Marketing Campaign Performance Report

Introduction

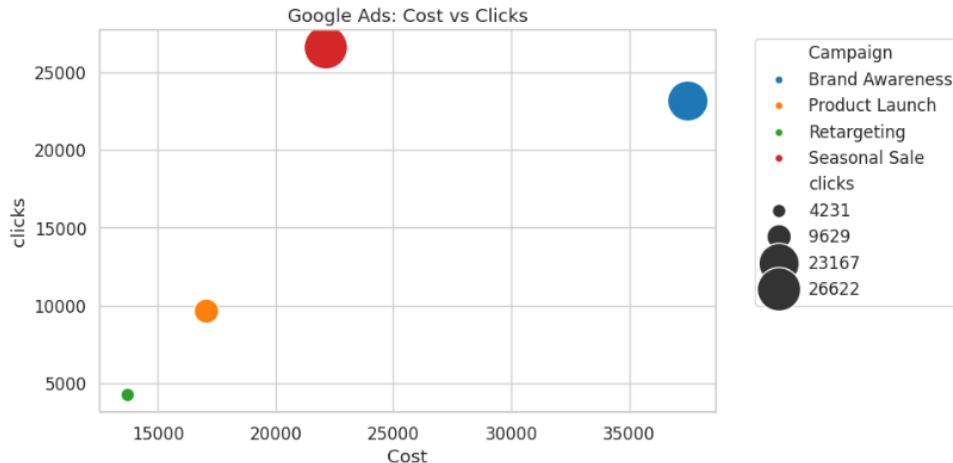**Objective:** To analyse ad performance (spend, leads, CPL) across channels and time.
Data Covered: Daily spends, lead counts, CPL trends, channel-level performance.
Goal: Identify top-performing channels, cost efficiency, and areas of improvement to optimize future campaigns.

01 Performance Comparison

Google Ads – Campaign Performance

Google Ads: Cost vs Clicks

Seasonal Sale: Highest clicks (~26k) with moderate spend (~22k) → most cost-effective campaign.
**Brand Awareness:** High spend (~37k) with slightly fewer clicks (~23k).
Product Launch: Medium spend (~16k) but fewer clicks (~10k).
Retargeting: Very low spend & clicks (~4.2k).

Summary: Seasonal Sale delivered the strongest ROI in terms of clicks per dollar, while Brand Awareness was costly but drove large volume. Retargeting should be scaled for efficiency.

Facebook Ads – AdSet Performance
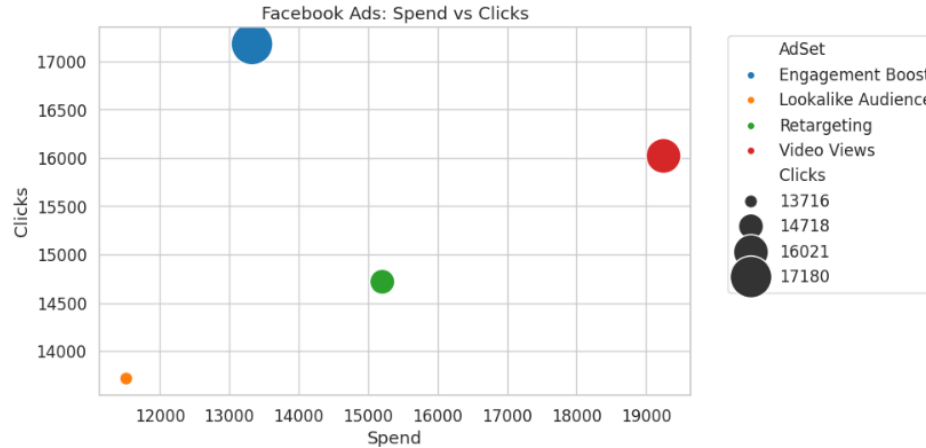
Engagement Boost: Top performer (~17.1k clicks at ~13k spend).
Video Views: High clicks (~16.6k) but required higher spend (~19k).
Retargeting: Decent performance (~14.6k clicks, ~15k spend), efficient but not as strong as Google retargeting.
Lookalike Audience: Lowest clicks (~13.7k) despite decent spend (~11.5k).

Summary: Engagement Boost is the best performer (low cost, high clicks). Video Views was effective but less efficient. Lookalike audience underperformed.

Cross-Channel Comparison

Observation:

Google Ads Retargeting was small scale but highly efficient.
**Facebook Retargeting** delivered larger volumes but was less cost-efficient.
Seasonal Sale (Google) and **Engagement Boost (Facebook)** are clear winning strategies.

