Analysis of marketing team data
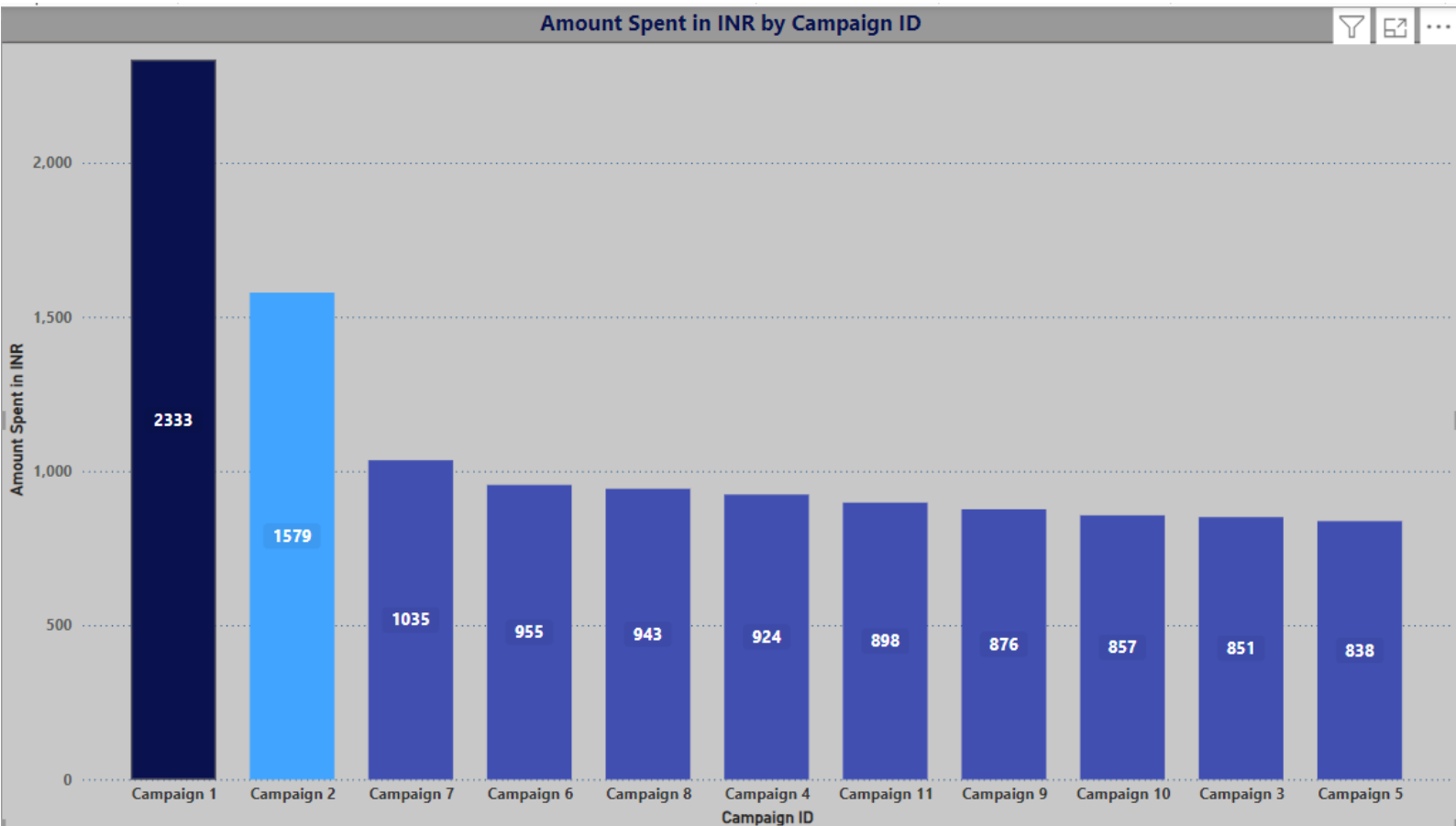
In this chart it is showing that amount spent by each campaign.

Amount spent – The total cost of an ad campaign, ad set, or ad over a specified

time period.

