



# PEANUT BUTTER TWIZZLERS LAUNCH CAMPAIGN



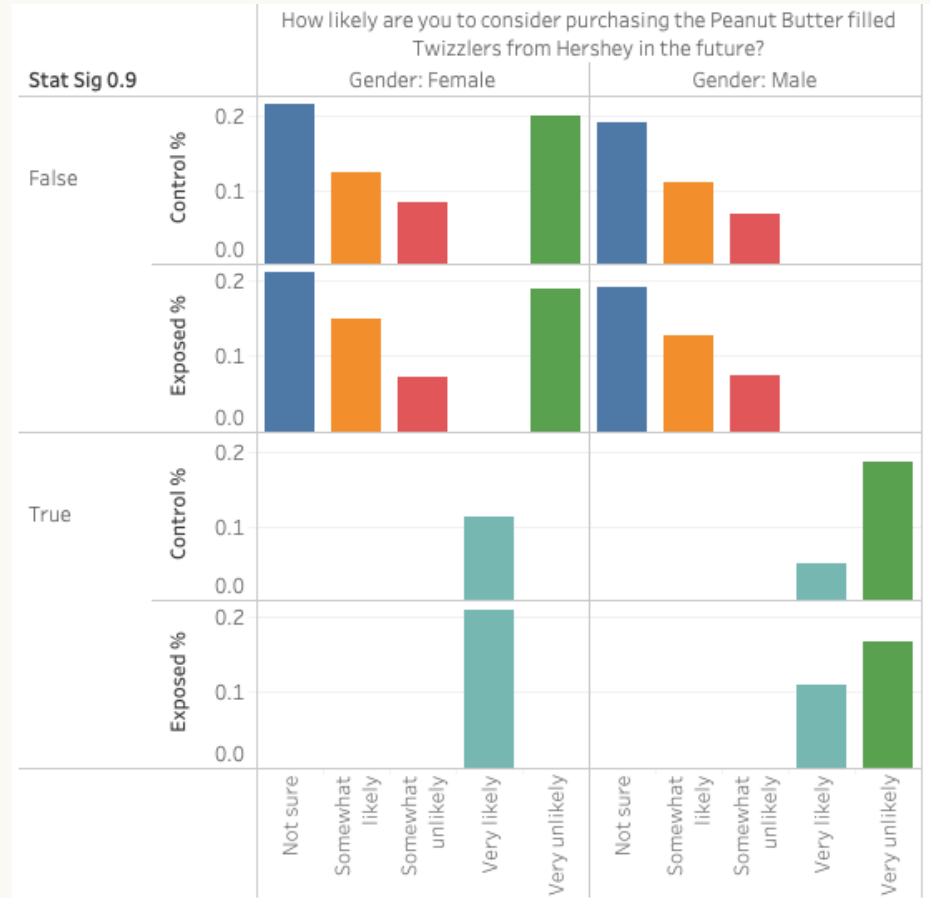
PRE-CAMPAIGN

**Twizzlers**

# Pre-Campaign Analysis: Significant Findings based on Gender

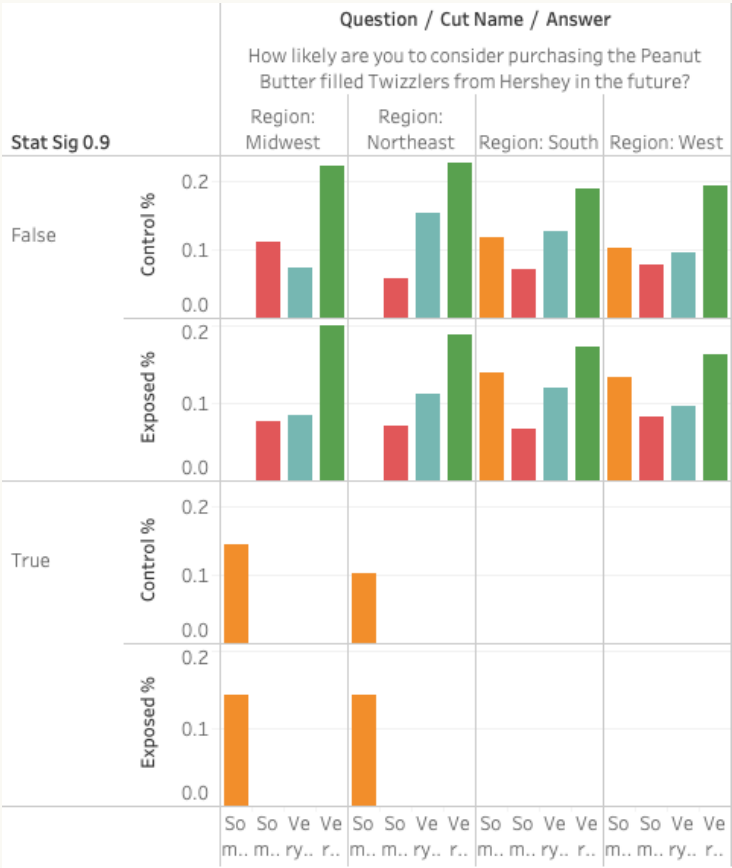
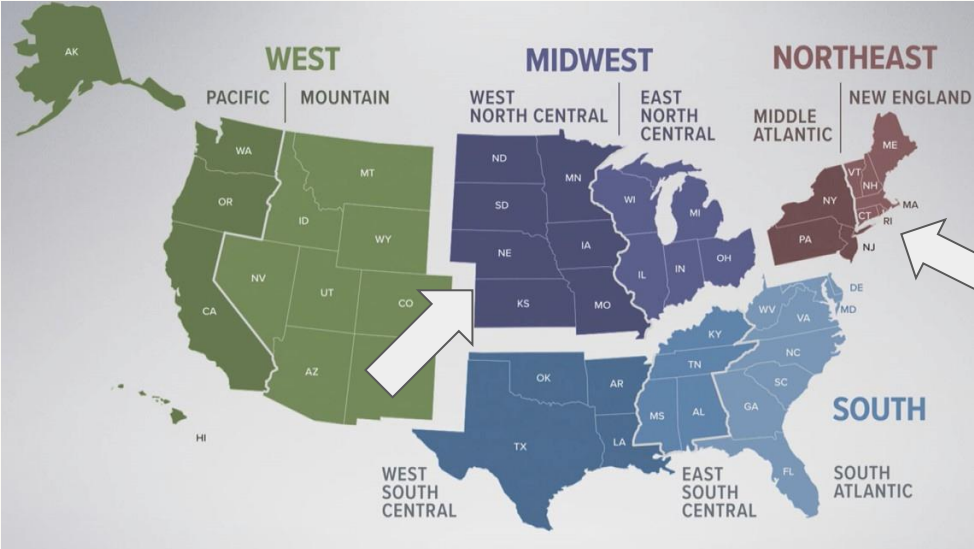
1. Very Likely: Females
2. Very Unlikely: Males

Since males are unlikely to purchase the product, we recommend gearing advertising and packaging towards women. This can be done through acquiring a celebrity spokesperson who connects more with women (Sarah Jessica Parker) and packaging the twizzlers in a pink theme.



