

Dentsu Canada

Analytics and Insights Team
Runzhi (Anna) Xu



Data-Driven Marketing



AI-Powered Insights



Omnichannel Campaigns

Part 1

1.1 3-Stage Marketing
Funnel Concept

1.2 Hypothesis &
Assumptions

Part 2

2.1 Campaign performance by
week

- Key metrics
- Observations, Insights, Actions

2.1 Campaign performance by
region

- Key metrics
- Observations, rights and Actions

Part 3

Top Insights

Top Actions

+

+

3-Stage Marketing Funnel



Awareness Level: Increase brand visibility and reach new audience

Key Metrics: Reach (CPR), Cost Per a thousand of Impressions (CPM), Video Views

Awareness

Company Goal

- Increase brand awareness and revenue !!!

Consideration

Consideration Level: Engage Potential Customers

Key Metrics: Click Through Rate (CTR), Engagement Rate

Conversion Level: Drive purchases, subscriptions, etc.

Key Metrics: Conversion Rate, Cost Per Acquisition (CPA), ROI

Conversion



Hypothesis & Assumptions

Hypothesis:

Higher brand awareness results in higher revenue

+

Context Assumptions

- 3-stage marketing funnel: only consider Awareness Level
- Campaign Objective/Goals: Reach, Video-Views

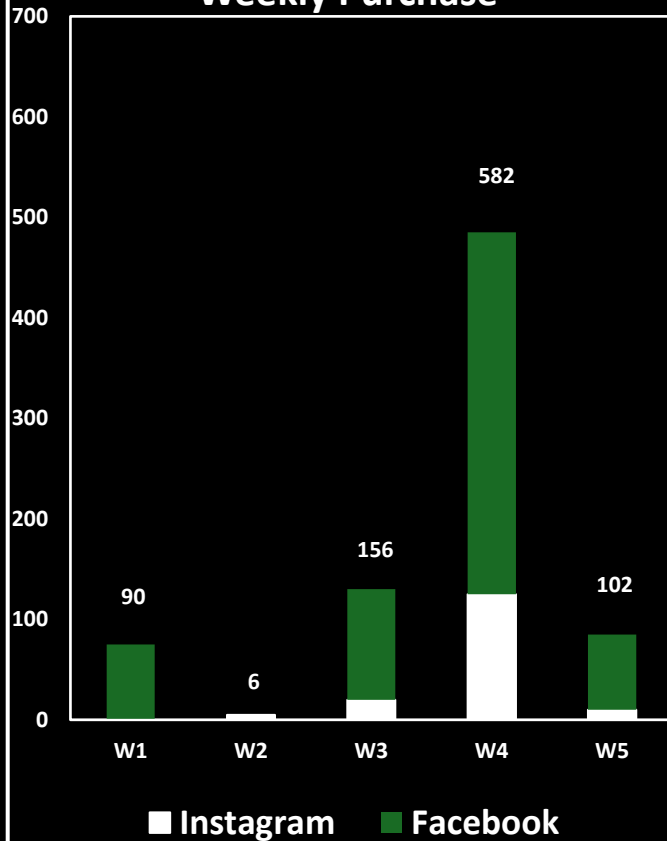
+

Unit Assumptions

- Impression in Thousands (k)
- Website Purchase Conversion Value in Thousands (k) and in \$
- Amount Campaign Spend in Thousands (k) and in \$

936
Overall Purchases

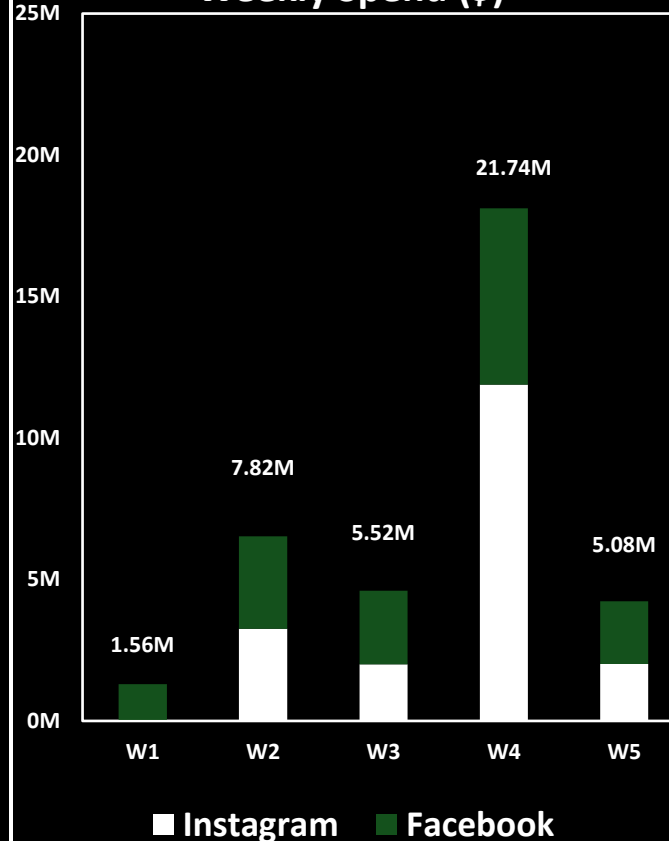
Overall
Weekly Purchase



Last 30 Days
(2018 June 1- 2018 June 30)