In this chart, For the campaign 1 and 2 the amount was spent is more which is 2333

and 1579

And campaign 9- 876

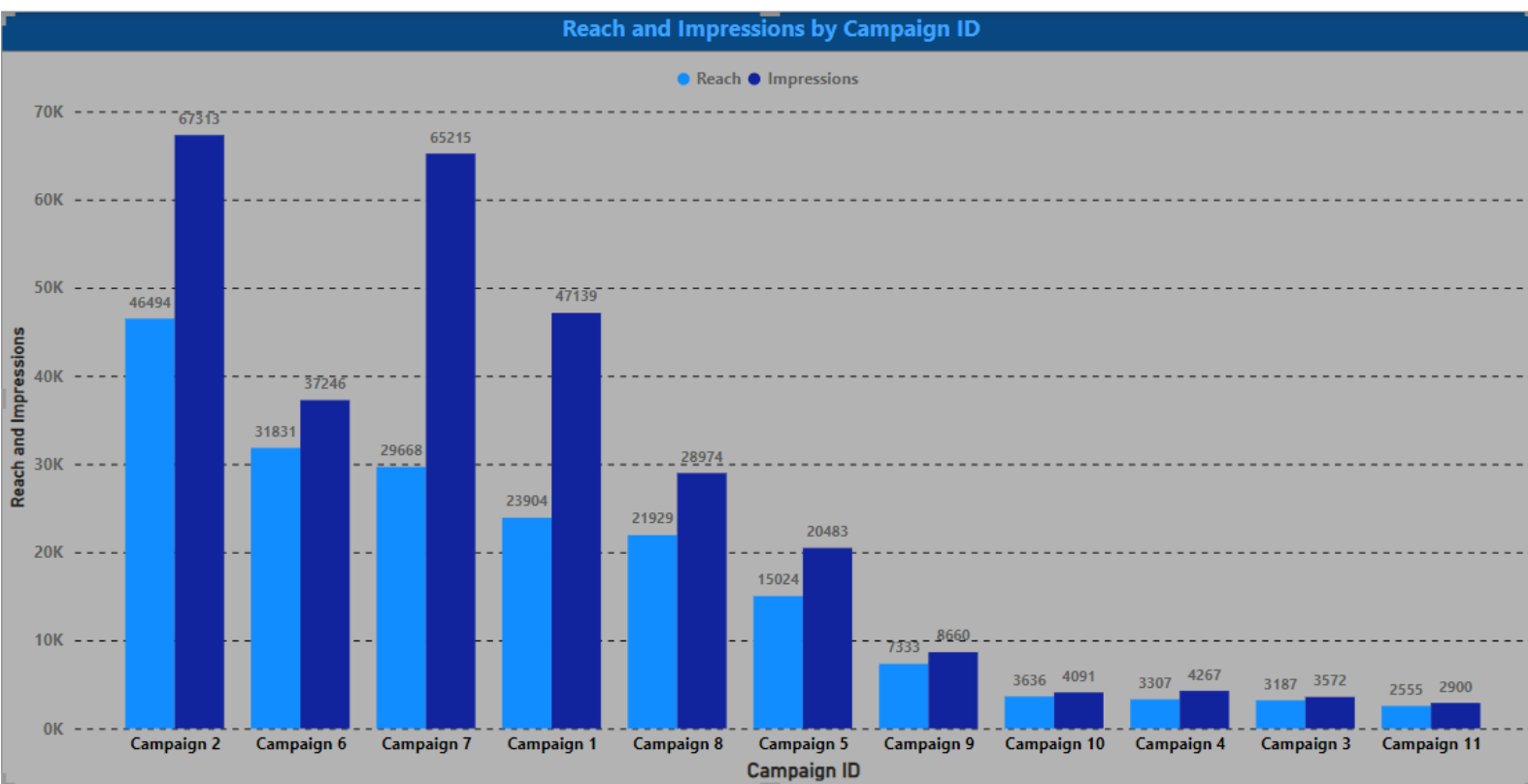   10-857

                        3 -851

                         5- 838

                         the amount was spent less.

DV Team 8 visualization

Reach and Impressions by Campaign ID

● Reach ● Impressions

This chart is showing the Reach and Impression in each campaign.

REACH- The number of unique people who viewed your ad or content at least once.

