

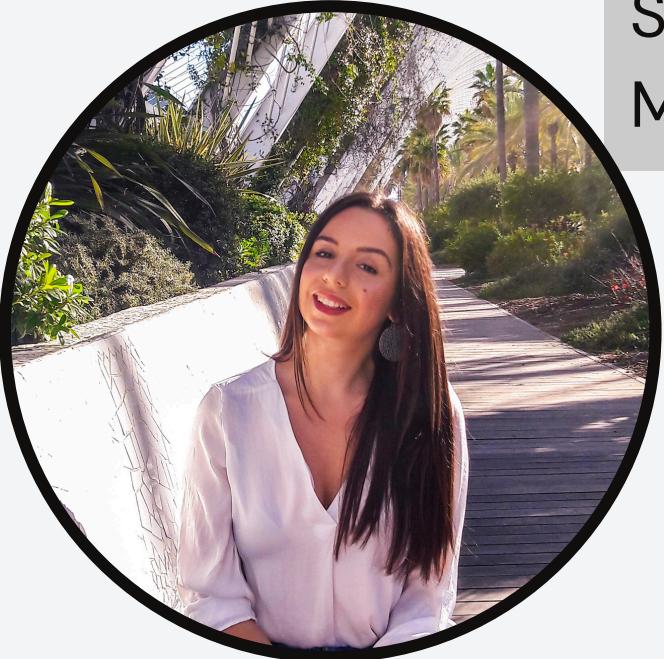
ANNUAL CAMPAIGN EFFECTIVENESS REPORT

CLIENT: SROUJ.US

OUR TEAM

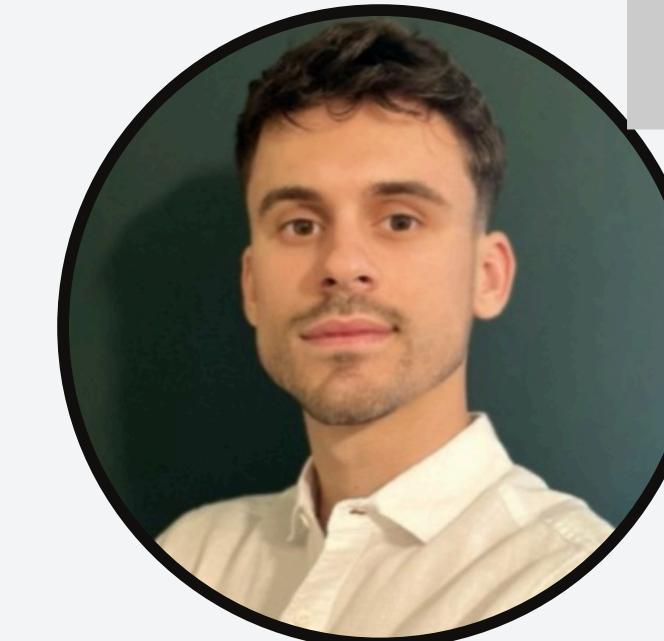
Anna Syrigonaki

Business Administration Bachelor &
Sales Team Leader of Google Ads UKI
Market



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Graduate of Economic Science of NKUA
& working in Accounting of his family
Business