\$ 41.72M
Overall Spend

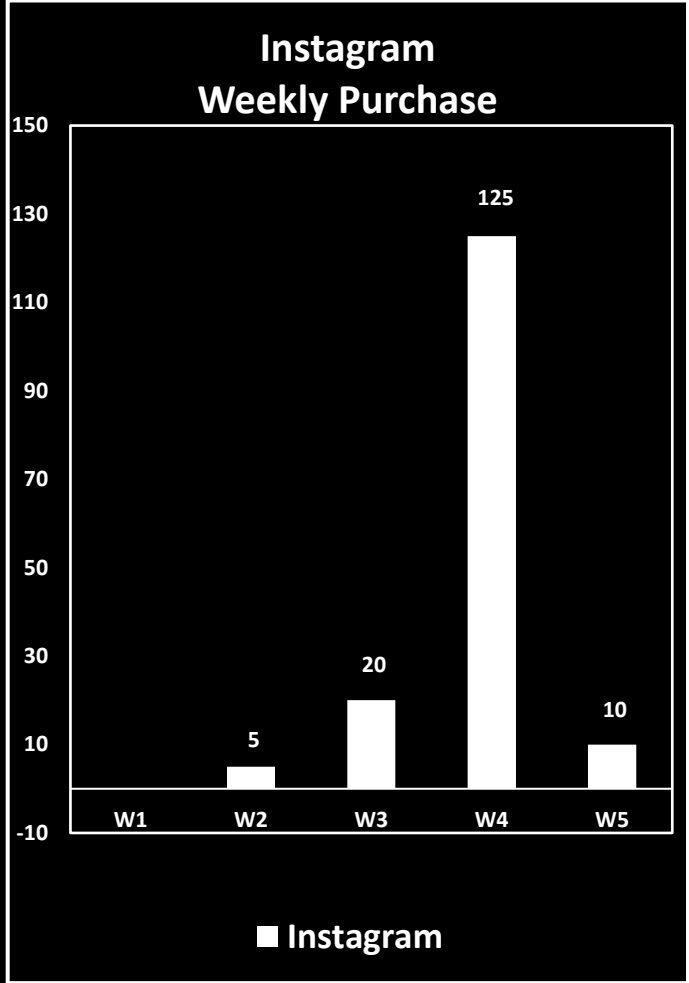
Overall
Weekly Spend (\$)



Overall Campaign Results
Overview

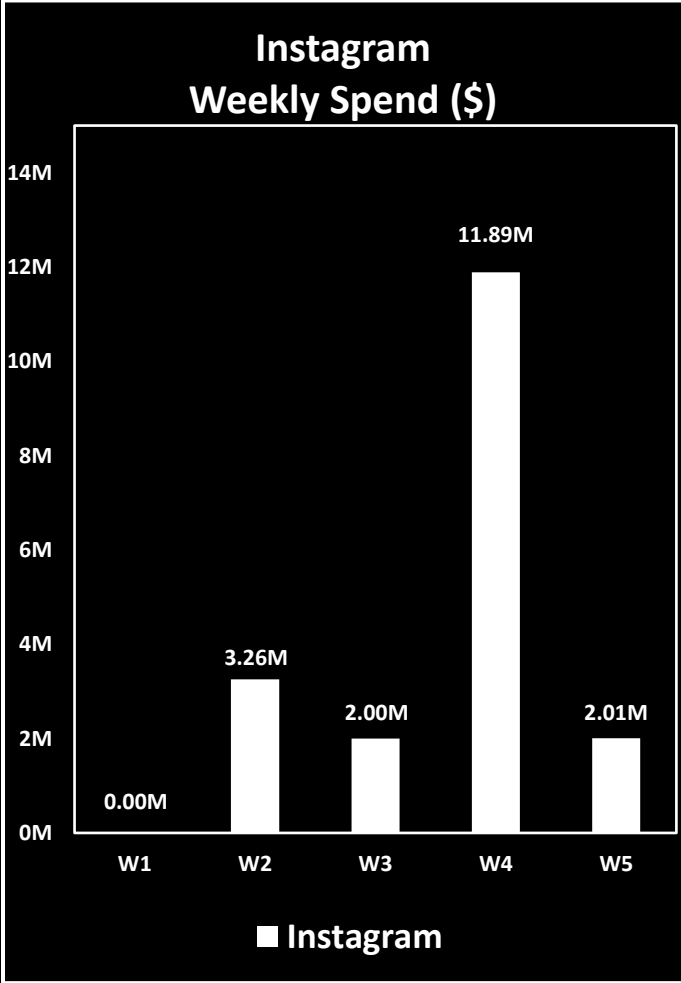
Metrics	Value
Spend (\$)	\$ 41.72M
Reach	11.88M
Frequency	1.033
3s Video Views	969,162
Average Video Watch Time (s)	4.53
Engagement	18,516
CPM (\$)	\$ 3.40 per 1k
CPR (\$)	\$ 3.51
ROI	1.02

