



Media Fusion

Empowering brands through strategic data-driven insights.



Introduction

Agenda

- ▶ **Introduction**- Team Intros, Executive Summary, Context, Methodologies
- ▶ **Key Findings** – Spatial, Audience, Creative, and Inventory Analysis
- ▶ **Conclusion**- Summary and Recommendations

Meet the Team!



Britney Aparicio
Creative Analyst



Abraham Cordova
Audience Analyst



Abdurrahman Elkhadrawy
Audience Analyst



Allen Kwan
Spatial Analyst



Darien Miller
Inventory Analyst

Context

Our client, a telecommunications company, needs our expertise to analyze their reporting data to maximize their future advertising strategies.

The clients goals are to:

- Decrease Cost-Per-Acquisition (CPA) to \$250 for Audiences
- Decrease CPA to \$350 for Desktop conversion
- Decrease CPA to \$400 for Smartphone conversion
- Increase CTR to 0.015%
- Increase Viewability to 60%

Executive Summary

- The top-performing states based on performance metrics are Mississippi, Minnesota, and Wyoming, while Iowa, New York, and Vermont lead in branding metrics.
- On average, audiences with buyer propensity and interest propensities exhibited low costs and moderate performance, while the People & Society segment outperformed others in both conversions and cost of acquisition
- The ideal size across platforms is 300 x 250, while the overall ideal size is 320 x 50. Smartphones emerged as the top-performing device.
- Sovrn was the best performing exchange when considering composite costs across different spending priorities.

Methodology

Dataset	<u>Media Fusion - DA</u>
Data Cleaning	Google Sheets
Data Visualization	Tableau, Excel

audience_segment

Online Behavior>United States>Sports>Water Sports » Surfing
Online Behavior>United States>Intent » Shopping>CPG♦ Grocery
Online Behavior>United States>B2B » Occupation>SupplyChainManager
Online Behavior>United States>Autos and Vehicles » Brands>Nissan



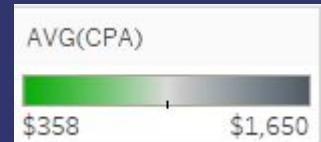
New Audience Segment

Age
Autos and Vehicles Brands
Sports
Life Event

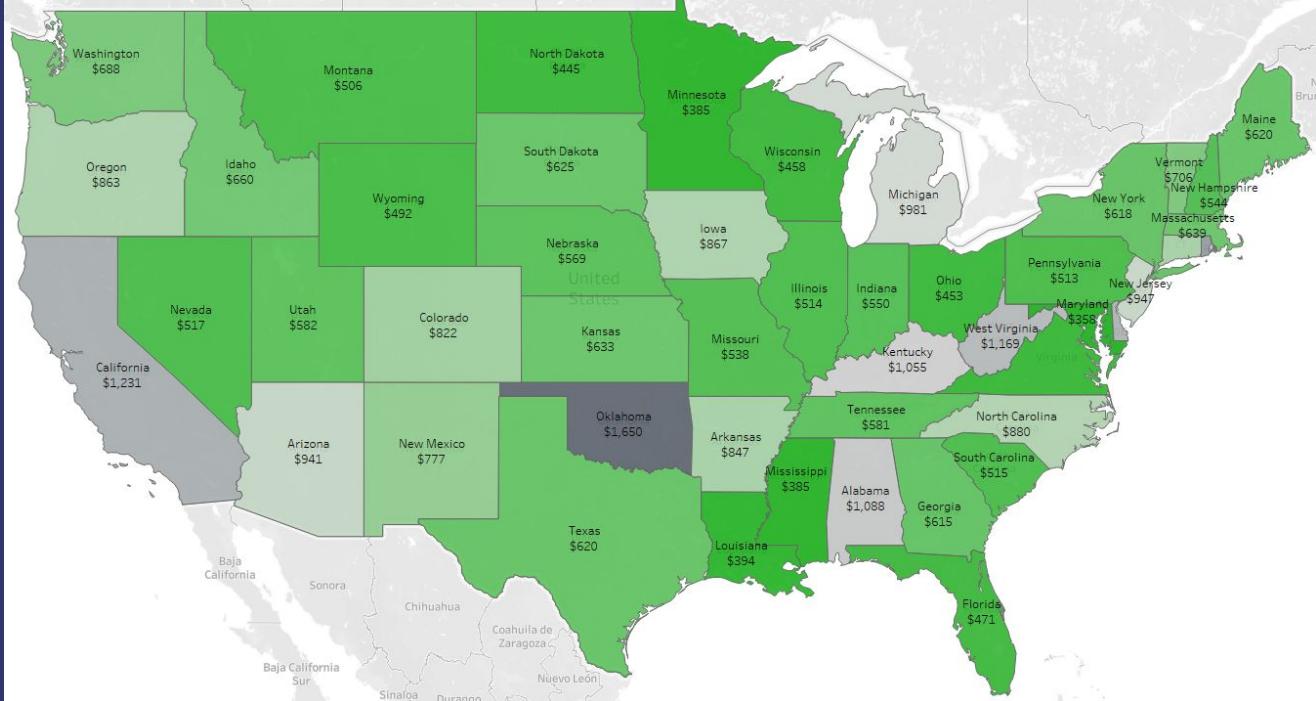


Spatial Analysis

Location (CPA)



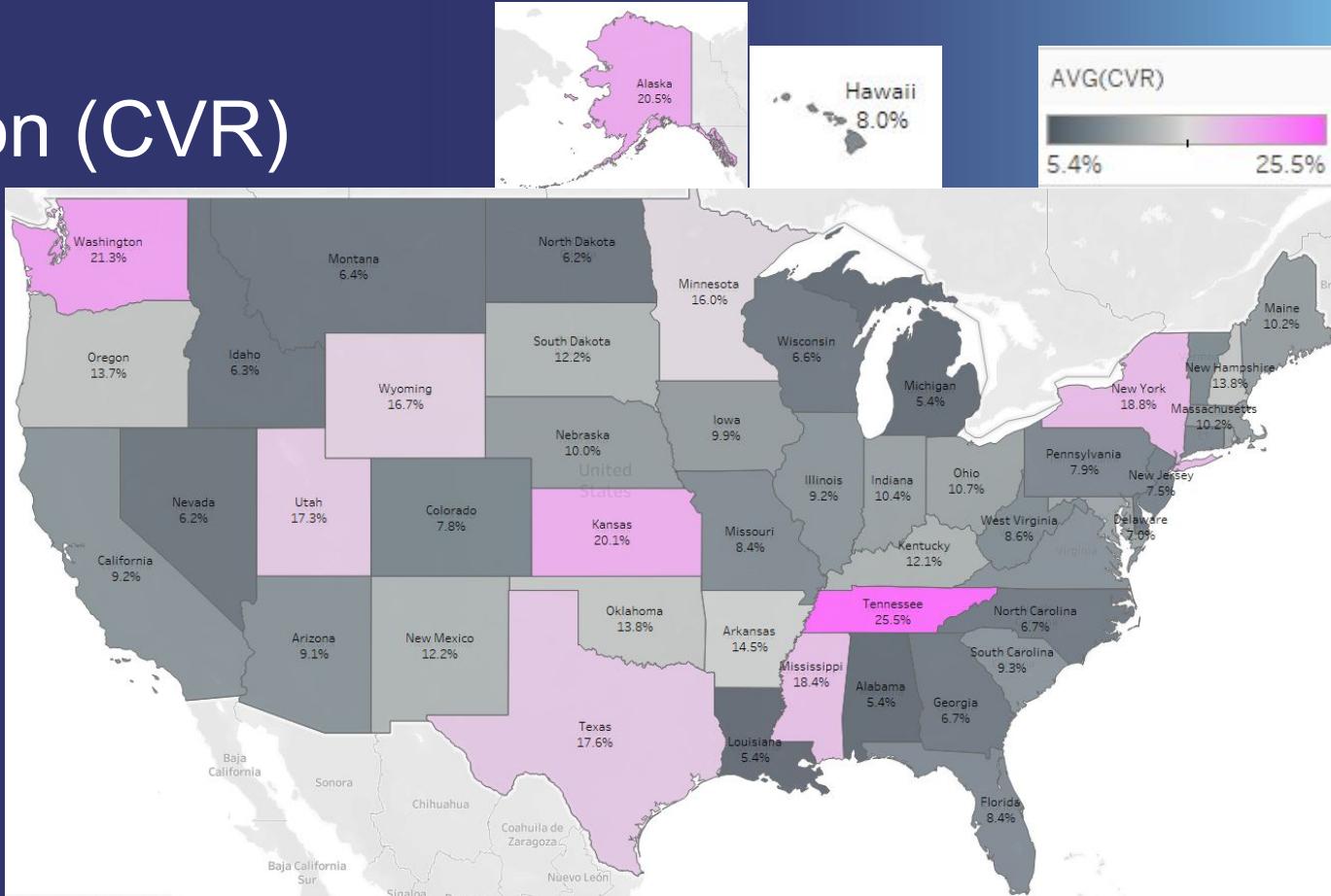
state	AVERAGE of CPA
Maryland	\$357.99
Mississippi	\$384.59
Minnesota	\$384.90
Louisiana	\$394.32
Virginia	\$441.87
North Dakota	\$444.57
Ohio	\$453.01
Wisconsin	\$457.57
Florida	\$470.96
Wyoming	\$492.12
Arizona	\$941.47
New Jersey	\$947.22
Michigan	\$981.02
Kentucky	\$1,055.40
Alabama	\$1,087.59
West Virginia	\$1,168.95
Delaware	\$1,210.86
California	\$1,230.97
Rhode Island	\$1,331.91
Oklahoma	\$1,649.50