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DATA OVERVIEW

TARGET AUDIENCE

PERFORMANCE BY CHANNEL

PERFORMANCE BY CAMPAIGN TYPE

CUSTOMER SEGMENT ANALYSIS

REVENUE PERFORMANCE

KEY OUTCOMES

FUTURE STRATEGIES

DATA OVERVIEW

Data

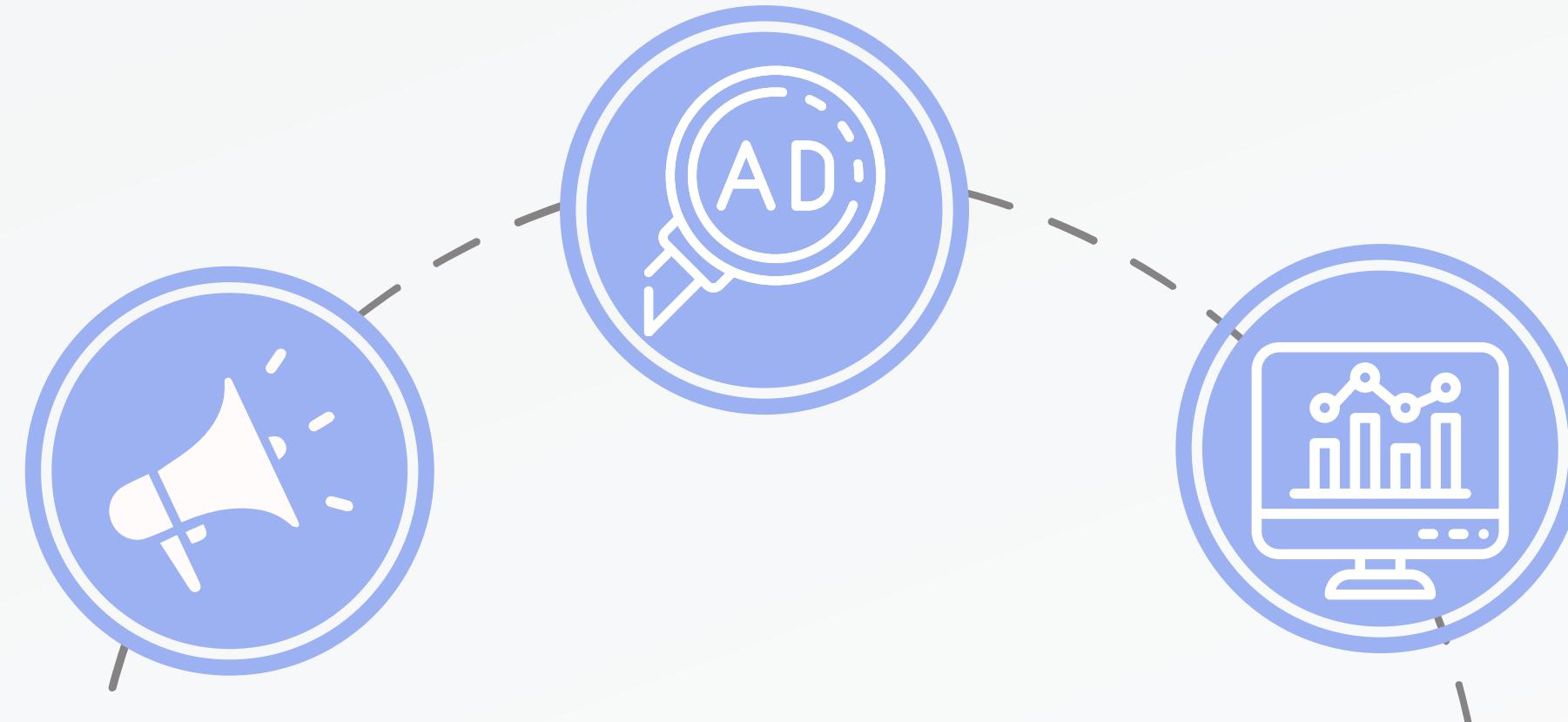
Data from **40k Campaigns** of the year 2023
Analysis done with **Python** (**Pandas**, **Numpy**, **Seaborn**, **Matplotlib**) & Power BI

Campaigns

Campaign Types: **Search**, **Display**, **Social Media**, **Email**, **Influencer**.
Channels used: **Google Ads**, **Meta Ads** **Website Email Marketing**