160
Instagram Purchases



Instagram

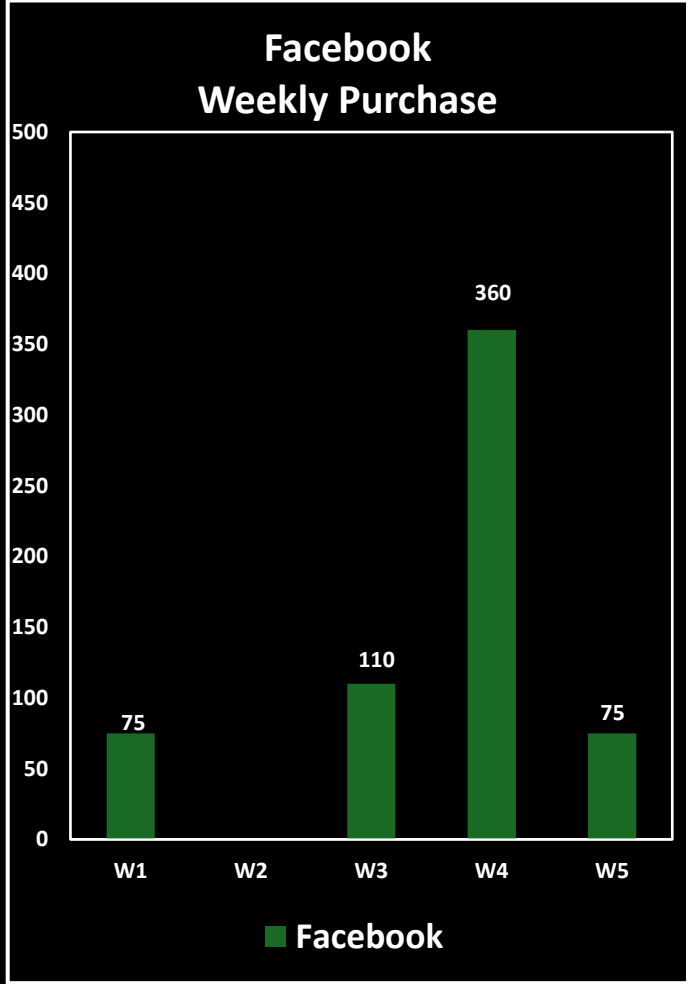
\$19.16M
Instagram Spend



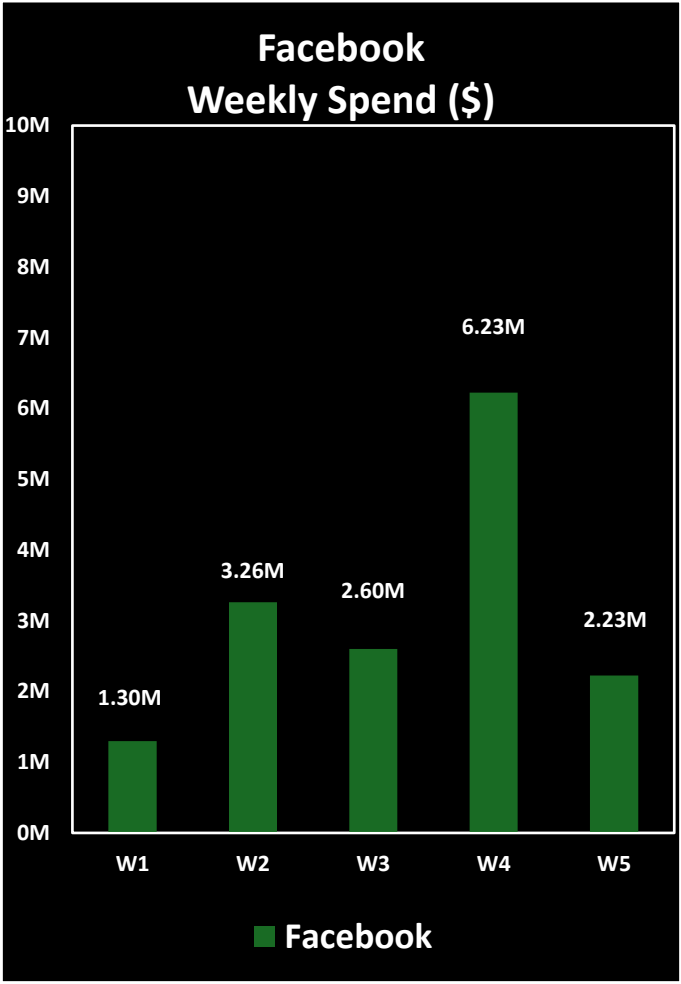
Instagram Campaign Results Overview

Metrics	Value
Spend (\$)	\$ 19.16M
Reach	6.01M
Frequency	1.032
3s Video Views	341,620
Average Video Watch Time (s)	5.17
Engagement	10,660
CPM (\$)	\$ 3.15 per 1k
CPR (\$)	\$ 3.19
ROI	0.43

620
Facebook Purchases



Facebook
\$ 15.61M
Facebook Spend



Facebook Campaign
Results Overview

Metrics	Value
Spend (\$)	\$ 15.61M
Reach	3.96M
Frequency	1.033
3s Video Views	466,015
Average Video Watch Time (s)	4.06
Engagement	4,770
CPM (\$)	\$ 3.76 per 1k
CPR (\$)	\$ 3.94
ROI	1.75

Observation

W4 (2018-06-18-2018-06-24)
has more purchase and spend