Recommendation:

1. Scale **Seasonal Sale** and **Engagement Boost** campaigns.
2. Optimize **Brand Awareness** (Google) & **Video Views** (Facebook) to reduce cost.
3. Test more aggressive **Retargeting** campaigns on both platforms.
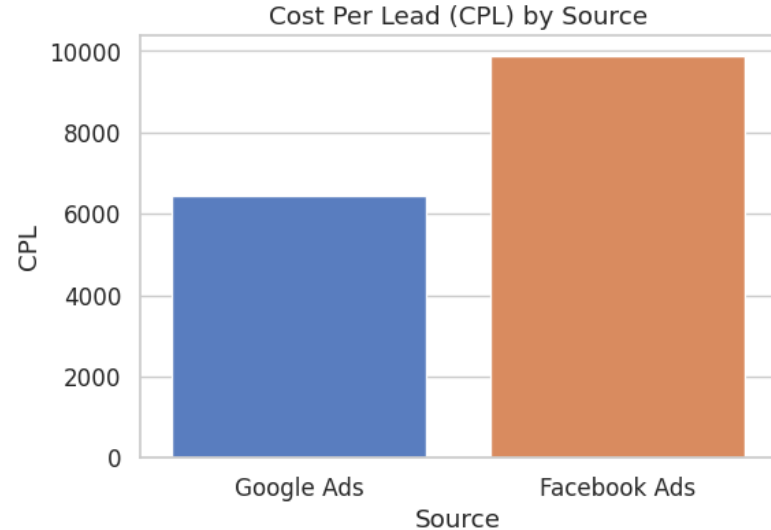
Cross-Channel Comparison

Total Leads by Source

Cost Per Lead (CPL) by Source
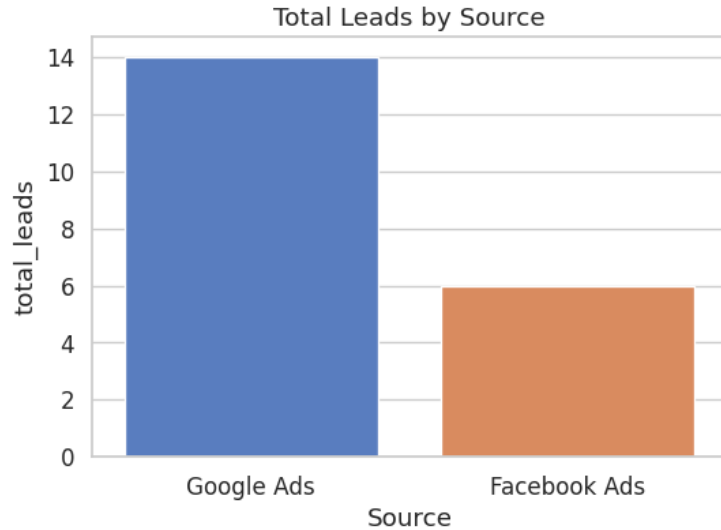
Google Ads:
    Total Spend: ₹90k
   Leads: 14 (4 contacted)
   CPL: ₹6k – Lower than Facebook but still high,
   Needs optimization to improve contacted ratio (only 28% contacted).

Facebook Ads:
   Total Spend: ₹59k
   Leads: 6 (3 contacted)
   CPL: ₹10k – Highest CPL; lead volume and contacted conversion are both lower (50% contacted).

Key Insights from Leads Integration (Cost per Lead Analysis):

Overall Observation:

Google Ads is generating more leads at a lower CPL than Facebook, but contact efficiency is low.

Facebook CPL is significantly higher, making it less cost-effective.

Action:
Optimize ad targeting/creatives, improve lead qualification and follow-up to reduce CPL and increase contact conversion.
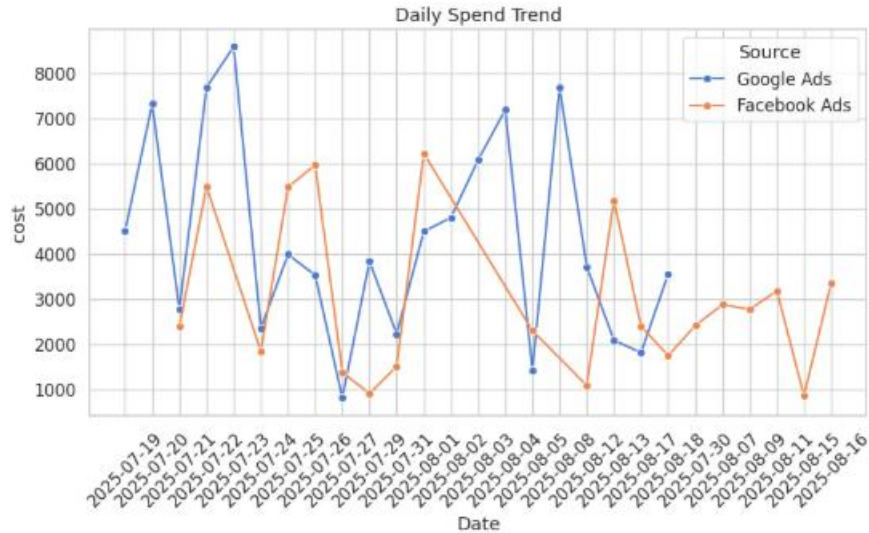
Trend Analysis

Key Observations:

Google Ads shows high spend volatility with CPL peaking around early August.
Facebook Ads has lower spend and almost negligible leads after July end.

Overall, lead generation is inconsistent, with multiple zero-lead days.
CPL for Google Ads is relatively high, indicating inefficient lead acquisition.

02 Insights & Recommendations

Insights & Recommandations

- **Put more money on Google Ads** – it gives more leads for less cost.

- **Fix Facebook Ads** – try better images, videos, or targeting.

- **Check high-spend days** – see why spend went up but leads didn't.

- **Watch cost per lead daily** – stop ads when cost gets too high.

- **Check lead quality** – not just number of leads, but if they are good ones.

Thank You!

Do you have any questions?