dentsu

Dentsu Canada

Analytics and Insights Team
Runzhi (Anna) Xu

Data-Driven Marketing

AI-Powered Insights

Omnichannel Campaigns

Part 1		Part 2		Part 3
1.1 3-Stage Marketing Funnel Concept **1.2 Hypothesis & Assumptions**	**+**	2.1 Campaign performance by week • Key metrics • Observations, Insights, Actions 2.1 Campaign performance by region • Key metrics • Observations, rights and Actions	**+**	Top Insights Top Actions

3-Stage Marketing Funnel

Company Goal

- Increase brand awareness and revenue !!!

Awareness Level: Increase brand visibility and reach new audience

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

Awareness

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
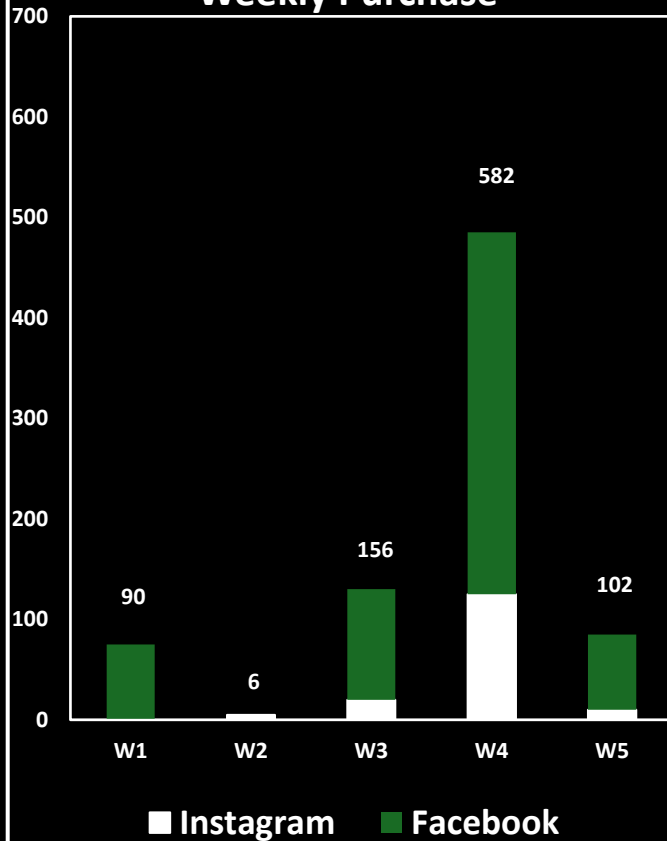- Campaign Objective/Goals: Reach, Video-Views

+

Unit Assumptions

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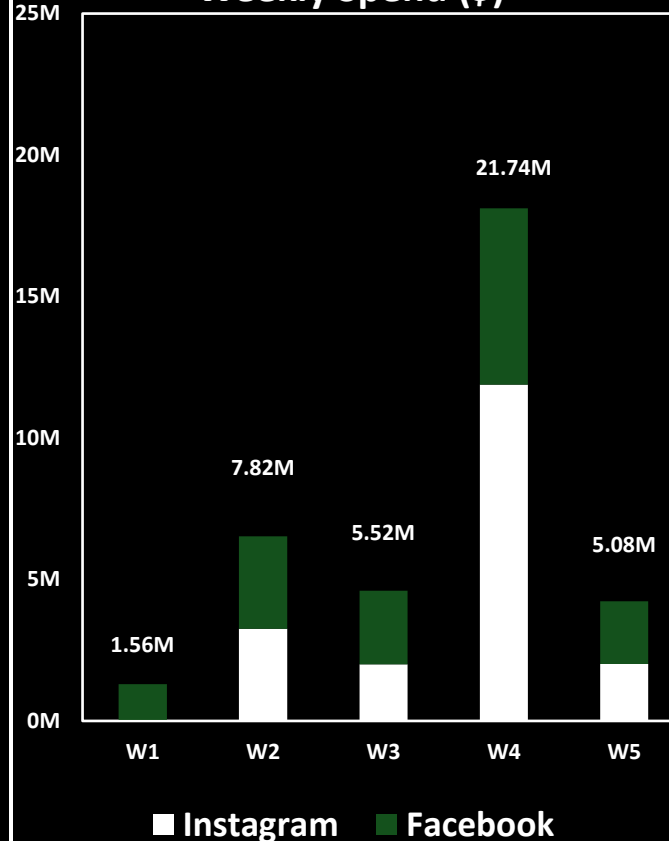- Amount Campaign Spend in Thousands (k) and in $

