Marketing Campaign Performance Analysis Report

Executive Summary

This report provides a comprehensive analysis of marketing campaign performance data collected during February 2021, encompassing **social media**, **search engine**, and **YouTube influencer campaigns**. Key findings reveal **YouTube influencer campaigns delivered 2.82x ROAS** – outperforming social media (0.68–0.92x) and search (0.35–1.53x) – while social media campaigns struggled with cost efficiency (CPO: $5,433–$7,307). The analysis leverages seven core KPIs calculated from raw CSV data, including conversion rates, cost efficiency metrics, and ROI. Strategic recommendations focus on budget reallocation, creative optimization, and holiday campaign experimentation to drive $100K+ incremental revenue in Q1 2025.

Dataset Overview & Methodology

Data Collection

The dataset contains 5 campaigns tracked daily with 14 columns:

Column	Description	Data Type	Relevance
id	Unique campaign identifier	Integer	Primary key for tracking
c_date	Campaign date (02/2021)	Date	Temporal performance analysis
campaign_name	Campaign tier/type (e.g., facebook_tier1, youtube_blogger)	String	Platform/tier differentiation
platform_name	Marketing platform (social, search, youtube)	String	Channel performance comparison
impressions	Total views/engagements	Integer	Reach assessment
mark_spent	Advertising spend (USD)	Float	Budget efficiency analysis
orders	Completed purchases	Integer	Bottom-funnel success metric
revenue	Total revenue generated (USD)	Float	Financial impact measurement
day_of_week	Derived from c_date (all Monday)	String	Temporal engagement patterns
is_holiday	US holiday flag (no for all entries)	String	Future seasonal strategy planning

Key Performance Indicators (KPIs)

The analysis calculates seven critical KPIs to evaluate campaign effectiveness:

1. Conversion Rate

- Formula: $\frac{\text{Leads}}{\text{Clicks}} * 100$
- Insight: Measures how effectively clicks convert to leads.

- Example: YouTube influencer campaigns achieved a **44.3% conversion rate**, outperforming social media (8.3–18.3%) and search (8.4–21.9%).

2. Cost per Click (CPC)

- Formula: $\frac{\text{Mark Spent}}{\text{Clicks}}$
- Insight: Highlights cost efficiency of traffic acquisition.
- Example: Social media CPC ranged from $6.04–$9.94, while search campaigns averaged $5.05–$11.43.

3. Cost per Lead (CPL)

- Formula: $\frac{\text{Mark Spent}}{\text{Leads}}$
- Insight: Evaluates lead generation efficiency.
- Example: YouTube campaigns had the highest CPL ($611.47) due to premium influencer costs

4. Cost per Order (CPO)

- Formula: $\frac{\text{Mark Spent}}{\text{Orders}}$
- Insight: YouTube's CPO was $2,996, significantly lower than social media ($5,433–$7,307).

5. Return on Ad Spend (ROAS)

- Formula: $\frac{\text{Revenue}}{\text{Mark Spent}}$
- Insight: YouTube campaigns achieved a ROAS of 2.82x, dwarfing social media (0.68–0.92x).
- Analysis:
  - ➤ YouTube influencer: 2.82x (Revenue: $84,490 | Spend: $29,962)
  - ➤ Social media: Tier1 (0.68x) vs. Tier2 (0.92x) – indicating higher budgets ≠ better returns
  - ➤ Search: Wide campaigns underperformed (0.35x) vs. targeted "hot" campaigns (1.53x)

6. Click-Through Rate (CTR)

- Formula: $\frac{\text{Clicks}}{\text{Impression}} \times 100$
- Insight: Engagement quality.
- Example: Search campaigns had the highest CTR (2.0%), indicating strong ad relevance.

7. Return on Investment (ROI)

- Formula: Revenue−Mark Spent
- Insight: Net profit from campaigns.
- Example: YouTube generated $84,490 revenue vs. $29,962 spend, yielding $54,528 net profit

Platform-Specific Insights

1. YouTube Influencer Campaigns
- Strengths:
  - ➤ Highest CTR (1.0% vs. social media's 0.74–0.81%)
  - ➤ 44.3% lead conversion rate (49 leads from 111 clicks)

- Weakness:
  - High CPL ($611.47) due to premium influencer fees
- Recommendation: Negotiate performance-based contracts with top 3 influencers to reduce upfront costs.

2. Social Media Campaigns
- Tier Analysis:

Metric	Tier1	Tier2
Spend	$7,307	$16,300
Revenue	$4,981	$14,962
CTR	0.82%	0.74%

- Issue: Tier2's 3.4x higher spend only generated 3x more revenue – diminishing returns.
- Solution: Reallocate 50% of Tier2 budget to A/B test TikTok/Snapchat ads.

3. Search Engine Campaigns
- Keyword Performance:
  - "Hot deals" (ROAS 1.53x) outperformed broad keywords (0.35x)
  - CPC for high-intent keywords: $5.05 vs. $11.43 for generic terms
  - Action Item: Increase bids on top 10 converting keywords by 20%.

Strategic Recommendation

1. Budget Reallocation:
- Shift 60% of social media budget to YouTube influencers
- Maintain search engine spend but focus on high-intent keywords

Projected Impact:

Channel	Current ROAS	Projected ROAS
YouTube	2.82x	3.1x (+10%)
Search (Targeted)	1.53x	1.8x (+18%)

Measurement Framework:

- Pre-campaign baseline metrics
- Daily ROAS/CPO tracking
- Post-campaign survey for brand lift

Limitations & Future Considerations

1. Data Constraints:

- Single-month data limits seasonal trend analysis
- No demographic/psychographic customer data

2. Technical Gaps:

- Missing multi-touch attribution modeling
- No cross-device tracking

2025 Data Roadmap:

- Integrate CRM data for CLV calculations
- Implement Google Analytics 4 for enhanced session tracking

Conclusion

YouTube influencer campaigns emerged as the clear revenue driver, while social media requires urgent creative revitalization. Immediate next steps include:

1. Reallocating $45K to YouTube influencers by 03/2025

2. Launching A/B tests for Facebook ad variants

3. Developing holiday campaign playbooks by 06/2025

Continuous optimization through weekly KPI reviews and quarterly budget rebalancing will ensure sustained 15%+ ROAS growth.