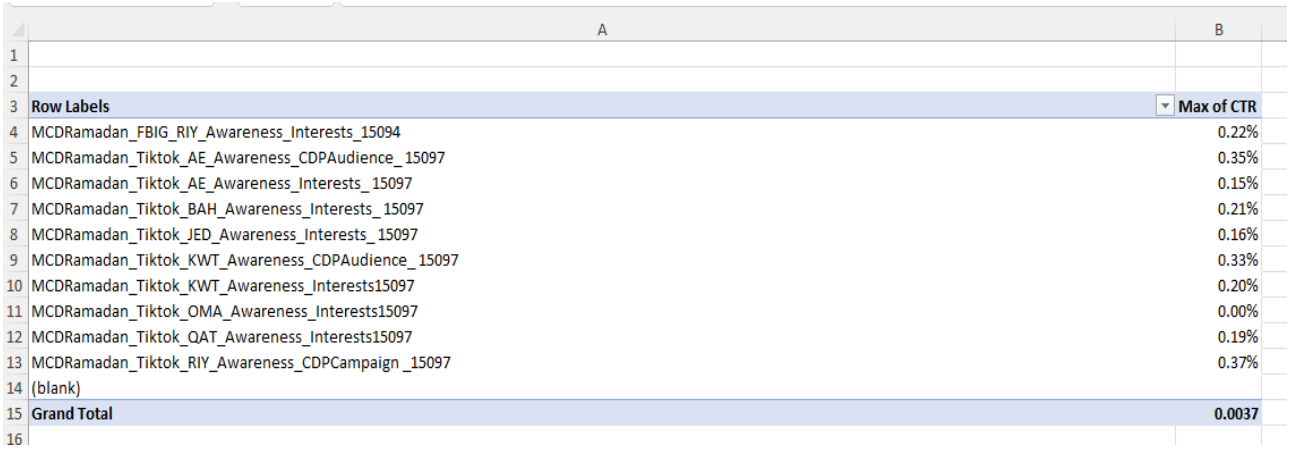
The key performing indicator that measures the average number of audiences who click on any specific link or ad is Click-Through Rate (CTR). It helps in assessing the effectiveness of any campaign to motivate an audience to click on an ad and create conversions.

CTR Formula:

$$CTR\ (\%) = (\text{Number of Clicks}/\text{Number of Impressions}) \times 100$$

where,

- Clicks represent the total number of times users clicked on the ad or link.
- Impressions represent the total number of times the ad or link was shown or displayed.



Row Labels	Max of CTR
MCDRamadan_FBIG_RIY_Awareness_Interests_15094	0.22%
MCDRamadan_Tiktok_AE_Awareness_CDPAudience_ 15097	0.35%
MCDRamadan_Tiktok_AE_Awareness_Interests_ 15097	0.15%
MCDRamadan_Tiktok_BAH_Awareness_Interests_ 15097	0.21%
MCDRamadan_Tiktok_JED_Awareness_Interests_ 15097	0.16%
MCDRamadan_Tiktok_KWT_Awareness_CDPAudience_ 15097	0.33%
MCDRamadan_Tiktok_KWT_Awareness_Interests15097	0.20%
MCDRamadan_Tiktok_OMA_Awareness_Interests15097	0.00%
MCDRamadan_Tiktok_QAT_Awareness_Interests15097	0.19%
MCDRamadan_Tiktok_RIY_Awareness_CDPCampaign _15097	0.37%
(blank)	
Grand Total	**0.0037**

Figure a

A campaign named "MCDRmadan_Tiktok_KWT_CDP_15097" had the highest CTR of 0.37% because it possesses the highest Engagement rate of 1.14%.

b. Ads Conversion Rate of Meta Data:

A key Performing metric that calculates the percentage of the audience who performs an action of purchasing after exploring an ad.

