

Campaign performance

Analysis Report

BY

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INTRODUCTION

This report provides a detailed analysis of marketing campaign performance based on data collected from various platforms. Each campaign's performance is assessed using metrics such as spending, impressions, clicks, click-through rates, and lead generation. By understanding these metrics, the report highlights key insights and strategies to improve future campaigns.

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1. Understanding the Data

The dataset consists of 11 columns that capture essential information about each campaign. Here is a brief overview of each column:

- **Dates:** The specific date when the campaign performance metrics were recorded.
- **Campaign Name:** Name of the marketing campaign.
- **Campaign Start Date:** Launch date of the campaign (dropped due to high null values).
- **Creative Name:** Identifier of the creative content used in the campaign.
- **Total Spent:** The total budget allocated to the campaign.
- **Impressions:** Number of times the ad was displayed to users.
- **Clicks:** Number of times users clicked on the ad.
- **Click-Through Rate (CTR):** Percentage of impressions that led to clicks, calculated as $(\text{Clicks} / \text{Impressions}) * 100$.
- **Leads:** Number of leads generated by the campaign.
- **Platform:** The platform (e.g., Facebook) where the campaign was run.
- **Adset Name:** Group of ads targeting a similar audience (imputed with “Unknown” for missing values).

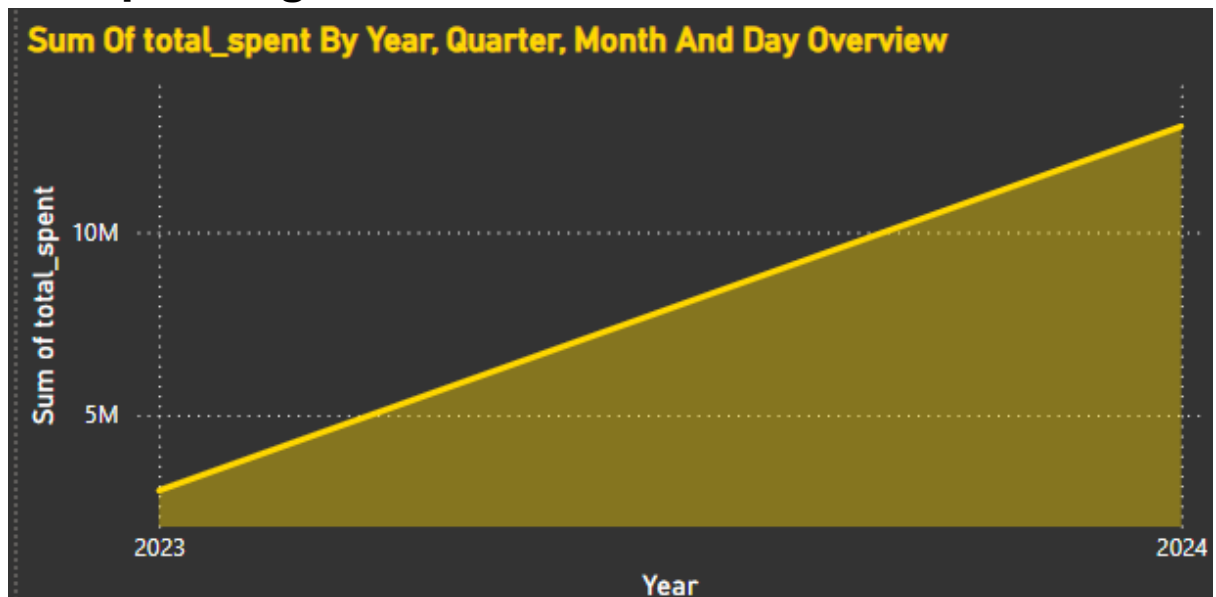
2. Data Cleaning and Standardization

To ensure accuracy and consistency, data cleaning involved:

- **Dropping Columns:** Removed the *Campaign Start Date* due to 85% missing values.
- **Imputation:**
 - Replaced missing values in the *Click-Through Rate* column with the median to maintain distribution integrity.
 - Filled missing *Adset Name* values with "Unknown."