Frequency (total
impressions/total reach) of two
platforms is very close to 1

Instagram reach has a higher,
but lower CPM and lower ROI
than Facebook

Insights

Time lagging effect ?

no repetition of seeing ads

Instagram is more efficient to
reach more people with lower
CPM and engage with more
people with higher total
engagement number

Facebook is more efficient to
convert customers to purchase
with higher ROI

Actions

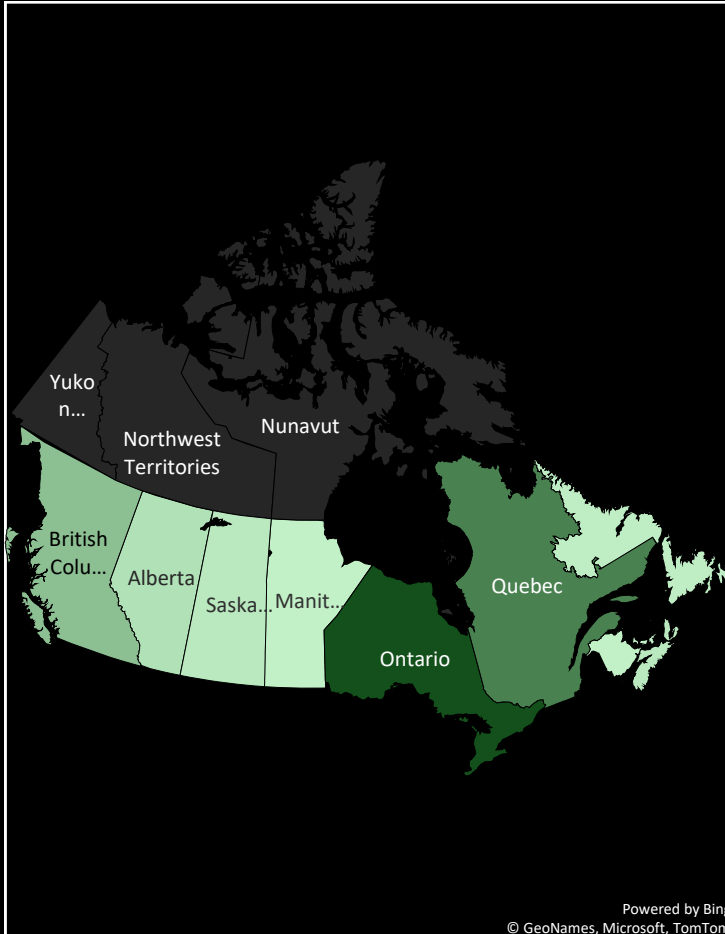
Run conversion lift studies to
see the incrementality of
campaigns on two platforms

May track the previous month key
metrics to get monthly change

May obtain the quarter/yearly
budget, and key metrics target to
check if we are on the track