Instagram

160 Instagram Purchases

Instagram Weekly Purchase

Week	Purchases
W1	
W2	5
W3	20
W4	125
W5	10
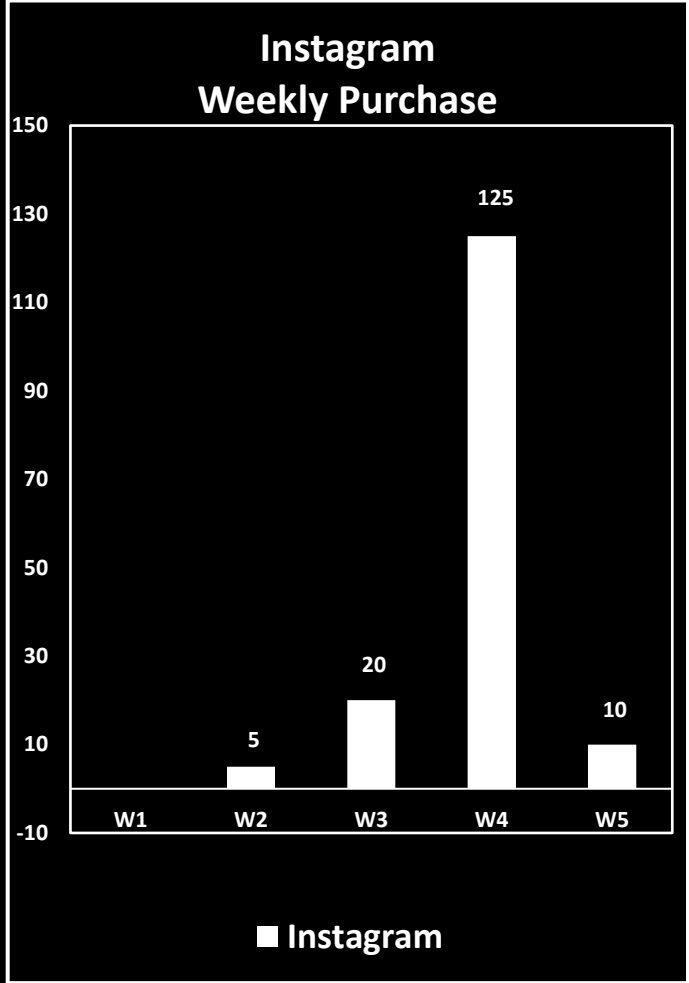
■ Instagram

$19.16M Instagram Spend

Instagram Weekly Spend ($)

