

Marketing Campaign Performance

Alexia Bornhorst



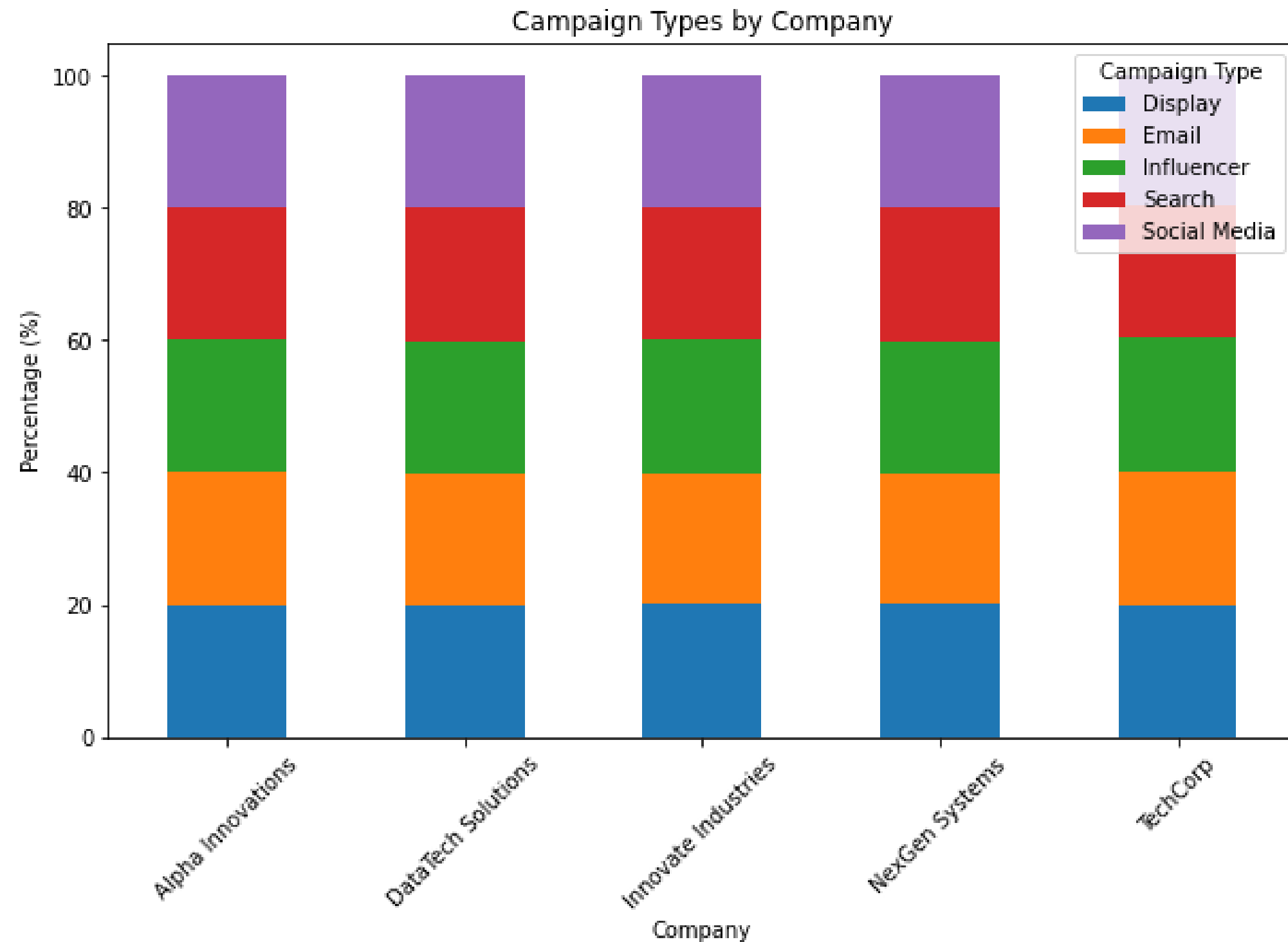
Variables

- Campaign ID
- Company
- Campaign Type
- Target Audience
- Duration
- Channel Used
- Conversion Rate
- Acquisition Cost
- ROI (Return on Investment)
- Location
- Language
- Clicks
- Impressions
- Engagement Score
- Customer segment
- Date