Top3: ON, QC, BC
Bottom3: NT, NU, YU

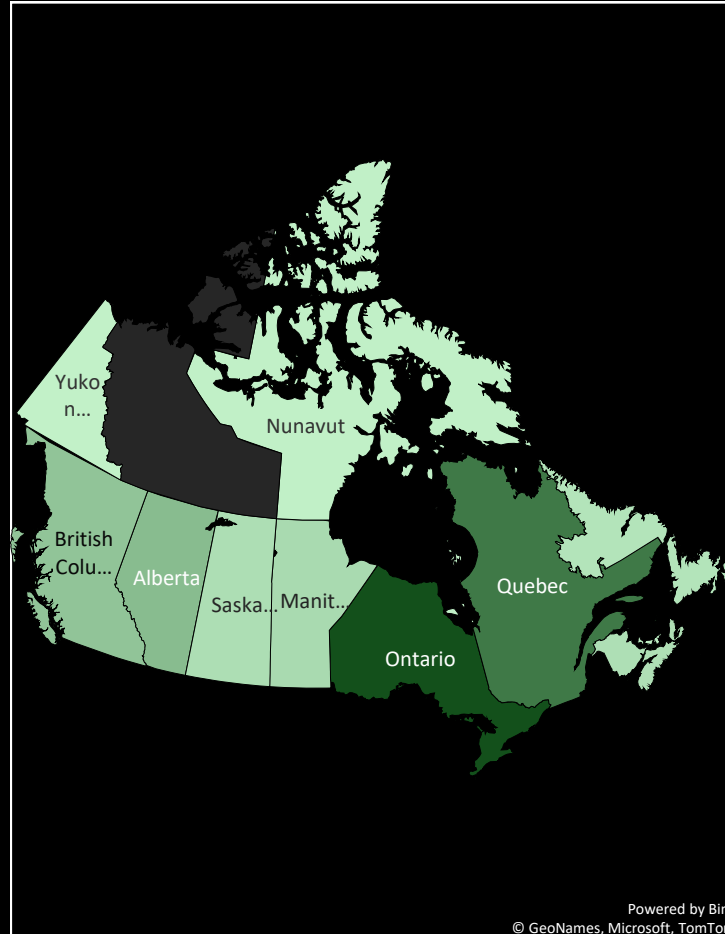
Purchase By Region



Region
Last 30 Days (June 1-June 30)