Metrics

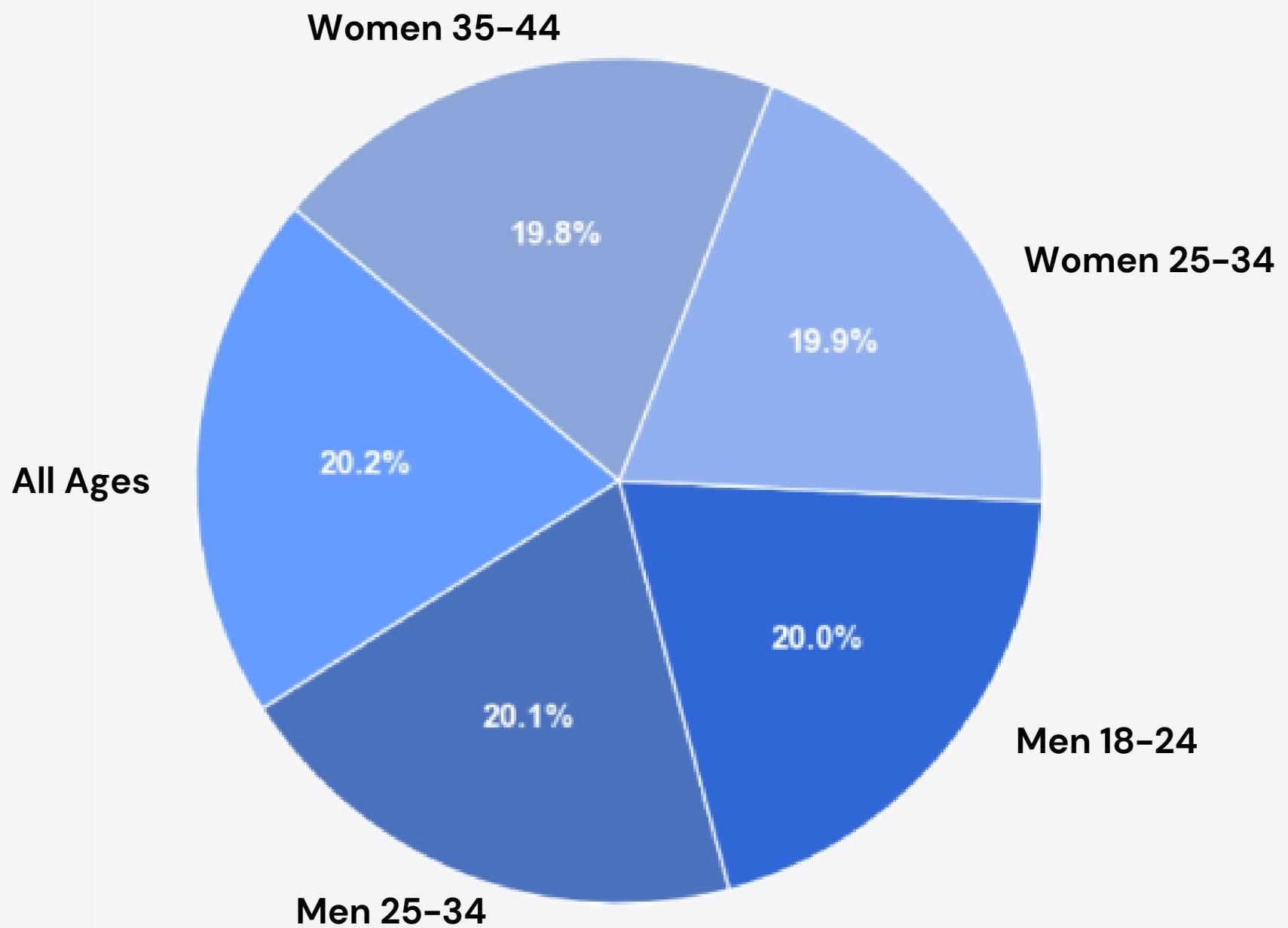
Return on Ad Spend (ROAS), **Revenue**, **Click Through Rate** (CTR),