Cost per acquisition: total cost for each new customer (conversion)

Location (CVR)

state	AVERAGE of CVR
Tennessee	25.54%
Washington	21.31%
Alaska	20.50%
Kansas	20.09%
New York	18.84%
Mississippi	18.40%
Texas	17.59%
Utah	17.29%
Wyoming	16.73%
Minnesota	15.98%
North Carolina	6.75%
Georgia	6.72%
Wisconsin	6.65%
Montana	6.43%
Idaho	6.30%
Nevada	6.24%
North Dakota	6.19%
Alabama	5.40%
Michigan	5.38%
Louisiana	5.36%



Conversion rate: percentage of interactions (clicks) that turned into desirable actions (conversion)

Location (Performance Recommendations)

state	AVERAGE of CPA	state	AVERAGE of CVR
Maryland	\$357.99	Tennessee	25.54%
Mississippi	\$384.59	Washington	21.31%
Minnesota	\$384.90	Alaska	20.50%
Louisiana	\$394.32	Kansas	20.09%
Virginia	\$441.87	New York	18.84%
North Dakota	\$444.57	Mississippi	18.40%
Ohio	\$453.01	Texas	17.59%
Wisconsin	\$457.57	Utah	17.29%
Florida	\$470.96	Wyoming	16.73%
Wyoming	\$492.12	Minnesota	15.98%
Arizona	\$941.47	North Carolina	6.75%
New Jersey	\$947.22	Georgia	6.72%
Michigan	\$981.02	Wisconsin	6.65%
Kentucky	\$1,055.40	Montana	6.43%
Alabama	\$1,087.59	Idaho	6.30%
West Virginia	\$1,168.95	Nevada	6.24%
Delaware	\$1,210.86	North Dakota	6.19%
California	\$1,230.97	Alabama	5.40%
Rhode Island	\$1,331.91	Michigan	5.38%
Oklahoma	\$1,649.50	Louisiana	5.36%

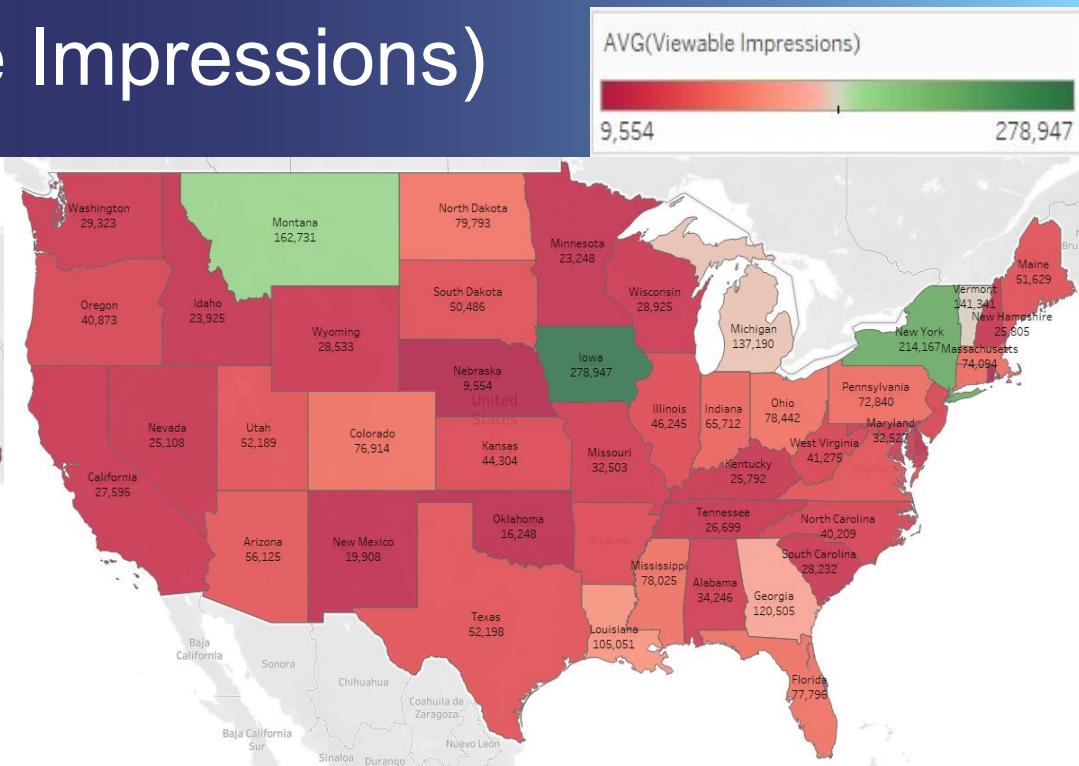
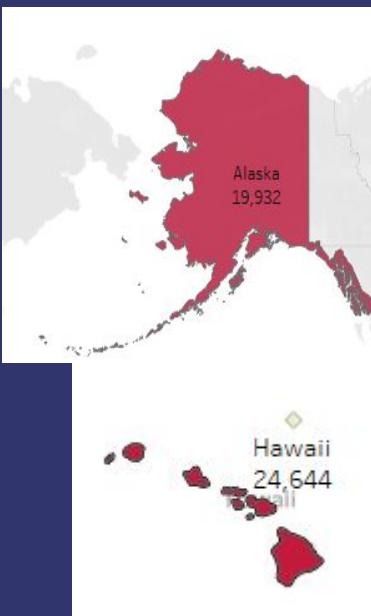
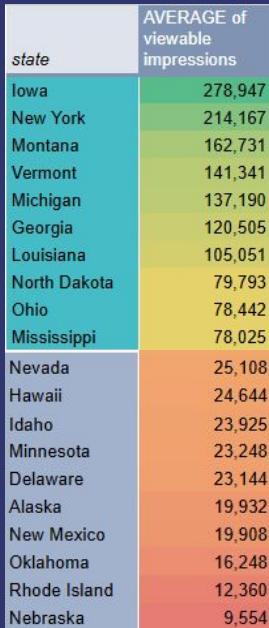
Most cost effective:

- Mississippi
- Minnesota
- Wyoming

Not cost effective:

- Alabama

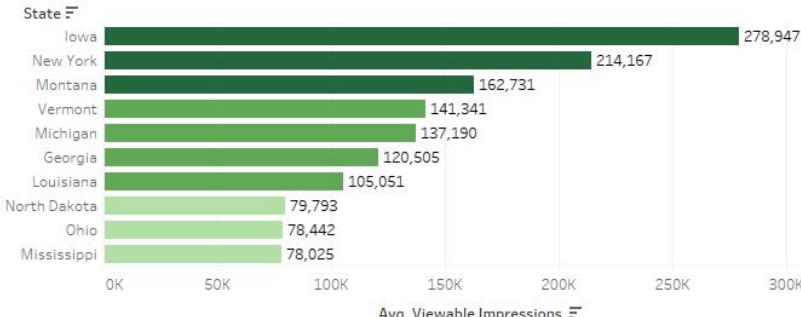
Location (Viewable Impressions)