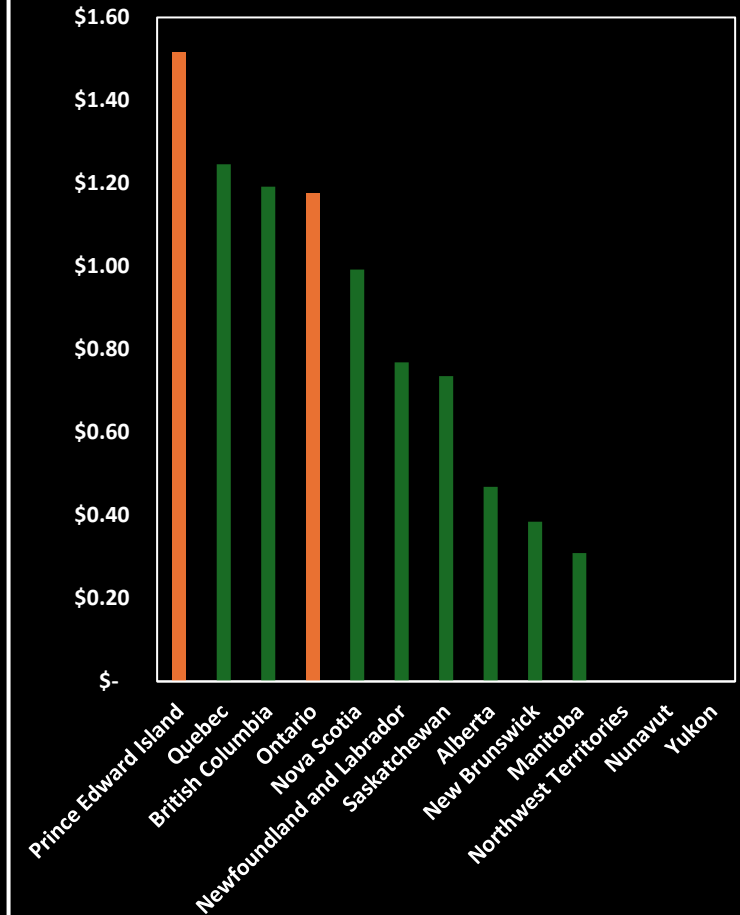
Top3: ON, QC, AB
Bottom3: NT, NU, YU

Spend By Region

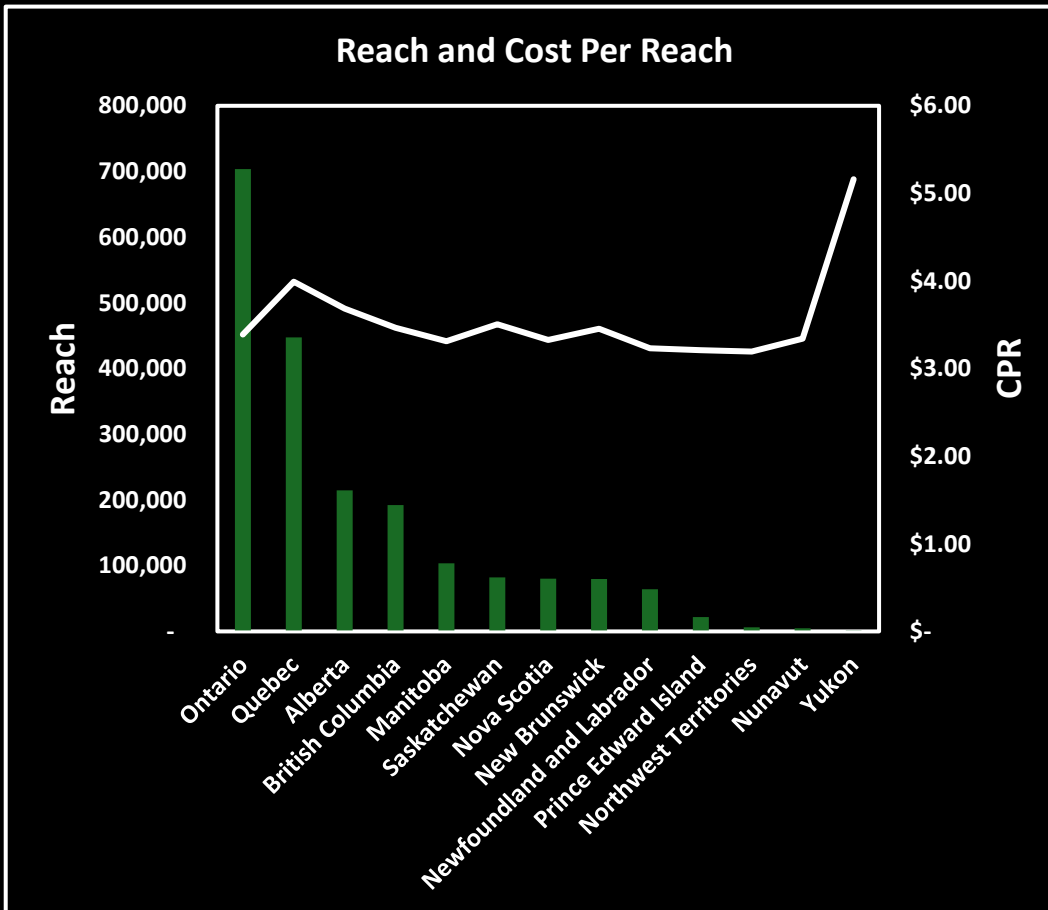


Top3: PE, QC, BC
Bottom3: NT, NU, YU

ROI

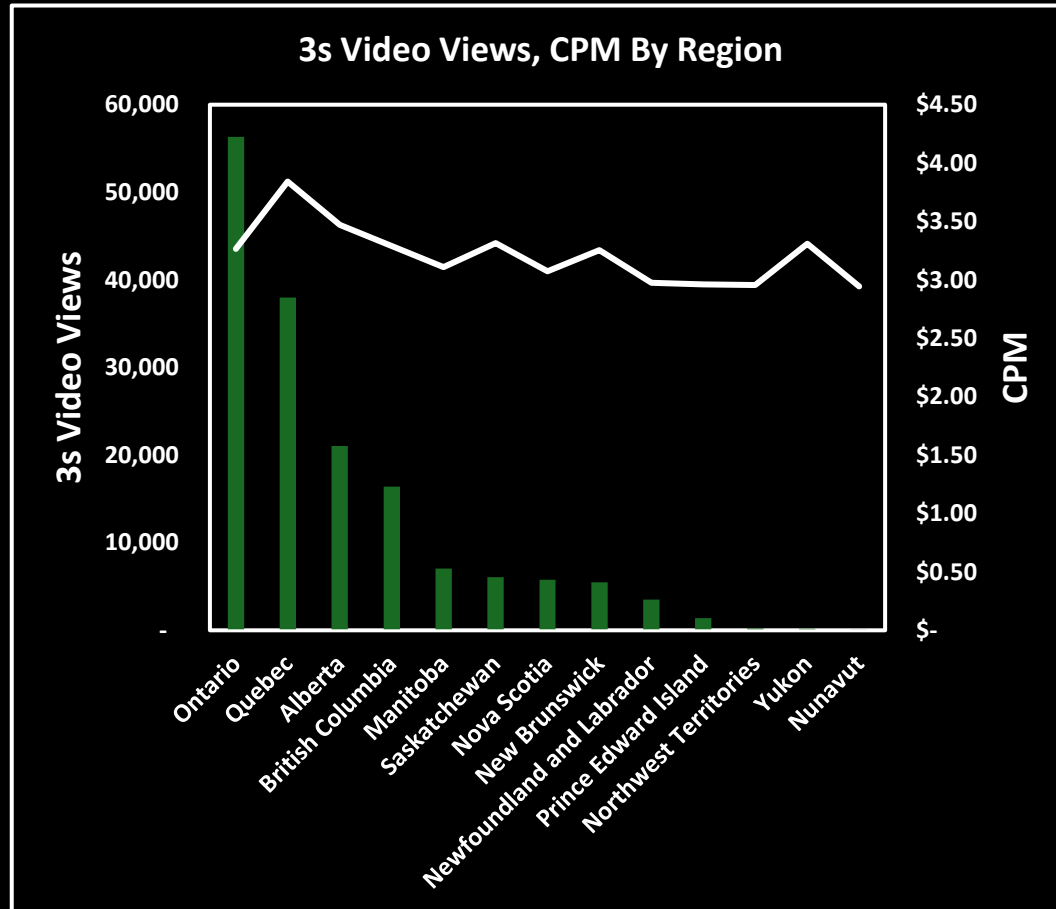


Reach, CPR By Region



- ON, QC, AB are the top3 regions with high reach
- Exclude the bottom3 regions with low reach
- QC has the highest CPR !!!

3s Video Views, CPM By Region



- ON, QC, AB are the top3 regions with 3s video views
- Exclude the bottom3 regions with low views
- QC has the highest CPM !!!

Observation

ON has the highest purchase and spend but not the highest ROI

PE has the highest ROI

QC has high CPR, CPM

Insights

The higher population density, the easier to reach more people but higher population density does not necessarily contribute to more conversion

Campaigns effectiveness can be quite different in Quebec (French), language can play a role

Actions

Run conversion lift studies to see the incrementality of campaigns on two platforms in PE region specifically !!!

Run customized campaigns in QC !!!

Compare the campaign results of Quebec with the national average !!!