IMPRESSION- The number of times an ad appears on a user's screen, regardless of whether the user clicks on it.
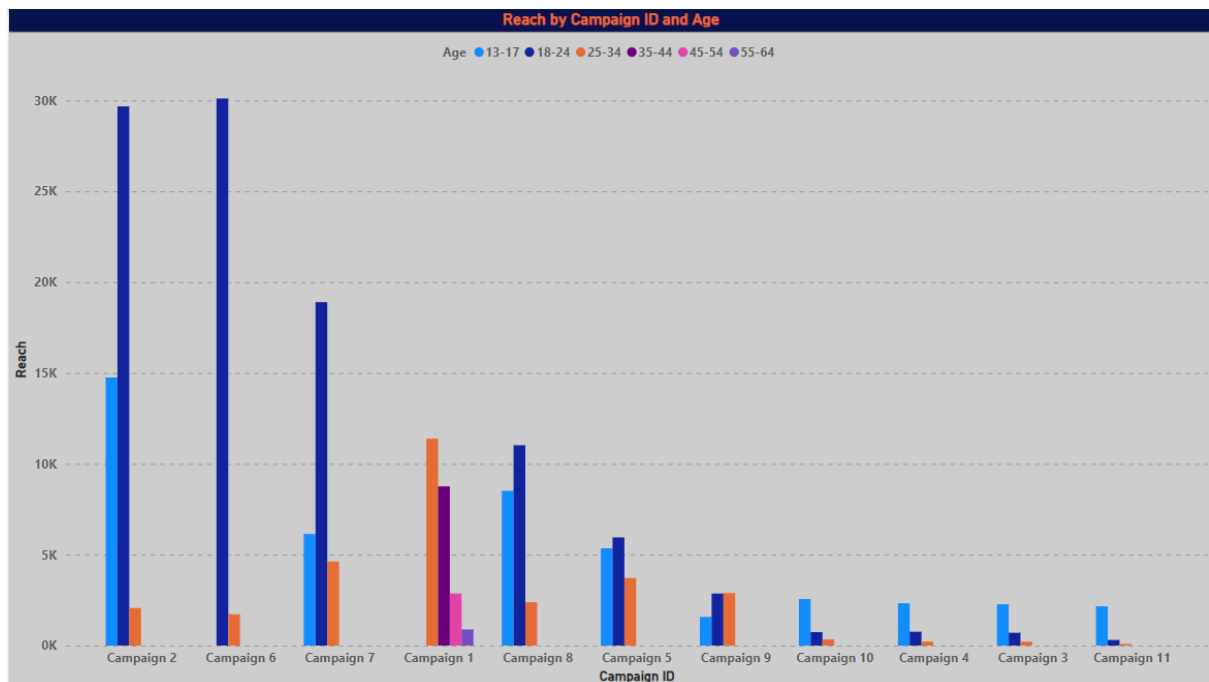
The chart is showing that the campaign 2 and 7 has highest Reach and Impression

And campaign 10, 4, 3, and 11 has the least Reach and Impression.

DV Team 8 visualization

This chart is showing the reach by age groups in the campaign.

REACH- The number of unique people who viewed your ad or content at least once.

In chart it is showing that in campaign 2, 6 and 7 the most reaches are from 18-24 age group people that mean this campaign is mostly like by that group.

And in campaign 10,4,3 and 11 there are least reach from each age groups that's mean these campaigns are not like by any of the age group.