3. Key Insights

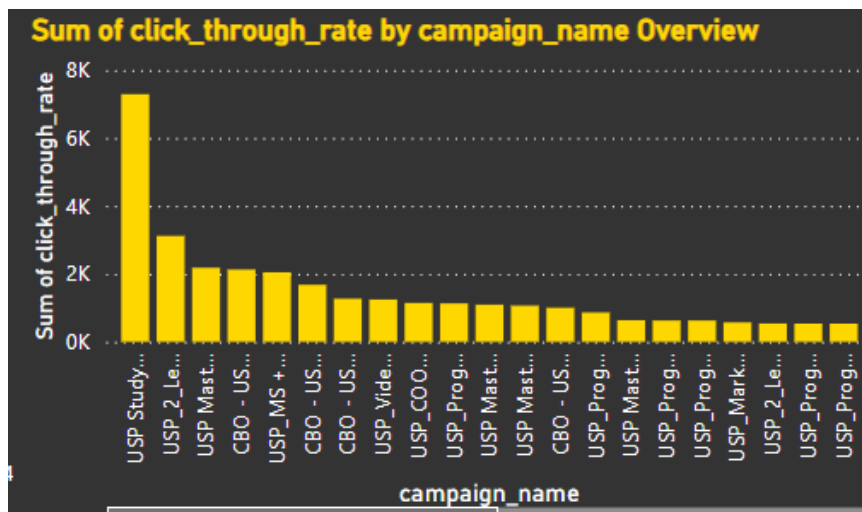
3.1 Spending Trends



- **Observation:** There was a gradual increase in spending from 2023 to 2024, with the highest expenditures in the first quarter of the year. March saw peak spending, particularly between the 5th and 14th days of the month.
- **Insight:** Allocating more budget during this period can maximize returns.

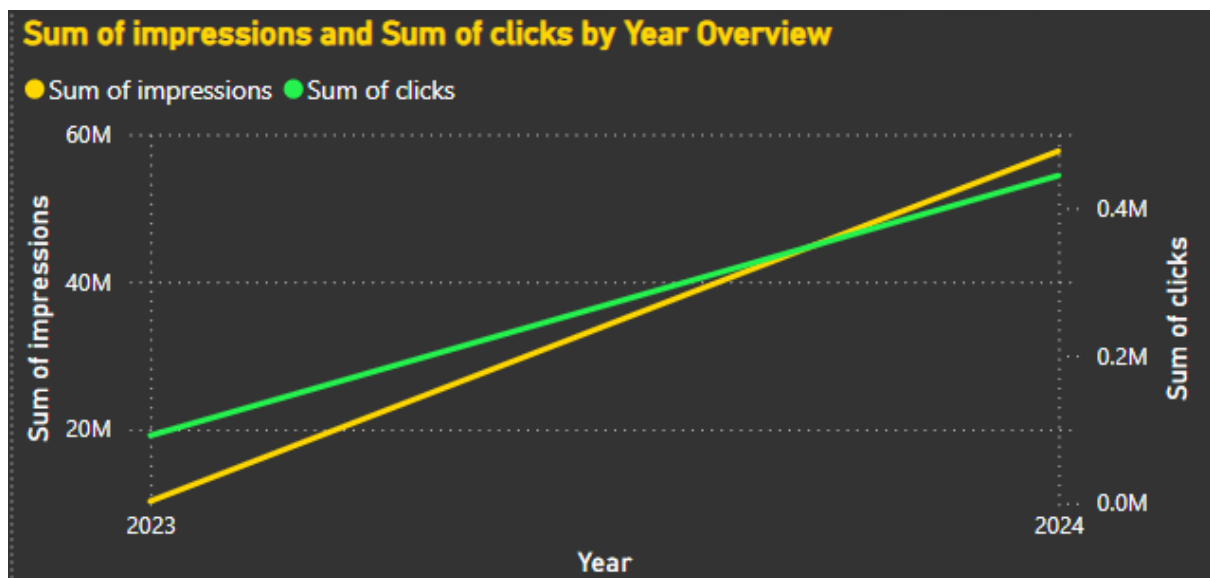
Image Placeholder: Spending Trends Chart

