

# Programmatic Media Analyst Assignment

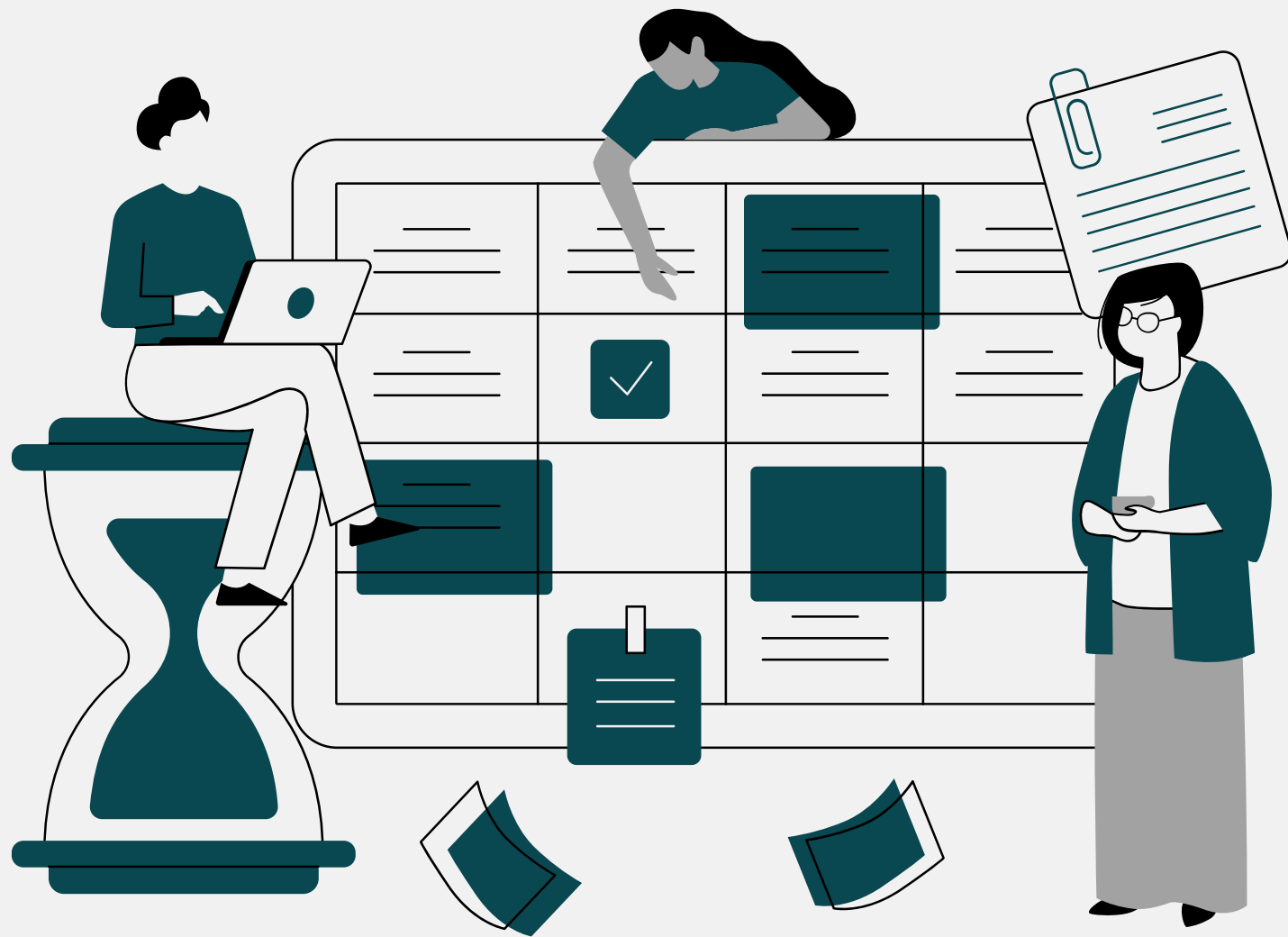
Report for  
**StackAdapt**

Prepared by  
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# Matters on the Docket

A brief look at what we will discuss on this assignment



- 01** Overview of Advertiser: Chill Burger
- 02** Overview of Advertiser: Newly Balanced
- 03** Dataset Questions
- 04** Questions

# Overview: Chill Burger



## Cost Per Click (CPC) - \$2.72

CPC is the amount you pay for each click on one of your pay-per-click (PPC) ads in platforms. The overall CPC is very high. The Industry Benchmark given was \$1.00 - \$1.20

## Cost Per Mille (CPM) - \$6.41

CPM is a marketing term used to denote the price of 1000 advertisement impressions on one web page.