DV Team 8 visualization
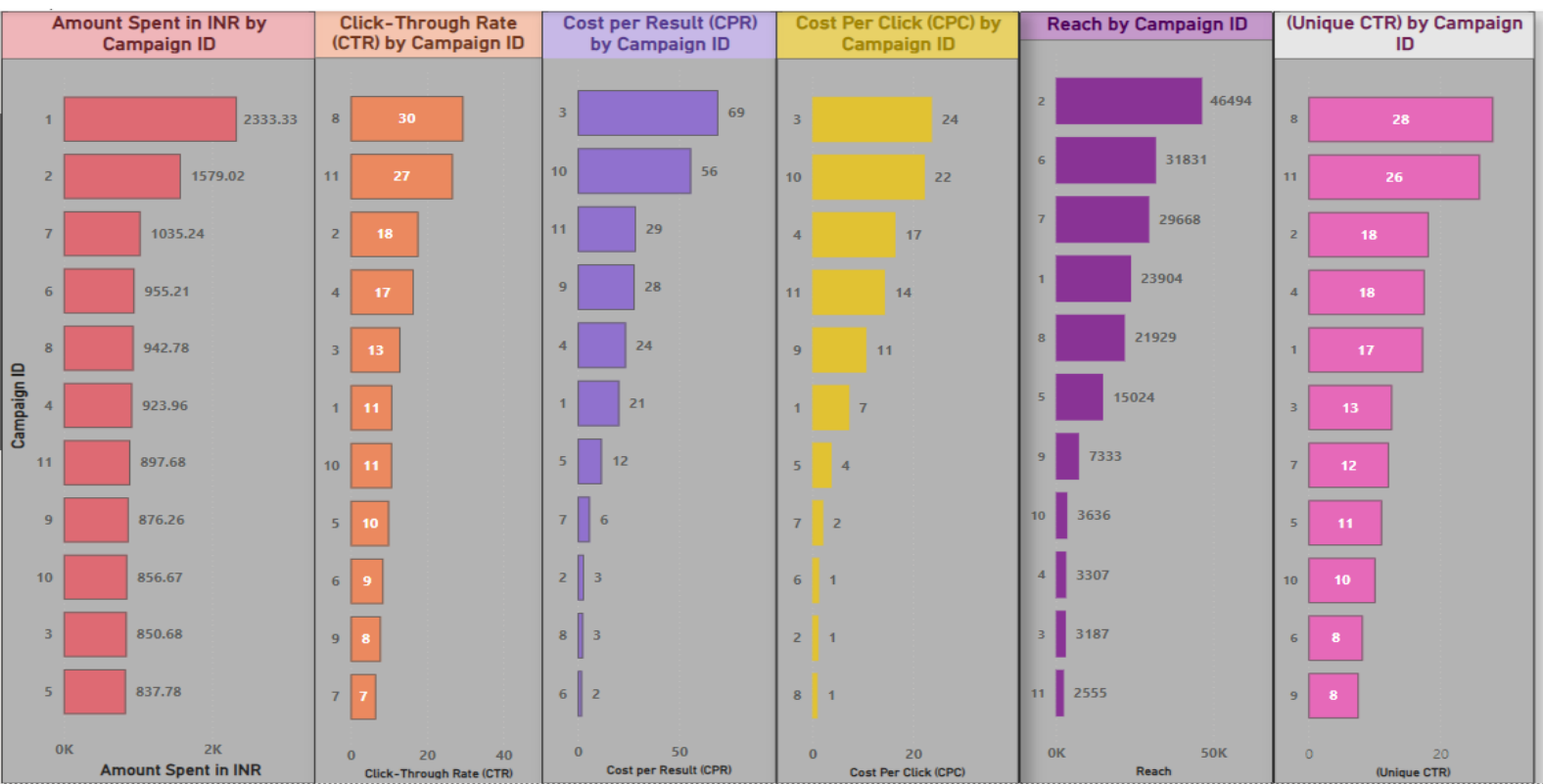
This chart is showing the

1. **The Amount spent in each campaign-**

In this graph it is showing that campaign 1 and 2 spent more amount in their ad campaign and in campaign 9, 10, 3 and 5 the amount spent in each is very less.

2. **Click-Through Rate(CTR)-**

CTR mean the number of clicks that your ad receives divided by the number of times your ad is shown.

Click/Impressions = CTR

In this graph it showing that the campaign 8 and 11 has high CTR which means most of the people Watching these two campaigns.

And campaign 5, 6, 9 and 7 has least CTR which mean people are not watching these 4 campaigns.

3. <u>Cost Per Result(CPR)</u>-

It tells you how much money you spent for each action or result you got from your ad campaign, such as clicks, Impressions or conversions.

In this graph it is showing that the campaign 3, 10,11 and 9 their CPR is very high which means campaign spent more amount in their result for each click.

And in campaign 7,2,8 and 6 the CPR is very low which mean campaign spent less amount in their result.

4. <u>Cost Per Click(CPC)</u>-

CPC is a metric that measures how much an advertiser pays for each click in their ad.

In this graph it is showing that the campaign 3, 10, 4 and 11 has high CPC which means that the advertiser is paying more amount in these 4 campaigns for each click.

And in campaign 7, 2, 6 and 8 has very low CPC which mean that the advertiser is paying less amount in these 4 campaigns for each click.

5. <u>Reach</u>-

Reach is the number of people who saw your ad at least once.

In this graph it is showing that the campaign 2, 6, 7and 1 has high reach in their campaign which means these campaigns is like by the most of the people.

And in campaign 10, 4, 3 and 11 has very less reach which means these campaigns is not like by most of the people.