Week	Spend
W1	0.00M
W2	3.26M
W3	2.00M
W4	11.89M
W5	2.01M
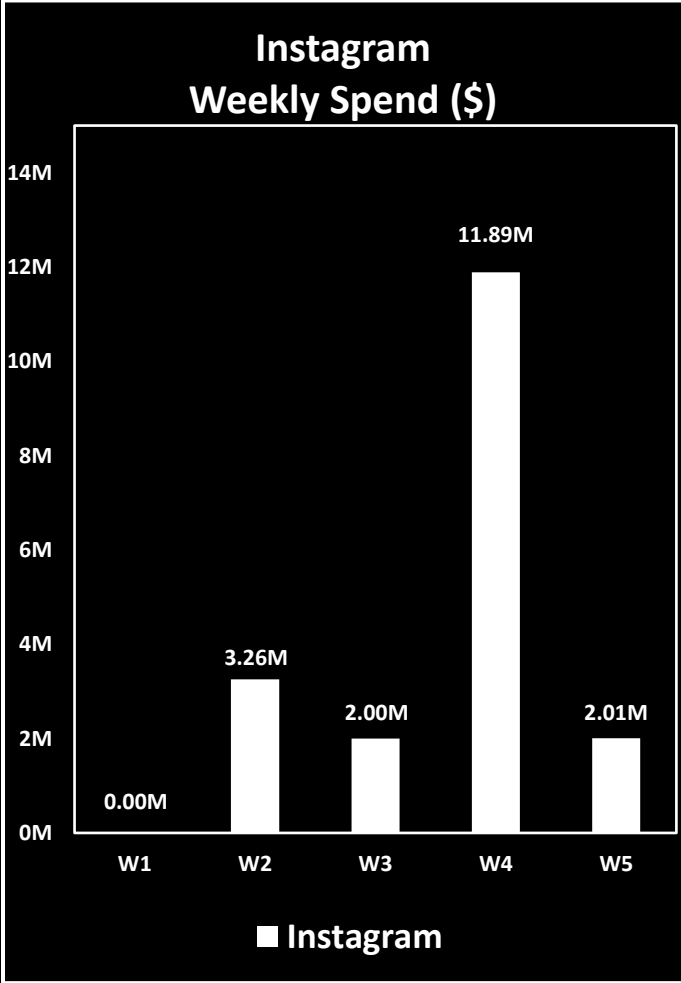
■ Instagram

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

Part 2.1

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
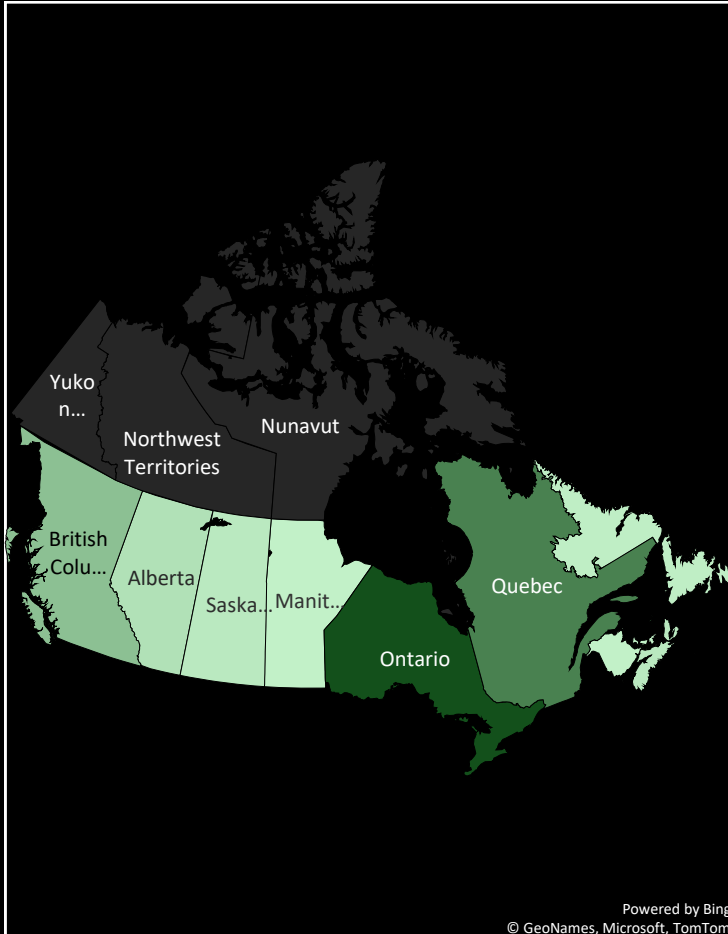
Actions

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

Region
Last 30 Days (June 1-June 30)

