

Ad Campaign Analysis

by Zeljko Blagojevic

Ad Success →

Engagement Metrics

1.792%

Click Trough Rate (CTR)

Conversion Metrics

32.86%

Conversion Rate (CVR)

\$25.30

Cost Per Acquisition (CPA)

Cost Metrics

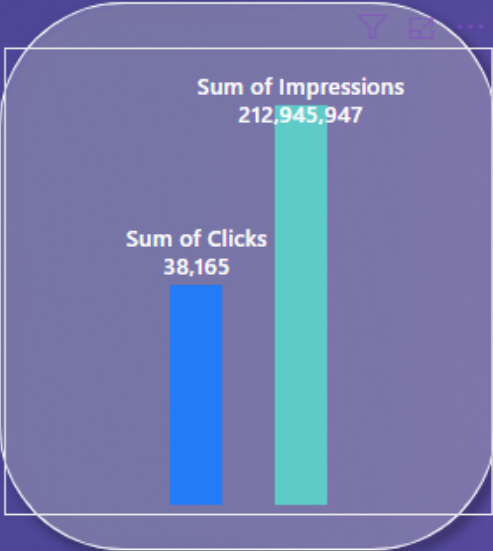
\$1.538

Cost Per Click (CPC)

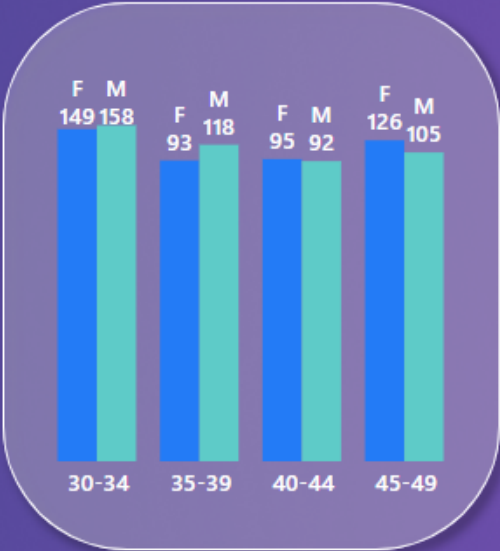
\$0.300

Cost Per Mille (CPM)

Clicks vs Impression



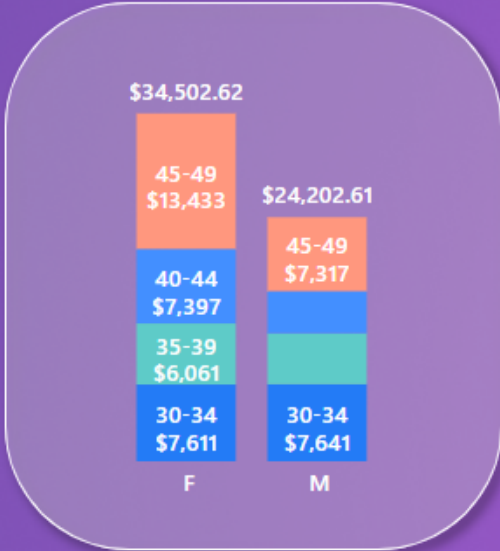
Sales Gender vs Age Group



Sales Count by Age/Gender



Ad Cost by Age and Gender



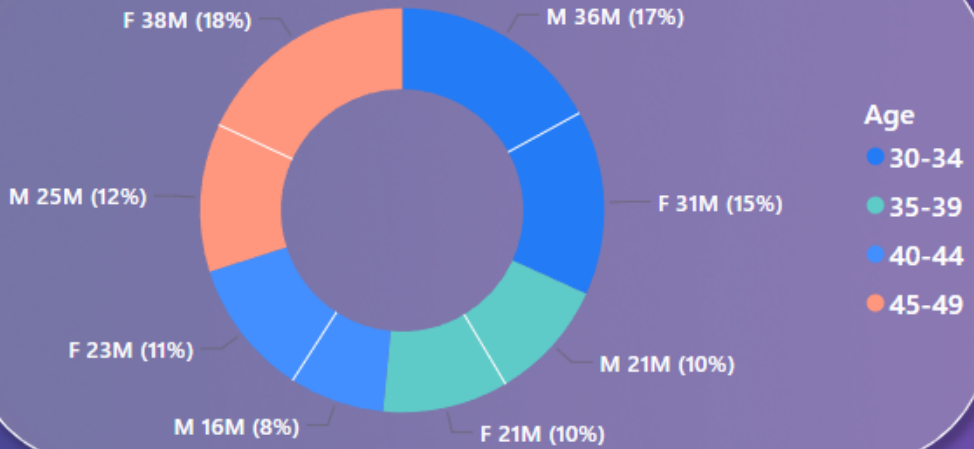
Ad Success by Age and Gender

Gender	Age	conversionRate
M	40-44	38.62%
M	35-39	36.21%
M	30-34	35.69%
M	45-49	33.96%
F	30-34	31.58%
F	35-39	31.03%
F	40-44	28.71%
F	45-49	27.91%

Top 10 Target Category

Interest	Sum of Clicks	conversionRate
65	372	55.17%
31	195	54.17%
102	150	50.00%
32	1138	47.76%
2	311	44.12%
29	3315	42.91%
18	1524	41.33%
20	1234	37.50%
21	512	36.67%
19	1188	35.48%

Impression distribution by Age and Gender



The Most Successful Ad

AdID	Conversion Approved	conversionRate	AdCost
708818	1	100.00%	\$1.29
708895	1	100.00%	\$1.27
709059	1	100.00%	\$10.28
709327	1	100.00%	\$3.06
709544	1	100.00%	\$2.98
709756	1	100.00%	\$1.69
709901	1	100.00%	\$8.47
710360	1	100.00%	\$1.53
710480	1	100.00%	\$18.07
710571	1	100.00%	\$1.61
710836	1	100.00%	\$9.43
Total	207	100.00%	