TARGET AUDIENCE ANALYSIS

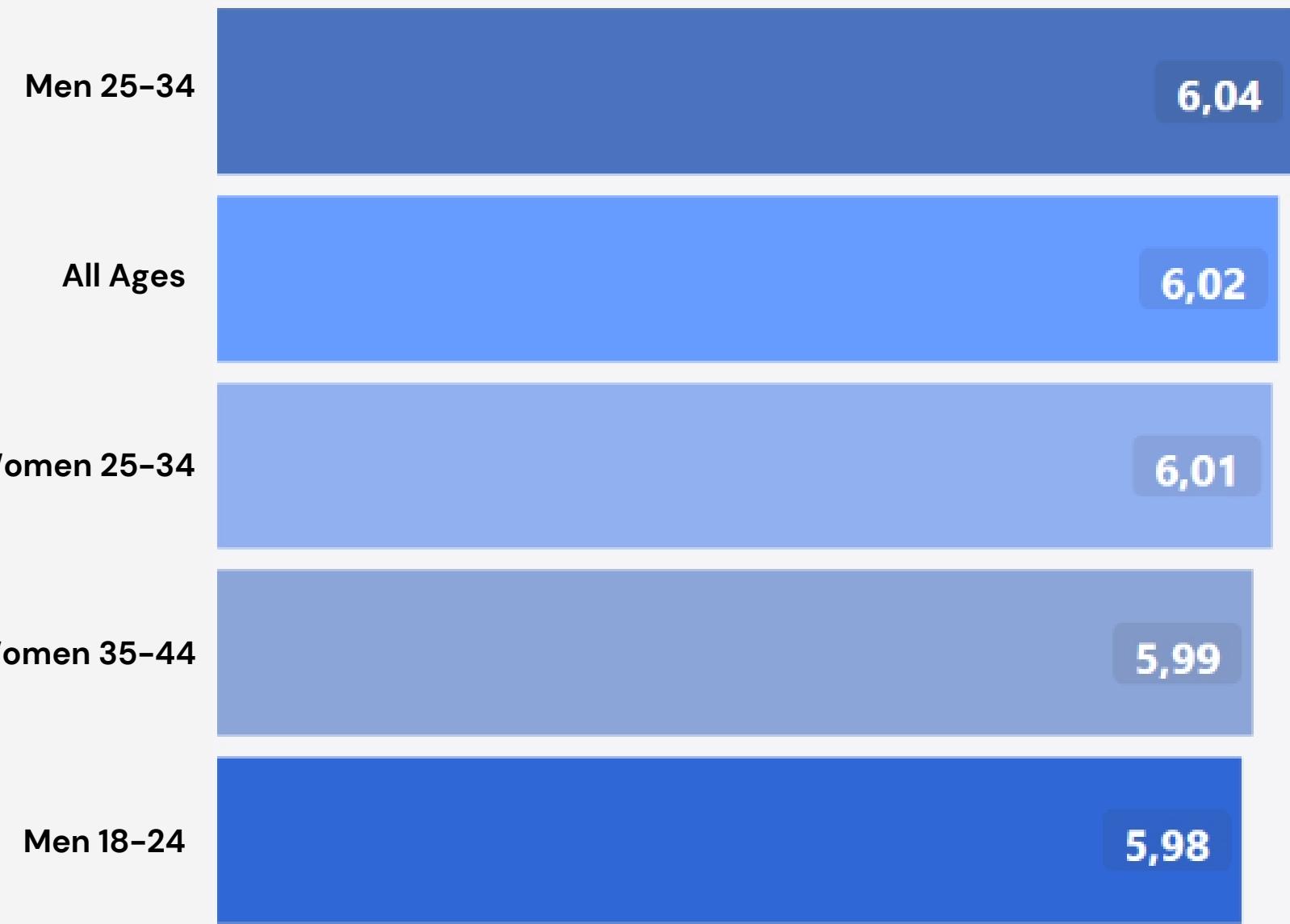
AUDIENCE SEGMENTATION

Gender and Age Groups



TARGET GROUP PERFORMANCE

Return on Ad Spend in each Target Group