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

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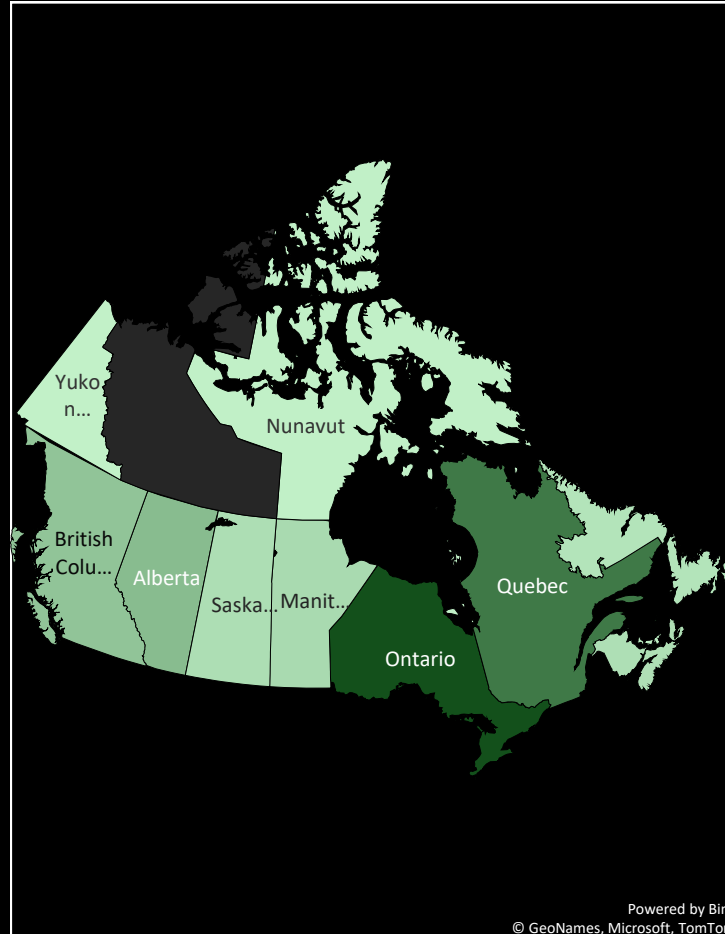
Top3: PE, QC, BC
Bottom3: NT, NU, YU