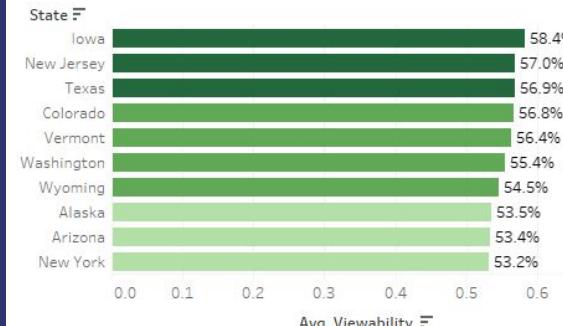
Viewable impressions: metric to show how many times an ad was “viewed” (ad’s pixels were shown for 1 sec for display ads, or 2 secs for in-stream ads)

Location (Branding Recommendations)

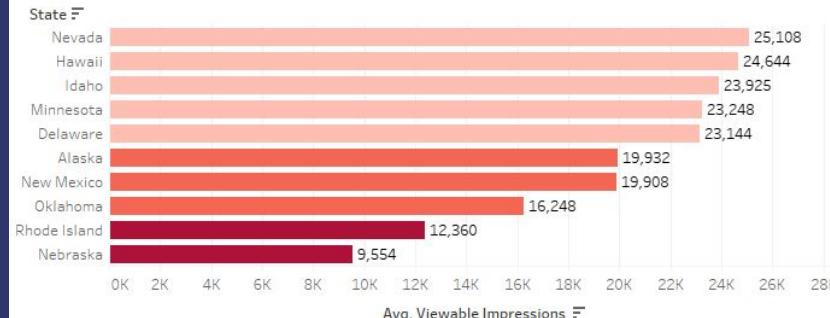
vlImpressions



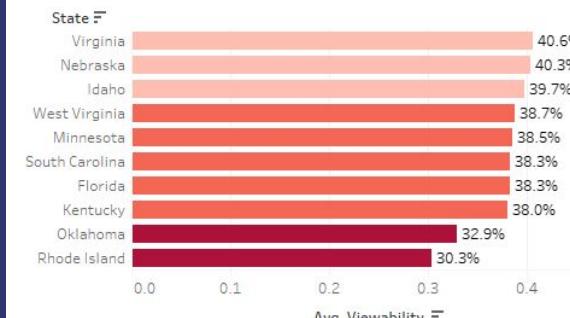
Viewability



vlImpressions



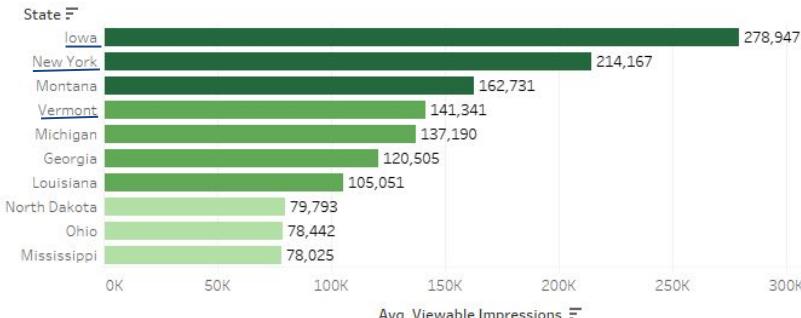
Viewability



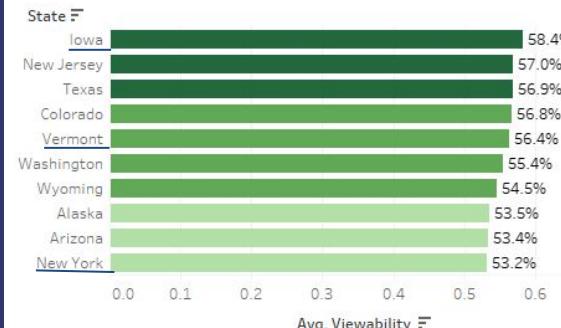
Viewability: The percentage of total impressions that are viewable impressions

Location (Branding Recommendations)

vlImpressions



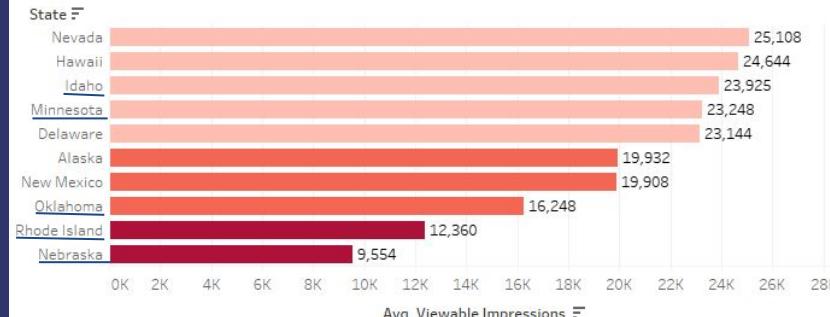
Viewability



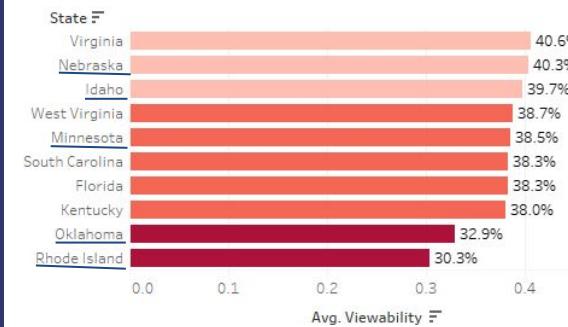
Most viewed:

- Iowa
- New York
- Vermont

vlImpressions



Viewability



Least viewed:

- Nebraska
- Idaho
- Minnesota
- Oklahoma
- Rhode Island

Spatial Analysis

► Recommendations

Cost-Effectiveness

- Mississippi
- Minnesota
- Wyoming

View Frequency

- Iowa
- New York
- Vermont

► Needs Improvement

Cost-Effectiveness

- Alabama

View Frequency

- Nebraska
- Idaho
- Minnesota
- Oklahoma
- Rhode Island

Spatial Analysis (additional insights)

► Recommendations

Cost-Effectiveness

- Mississippi
- Minnesota
- Wyoming

state	Apple PC	Smartphone	Windows PC	Grand Total
Minnesota	1	8	2	11
Mississippi	1	13	2	16
Wyoming	3	7	6	16

View Frequency

- Iowa
- New York
- Vermont

state	Apple PC	Smartphone	Windows PC	Grand Total
Iowa			7	2
New York		1	10	3
Vermont	1		16	17

► Needs Improvement

Cost-Effectiveness

- Alabama

state	Apple PC	Smartphone	Windows PC	Grand Total
Alabama	2	11	2	15

View Frequency

- Nebraska
- Idaho
- Minnesota
- Oklahoma
- Rhode Island

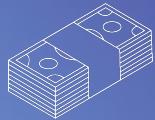
state	Apple PC	Smartphone	Windows PC	Grand Total
Idaho	2	13		15
Minnesota	1	8	2	11
Nebraska	2	4	1	7
Oklahoma		6	2	8
Rhode Island	2	11	1	14

