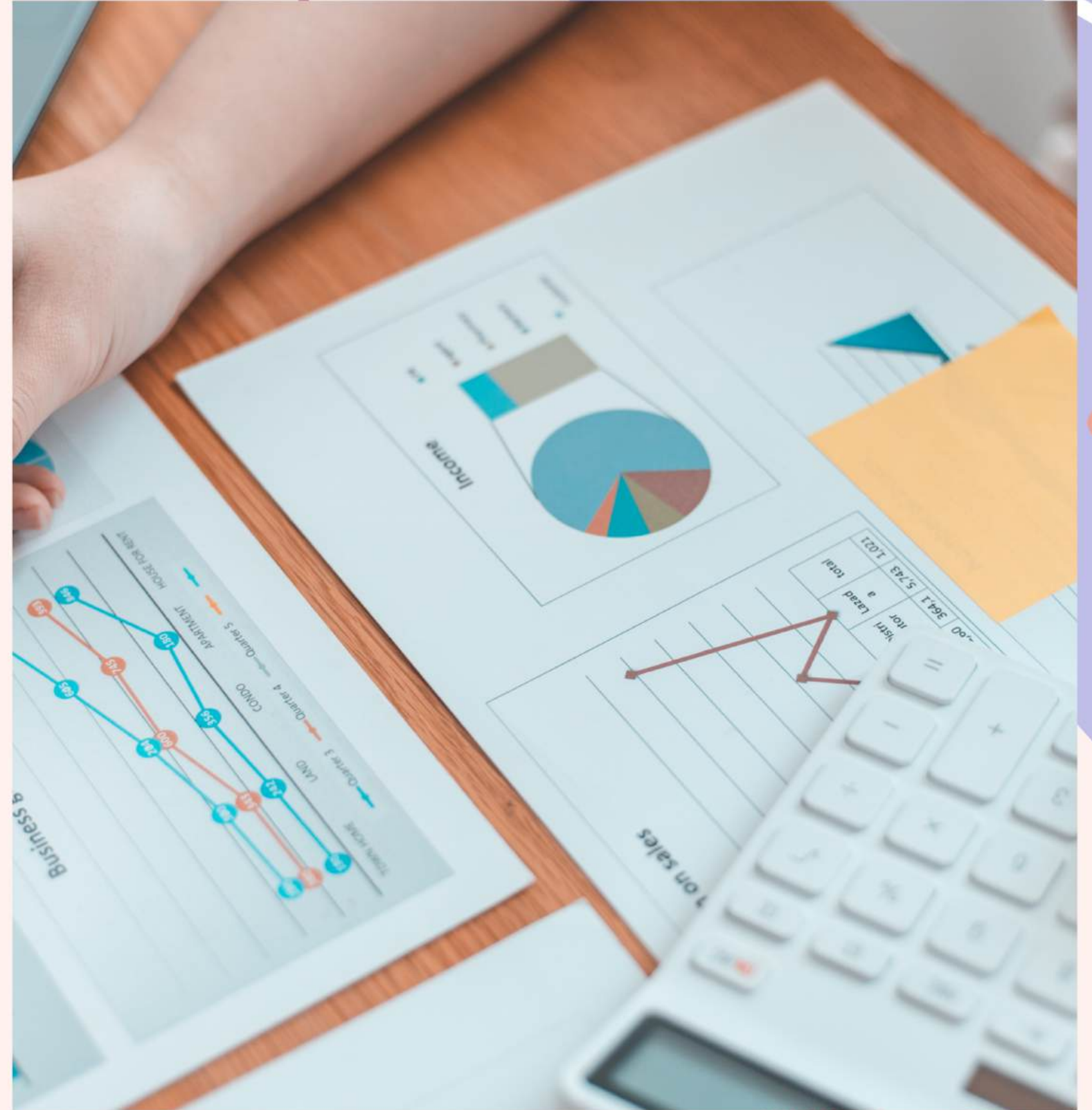


# Marketing Campaign Analysis





# MARKETING CAMPAIGN ANALYSIS

Presented by  
- **Basel**  
**Dina**  
**Ether**  
**Yomna**








# THE PROJECT



The project to be analyzed

A marketing campaign for advertisements on various social media platforms Facebook ,Instagram ,Pinterest targeting specific cities during the seasons of the year.