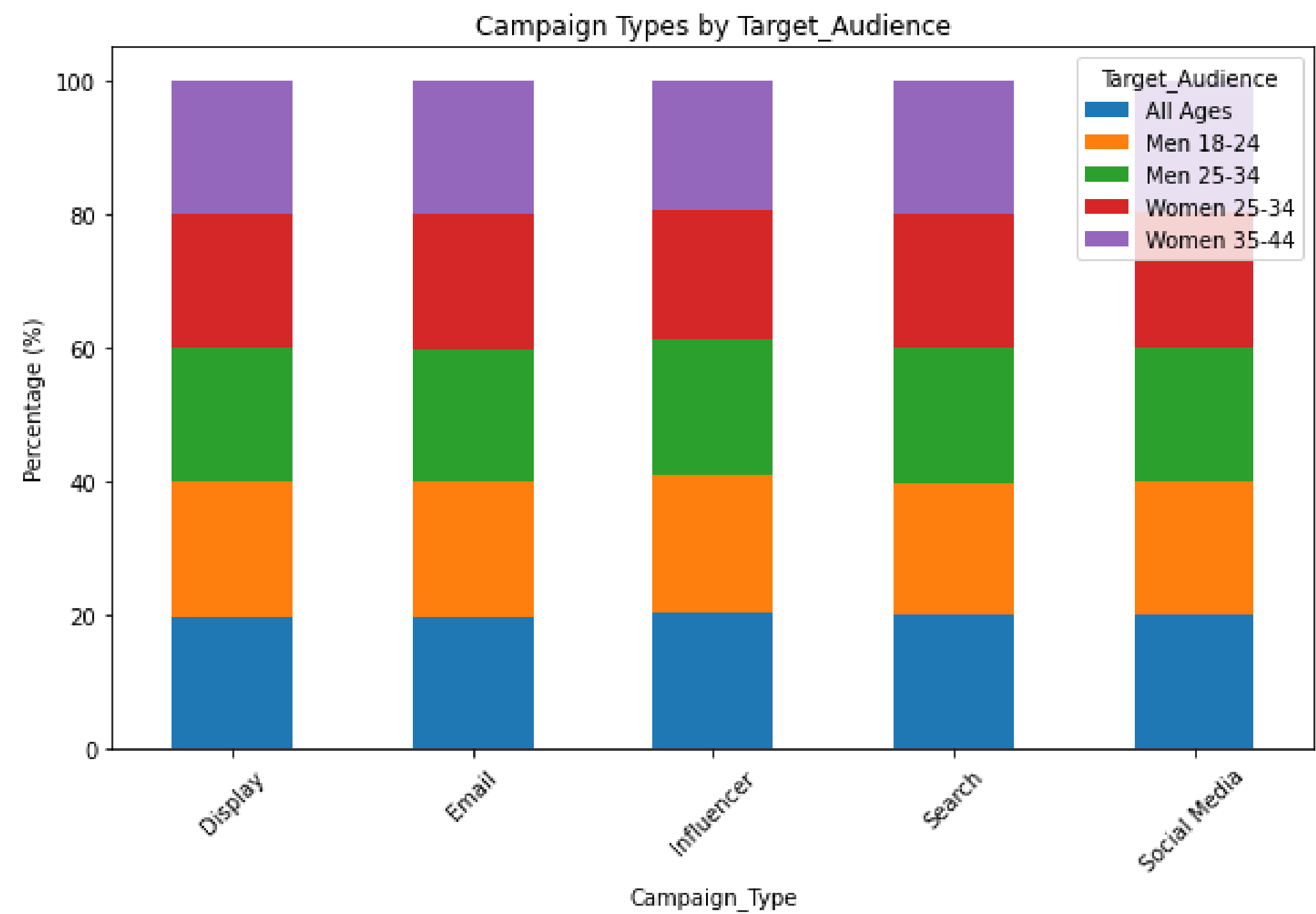


Exploratory Data Analysis

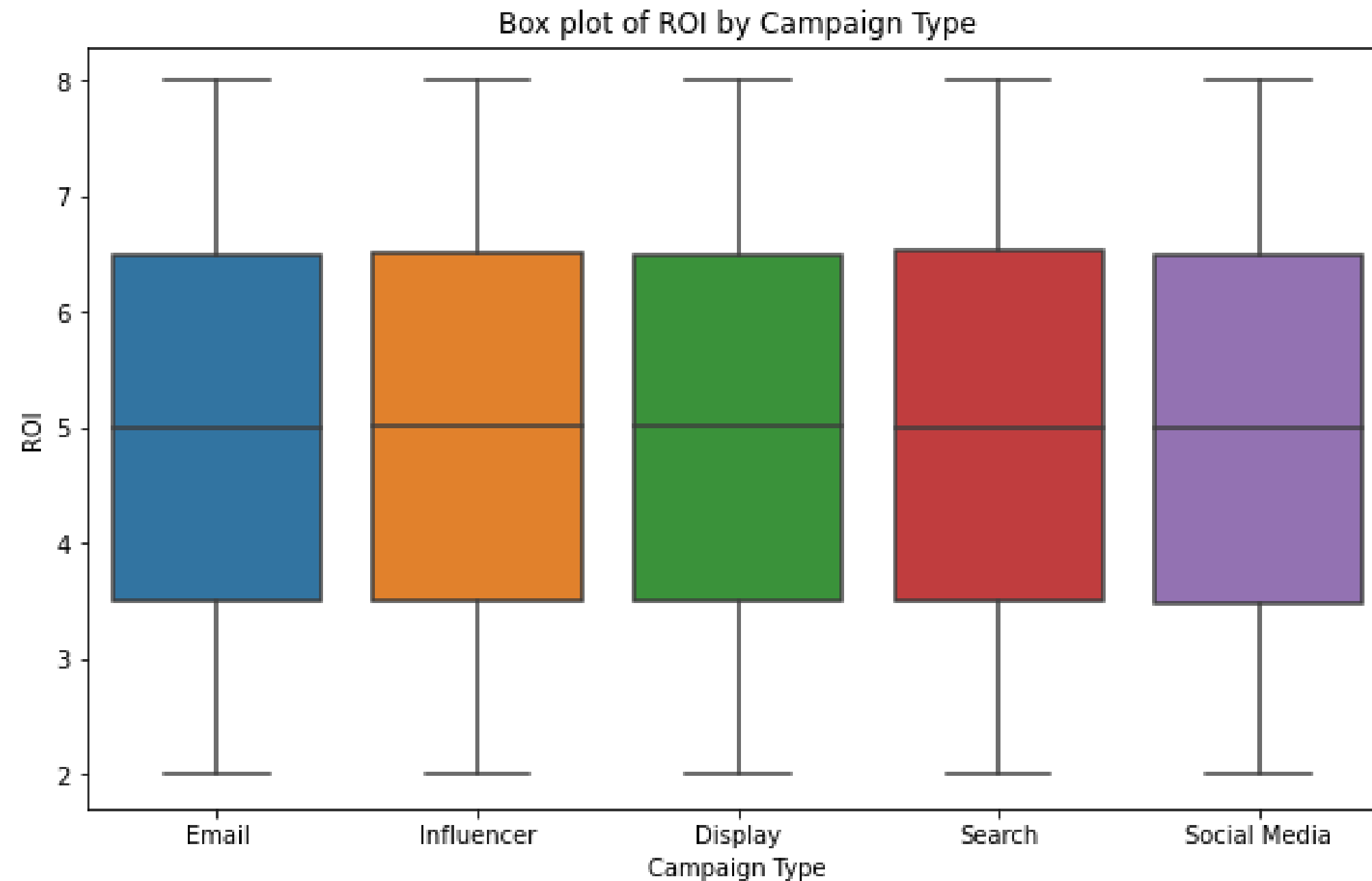
Types of Campaigns by Company



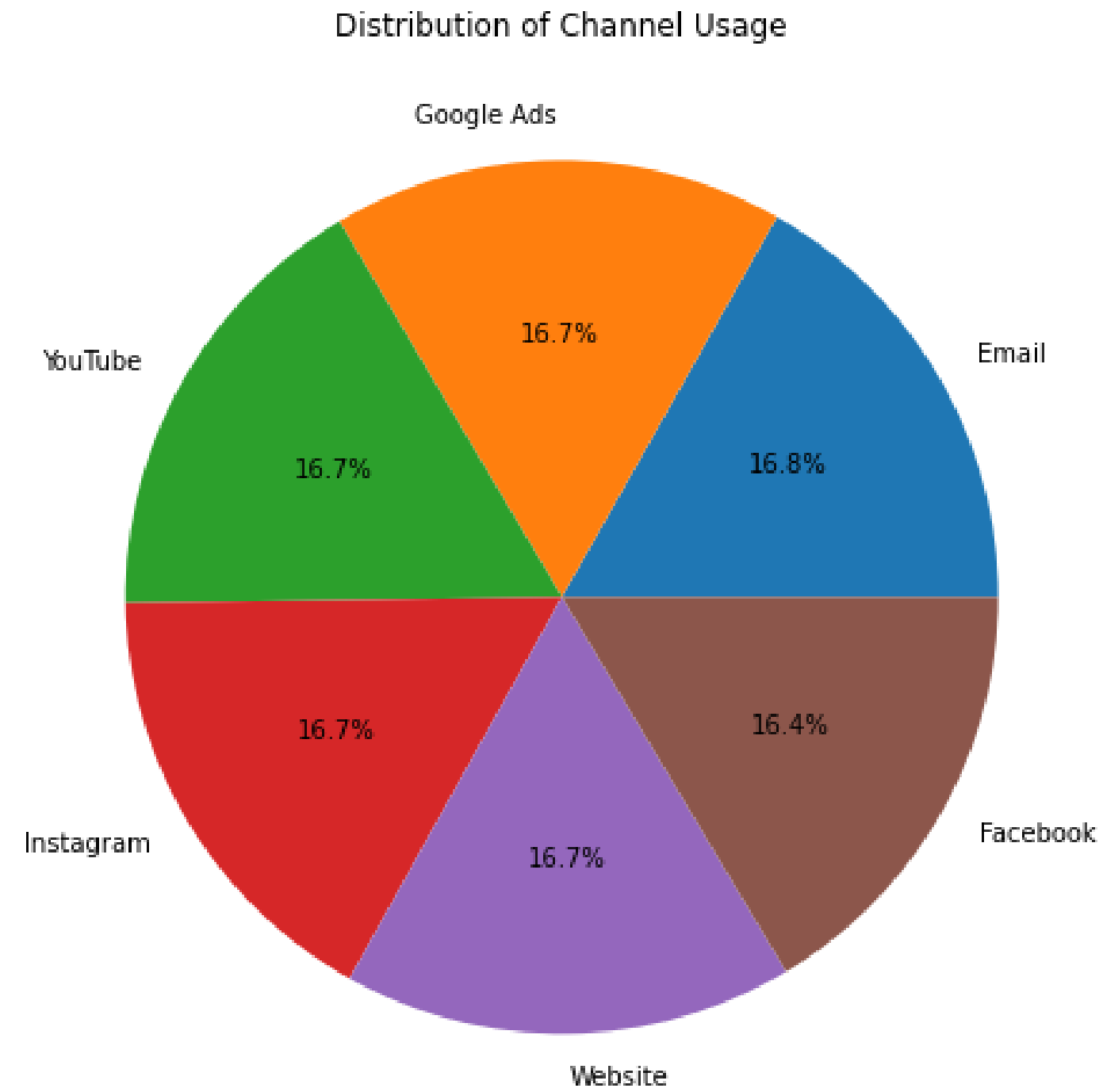
Campaign by Target Audience



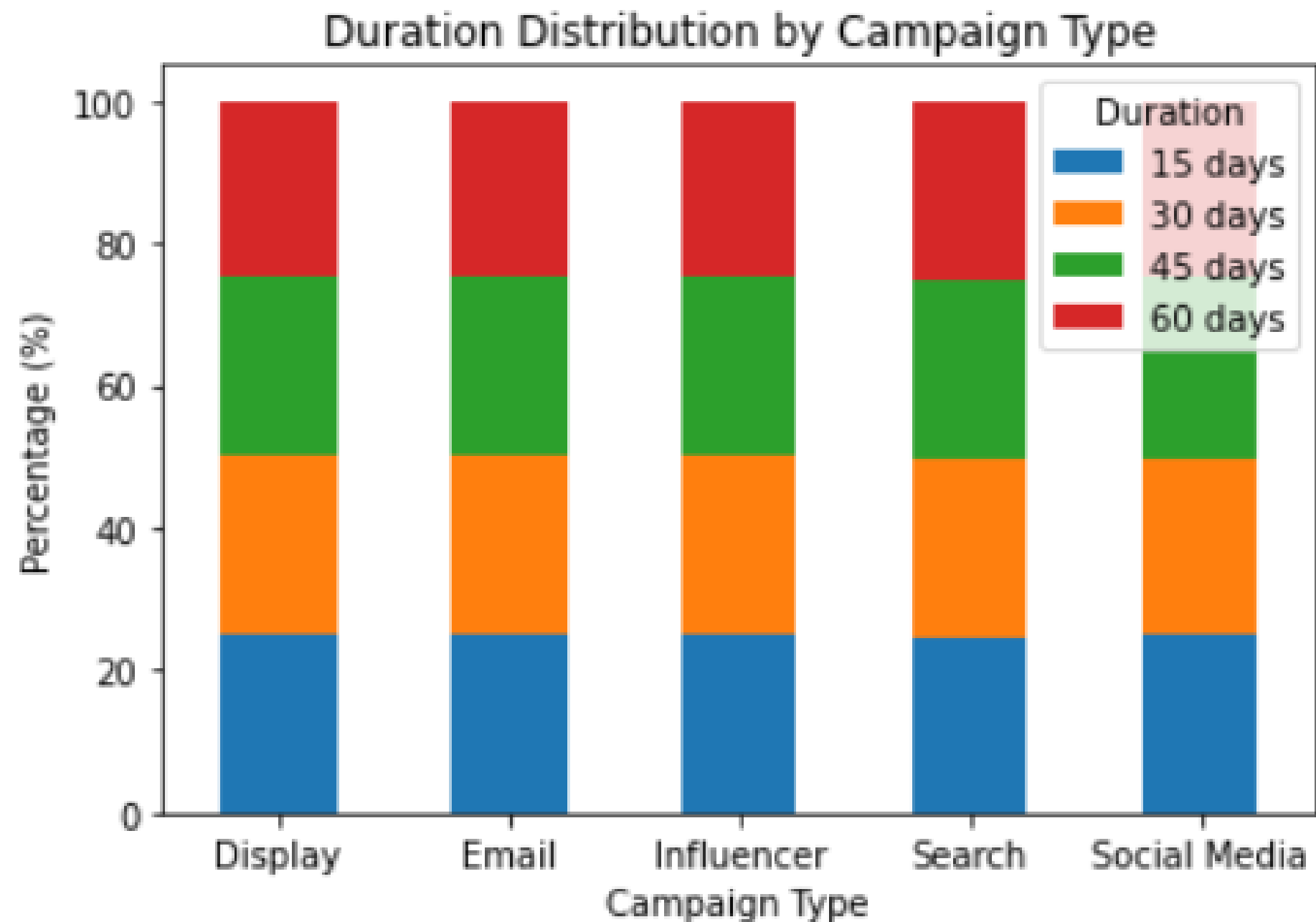
ROI by Campaign Type



Distribution of Channel Usage



Duration Distribution by Campaign Type



Location

Miami has the most extensive campaigns, followed by New York. In terms of the cost the company incurs to acquire customers, the average in Miami is 12515.16, while Los Angeles has a slightly higher value of 12532.53.

Language

It is clear that most of the campaigns are conducted in Mandarin, followed by those in Spanish.

Campaign Type by Total Clicks and Impressions

When analyzing the type of campaign according to the number of times users clicked on the campaign content or ad, it becomes evident that Influencer type campaigns receive the most clicks, followed by Display type campaigns. Also when examining the impressions, it stands out that the type of campaign that registers the highest number of times the campaign content was shown to users is search.

Conclusions

Analyzing the information provided, several significant insights emerge. The even distribution in Return on Investment (ROI) suggests efficient resource management and an equitable strategy to achieve consistent benefits across different types of campaigns. The balanced use of multiple promotional channels highlights a broad and diversified approach to reaching the audience, which could be contributing to the overall success of the campaigns by maximizing their reach.

The concentrated campaigns in Miami and New York indicate a strategic geographic focus on high-impact areas, while the difference in acquisition costs between Miami and Los Angeles may reveal insights into market dynamics or specific regional strategies.

These observations indicate that the company adopts a balanced and adaptive strategy in its marketing efforts, focusing on maximizing impact, personalizing communication and maintaining an effective presence across different channels and campaign durations.



Thank You

For Your Attention