## Cost-Through Rate (CTR) - 0.24%

CTR is a metric that measures the number of clicks advertisers receive on their ads per number of impressions. The KPI given was 0.35%.

# Descriptive Statistics

## Insights

- Tons of outliers for all parameters
- Spend and Impressions are likely to be left or right skewed. Not a normal distribution.
- High STD for impressions, video\_started, video\_completed\_x because of high range interval
- Overall, all the means are unlikely to be accurate for the population.

## Chill Burger - Dataset

	spend	impressions	clicks	engagements	total_time_on_site	1s_time_on_site	conversions
count	5067.00	5067.00	5067.00	5067.00	5067.00	5067.00	5067.0
mean	18.58	2897.53	6.83	0.77	109.00	2.84	0.0
std	51.79	10202.04	25.88	4.65	720.26	16.57	0.0
min	0.00	0.00	0.00	0.00	0.00	0.00	0.0
25%	0.28	30.00	0.00	0.00	0.00	0.00	0.0
50%	2.28	262.00	0.00	0.00	0.00	0.00	0.0
75%	14.22	1253.00	3.00	0.00	0.00	0.00	0.0
max	752.27	167632.00	402.00	97.00	18361.00	289.00	0.0

# Descriptive Statistics

## Insights

- Tons of outliers for all parameters
- Spend and Impressions are likely to be between left or right skew. Not a normal distribution.
- High STD for impressions, video\_started, video\_completed\_x because of high range interval
- Overall, all the means are unlikely to be accurate of the population.

## Chill Burger - Dataset

	spend	impressions	video_started	video_completed_25	video_completed_50	video_completed_75	video_completed
count	2194.00	2194.00	2194.00	2194.00	2194.00	2194.00	2194.00
mean	15.62	696.87	667.21	595.45	541.15	502.08	466.90
std	55.35	1300.05	1282.24	1245.28	1222.39	1203.77	1178.77
min	0.00	0.00	0.00	0.00	0.00	0.00	0.00
25%	0.52	24.00	22.00	18.00	17.00	16.00	15.00
50%	3.96	250.50	230.00	194.00	158.00	146.00	134.00
75%	14.05	962.00	905.75	749.75	645.00	569.00	495.75
max	628.85	13380.00	13277.00	13133.00	13007.00	12891.00	12804.00

# Overview: Newly Balanced



## Cost Per Click (CPC) - \$1.72

CPC is the amount you pay for each click on one of your pay-per-click (PPC) ads in platforms. The overall CPC is high. The Industry Benchmark given was \$1.00 - \$1.20

## Cost Per Mille (CPM) - \$2.28

CPM is a marketing term used to denote the price of 1000 advertisement impressions on one web page.

## Cost-Through Rate (CTR) - 0.13%

CTR is a metric that measures the number of clicks advertisers receive on their ads per number of impressions. The KPI given was 0.35%.



# Descriptive Statistics

## Insights

- Tons of outliers for all parameters
- Spend and Impressions are likely to be between left or right skew. Not a normal distribution.
- High STD for impressions because of high range interval
- Newly Balanced did not run any video ads

## Newly Balanced- Dataset

	spend	impressions	clicks	engagements	total_time_on_site	1s_time_on_site	conversions
count	39654.00	39654.00	39654.00	39654.00	39654.00	39654.00	39654.00
mean	0.34	149.18	0.20	0.04	9.70	0.12	0.01
std	1.91	694.26	1.15	0.28	148.97	0.73	0.07
min	0.00	0.00	0.00	0.00	0.00	0.00	0.00
25%	0.01	6.00	0.00	0.00	0.00	0.00	0.00
50%	0.05	21.00	0.00	0.00	0.00	0.00	0.00
75%	0.18	87.00	0.00	0.00	0.00	0.00	0.00
max	91.76	34223.00	56.00	10.00	7239.00	25.00	2.00

# Dataset Questions

Analyze age categories for "Newly Balanced" Display campaigns. Indicate the best performers and provide insights based on your findings.