# PURPOSE OF DATA ANALYSIS

The success of the marketing campaign is measured by measuring the indicators of customer interaction with the advertisements presented.

The basic KPI of the campaign is measured as follows:

**CTR, CPC, Roas**



# KPIS

**1.** Impression,CPC,CTR

**2.** Conversion

**3.** Engagement

**4.** Roas [Return On  
Advertising Spend]



# DASHBOARD : OVERVIEW

Overview

Performance  
Metrics

Financial  
Metrics

Map

Month

All

Campaign

All

Channel

All

City

All

## OVERVIEW



Total Profit  
**\$1.57M**

Profit Margin : **90.6%**

Ad Spend: **163.25K**

Total Sales : **\$1.73M**

Impressions

**14,645,449**

Engagement Rate

**5.46%**

CTR

**1.23%**

Cost Per Click

**\$0.90**

Cost Per Conv

**\$4.06**

Clicks

**181,586**

Conversion

**40252**

ROAS

**\$10.6**

## FACEBOOK



Total Profit  
**\$340.61K**

Profit Margin : **82.63%**

Ad Spend: **71.61K**

Total Sales : **412.23K**

Impressions

**5,439,590.60**

Engagement Rate

**5.43%**

CTR

**1.29%**

Cost Per Click

**\$1.04**

Cost Per Conv

**\$5.45**

Clicks

**69,968.71**

Conversion

**13,132**

ROAS

**\$5.76**

## INSTAGRAM



Total Profit  
**\$621.37K**

Profit Margin : **91%**

Ad Spend: **63.39K**

Total Sales : **412.23K**

Impressions

**4,840,638**

Engagement Rate

**5.77%**

CTR

**1.42%**

Cost Per Click

**1**

Cost Per Conv

**\$4.07**

Clicks

**68,606**

Conversion

**15,590**

ROAS

**\$10.80**

## PINTEREST



Total Profit  
**\$606.47K**

Profit Margin : **96%**

Ad Spend: **28.24K**

Total Sales : **412.23K**

Impressions

**4,365,220**

Engagement Rate

**5.14%**

CTR

**0.99%**

Cost Per Click

**\$0.67**

Cost Per Conv

**\$2.45**

Clicks

**43,012**

Conversion

**11,530**

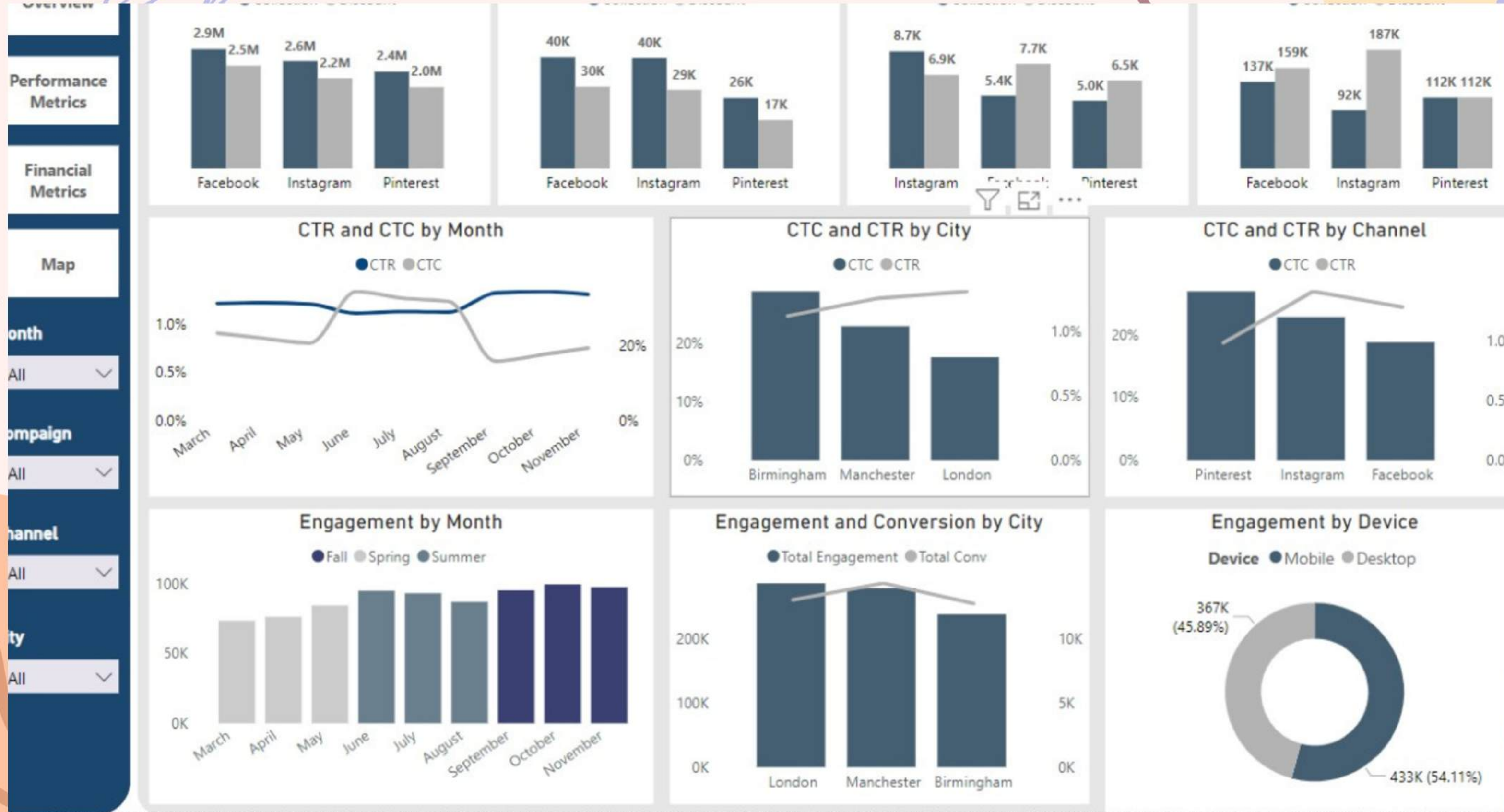
ROAS

**\$22.47**



# DASHBOARD

## IMPRESSION, CONVERSION, ENGAGEMENT





## 1. Impression

- Facebook leads in total impressions (~5.4K), while Instagram has lower impressions (~4.8K) but delivers a significant Click-Through Rate (CTR) of ~1.42%.