Top Insights

W4 (2018-06-18-2018-06-24) has more purchase because of time lagging effect

Instagram is more efficient to reach more people and engage with more people

Facebook is more efficient to convert customers to purchase

The higher population density, the easier to reach more people and engage with more people, but not necessarily converts to higher ROI

Quebec is different !!!

Top Actions

Run conversion lift studies to see the incrementality of campaigns on two platforms !!!

Run conversion lift studies to see the incrementality of campaigns on two platforms in **PE** region specifically !!!

Run customized campaigns in QC and compare its results with the national average !!!

Thank You !

Data Transformation & Additional Results

Week No. and Dates

Week NO. Date Range

W1	2018-06-01-2018-06-03
W2	2018-06-04-2018-06-10
W3	2018-06-11-2018-06-17
W4	2018-06-18-2018-06-24
W5	2018-06-25-2018-07-01

Campaign Name:

- Date Range and Week No.
- Campaign Type such as Product, Loyalty

Ad Set Name:

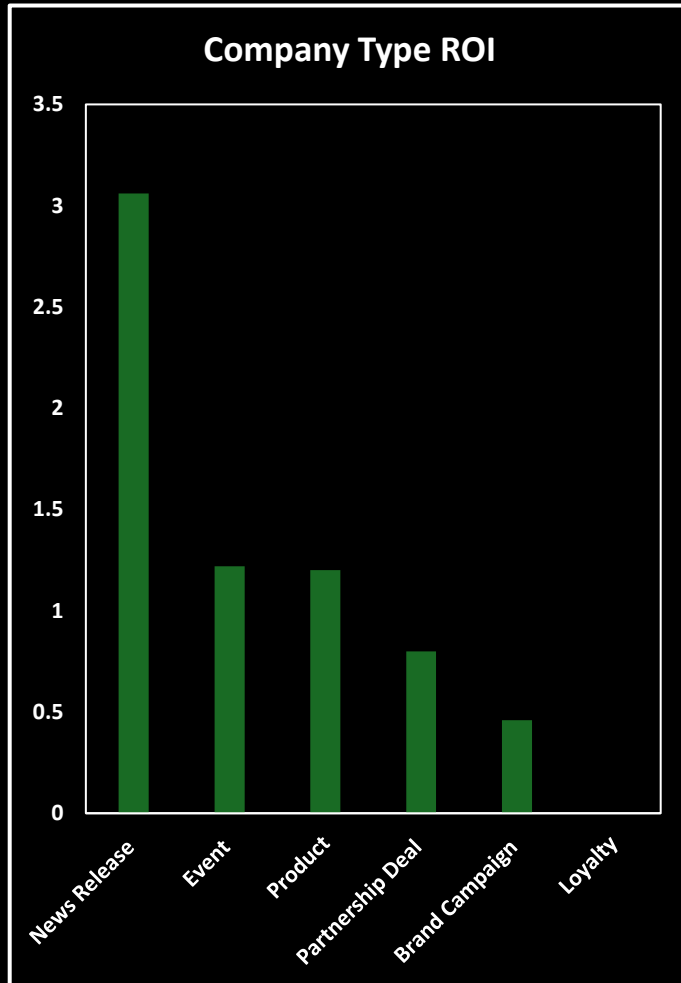
- Platform Facebook, Instagram
- Language EN, FR