3.2 Click-Through Rate Analysis



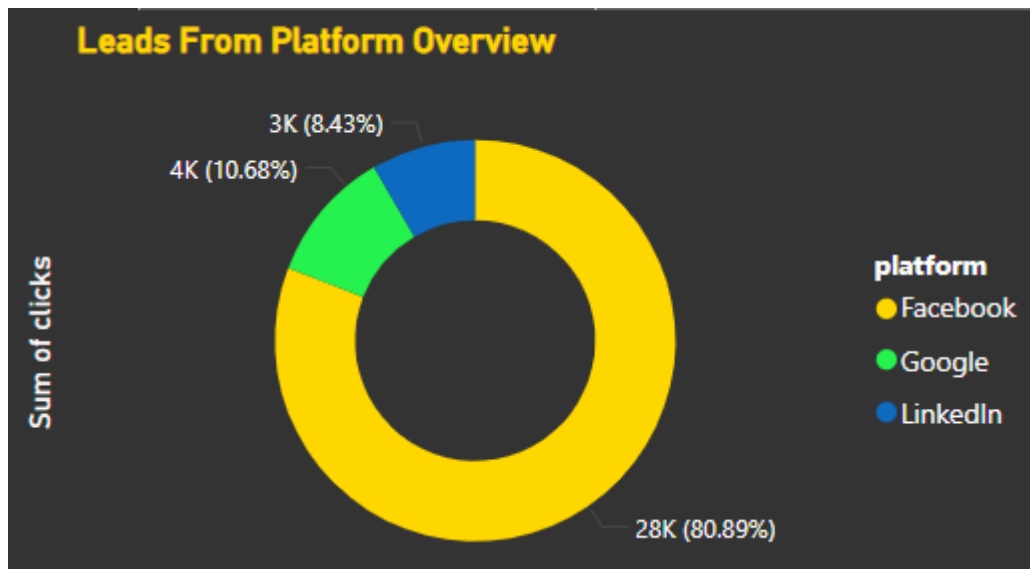
- **Observation:** The campaign *USP Study Abroad_Generic_240224* had the highest click-through rate, indicating strong interest among leads.
 - **Insight:** Replicating or refining elements of this campaign could boost engagement.
- Image Placeholder: Campaign-wise CTR Chart*

3.3 Impressions and Clicks



- **Observation:** Both impressions and clicks increased from 2023 to 2024, showing a positive correlation.
 - **Insight:** Increasing ad visibility (impressions) directly boosts user engagement (clicks).
- Image Placeholder: Impressions vs. Clicks Graph*

3.4 Lead Generation by Platform



- **Observation:** Facebook was the most effective platform, contributing the highest number of leads.
- **Insight:** Focusing future campaigns on Facebook can enhance lead generation.

4. Recommendations

1. Budget Optimization:

- Focus on increasing spending during peak months (January to March), especially in early March.

2. Platform Prioritization:

- Invest heavily in Facebook campaigns, as it has proven to be the most effective platform for lead generation.

3. Content Strategy:

- Analyze the success factors of the *USP Study Abroad_Generic_240224* campaign and apply similar strategies across future campaigns.

4. Ad Visibility:

- Prioritize boosting impressions since it correlates strongly with clicks and overall engagement.

5. Creative Innovations:

- Develop diverse and engaging creative content to replicate the high engagement seen in successful campaigns.

5. Conclusion

The analysis highlights that effective budget allocation, platform-specific strategies, and engaging ad content are critical for campaign success. By leveraging these insights and focusing on Facebook as a key platform, future campaigns can drive better engagement and lead generation. Implementing these recommendations will help maximize returns and improve overall campaign performance.