



Advertising Campaign Performance



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Advertising Campaign

Performance



This analysis provides a comprehensive look at the performance of various advertising campaigns across multiple platforms, content types, demographics, and regions. It evaluates metrics like total clicks, success rates, click-through rates (CTR), cost per click (CPC), conversion rates, and budget allocation to gauge the effectiveness and efficiency of the campaigns.

***Platform By Total Clicks
Rate:***

***YouTube: 5,940,228 clicks
(23%)***

***LinkedIn: 5,005,258 clicks
(20%)***

***Instagram: 4,940,082 clicks
(20%)***

***Google: 4,480,361 clicks
(18%)***

***Facebook: 4,764,998 clicks
(19%)***

Platfrom	Total_Clicks
Facebook	4764998
Google	4480361
Instagram	4940082
LinkedIn	5005258
YouTube	5940228
Grand Total	25130927

Platform By Success:

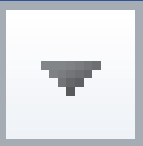
YouTube: 22%

LinkedIn: 21%

Instagram: 19%

Google: 18%

Facebook: 20%

Platfrom 	Total Success
Facebook	177.00
Google	158.00
Instagram	175.00
LinkedIn	188.00
YouTube	199.00
Grand Total	897.00

Platform By Target Age Of CTR (Click-Through Rate):

Facebook, Google, Instagram, LinkedIn, YouTube
Age Groups: 18-24, 25-34, 35-44, 45-54, 55+

Sum of CTR Target_Age ▾						
Platfrom ▾	18-24	25-34	35-44	45-54	55+	Grand Total
Facebook	43102.63496	19416.90332	6188.18333	13784.5948	13853.2362	96345.5526
Google	6696.875343	8196.241792	9094.70073	10538.8146	22629.1557	57155.7881
Instagram	8993.285011	17230.74532	28459.8763	7846.54496	26836.6184	89367.07
LinkedIn	14392.90583	7516.707566	17984.915	20203.5118	7647.52422	67745.5644
YouTube	5719.31943	7131.391038	12187.5802	10721.3128	42614.7224	78374.3258
Grand Total	78905.02058	59491.98903	73915.2556	63094.7789	113581.257	388988.301

Content Type By Gender Of CPC (Cost Per Click):

Content Types: Carousel, Image, Story, Text, Video

Gender: Male, Female, All

Sum of CPC	Traget_Gender			
Content_Typ	All	Female	Male	Grand Total
Carousel	132.4960484	105.9213619	85.91045637	324.3278667
Image	331.9822952	80.76837182	135.6972046	548.4478717
Story	622.8492223	171.561933	179.395924	973.8070793
Text	200.6873883	288.0636766	122.5939856	611.3450506
Video	109.9044874	306.3374737	94.80788321	511.0498443
Grand Total	1397.919442	952.6528171	618.4054539	2968.977713

Content Type Conversion Rate:

Video: ~40

Text: ~35

Story: ~30

Image: ~25

Carousel: ~20

Content_Type	Average of Conversion_Rate
Carousel	15.37189705
Image	31.27615609
Story	34.39918472
Text	33.29456108
Video	18.27388646
Grand Total	26.85698468

Region By Budget & Conversions:

Regions: Canada, Germany, India, UK, US

Total Budget: \$4,000,000 to \$5,600,000

Sum of Conversions: 100,000 to 600,000

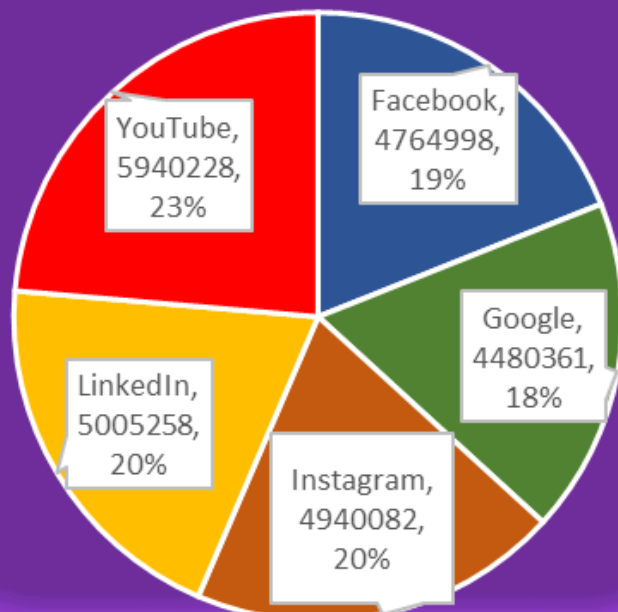
Region	Total_Budget	Sum of Conversions
Canada	\$ 4,641,443.00	483,470.00
Germany	\$ 4,843,787.00	497,486.00
India	\$ 4,609,597.00	456,436.00
UK	\$ 5,435,231.00	563,304.00
US	\$ 5,062,081.00	479,664.00
Grand Total	\$ 24,592,139.00	2,480,360.00



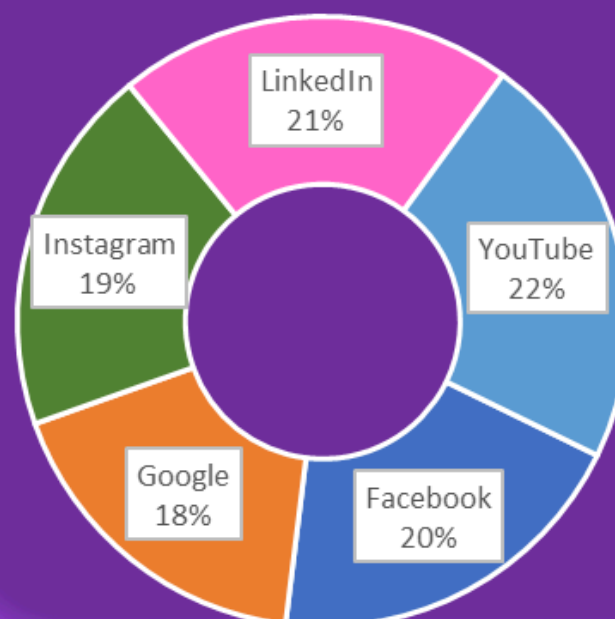
Advertising Campaign Performance Analysis