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Audience Analysis

Top 3 Performing Audiences



Buyer Propensity

Low CPA, CPC, CPM



People & Society

Lowest CPA, Lowest CVR



Interest Propensities

Lowest CPC, 2nd Lowest CPM

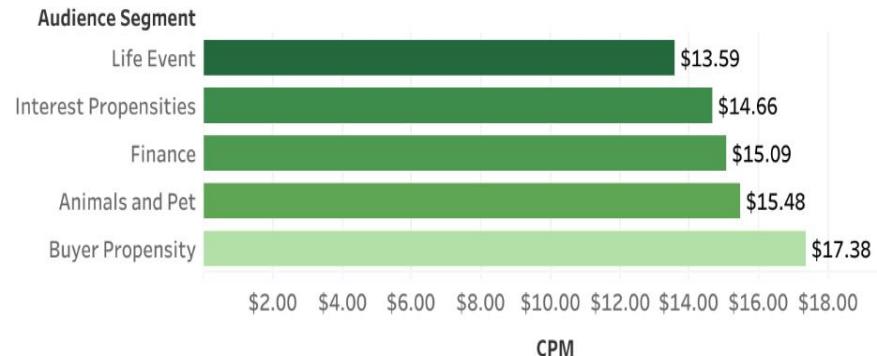
Most Cost Effective Audiences

Top 5 Cost Effective Audiences in Relation to Performing Metrics

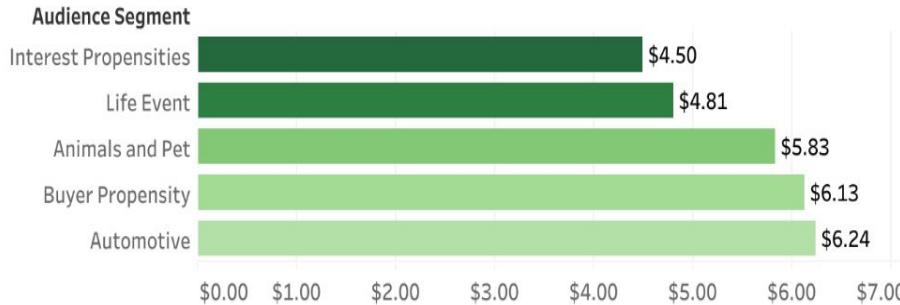
Cost Per Acquisition



Cost Per Mille



Cost Per Click

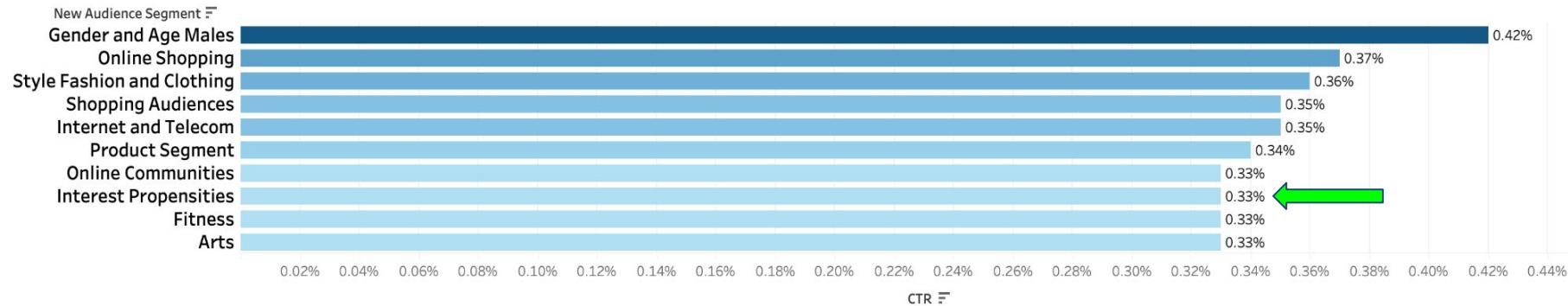


Conversion Rate

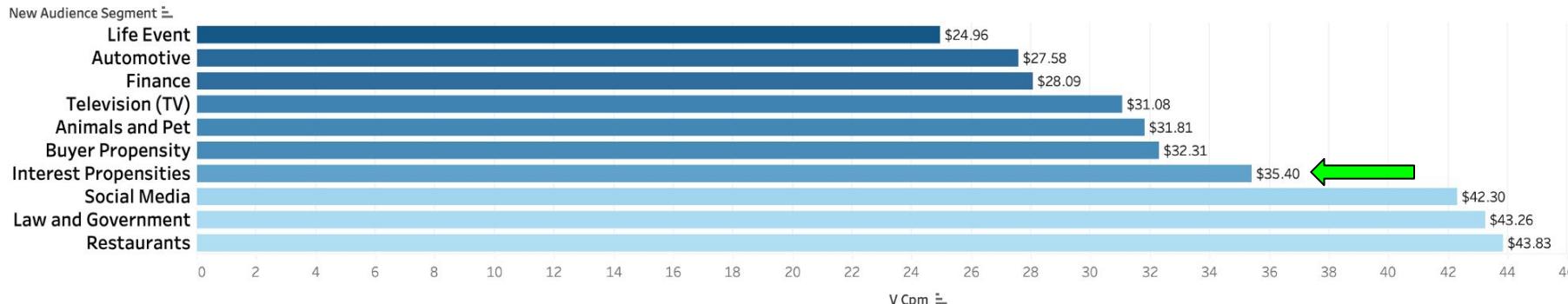


Interest Propensities is a Top / Bottom Funnel High Performer

CTR By Audience



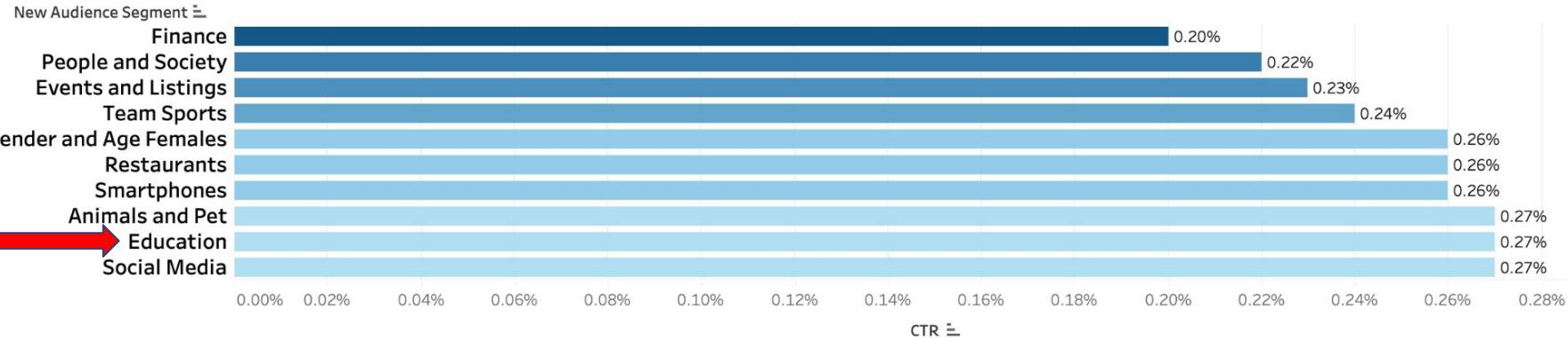
vCPM by Audience



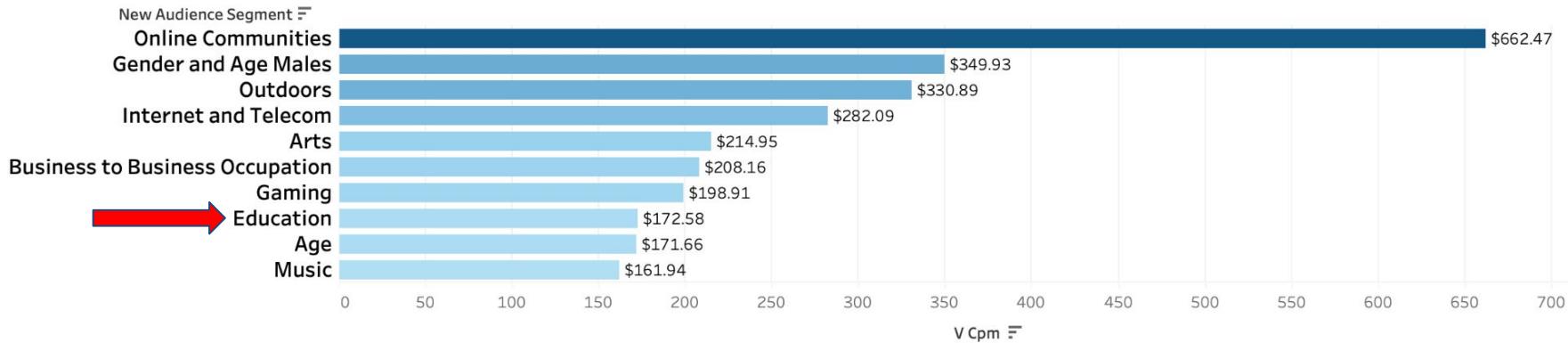
Education is a Top / Bottom Funnel

Low Performer

CTR By Audience



vCPM by Audience



Bottom Funnel | Decision Persona



Name - Nick Jonas

Audience - Buyer Propensity

Gender: Male

Age: 20-44