6. <u>Unique Click-Through Rate(UCTR) –</u>

UCTR is a metrics that estimates the percentage of people who clicked on an ad out of the total number of people who saw it.
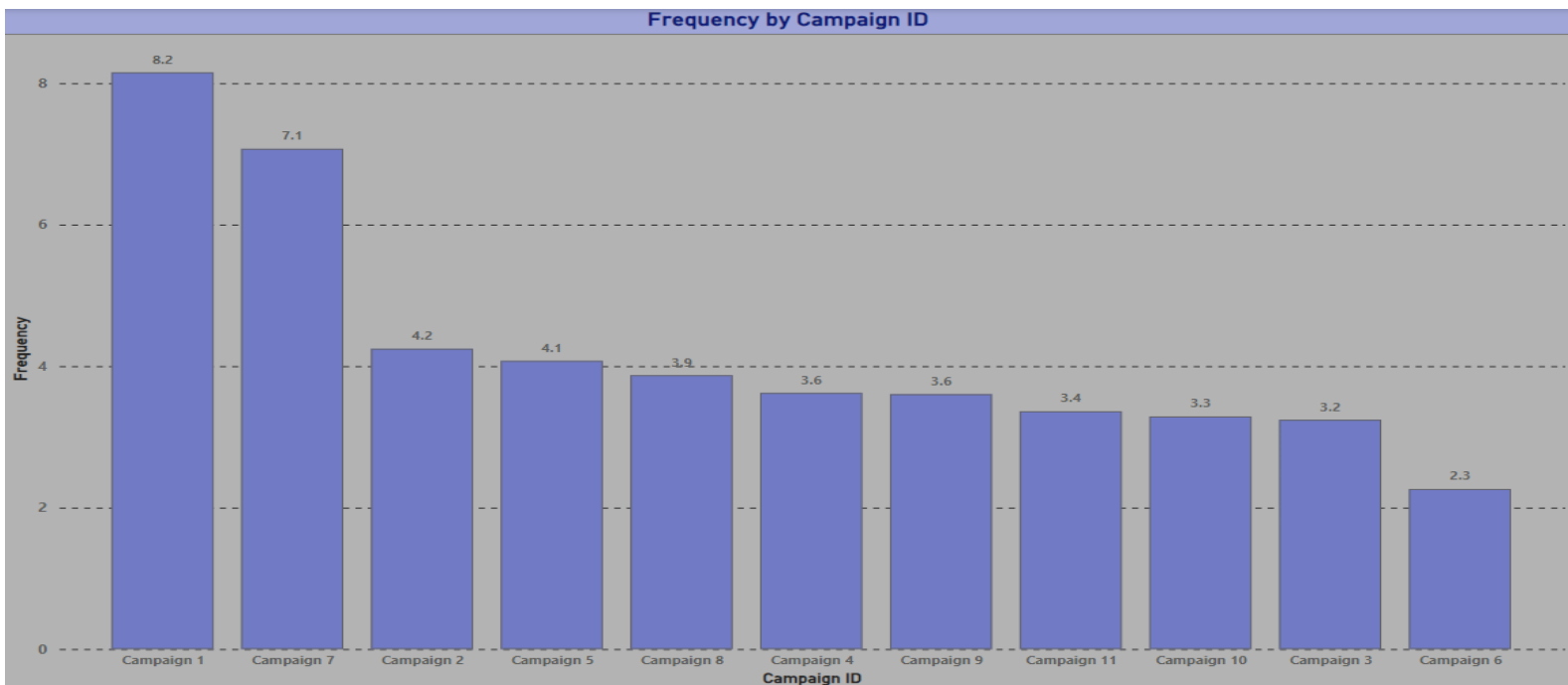
In this graph it is showing that the campaign 8, 11, 2 and 4 has very high UCTR which means that these campaigns is mostly clicked and watched by the people.

And campaign 5, 10, 6 and 9 has very low UCTR which means that these campaigns is clicked and watched by very people.

DV Team 8 visualization

Frequency by Campaign ID

Frequency- Frequency is the average number of times each person saw the ad.

Frequency= Impression /Reach

Frequency helps us to integrate the above two parameters and obtain a clear picture.

In this graph it is showing that the campaign 1 and 7 has the highest frequency which means these campaigns is watched by the most of the people.

And in campaign 11, 10, 3 and 6 has low frequency which means these campaigns is watched by most of the people.

<u>Conclusion</u>

- From the above chart, we can see that Campaign 3, 9, 10 and 11 are the **least performing.**
- But **Campaign 11 has the highest CTR** – Which is important for us to get the users and Campaign 3, 9 and 10 **has high CPR and CPC and low Reach and Impression, CTR**
- So, we recommend to
  Eliminate or discontinue Campaign 3, 9 and 10

Glossary

CTR- click through rate
CPC- click per cost
CPR- click per result
UCTR- unique click through rate