Purchase By Region

Spend By Region

ROI

Part 2.2
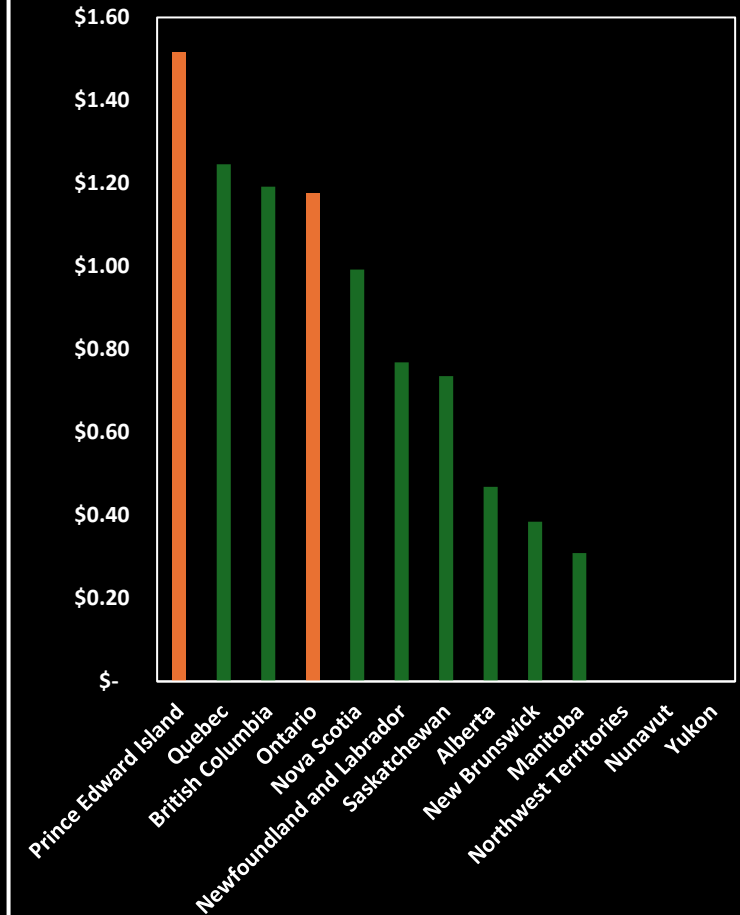
Reach, CPR By Region

Reach and Cost Per Reach
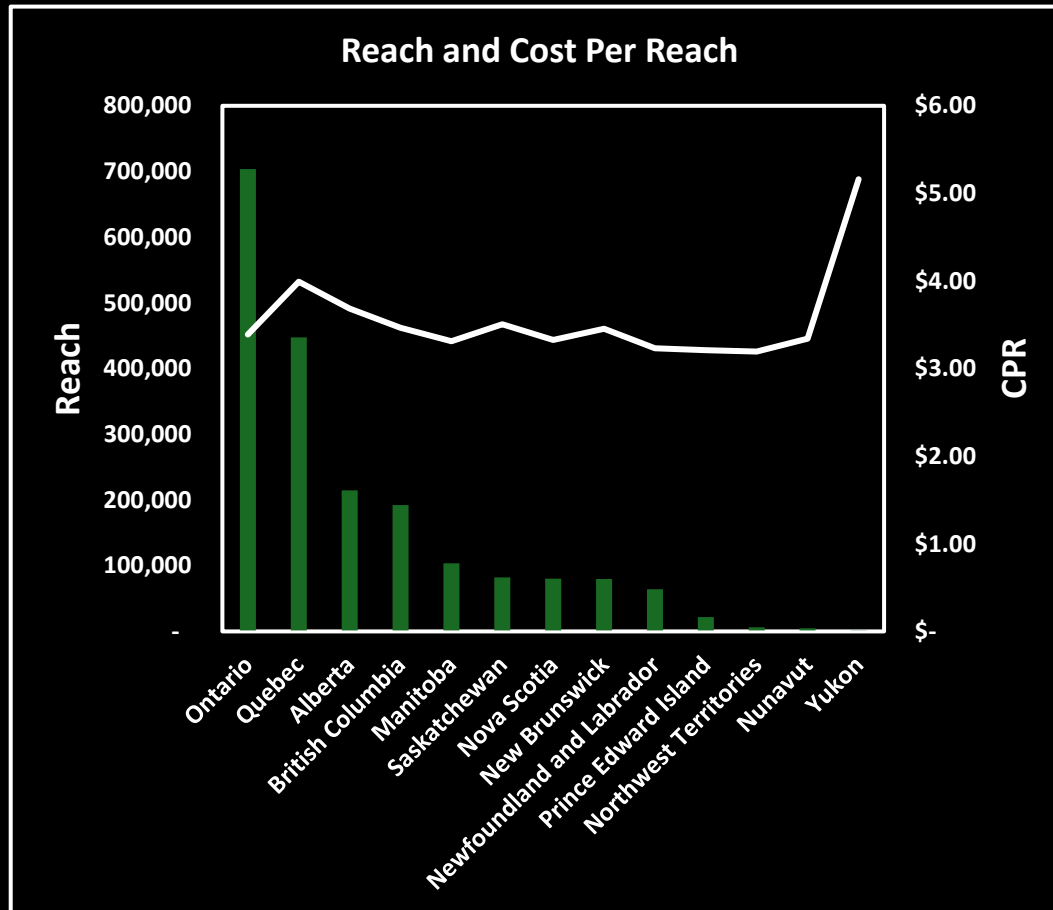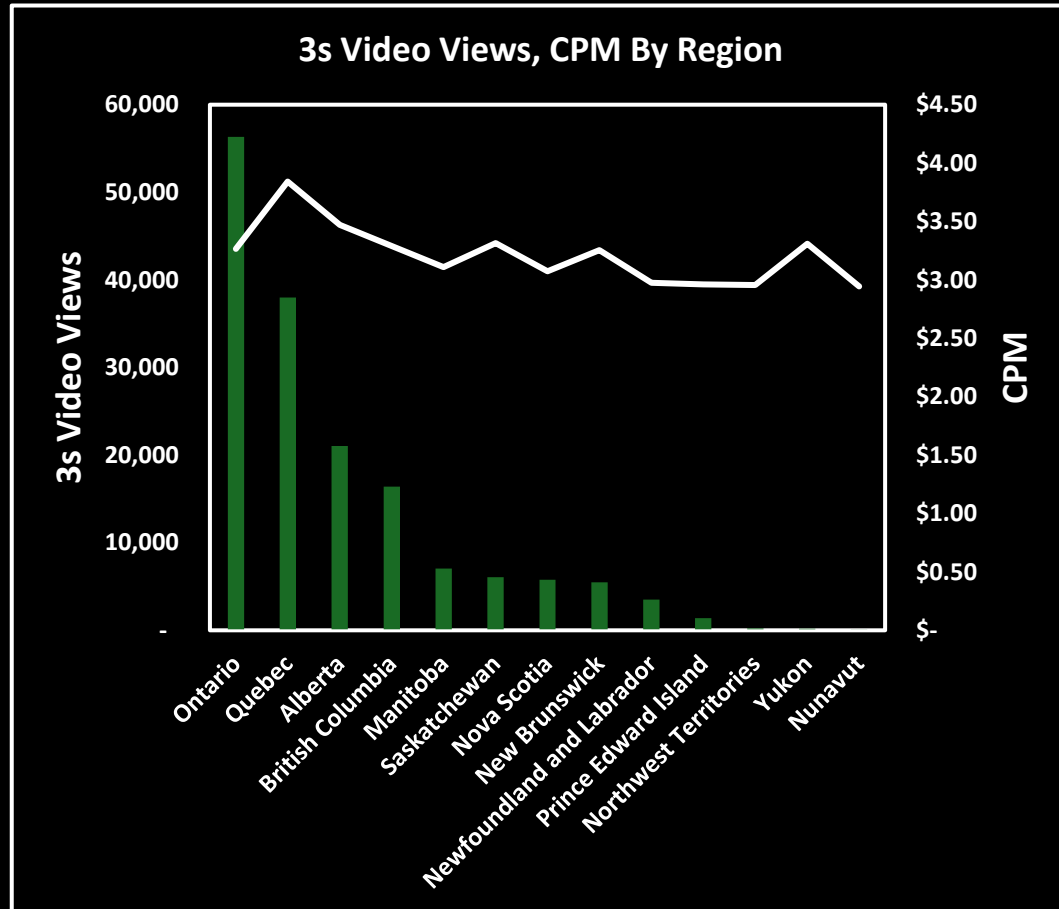
- ON, QC, AB are the top3 regions with high reach

- Exclude the bottom3 regions with low reach

- QC has the highest CPR !!!

3s Video Views, CPM By Region

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	Insights	Actions
ON has the highest purchase and spend but not the highest ROI	The higher population density, the easier to reach more people but higher population density does not necessarily contribute to more conversion	Run conversion lift studies to see the incrementality of campaigns on two platforms in PE region specifically !!!
PE has the highest ROI		Run customized campaigns in QC !!!
QC has high CPR, CPM	Campaigns effectiveness can be quite different in Quebec (French), language can play a role	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

Formula

Frequency

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

Cost Per Reach (CPR)

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

Cost Per Impressions (CPM)

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

Engagement

= 'Page Likes' + 'Post Comments'

   + 'Post Reactions' + 'Post Shares'

Engagement Rate

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

ROI

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