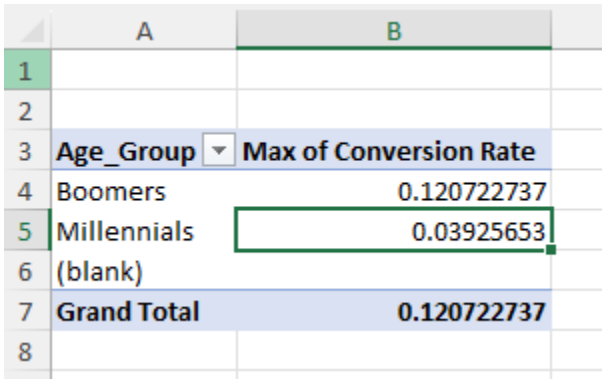
Formula:

Conversion Rate (%) = (Number of Conversions/ Number of Clicks or Visitors) ×100

where,

- **Conversions** represent the number of users who completed the desired action (e.g., purchase, sign-up).

- **Clicks or Visitors** represent the total number of users who clicked on the ad or visited the website



	A	B
1		
2		
3	**Age_Group**	**Max of Conversion Rate**
4	Boomers	0.120722737
5	Millennials	0.03925653
6	(blank)	
7	**Grand Total**	**0.120722737**
8		

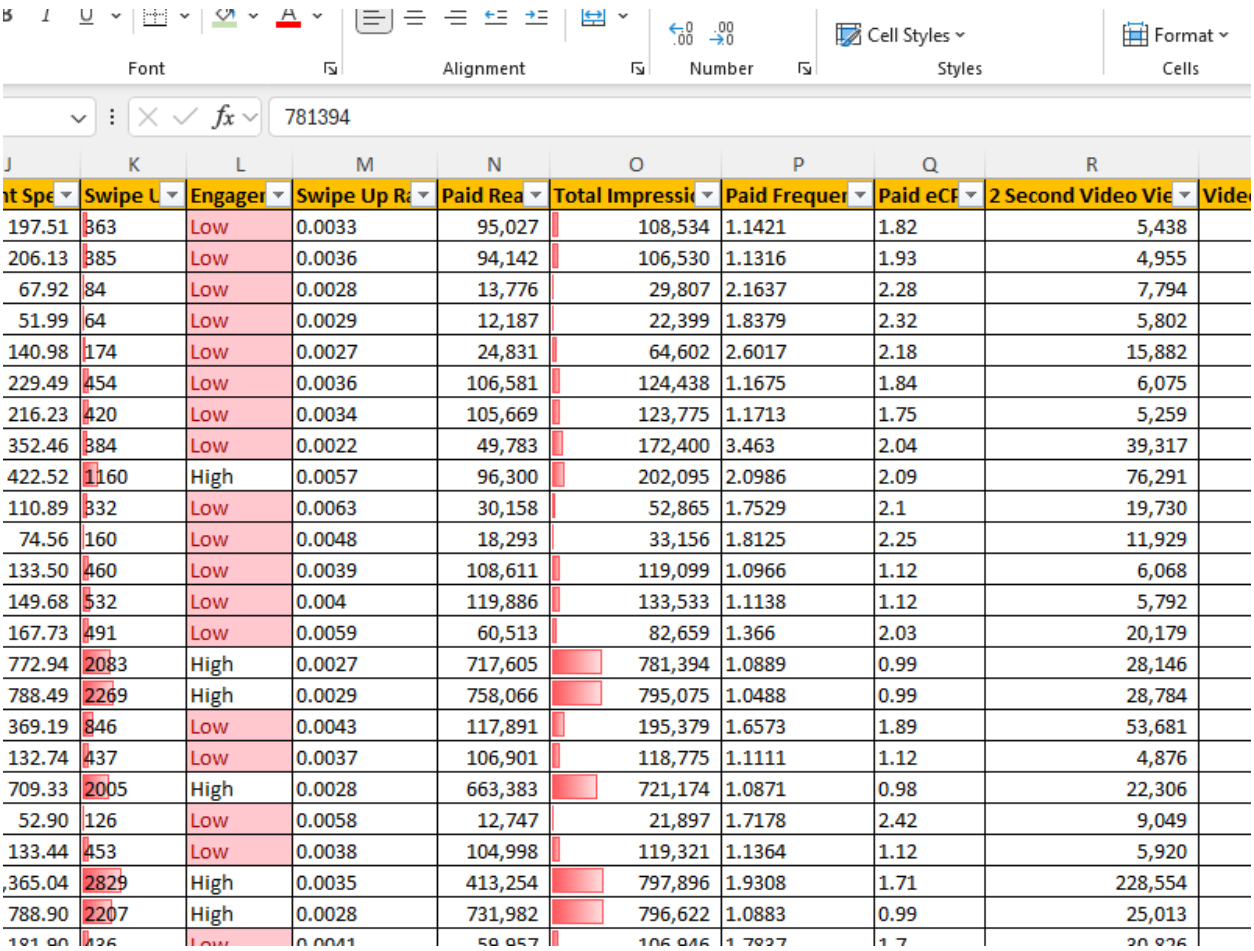
Figure b.