TP Link

- The Best Performers are Be Bold- Women and The Sacrifice- Teens Campaigns
- High average CPC. Need focus targeting
- Women demographic seems to be the primary target demographic

Newly Balanced Display Campaigns					Demo Age		Campaign Name		
					(All)		(All)		
					Avg. 1S		Avg. Total		
Campaign Name	Spend	Impressions	Clicks	Engageme..	Time On Site	Time On Site	CPC	CPM	CTR
Be Bold- Women	\$2,290	1,512,003	1,485	269	0	20	\$1.54	\$1.51	0.10%
The Sacrifice- Women	\$2,703	1,198,333	1,425	271	0	29	\$1.90	\$2.26	0.12%
Be Bold- Men- RT	\$3,143	487,971	1,371	325	0	31	\$2.29	\$6.44	0.28%
The Sacrifice- Teens	\$1,149	419,628	659	130	0	22	\$1.74	\$2.74	0.16%



# Dataset Questions

Using the "Newly Balanced" dataset, analyze overall Native campaign performance and indicate the top performing theme.

- The top performing theme is under the Be Bold- Teens campaign: Be Bold, Be You.
- Native has better average CPC than the Display Counterparts
- Native campaign seem to work better on Teen demographic.

Newly Balanced Native Campaigns

Campaign Name	Spend	Impressions	Clicks	Engageme..	Conversions	Avg. 1S Time On Site	Avg. Total Time On Site	CPC	CPM	CTR	CR
Be Bold- Teens	\$1,215.87	936,008	990	124	11	0	3	\$1.23	\$1.30	0.11%	1.11%
It's A Lifestyle- Men	\$852.12	599,871	505	78	5	0	4	\$1.69	\$1.42	0.08%	0.99%
The Sacrifice- Men	\$1,397.29	474,023	940	143	10	0	3	\$1.49	\$2.95	0.20%	1.06%
It's A Lifestyle- Women	\$492.30	168,057	339	47	0	0	4	\$1.45	\$2.93	0.20%	0.00%
It's A Lifestyle- Teens	\$105.67	72,182	67	13	1	0	1	\$1.58	\$1.46	0.09%	1.49%
It's A Lifestyle- Generic	\$137.97	47,701	73	13	0	0	0	\$1.89	\$2.89	0.15%	0.00%