Location: Middle/North East

Relevance Score: 71.73

Relevance Score: 56.52

Relevance Score: 30.43

Top Funnel | Awareness Persona



Name - Kim Chae-won

Audience - Interest Propensities

Gender: Female

Age: 19-40

Location: South East

Relevance Score: **71.43**

Relevance Score: **71.43**

Relevance Score: **57.14**

Bottom Funnel | Decision Persona



Name - Selena Gomez

Audience - People & Society

Gender: Female

Age: 24-64

Location: West

Relevance Score: 50.00

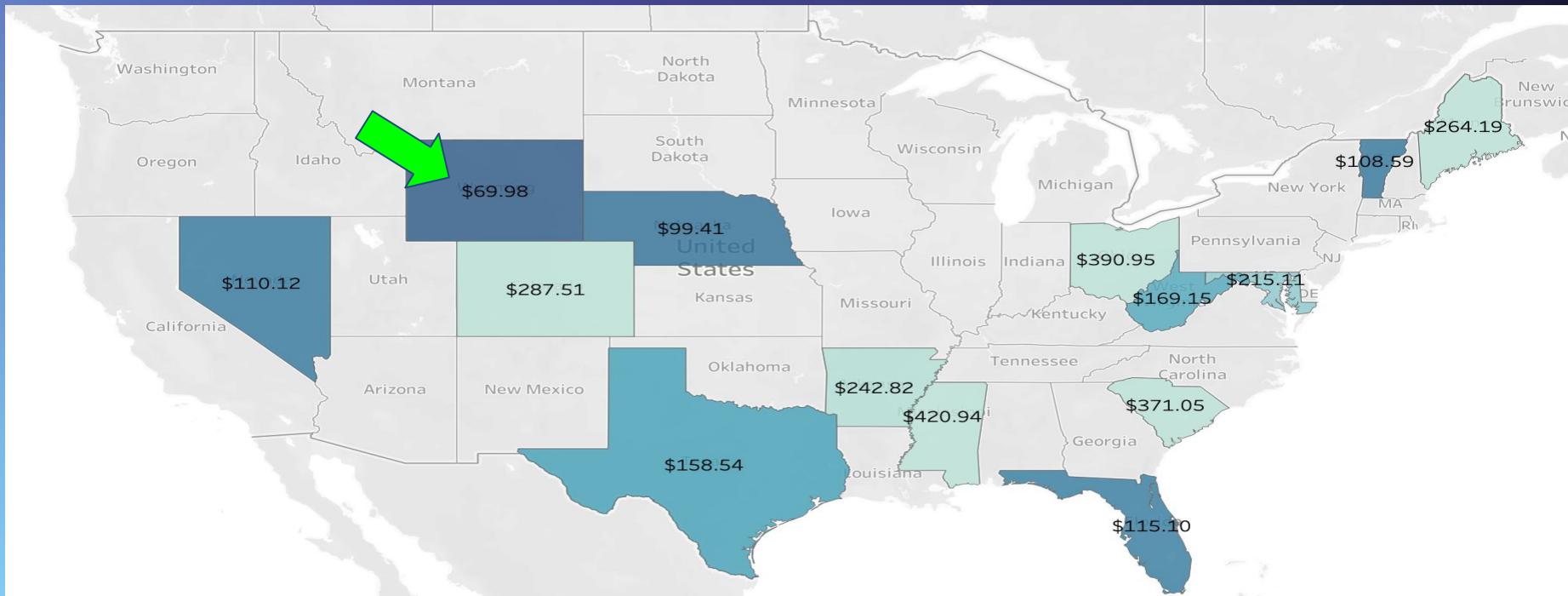
Relevance Score: 0.00

Relevance Score: 50.00

Recommendations for Testing Strategies

Geographic Segment Testing (Buyer Propensity)

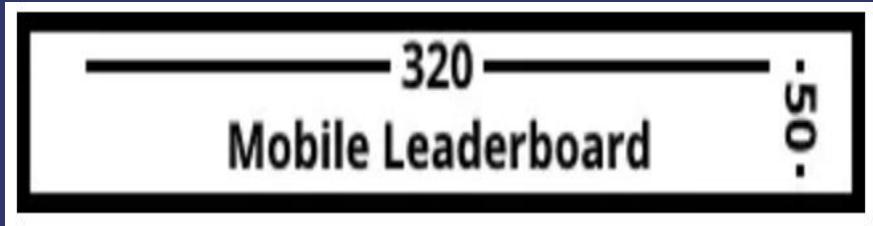
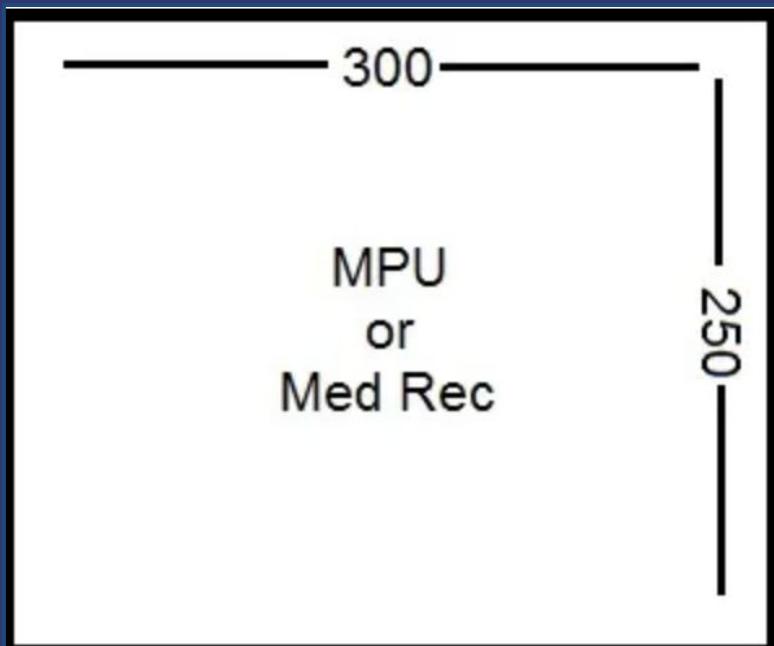
- Identify regions with the highest potential for customer acquisition and filtered by above average conversions





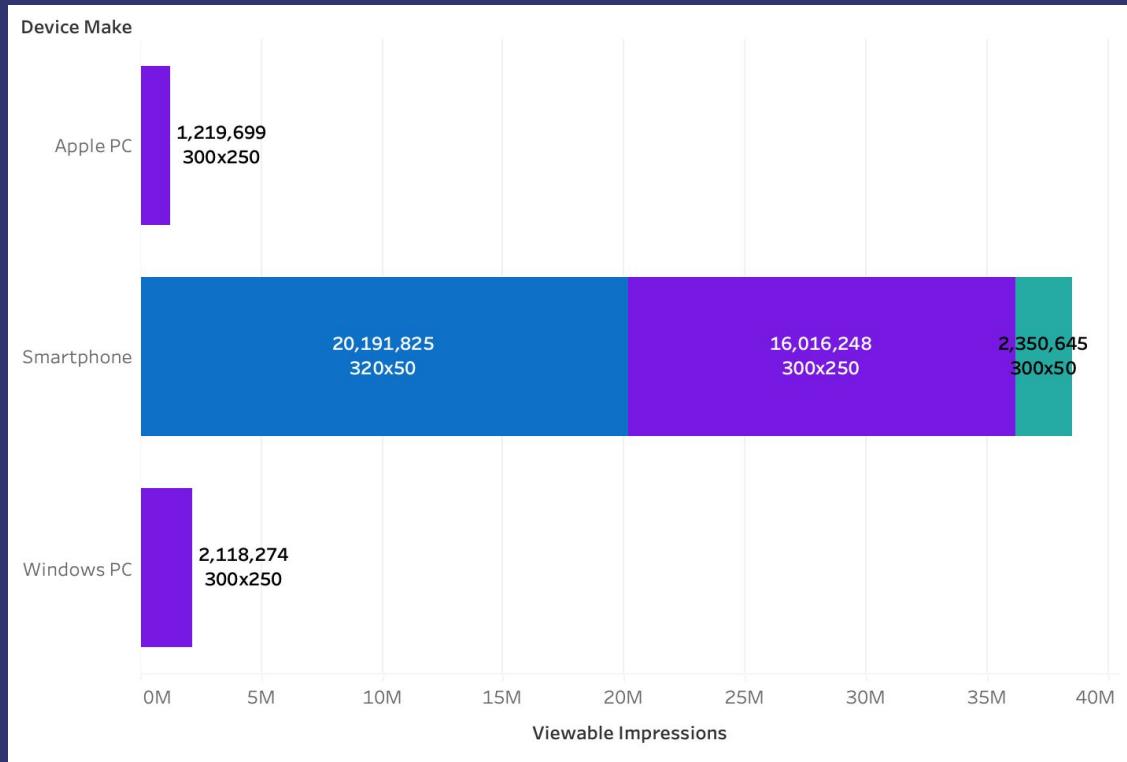
Creative Analysis

Creative Analysis



(Size Reference)

