Now that you sent the email to Jenna, it's time to get to work. Your team pulls the raw data (attached in the next section) from two Digital Marketing channels: **Paid Search (SEM)** and **Paid Social**.

Note: No foundational knowledge of Paid Search and Paid Social is required for this segment. The information here will be **strictly about data** and not about campaign build. If you completed KPI 101, the Excel Series, and the Media Planning modules, you are equipped for this project.

You combine the raw data from Meta and Google into one spreadsheet and are left with **five tabs**.

- **Campaign x Landing pages:** List of campaigns, the quarters they were active, and their website landing pages.
- **SEM:** Search engine marketing ads. Think of when you see an ad on the Google Search result page.
- **SEM Conquest:** Search engine marketing ads, however, these are Google Search ads that are focused on competitor targeting. For example: Nike may run an ad and use the keyword "Adidas" so that it shows up on the Search results page when someone looks up "Adidas."
- **Meta Awareness:** These are Meta ads that were designed to focus and target marketing top-of-funnel/awareness audiences.
- **Meta Retargeting:** These are Meta ads that were designed to retarget a user. For example, if I was on Nike's homepage looking at shoes and then went on Instagram, I may see a retargeting ad for Nike pop up on my reels.

When you consult with your team's manager (your pod captain), they conclude that the **Campaign x Landing page tab is exclusively there for additional information only**. There is no work needed to be done on this tab. However, they do advise you all to tackle the remaining raw data tabs by assigning one person each. Individually, you will complete your portion of the deliverable before rejoining as a group to compare notes, organize overall data, and plan your presentation.

For your performance report, the Performance Reporter will add one additional tab to the raw data sheet. In this tab, they will be the lead in combining all the data organized from your sections and categorizing it with labels so it is easy for the client to digest. Please feel free to add charts, tables, or conditional formatting if necessary. The whole team will also need to put a section that lists out insights/callouts to mention to the client.