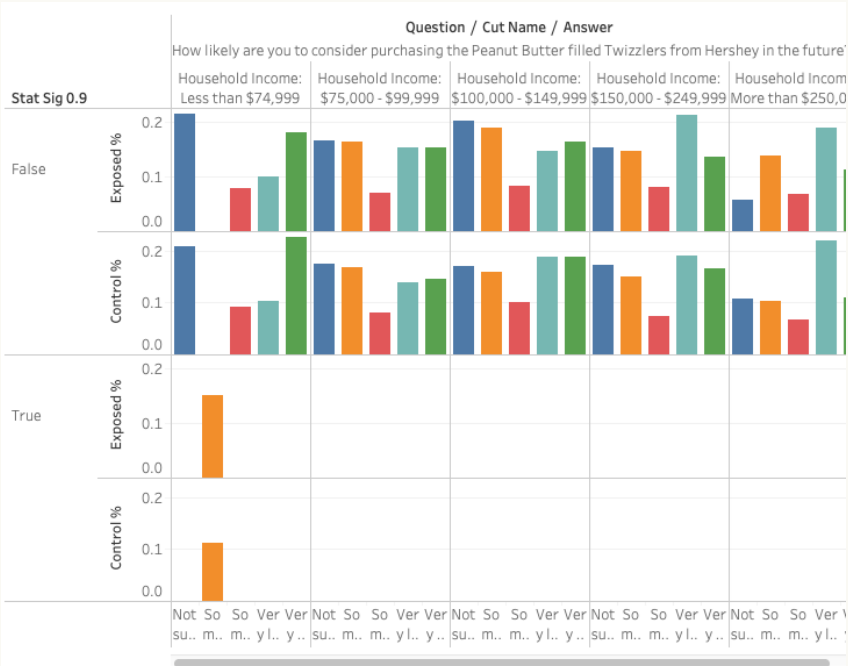


# Significant Findings Based on Region



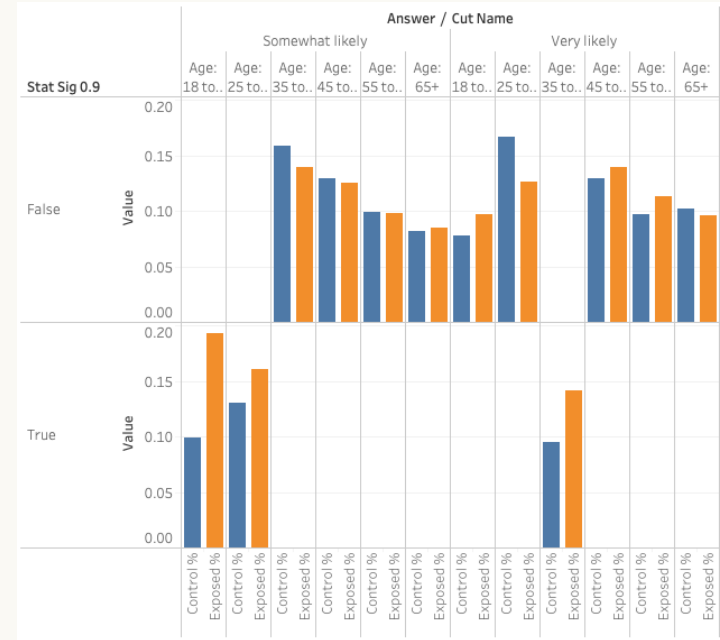
# Income

The only significant data correlated with income was found with the demographic with the lowest annual household income (less than \$74,999).



# Age

Younger demographics in the exposed group reacted most positively to the product. Specifically age groups 18-24, 25-34, and 35-44 showed the most interest in purchasing the new product.



# Our ideal target demographic: Charlotte

1. She's from Woodbury, Minnesota
2. Her family's total household income is \$68,700 annually.
3. She's 19 years old and goes to Bethany Lutheran College