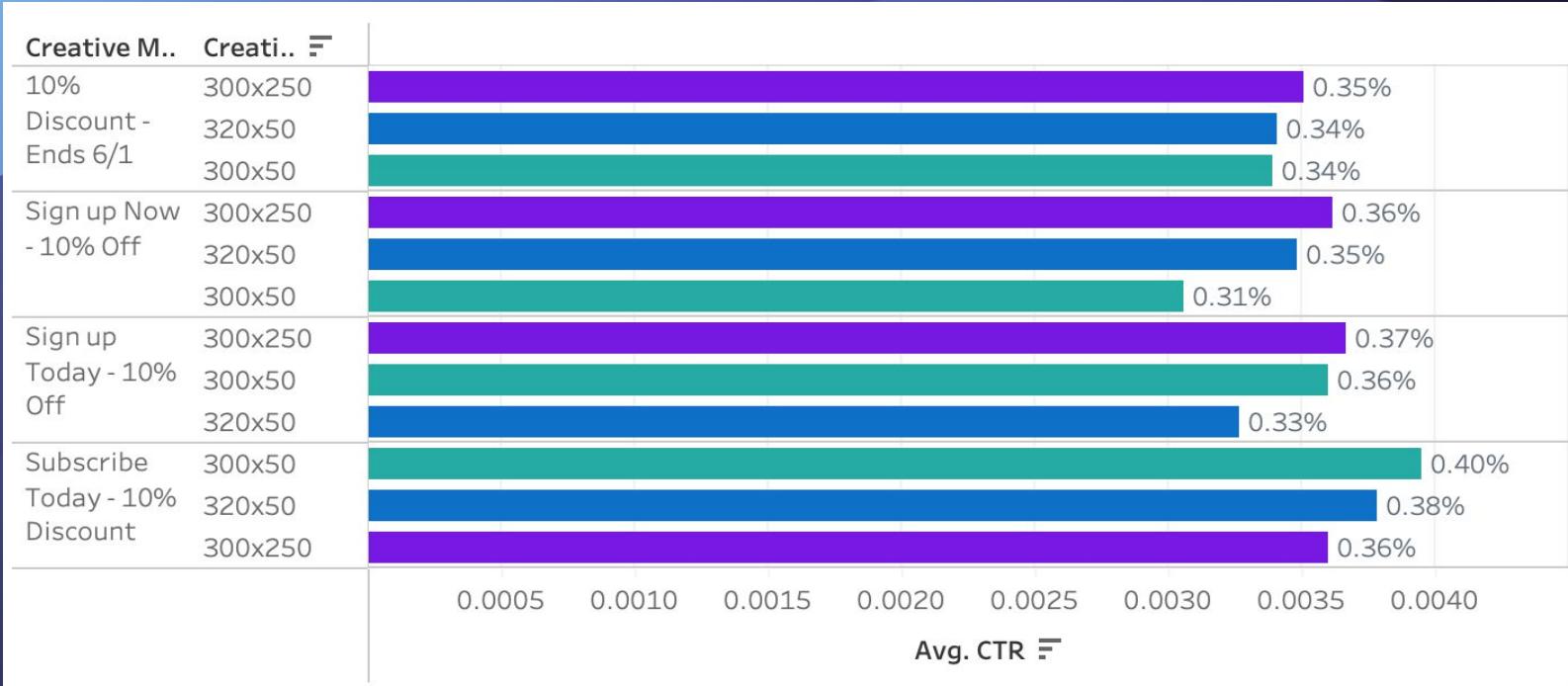
Viewable Impressions x Device Make



Ideal Ad Size:
300×250

Ideal Device:
Smartphone

Creative Messaging

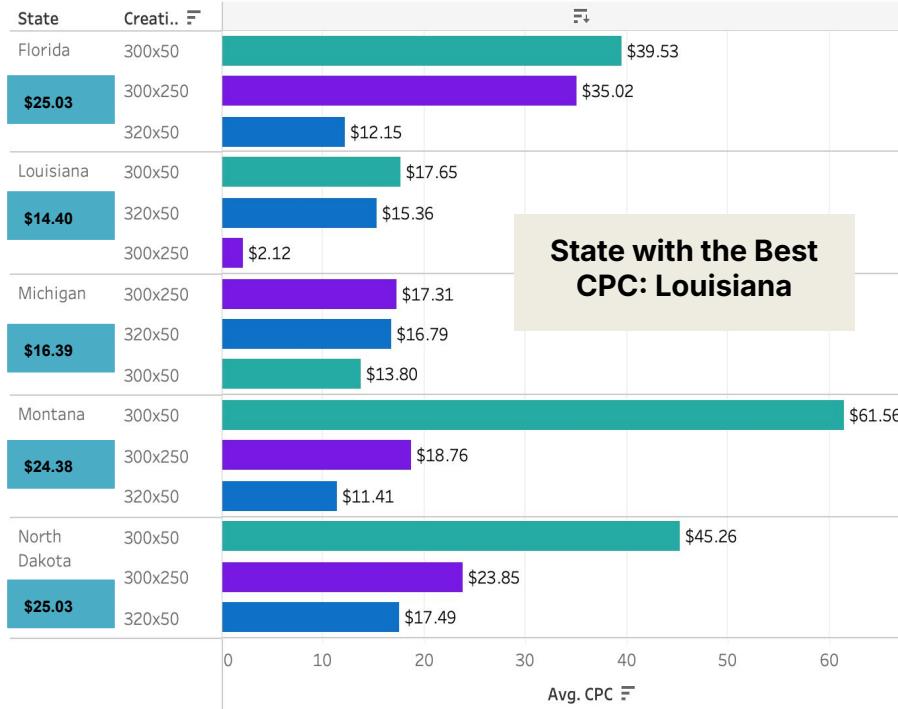


Top Performing Message:

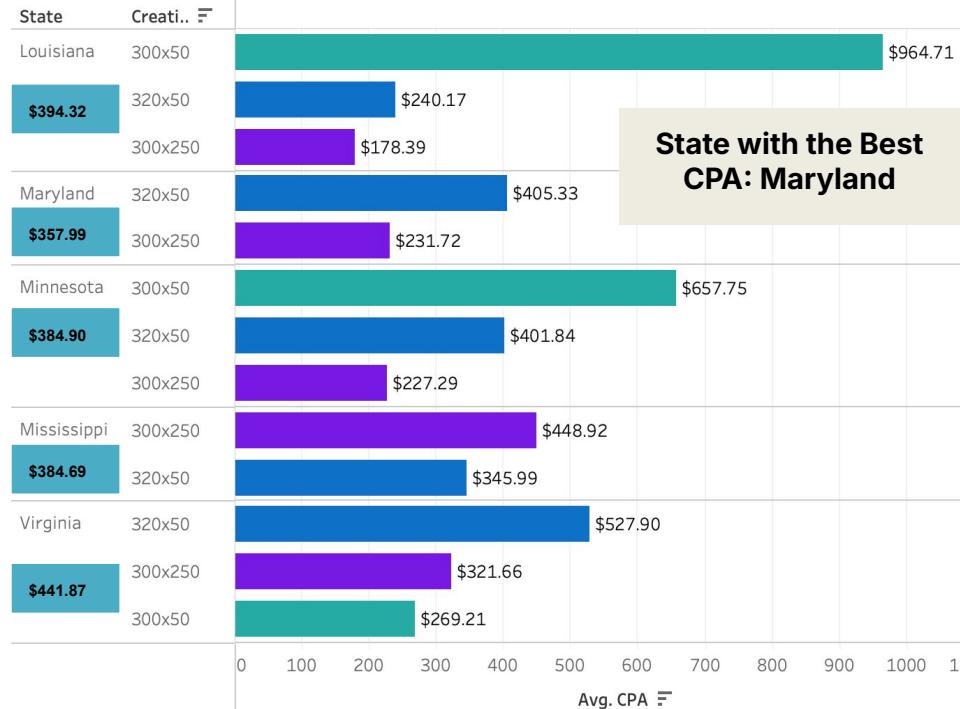
Subscribe Today- 10% Discount

Location x Creative Size

CPC

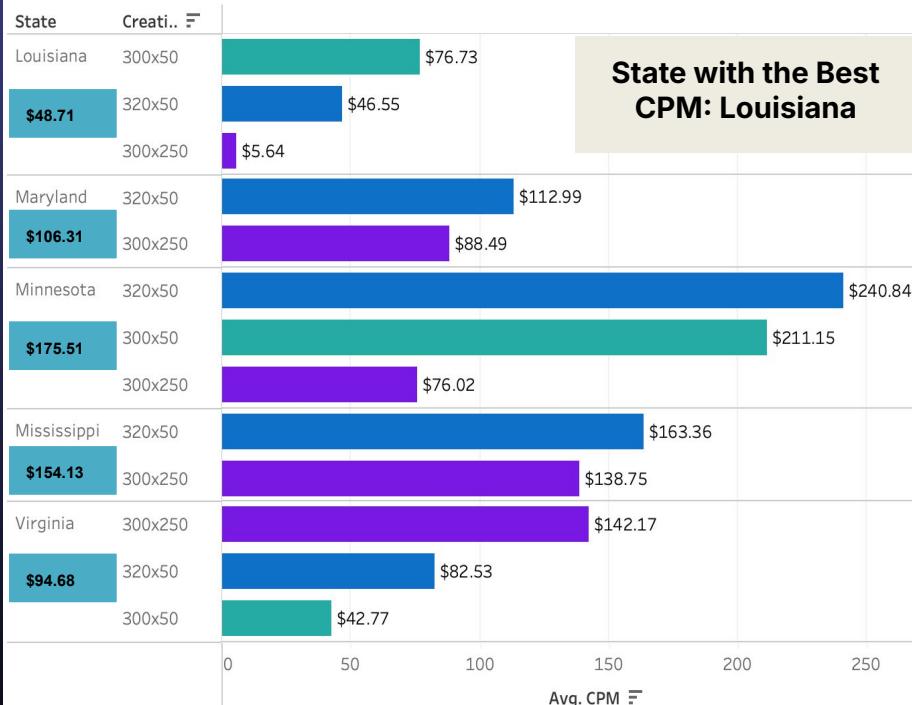


CPA

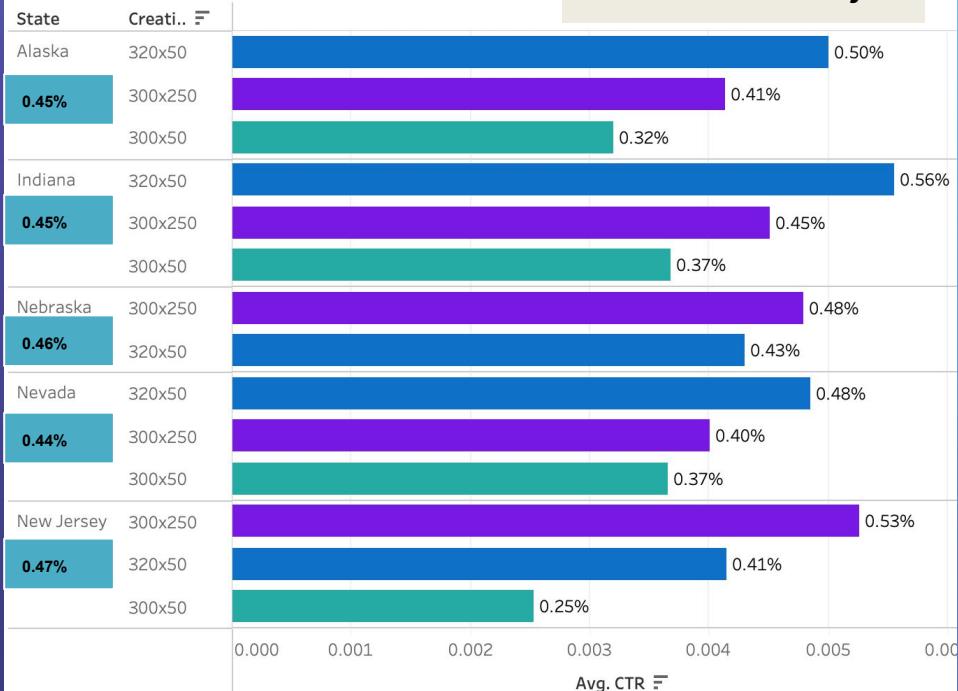


Location x Creative Size

CPM

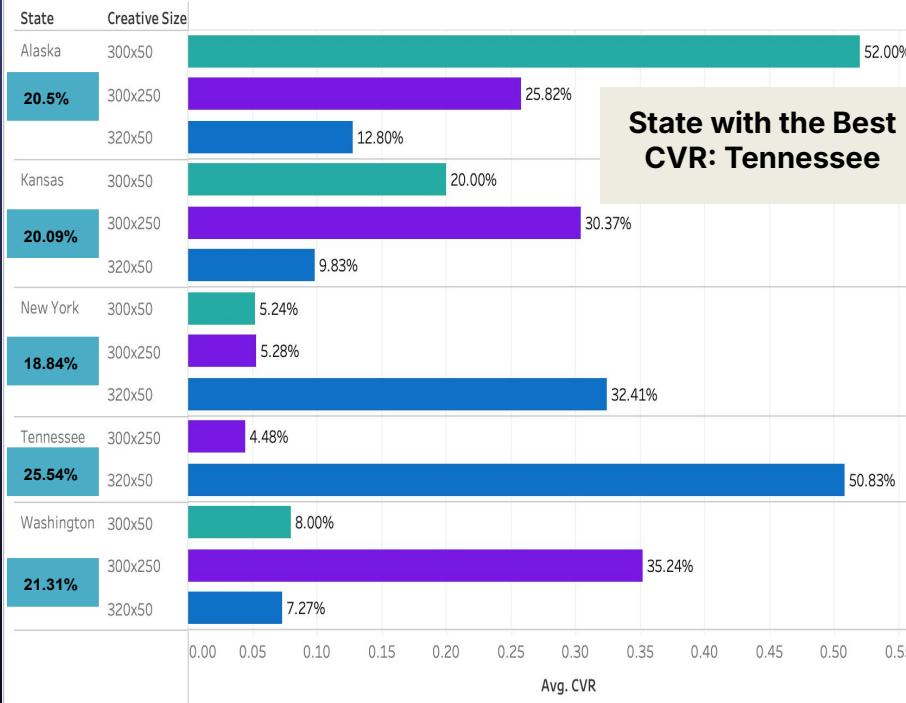


CTR

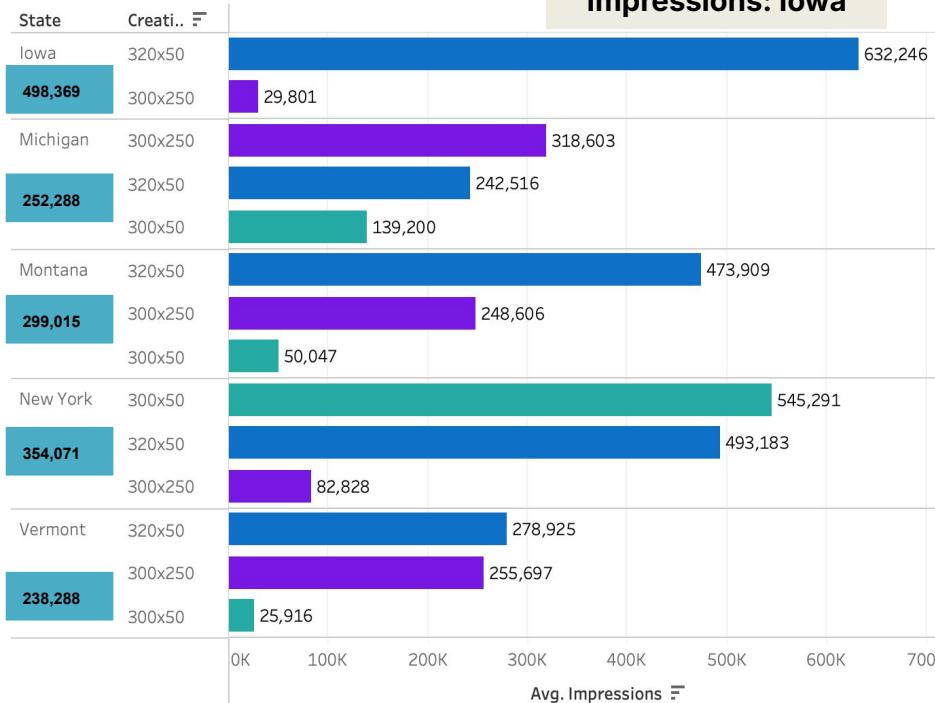


Location x Creative Size

CVR



Impressions



Creative Size

**State with the Best
CVR: Tennessee**

**State with the Best
CPC: Louisiana**

**State with the Best
CPA: Louisiana**

**State with the Best
CPM: Louisiana**

**State with the Best
CPA: Maryland**

**State with the Best
CTR: New Jersey**

Ideal Ad Size:

300×250

Ideal Device:

Smartphone

- Replicate successful strategies
- Reallocate budget
- Maximize exposure and viewability
- Optimize device-specific strategies



Inventory Analysis



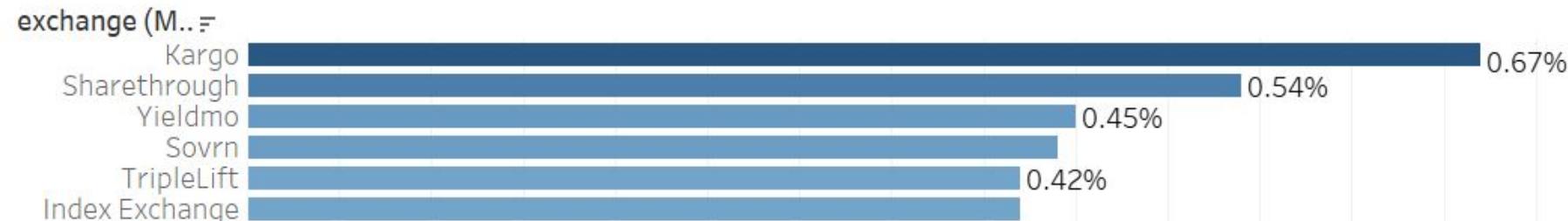
Data points of Interest

In addition to CPA, CPM, CTR, CVR, and CPC, I added in the following data points:

- Viewability
- Click biased composite costs (\$)
- Impressions biased composite costs (\$)
- Unbiased composite costs (\$)

Best Performing Exchanges : Kargo, sharethrough, Yieldmo, Sovrn, TripleLift

CTR

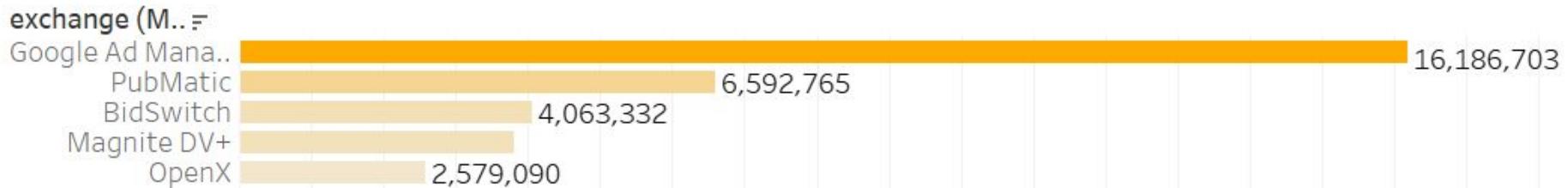


Viewability



Best Performing Exchanges : Kargo, sharethrough, Yieldmo, Sovrn, TripleLift

Viewable impressions



Measurable Impressions



CPM vs Viewability: How much to pay for outreach?

app_url	AVERAGE of viewability	AVERAGE of CPM
<u>my.earthlink.net</u>	90.40%	\$232.80
<u>al.com</u>	85.95%	\$427.62
<u>outlook.live.com</u>	84.17%	\$60.67
<u>mapquest.com</u>	80.59%	\$268.91
<u>timeanddate.com</u>	80.12%	\$110.73

Composite cost (weighted average) formula

$$= (\text{CPC} * \text{weight1}) + (\text{CPM} * \text{weight2})$$

Weighted Average Formula

Weighted Average = $\frac{\text{Sum of weighted terms}}{\text{Total Number of terms}}$

$$\bar{x} = \frac{w_1x_1 + w_2x_2 + w_3x_3 + \dots + w_ix_i + \dots + w_nx_n}{w_1 + w_2 + w_3 + \dots + w_i + \dots + w_n} = \frac{\sum_{i=1}^n w_i x_i}{\sum_{i=1}^n w_i}$$