PERFORMANCE BY CHANNEL

10%

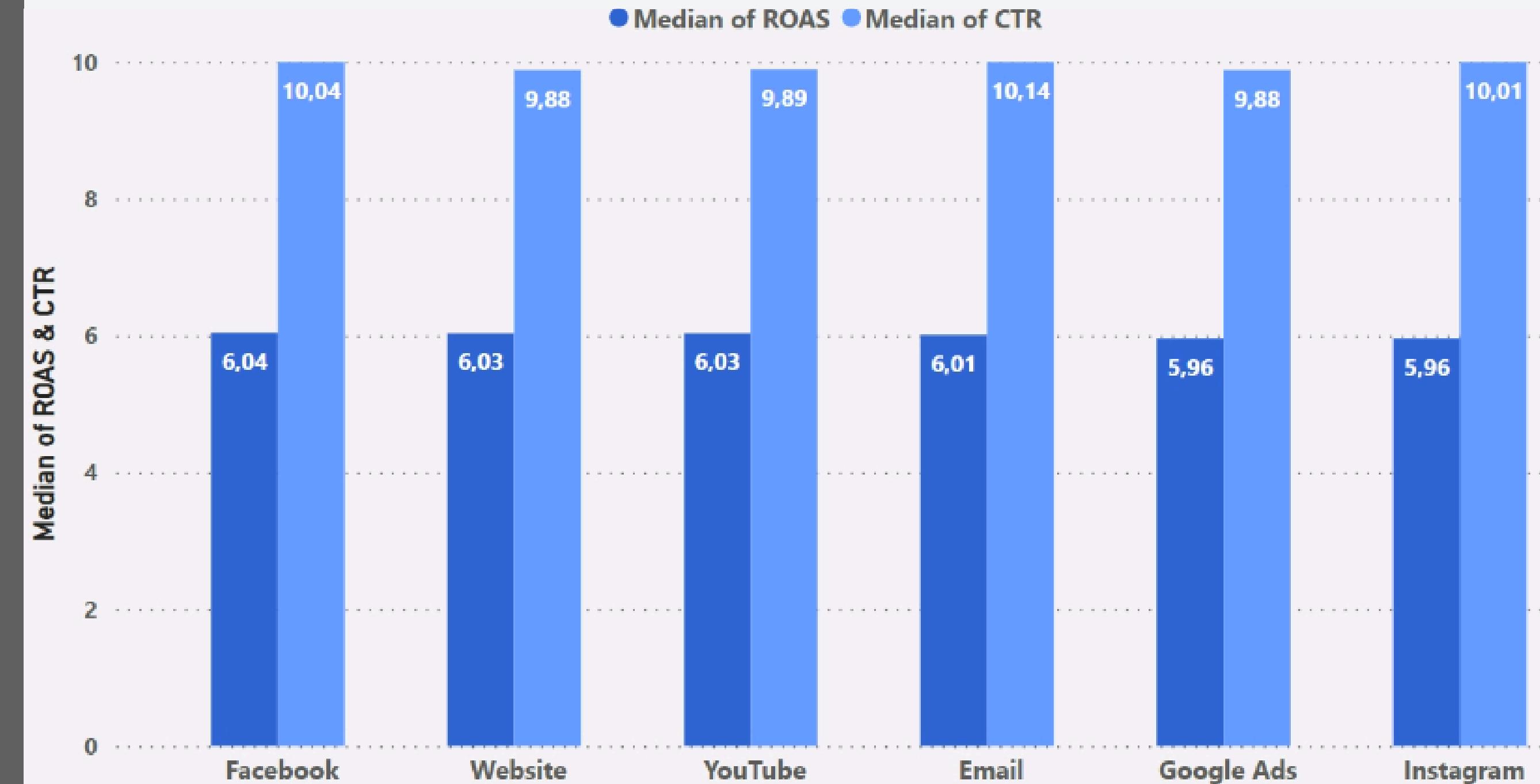
CTR

6

ROAS

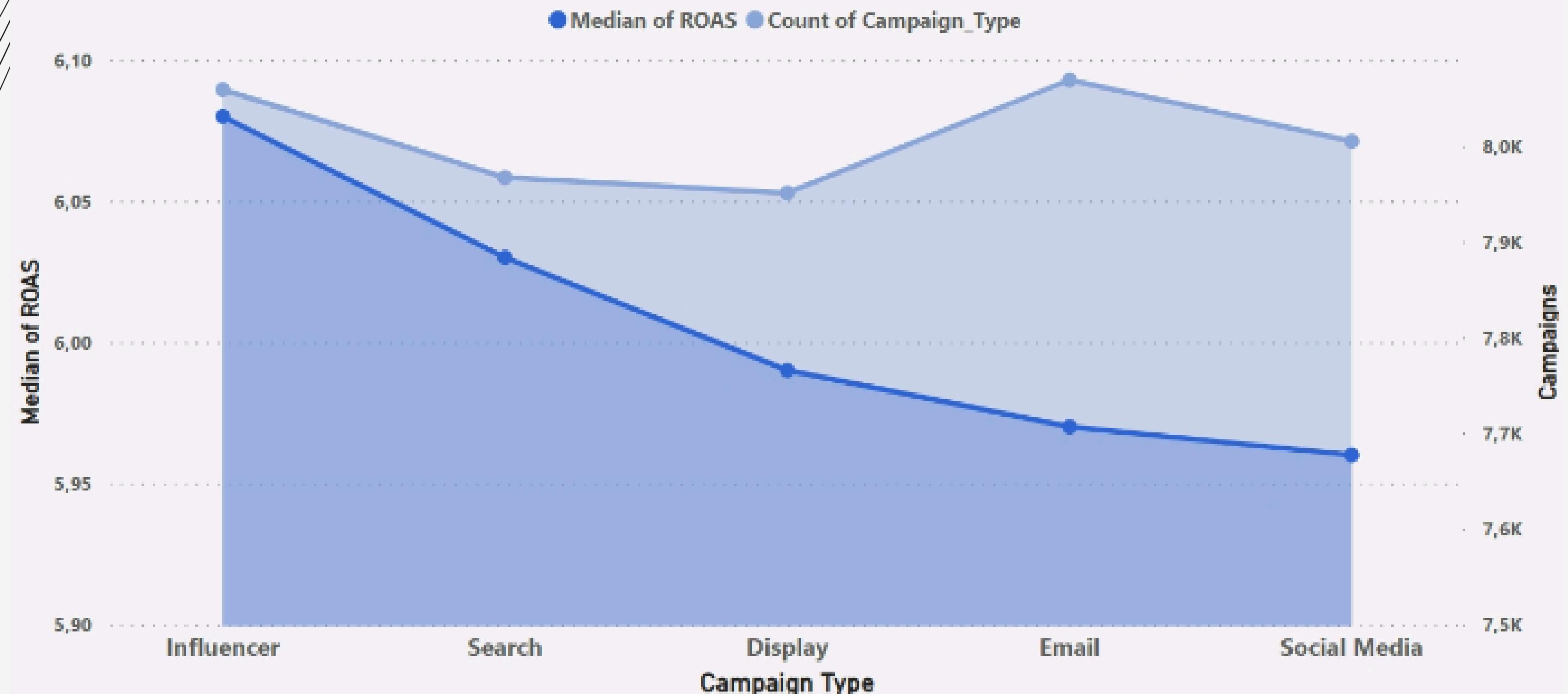
6

Channels Used