## 2. Conversion

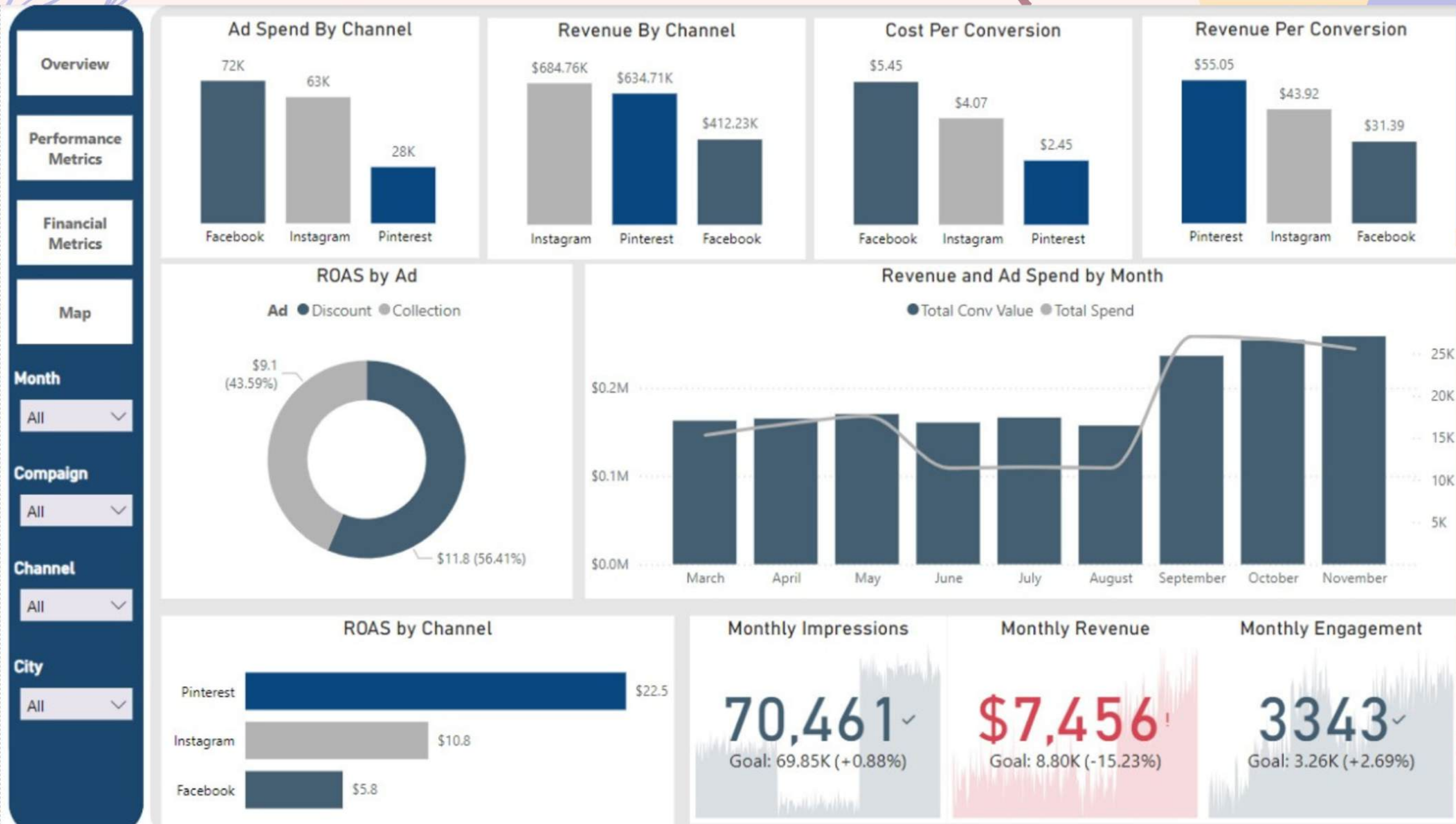
- Instagram has the highest conversions (~15.6K).
- Pinterest has the highest Click-to-Conversion (CTC) rate (~26.8%).
- Manchester leads in total conversions (~14K).
- The CTC in summer is the highest, indicating an effective campaign during this season.

## 3. Engagement

- London has the highest engagement, reflecting strong user interest.
- Mobile devices are used more for engagement compared to desktops.



# DASHBOARD: AD SPEND & REVENUE





- Manchester generates the highest revenue (~650K) with the second-highest ad spend (~57K), compared to London (Revenue: ~532K, Ad Spend: ~67K).
- Cost per conversion for Pinterest and Facebook Collection ads is higher than for Discount ads, but revenue per conversion across these channels shows no significant difference.
  - Most Expensive Channel: Facebook
  - Most Cost-Effective Channel: Pinterest
  - Most Profitable Ad: Discount
  - Most Effective Campaign: Summer



# RECOMMENDATIONS

- Optimize Ad Spend
  - Reallocate ad budgets, increasing spending on Pinterest and Instagram while refining the Facebook budget to improve cost-per-conversion efficiency.
- Push Sales
  - Increase the proportion of Discount-type ads to drive more sales.
- City-Specific Budgeting
  - Adjust the ad budget in London and invest more in Manchester and Birmingham to promote revenue growth.



**THANK  
YOU**