

01-Jan- 2023  --  31st-Aug-2023

# FRESH CART AD SPEND ANALYSIS

Analysis

Campaign

Insights

Recommendations

\$28.5K

Total Adspend

97.52K

Sales Revenue

\$12.89

Cost per Conversion

Thursday, August  
31, 2023

Latest AdStartDate

2210

Sum of Conversions

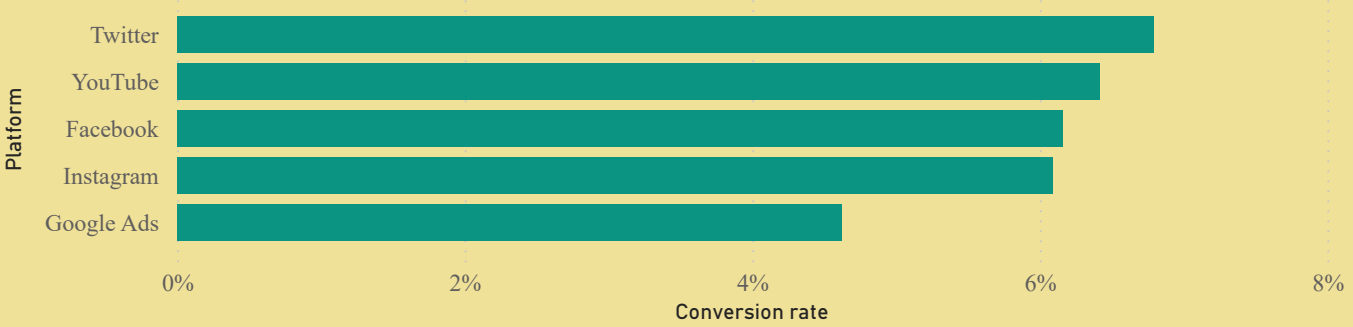
6.24%

Conversion rate

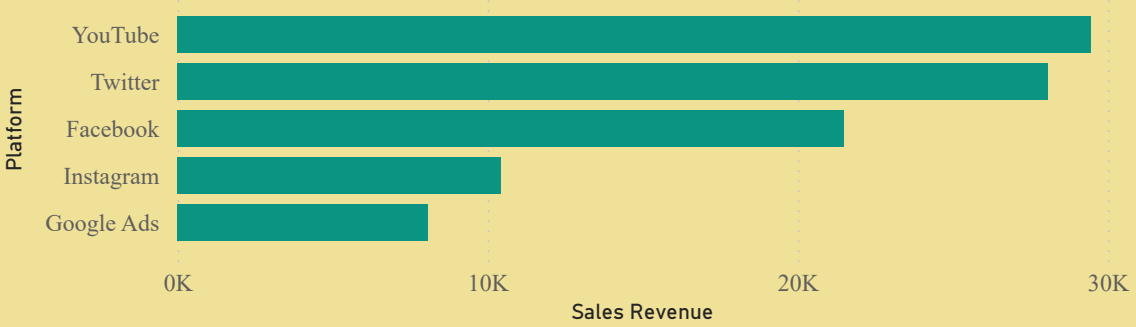
342.20%

ROAS

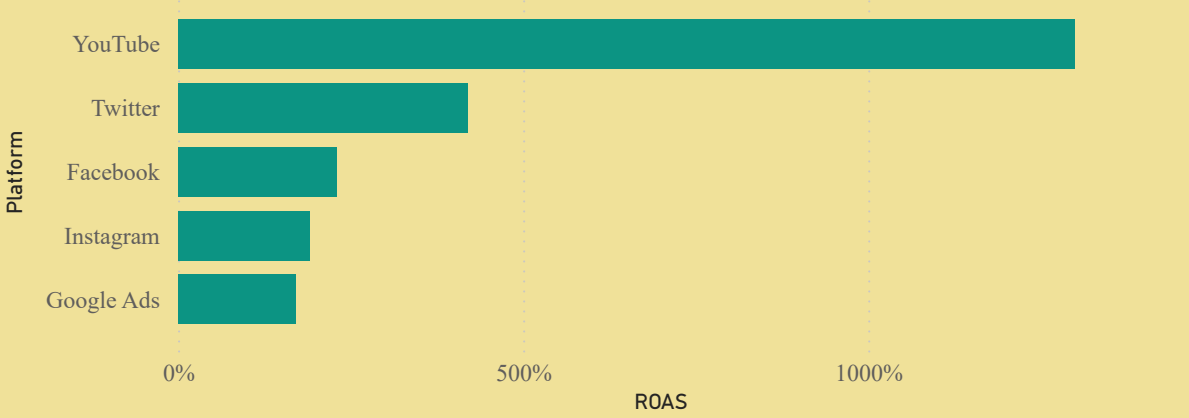
Conversion rate by Platform



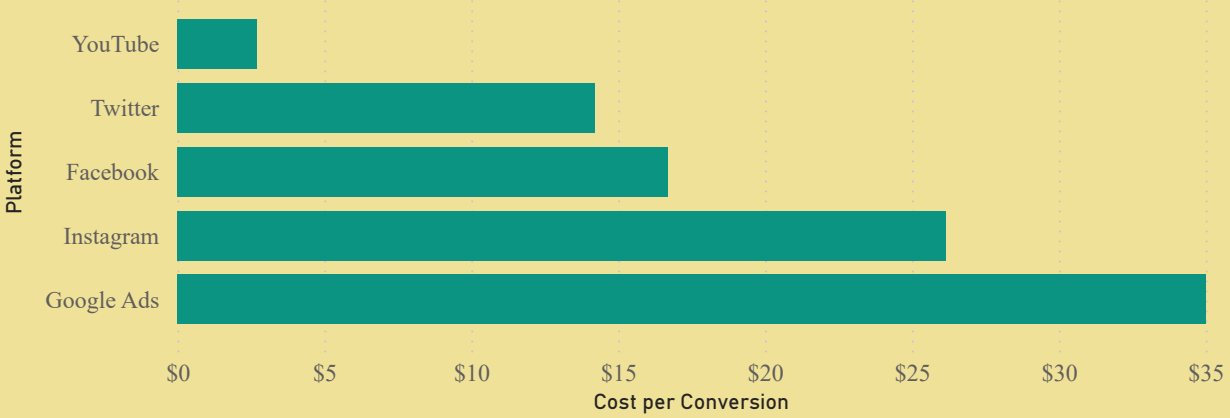
Sales Revenue by Platform



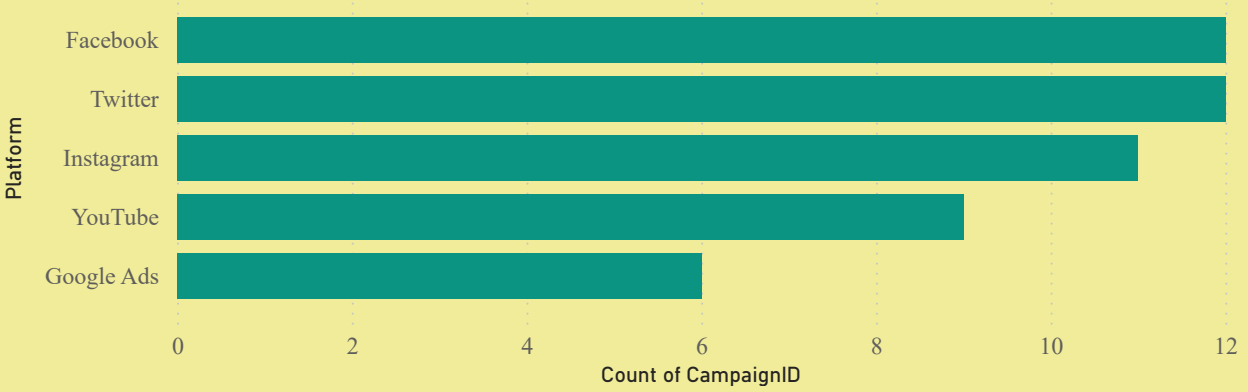
ROAS by Platform



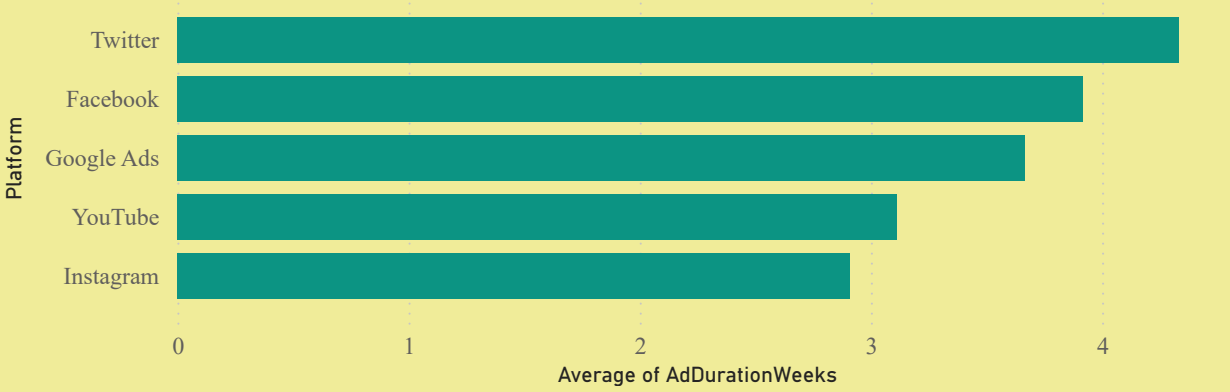
Cost per Conversion by Platform



Count of CampaignID by Platform



Average of AdDurationWeeks by Platform



9