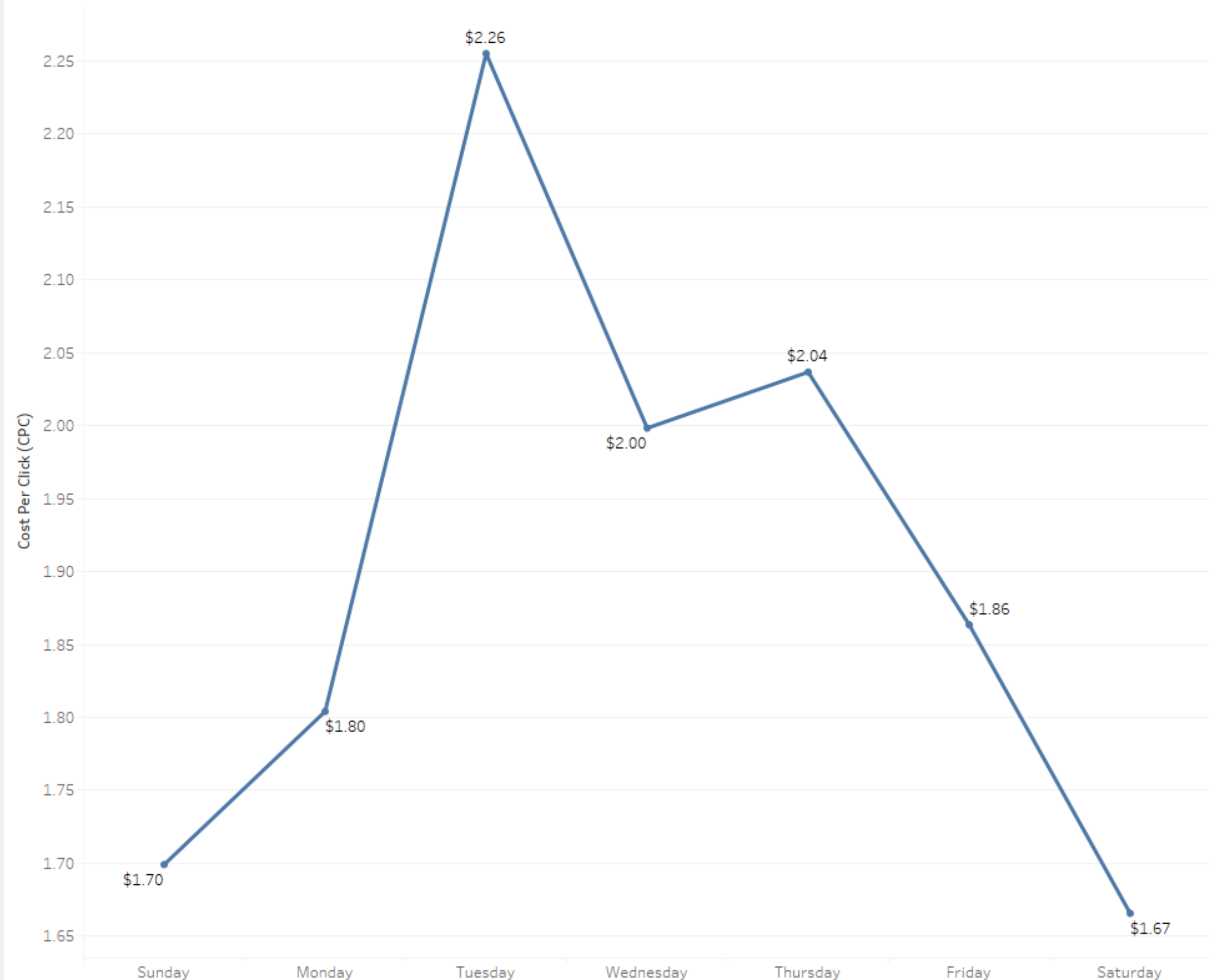
# Dataset Questions

Using the "Chill Burger" dataset, conduct a day parting analysis and indicate what day of the week performed best for Native campaigns. Provide recommendations to improve the performance of this advertiser.

## TP Link

- Saturday is the best day of the week for Native Campaigns.
- Saturday, Sunday, and Monday is the best days for targeting.
- Reduce targeting on Tuesday.

Chill Burger - Day Parting Analysis



# Dataset Questions

Analyze the different device types and indicate the best performers using "Chill Burger" Display campaign data.

TP Link

- The Best Overall Performer is the Prospecting - Ontario campaign
- Prospecting - BC/AB both has lower CPC and CPM compared to the rest.
- In-App seems to perform well for Chill Burger

Chill Burger Campaign - Device Type Analysis

Device Type

(All) ▼

Campaign Name	Spend	Impressions	Clicks	Conversions	Avg. 1S Time On Site	Avg. Total Time On Site	CPC	CPM	CTR	Initial Retention Rate	Completed Rate
Prospecting - Ontario	\$16,303.74	3,513,609	9,714	0	25	895	\$1.68	\$4.64	0.28%	0.00%	0.00%
Prospecting - BC	\$5,920.27	1,187,385	3,687	0	10	373	\$1.61	\$4.99	0.31%	0.00%	0.00%
Prospecting - Alberta	\$5,600.09	1,128,232	3,640	0	12	476	\$1.54	\$4.96	0.32%	0.00%	0.00%
Prospecting - Quebec (French)	\$9,271.65	1,372,249	2,772	0	0	0	\$3.34	\$6.76	0.20%	0.00%	0.00%
Prospecting - Video (English)	\$14,800.30	994,365	2,299	0	0	0	\$6.44	\$14.88	0.23%	95.38%	60.28%
Prospecting - Quebec (English)	\$1,448.77	284,232	1,261	0	3	76	\$1.15	\$5.10	0.44%	0.00%	0.00%
Prospecting - Video (French)	\$4,024.50	278,792	823	0	0	0	\$4.89	\$14.44	0.30%	90.63%	49.14%
Retargeting - Quebec (French)	\$7,993.49	1,251,204	2,261	0	1	38	\$3.54	\$6.39	0.18%	0.00%	0.00%
Prospecting - CTV (English)	\$16,941.44	358,235	55	0	0	0	\$308.03	\$47.29	0.02%	99.29%	95.10%
Retargeting - Ontario	\$15,514.84	2,483,200	4,124	0	2	157	\$3.76	\$6.25	0.17%	0.00%	0.00%
Retargeting - BC	\$5,929.38	976,980	1,860	0	1	46	\$3.19	\$6.07	0.19%	0.00%	0.00%
Retargeting - Alberta	\$5,574.76	954,273	1,552	0	1	47	\$3.59	\$5.84	0.16%	0.00%	0.00%
Retargeting - Quebec (English)	\$1,389.26	247,956	557	0	0	8	\$2.49	\$5.60	0.22%	0.00%	0.00%

# Dataset Questions

How can you improve performance for Video campaigns for "Chill Burger"?

TP Link

NEW - Crunchy Chicken Example

- In general, In-App seems to be high performer for CTR. Its best focus targeting In-App.
- QB is the best performing province but has the lowest budget. We should increase targeting to the province of QB.