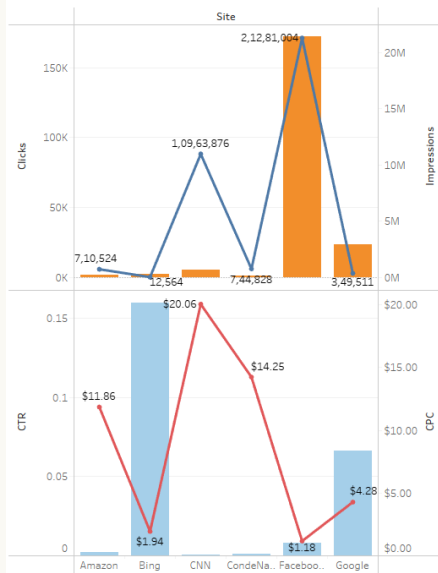
MID-CAMPAIGN

**Twizzlers**

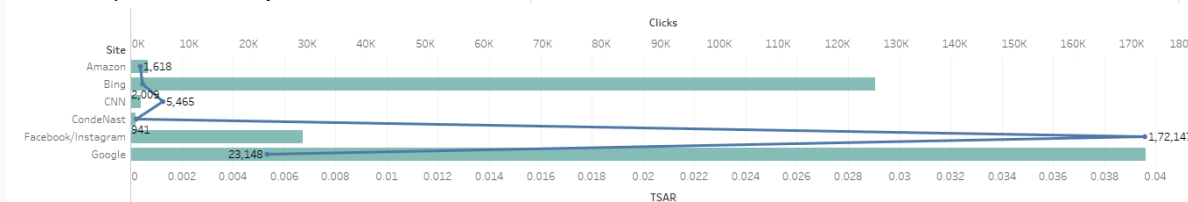


# Mid Campaign Analysis

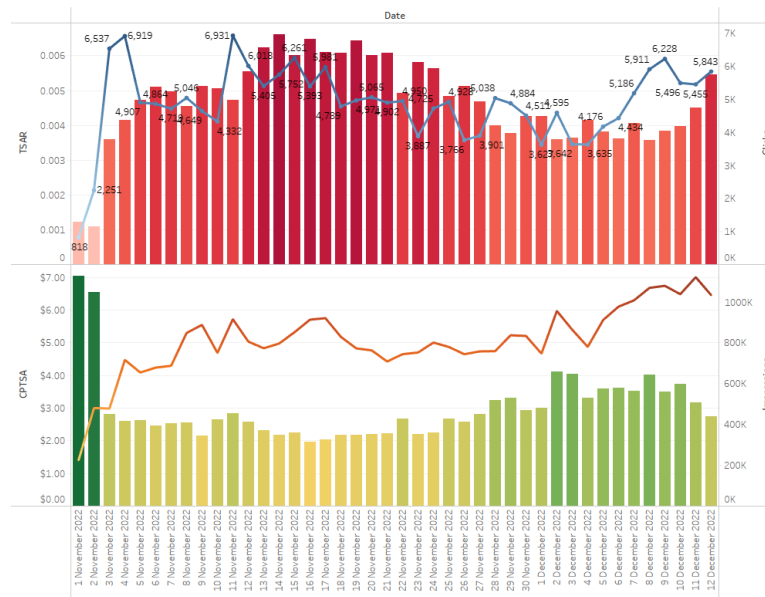
Clicks vs Impressions



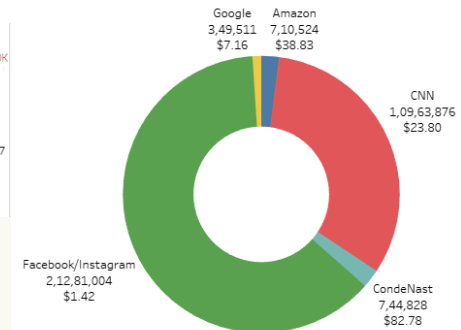
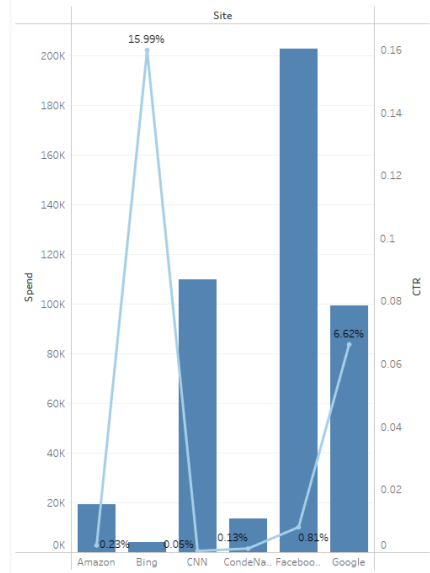
Clicks VS Cost per Total Site Action by Site