Count of CampaignID

3.11

Avg. Duration

\$2.27K

Sum of Cost

Facebook

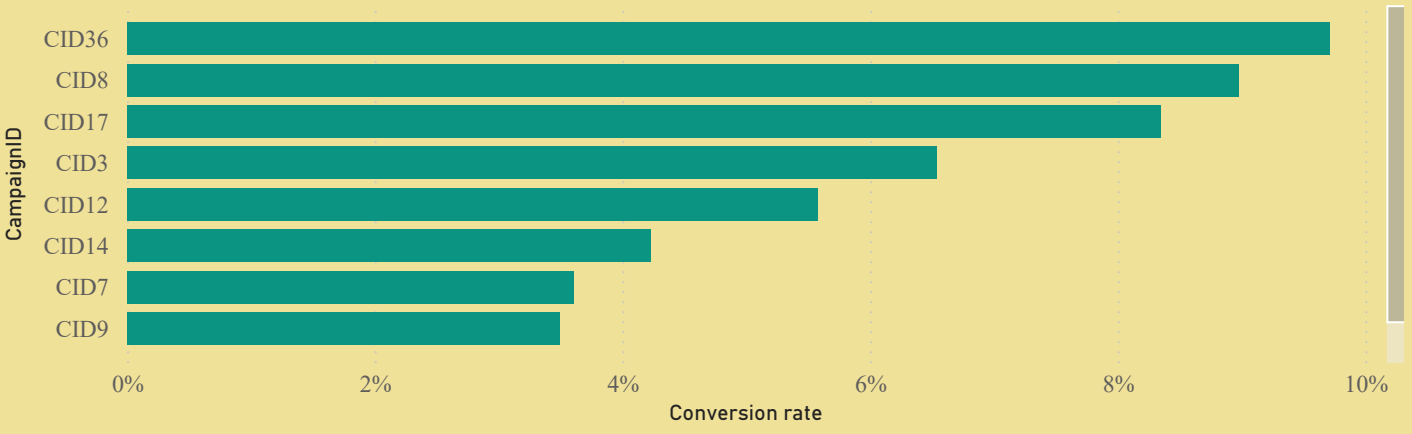
Google Ads

Instagram

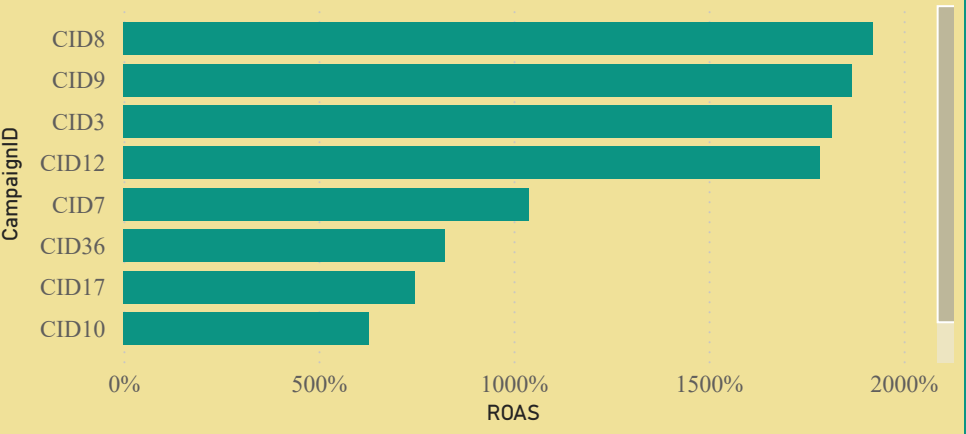
Twitter

YouTube

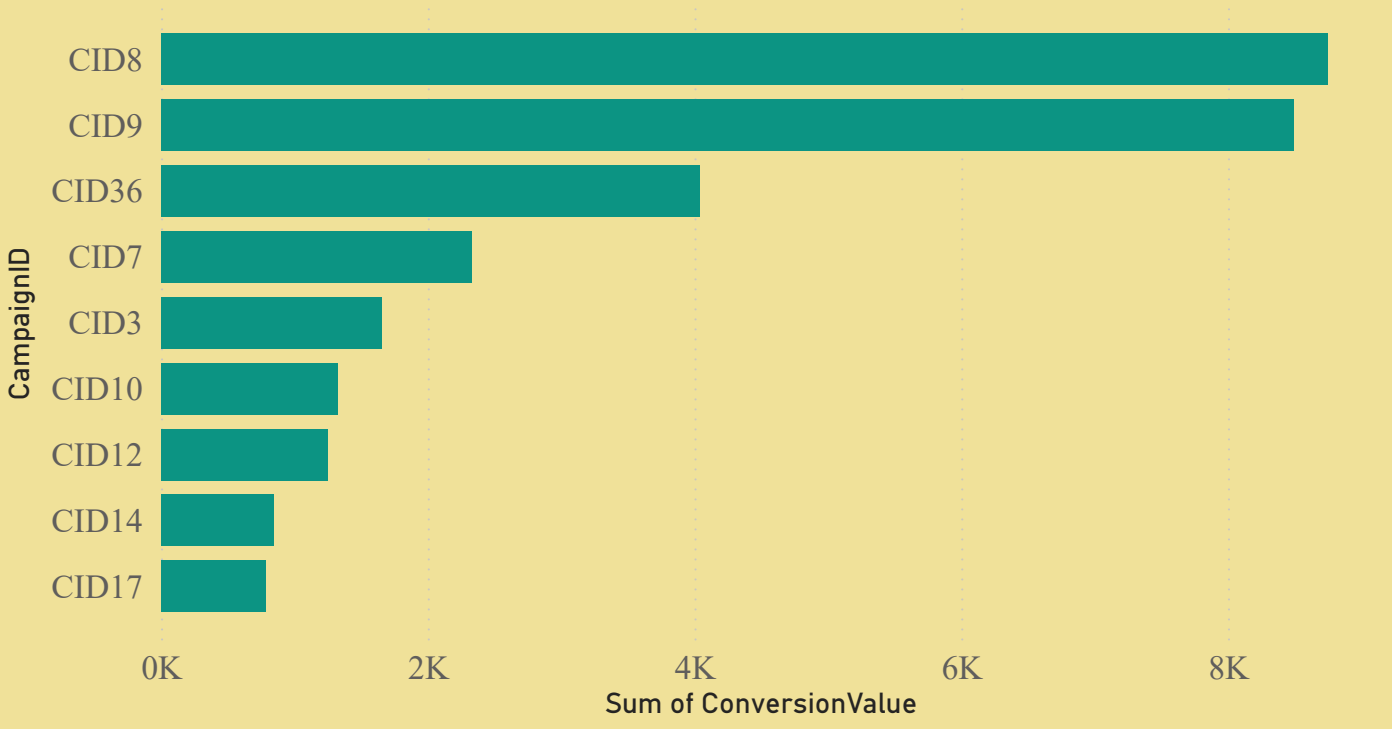
Conversion rate by CampaignID



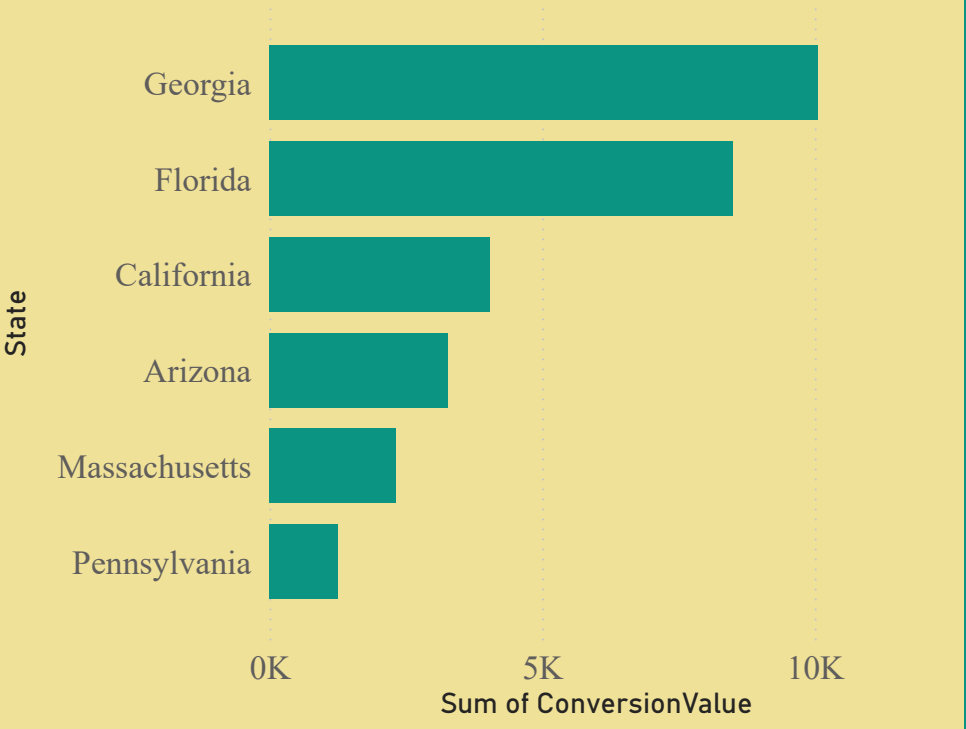
ROAS by CampaignID



Sum of ConversionValue by CampaignID



Sum of ConversionValue by State



# Insights

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## Youtube or Twitter: Which platform is the most effective platform for Ad campaigns ?

**1.High Conversion Rate:** Both Youtube and Twitter have conversion rates that exceed the e \_commerce industry's average of 1-3%meaning their audience are highly receptive to FreshCart's ads

**2.Lowest