## NEW - Crunchy Chicken

Campaign Name	Creative Name	Province	Device Type	Spend	Impressions	CPC	CPM	CTR	Initial Retention ..	Completed Rate
Prospecting - Video (English)	NEW - Crunchy Chicken	AB	Desktop	\$853.02	55,593	\$9.58	\$15.34	0.16%	97.16%	71.80%
			In-App	\$104.04	8,619	\$1.60	\$12.07	0.75%	95.19%	48.73%
			Mobile (Web)	\$519.87	34,789	\$6.66	\$14.94	0.22%	95.92%	59.63%
		BC	Desktop	\$1,216.84	79,174	\$9.66	\$15.37	0.16%	97.37%	70.95%
			In-App	\$109.79	8,809	\$1.29	\$12.46	0.96%	94.22%	52.05%
			Mobile (Web)	\$643.20	42,945	\$6.56	\$14.98	0.23%	95.78%	58.75%
		ON	Desktop	\$916.35	60,249	\$8.98	\$15.21	0.17%	95.76%	62.94%
			In-App	\$158.81	12,753	\$1.23	\$12.45	1.01%	94.24%	52.26%
			Mobile (Web)	\$497.06	33,868	\$5.52	\$14.68	0.27%	90.88%	51.36%
		QC	Desktop	\$283.68	18,595	\$6.75	\$15.26	0.23%	95.11%	55.40%
			In-App	\$29.24	2,236	\$1.04	\$13.08	1.25%	93.47%	62.61%
			Mobile (Web)	\$151.19	10,108	\$3.15	\$14.96	0.47%	90.16%	47.17%

# Dataset Questions

How can you improve CPC for Native campaigns based on the industry benchmarks provided?

TP Link

Chill Burger's Prospecting - Ontario Example

- Ways to Make it a Combo landing page is the more efficient landing page.
- Increase targeting for chain groupings in blue to reduce overall CPC
- The Ice Cream Treat creative name is a very expensive.

## Native Campaigns - CPC

Advertiser ..	Campaign Name	Spend	Impressions	Clicks	Engagements	Conversions	CPC	CPM	CTR	CPA	CR
Chill Burger	Prospecting - Alberta	\$5,600.09	1,128,232	3,640	721	0	\$1.54	\$4.96	0.32%		0.00%
	Prospecting - BC	\$5,920.27	1,187,385	3,687	699	0	\$1.61	\$4.99	0.31%		0.00%
	Prospecting - Ontario	\$16,303.74	3,513,609	9,714	1,766	0	\$1.68	\$4.64	0.28%		0.00%
	Prospecting - Quebec (Eng..	\$1,448.77	284,232	1,261	156	0	\$1.15	\$5.10	0.44%		0.00%
	Prospecting - Quebec (Fre..	\$9,271.65	1,372,249	2,772	0	0	\$3.34	\$6.76	0.20%		0.00%
	Prospecting - Video (Frenc..	\$1,485.43	102,458	346	0	0	\$4.29	\$14.50	0.34%		0.00%
Newly Balanced	Athleisure for Men	\$0.00	0	0	0	2				\$0.00	
	Athleisure for Women	\$0.00	0	0	0	6				\$0.00	
	Be Bold- Teens	\$1,215.87	936,008	990	124	37	\$1.23	\$1.30	0.11%	\$32.86	3.74%
	It's A Lifestyle- Generic	\$137.97	47,701	73	13	0	\$1.89	\$2.89	0.15%		0.00%
	It's A Lifestyle- Men	\$852.12	599,871	505	78	8	\$1.69	\$1.42	0.08%	\$106.52	1.58%
	It's A Lifestyle- Teens	\$105.67	72,182	67	13	2	\$1.58	\$1.46	0.09%	\$52.83	2.99%
	It's A Lifestyle- Women	\$492.30	168,057	339	47	5	\$1.45	\$2.93	0.20%	\$98.46	1.47%
	The Sacrifice- Men	\$1,397.29	474,023	940	143	26	\$1.49	\$2.95	0.20%	\$53.74	2.77%
	WFH Edition- Men	\$0.00	0	0	0	7				\$0.00	

# Dataset Questions

Discuss the conversion performance for "Newly Balanced"