Clicks VS Total Site Rate VS Cost per Total Site Action by Week

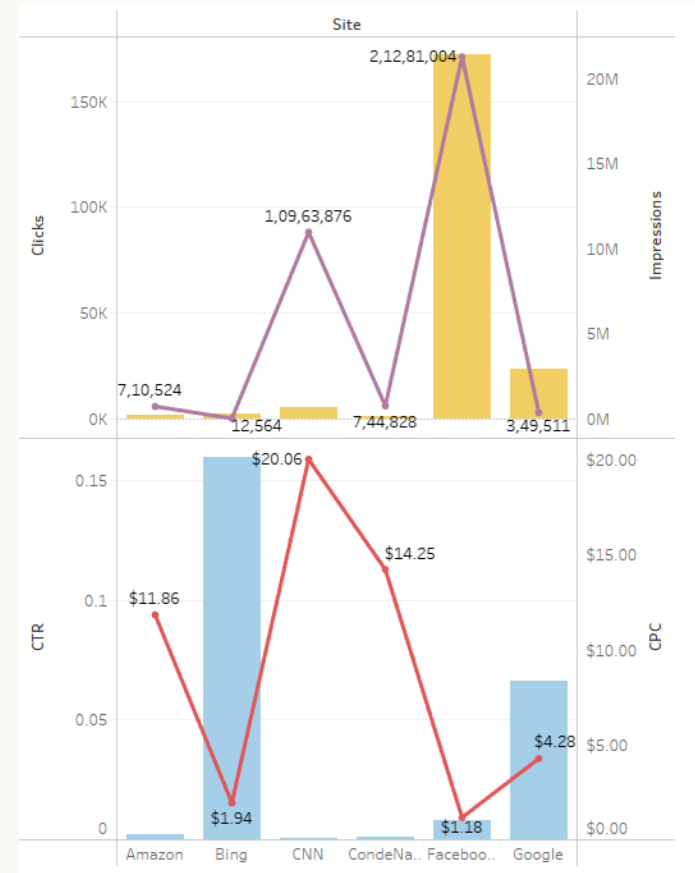


Spend vs CTR by Site



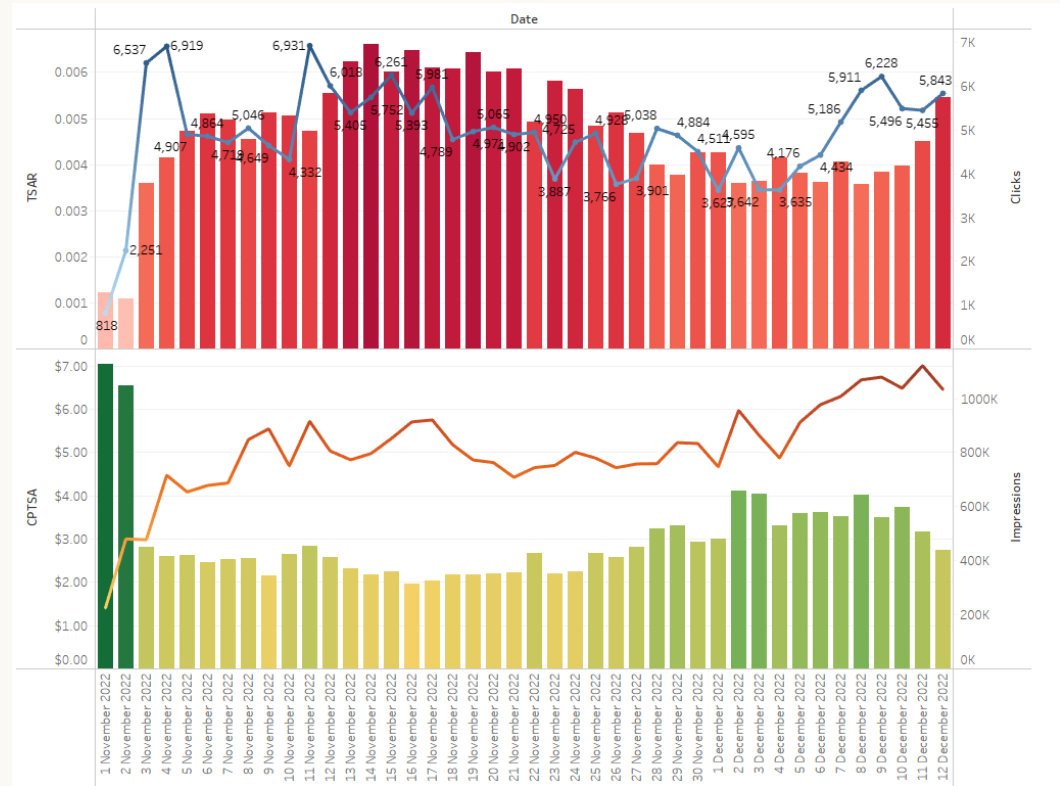
# Which channels do they use most frequently?