PERFORMANCE BY CAMPAIGN TYPES

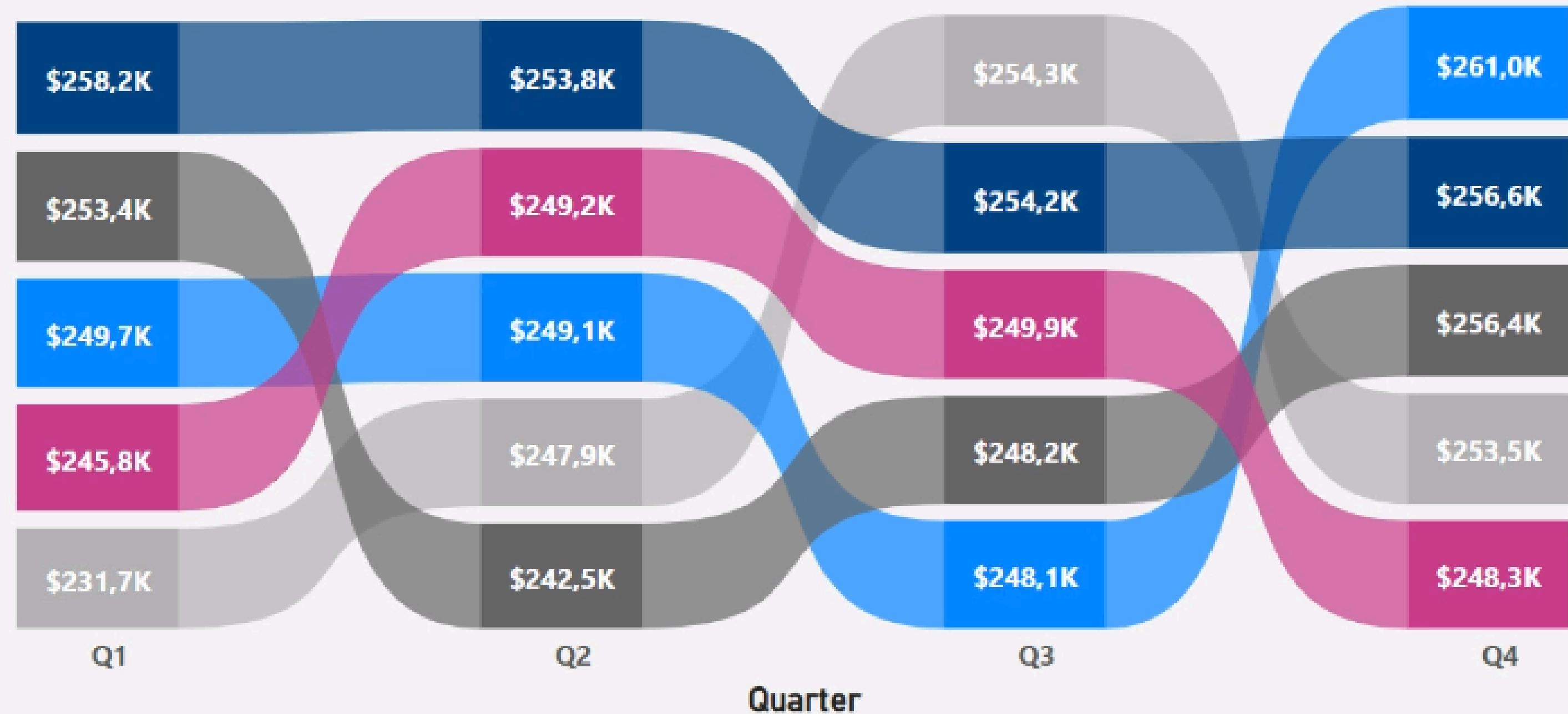
COMPARING THE NUMBER OF CAMPAIGNS VS THE RETURN ON AD SPEND



CUSTOMER SEGMENTATION

THE COST PER ACQUISITION CLASSIFICATION BY CUSTOMER GROUP OVER THE QUARTERS

Customer Segment ● Fashionistas ● Foodies ● Health & Wellness ● Outdoor Adventurers ● Tech Enthusiasts