Others:

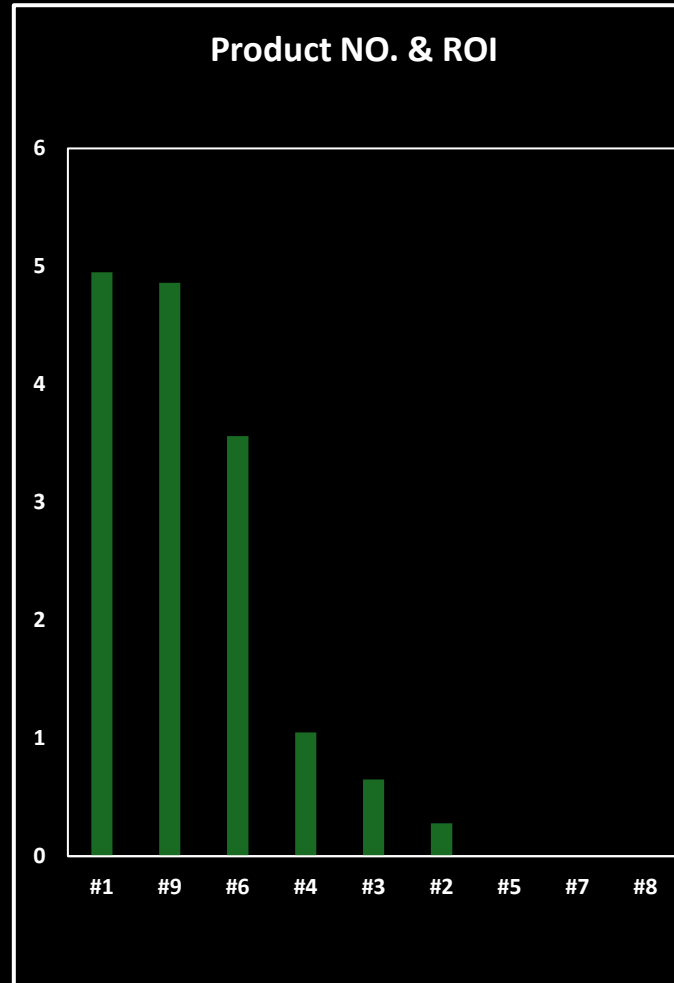
- Equal gender distribution
- More campaigns in EN
- Target all age groups but 25-34 is a bit higher relatively

Campaign Type & ROI

6 Campaign Types



9 Products



News Release, Event, Product are the top3 campaign types with high ROI

News Release Campaigns are only performed on Facebook

Event Campaigns are run on both platforms. Facebook has higher ROI (1.87) than Instagram (0.56).

Product No.1, No.9, No.6 have higher ROI

Product NO.1, NO.9, No.6 only run campaigns on Facebook (4.52 ROI)

In the future :

we can focus on News Release campaigns. We can test News Release campaigns on Instagram and compare its ROI with Facebook.

Product #1, #9, #6 are more popular. We can run campaigns with these product on Instagram and compare its ROI with Facebook.

Formula

Frequency

$$= \frac{\text{Total Number of Impressions}}{\text{Total Number of Reach}}$$

Cost Per Reach (CPR)

$$= \frac{\text{Total Campaign Spend}}{\text{Total Reach}}$$

Cost Per Impressions (CPM)

$$= \frac{\text{Total Campaign Spend}}{\text{Total of Impressions (k)}}$$

Engagement

$$= \text{'Page Likes'} + \text{'Post Comments'} \\ + \text{'Post Reactions'} + \text{'Post Shares'}$$

Engagement Rate

$$= \frac{\text{Total Engagement}}{\text{Total Reach}}$$

ROI

$$= \frac{\text{Total Revenue}}{\text{Total Campaign Spend}}$$