The age group "Boomers" has the highest Conversion rate of 0.12.

V. Conditional Formatting in Summary sheet:

The Excel Conditional Formatting Tool is a robust tool that can visually highlight cells that show specific trends that allow for rapid recognition of key performing indicators i.e. CTR, CPC, impressions, or conversion rates.

Select the range of data>Home tab>Conditional Formatting>select desired Rule type



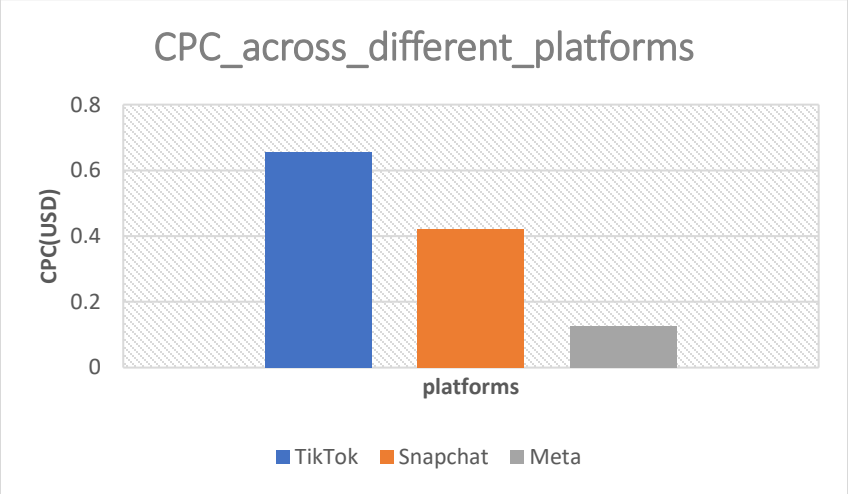
J	K	L	M	N	O	P	Q	R
ıt Spe	Swipe U	Engager	Swipe Up Ra	Paid Rea	Total Impressi	Paid Frequer	Paid eCP	2 Second Video Vie	Vide
197.51	363	Low	0.0033	95,027	108,534	1.1421	1.82	5,438	
206.13	385	Low	0.0036	94,142	106,530	1.1316	1.93	4,955	
67.92	84	Low	0.0028	13,776	29,807	2.1637	2.28	7,794	
51.99	64	Low	0.0029	12,187	22,399	1.8379	2.32	5,802	
140.98	174	Low	0.0027	24,831	64,602	2.6017	2.18	15,882	
229.49	454	Low	0.0036	106,581	124,438	1.1675	1.84	6,075	
216.23	420	Low	0.0034	105,669	123,775	1.1713	1.75	5,259	
352.46	384	Low	0.0022	49,783	172,400	3.463	2.04	39,317	
422.52	1160	High	0.0057	96,300	202,095	2.0986	2.09	76,291	
110.89	332	Low	0.0063	30,158	52,865	1.7529	2.1	19,730	
74.56	160	Low	0.0048	18,293	33,156	1.8125	2.25	11,929	
133.50	460	Low	0.0039	108,611	119,099	1.0966	1.12	6,068	
149.68	532	Low	0.004	119,886	133,533	1.1138	1.12	5,792	
167.73	491	Low	0.0059	60,513	82,659	1.366	2.03	20,179	
772.94	2083	High	0.0027	717,605	781,394	1.0889	0.99	28,146	
788.49	2269	High	0.0029	758,066	795,075	1.0488	0.99	28,784	
369.19	846	Low	0.0043	117,891	195,379	1.6573	1.89	53,681	
132.74	437	Low	0.0037	106,901	118,775	1.1111	1.12	4,876	
709.33	2005	High	0.0028	663,383	721,174	1.0871	0.98	22,306	
52.90	126	Low	0.0058	12,747	21,897	1.7178	2.42	9,049	
133.44	453	Low	0.0038	104,998	119,321	1.1364	1.12	5,920	
,365.04	2829	High	0.0035	413,254	797,896	1.9308	1.71	228,554	
788.90	2207	High	0.0028	731,982	796,622	1.0883	0.99	25,013	
181.90	426	Low	0.0041	59,957	106,946	1.7837	1.7	30,826	