TP Link

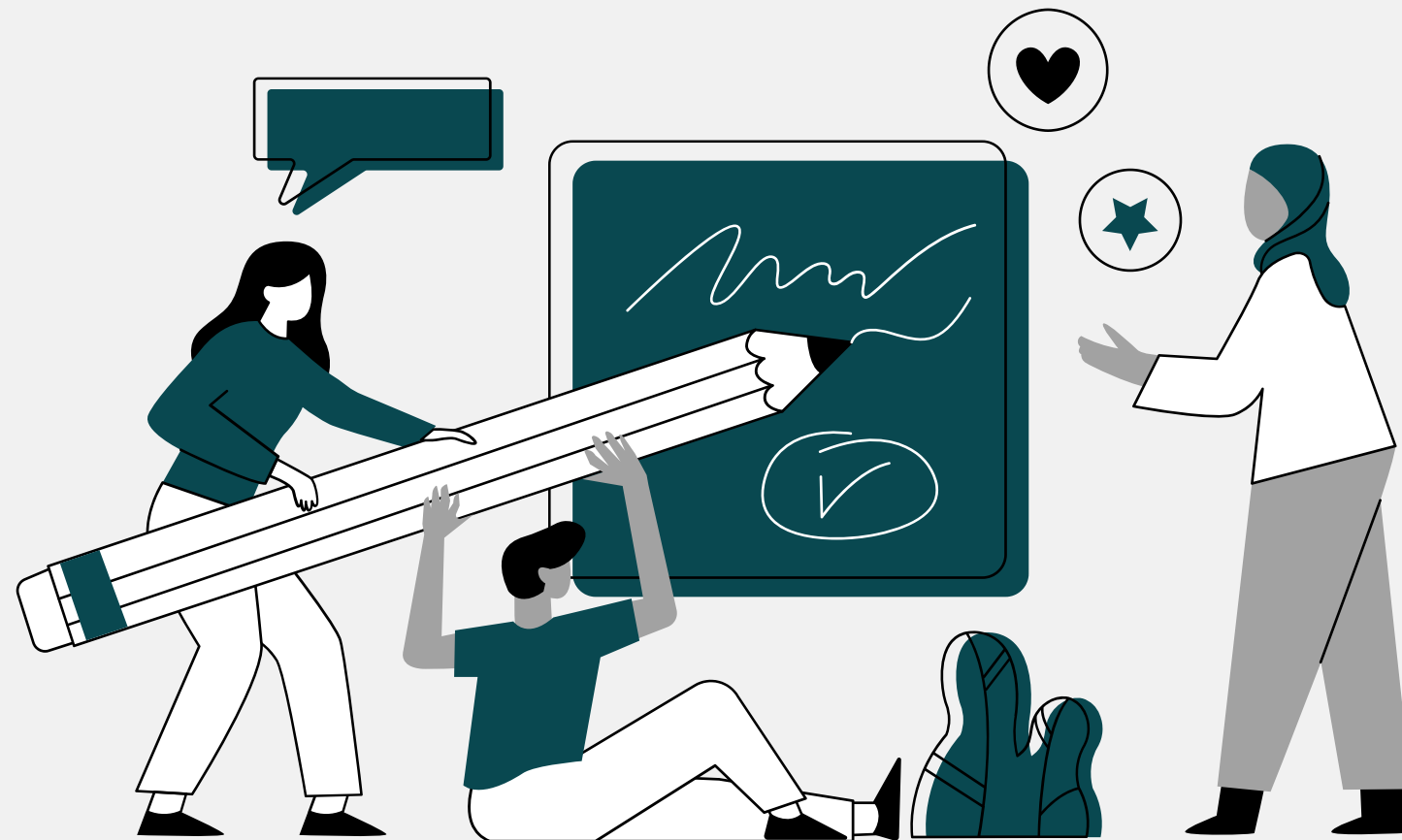
Based on the KPI given for the CTR, its unlikely that we get a high conversion rate. Majority of the conversions are from the Ontario province and gained by the `Be Bold` group campaigns. The most conversions are from `In-app` device type.

## Newly Balanced Conversions

Campaign N...	Province	Device Type	Spend	Impressions	Clicks	Engagements	Conversions	CPC	CPM	CTR	CR	CPA
Be Bold-Men- RT	ON	Desktop	\$264.71	41,228	26	6	5	\$10.18	\$6.42	0.06%	19.23%	\$52.94
		In-App	\$2,563.34	397,987	1,287	308	9	\$1.99	\$6.44	0.32%	0.70%	\$284.82
		Mobile (Web)	\$314.59	48,756	58	11	1	\$5.42	\$6.45	0.12%	1.72%	\$314.59

# Do you have any questions?

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