REVENUE INCREASE

+ 3%

NEW YORK REVENUE
INCREASED BY +7.5%

HOUSTON REMAINS THE REGION
WITH THE HIGHEST REVENUE

over the last 6 months

6 ROAS

Focus on Search and Display campaigns, that seems to be more effective

40%

Revenue is generated in Q4

\$11 billion

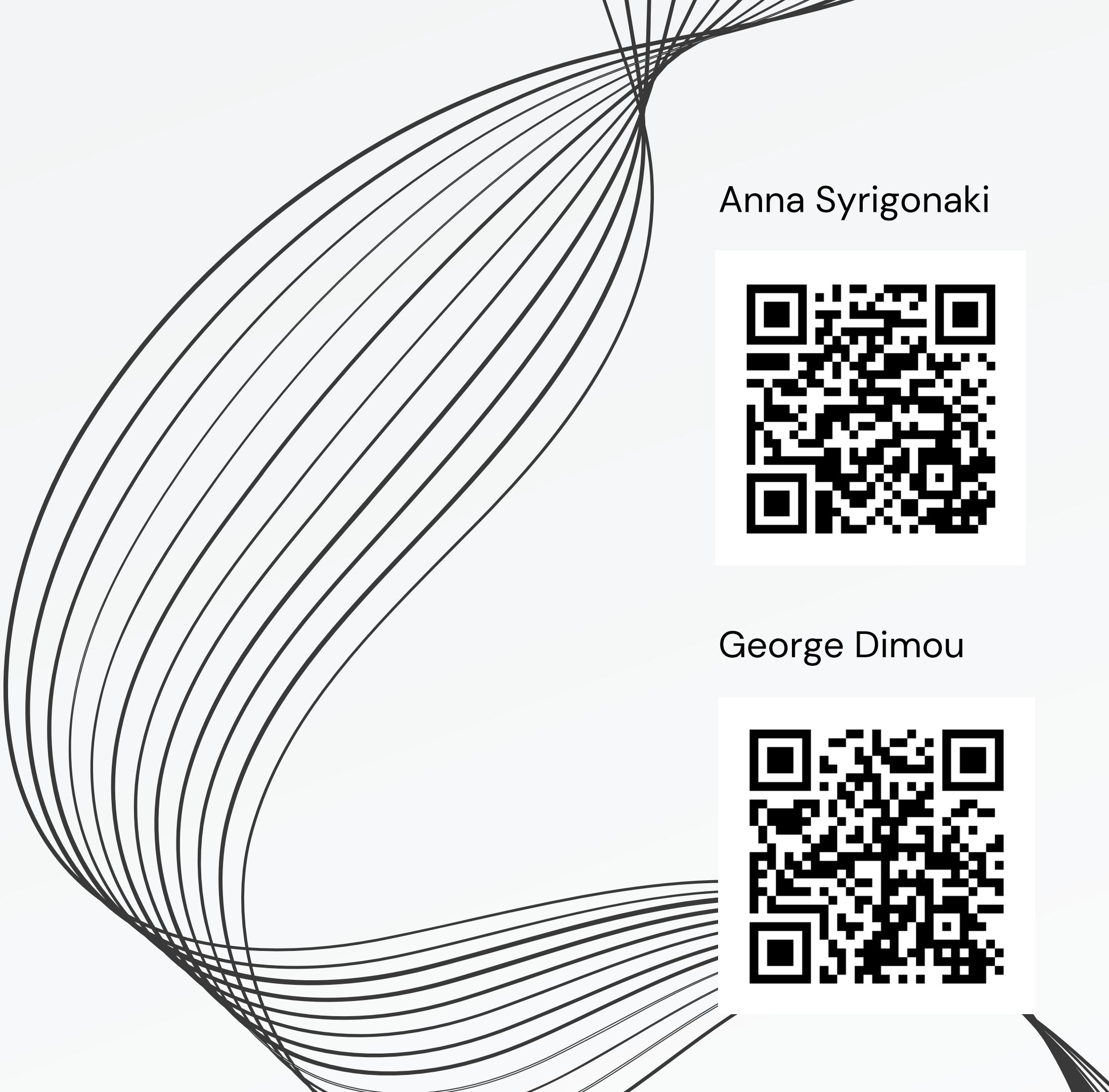
Total Revenue generated from the campaigns

FUTURE STEPS

#NewFeatureLaunch #2024



THANK YOU FOR YOUR ATTENTION



Anna Syrigonaki



George Dimou



EdgeMediaAgency.com