Best Performing Exchanges by Composite cost:

Overall best:
Sovrn

<i>exchange</i>	AVERAGE of composite_cost_equallyImportant
Sovrn	\$32.82
Taboola	\$50.30
Smart RTB+ (Smartadserv)	\$61.37
PulsePoint	\$65.60
Kargo	\$73.41
<i>exchange</i>	AVERAGE of composite_cost_impression_Biased
Sovrn	\$43.57
PulsePoint	\$65.77
Taboola	\$67.72
Smart RTB+ (Smartadserv)	\$78.72
Kargo	\$106.08
<i>exchange</i>	AVERAGE of composite_cost_click_Biased
Sovrn	\$22.07
Taboola	\$32.87
Kargo	\$40.74
Smart RTB+ (Smartadserv)	\$44.02
Magnite DV+	\$61.74



Conclusion

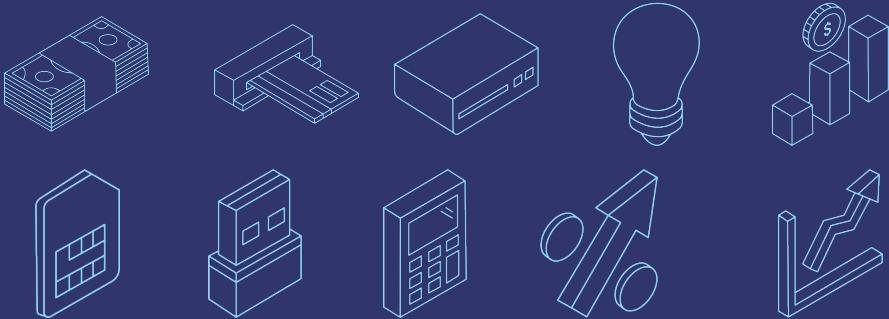
Next Steps

- It is recommended to target audiences with buyer propensity and interest propensities due to their low costs and moderate performance, reallocating funds from the education budget, which has shown high expenditures with low returns. Additionally, prioritizing the People & Society segment is advised, as it consistently delivers superior results in both conversions and cost of acquisition.
- It is recommended to target ads in Mississippi, Minnesota, and Wyoming because they had low costs and higher conversion rates. It would also be beneficial to target ads in Iowa, New York, and Vermont due to their high visual traction.
- We must continue to maintain the **300 × 250 size** for desktop and cross-platform reach, as it drives strong CTR and ensures broad visibility. By balancing both the **300 × 250** and **320 × 50** formats, we can optimize performance across devices, improving both **CTR** and **viewability** for sustained success.
- "**Subscribe Today - 10% Discount**" message and using similar effective variations, along with strategic adjustments to ad formats will contribute to our overall campaign performance
- Google Ad manager was the best for outreach and overall viewability based solely on clicks, but in terms of across the board cost effectiveness, the best exchange was Sovrn.

Thank you!



Resource Page



Use these design resources in your
Canva Presentation. Happy designing!

Delete this page before presenting.