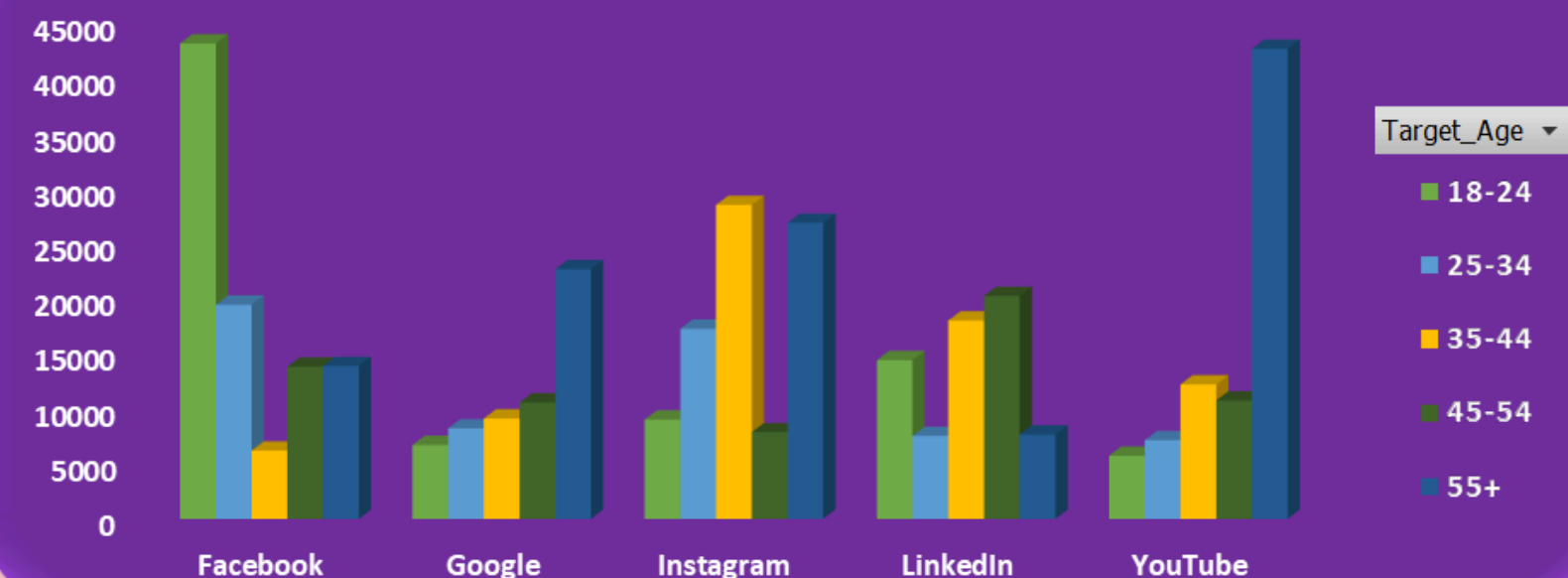
PlatFrom_By_Toal_Clicks_Rate



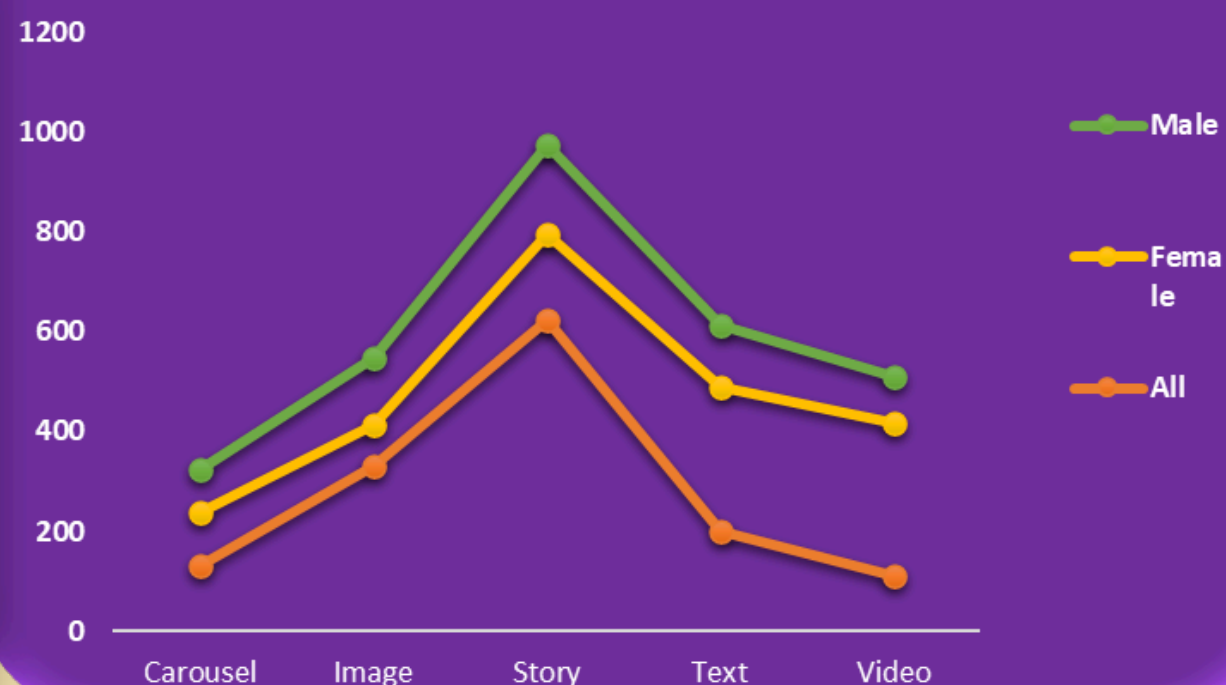
PlatFrom_By_Success



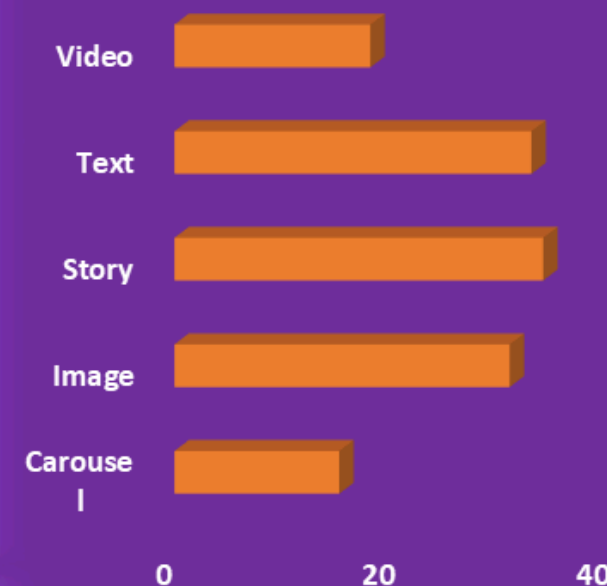
Platfrom_By_Target_Age_Of_CTR



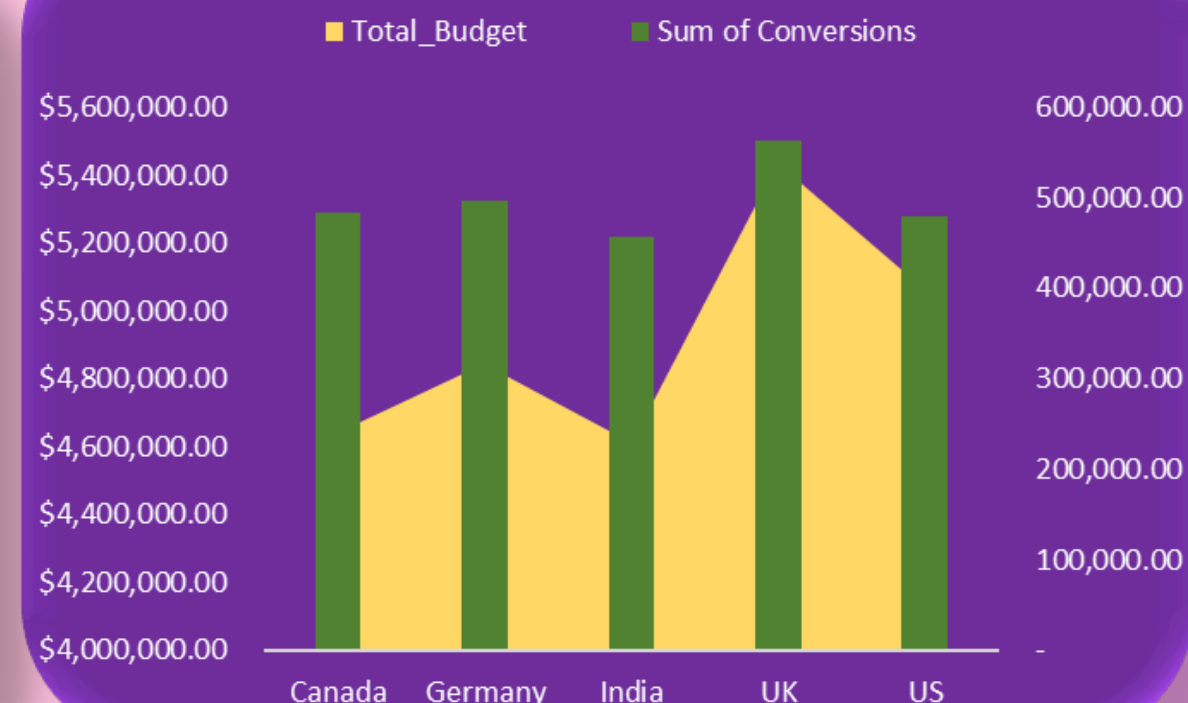
Content_Type_By_Gender_Of_CPC



Content_Type_Conversion_Rate



Region_By_Budget_& Conversions



This analysis highlights YouTube as the top-performing platform in terms of total clicks and success rate. Videos emerge as the most effective content type with the highest conversion rate. The data covers various demographics, including different age groups and genders, and provides insights into CPC for different content types. Additionally, the budget and conversions are analyzed across key regions, showcasing a range of investment and performance.

Thank You