To highlight the cells containing low Engagement, conditional formatting is applied. It gives us a clearer picture of campaigns having low CTR in a summary. Campaigns of high performance or outliers can easily be shown through Conditional formatting. It helps a lot when dealing with huge data sets.

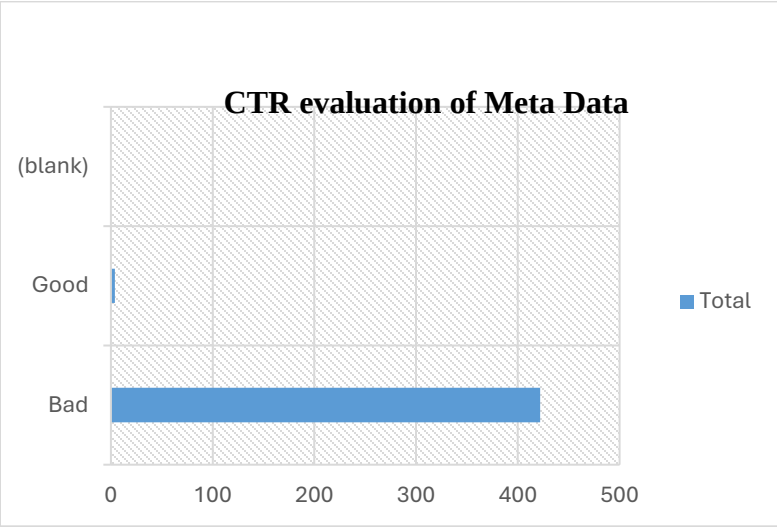
VI. Visual Representation

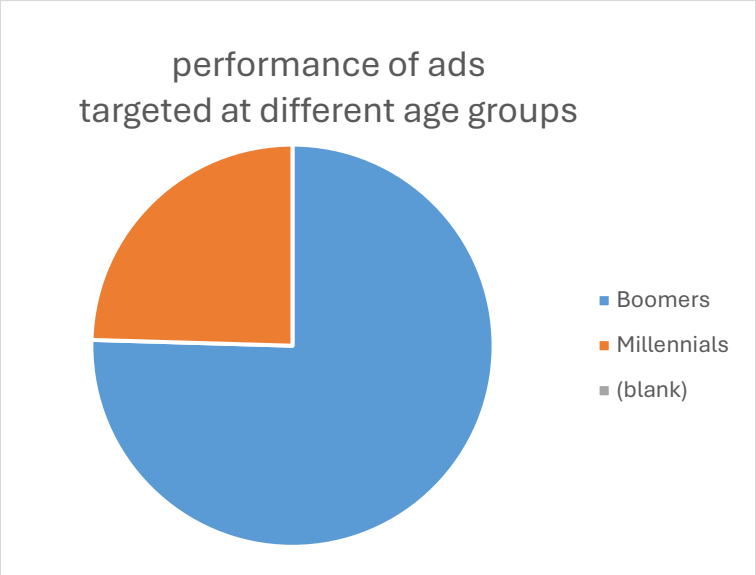
a. Cost Per Click (CPC) Across Different Platforms

Cost per click for different platforms i.e. Snap chat, TikTok, Meta is calculated.



TikTok displayed the highest CPC across all platforms. there are multiple factors responsible for a Good CPC. Campaigns that generate low CPC are more likely to yield profits and can lead to conversions. Therefore, a budget should be allocated to maximum-performing campaigns with low CPC. A better return on investment (ROI) can be obtained leading to more profits.





VII. Summary

Different key Performing Indicators that are significant in evaluating the performance of any campaign are evaluated in this report to aid companies and data analysts in making meaningful decisions for improved upcoming marketing strategies.

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