

## **Analyze Anonymized Display Data Using Tableau**

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### **Task:**

Find a key insight at the client level, the brand level and the tactic level. Please provide a packaged Tableau workbook (.twbx file) with your work to support your conclusions. The work will be graded based on the value of the insight and the Tableau innovation, data visualization quality, and organization to support your conclusions.

### **Summary:**

#### **1. Tactic Level**

##### **1) Analysis**

A. Analyze the Cost Per Conversion and impressions of each tactic

- (1) Total Conversions = SUM ([Activityclickthroughconversions]) + SUM ([Activityviewthroughconversions])
- (2) Cost Per Conversions = [Total Conversions]/SUM ([Mediacost])
- (3) Set Impressions greater than 100,000
- (4) Add Tactic as a Filter
- (5) Sort Cost Per Conversions
- (6) Add average line
- (7) Edit format of the chart
- (8) Add Cost Per Conversion Parameter and apply

B. Analyze the Conversion Rate and impressions of each tactic

- (1) Conversion Rate = [Total Conversions]/SUM([Impressions])
- (2) Set Impressions greater than 100,000
- (3) Add Tactic as a Filter
- (4) Sort Conversion Rate
- (5) Add average line
- (6) Add Conversion Rate and apply
- (7) Color code the tactics by creating parameters

## 2) Tableau Visualizations

See my Tableau “Tactic Dashboard” in the “twbx” file.

### 3) Key Insights

- I would recommend reducing budget on rtg and pbt because the conversion rate is very low (0.00% to 0.02%). Even though the impressions of rtg and pbt are relatively higher than others, it still doesn't justify the high budget spent on these tactics. The high impressions it generated could be a result of high costs, and the impressions may not be increasing when the budgets are used up. And the other reason is that the impressions didn't contribute to conversions, which is the most important metric in digital marketing.
- I also recommend increasing budget on contextual, keyword, whitelist, helix because these tactics have very high conversion rate (0.04% to 0.07%) and the costs are just above the average (\$0.15 to \$0.34). Even though the conversion rate of audience is also very high (0.13%), it is still too expensive according to the Cost per Conversion (\$0.59). So, maybe putting too much money on audience is a waste and we can try to take off some money from it, and spend on more profitable tactics.

## 2. Brand Level

### 1) Analysis

A. Analyze Total Conversions and Impressions for Brands by date

- (1) Drag Date to Columns
- (2) Drag SUM (Impressions) and Total Conversions to Rows
- (3) Use Dual Axis

B. Analyze media costs for all brands

- (1) Drag SUM (Mediacost) to Columns
- (2) Drag Brand Id to Rows
- (3) Color code the chart

## 2) Tableau Visualizations

See my Tableau “Brand Dashboard” in the “twbx” file.

### 3) Key Insights

- From the “Brand Media Cost” graph, we can tell that Brand K1 is our biggest client. According to the “Brand Total Conversions”, we can find that most of Brand K1’s conversions happened in the summer and January. We can explore further about this by investigating the client’s attributes and also recommend this client to invest more budgets in the summer and January. Besides, we can analyze the data from this client’s website to see what the customers really want and the reason of the bounce rate. We could talk to the client and understand their current goals and future objectives.

### 3. Client Level

#### 1) Analysis

A. Check the campaign performance for clients

- (1) Drag calculated measures “Total Conversions” to Rows and Client Id to Columns
- (2) Use Client Id as a Filter and set impression greater than 100,000
- (3) Color code media cost for all clients in the graph

B. Check CPM for all the clients

- (1) Calculate  $CPM = [Mediacost]/([Impressions]/1000)$
- (2) Drag CPM and Total Conversions into Rows

#### 2) Tableau Visualizations

See my Tableau “Client Dashboard” in the “twbx” file.

### 3) Key Insights

- From the dashboard, we can find that Client K is our biggest client who spent the largest amount of money on campaigns and also generated the highest total conversions. Therefore, we can use this campaign result as an evidence to report to the client and maintain a good relationship with them. In the meantime, we can try to figure out what other strategies we can do to improve their conversions. Also, by getting some experience from the campaign for this client, we can possibly form better display marketing strategies for other clients.
- We may need to design new advertising strategies for Client F because Client F paid the highest CPM without getting corresponding conversions. But I don't mean it's all about the strategy, we can further analyze the company, the customer, and other factors that might affect the conversions. It's also better to conduct an A/B testing to find a better strategy before we make our final marketing decisions.