Cost Per Conversion:** Youtube's Cost Per Conversion (\$2.72) is significantly lower than Twitter (\$14.21) which is more than 5 times higher than Youtube's. This indicates the costeffectiveness in converting viewers to customers.

**3.Efficiency:** Youtube generates more sales than Twitter, even with fewercampaigns (9 vs 12) and shorter ad durations.

Considering all these factors, Youtube is the most effective platform for freshCart's Advertising. It offers a combination of high conversion rates, maximum sales revenue, an impressive ROAS, and lowest cost per conversion. This makes it cost effective and efficient for the platform advertising needs.

## Which is the least effective Platform for Ad Campaign?

**1.Lowest Conversion Rate:** Google Ads has the lowest Conversion rate at 4.52% which is notably lower than the conversion rates of other platforms.

**2.Highest CPC:** Google ADS also has the highest cost per conversion at \$35, making it the most expensive platform in terms of acquiring a customer.

Google Ads generated sales revenue of \$8.07k, which is higher than instagram but significantly lower than Youtube, Twitter and Facebook.

# Recommendation

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## Youtube

**1.Invest more on Youtube:** Given its high ROAS, low cost per conversion and significant sales revenue

**2.Analyse Suuccessful Campaigns:** Deep dive into the top performing Youtube campaigns to identify the types of content that resonate best with the audience on the platform

3, Explore the possibility of running more campaign durations

## Twitter

**1.Optimize the Twitter Spend:** While Twitter has a good Conversion rate and significant revenue, the ROAS adn cost per conversion suggest there is room for optimiztion on Twitter

In conclusion, while FreshCart has experienced successess across multiple platforms, theres always room for optimisation and growth.

## Google Ads

Reassess Google Ads Strategy:

1.While Google Ads has an above average conversion rate compared to industry standards, it lags behind other platforms

2.Consider revisiting the keywordstargeted ad creatives and landing page to optimize perfomance.

1. Conduct a deeper analysis rto identify if certain campaigns or are underperforming