- As we can see on graph, we get more impressions from **Facebook / Instagram** ads as people are seen using more clicks on these platforms. We would recommend investing more on these and similar Social media ads.
- Effectiveness can be seen performing best, as far as CTRs are concerned, with the Bing and Google partners.
- Also, we should spend less on these Bing and Google ads, instead focus more financial efforts on Online shops such as Amazon or various Social media platforms.



Generalized traffic through the specific ad portals for buying and managing advertisements has been up and down for months but shows no consistent trend of improvement or decline.

To improve overall sales and awareness of the new product, as the other ads essentially look the same, we should strive to increase this CTR.







POST-CAMPAIGN

**Twizzlers**

# Overall Post-Campaign Performance

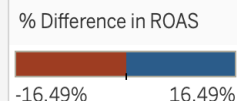
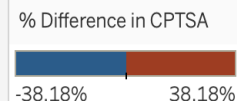
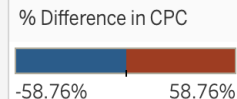
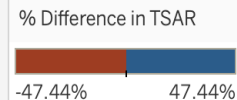
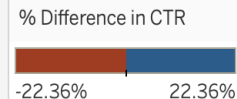
Insights:

Post Campaign shows a downward trend in CTR and ROAS.

It has a stable performance on CPC.

Post campaign(WoW % change)

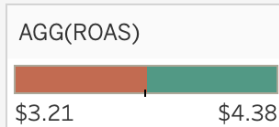
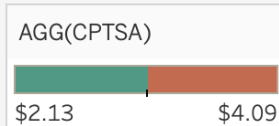
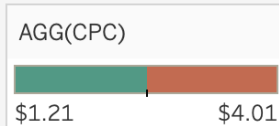
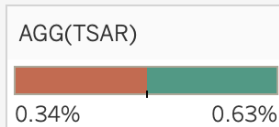
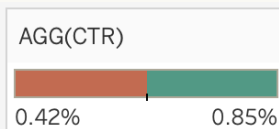
Week of Date	% Difference in CTR from the Pr..	% Difference in TSAR from the ..	% Difference in CPC from the Pr..	% Difference in CPTSA from the..	% Difference in ROAS from the ..
October 30, 2022					
November 6, 2022	-22.36%	47.44%	58.76%	-16.39%	-3.43%
November 13, 2022	0.55%	25.90%	5.38%	-15.84%	3.32%
November 20, 2022	-8.65%	-13.72%	6.49%	12.74%	-2.82%
November 27, 2022	-12.80%	-26.13%	17.05%	38.18%	6.28%
December 4, 2022	-3.20%	-4.48%	6.91%	8.35%	-16.49%
December 11, 2022	-0.94%	22.75%	6.19%	-14.31%	-3.22%
December 18, 2022	-8.33%	-11.47%	9.52%	13.40%	4.34%
December 25, 2022	3.15%	0.76%	-7.65%	-5.46%	3.16%
January 1, 2023	8.70%	-12.67%	-5.17%	18.03%	-4.86%
January 8, 2023	-7.27%	4.72%	18.12%	4.59%	-1.47%
January 15, 2023	-12.59%	8.20%	23.08%	-0.56%	-1.49%
January 22, 2023	9.75%	4.46%	-3.87%	1.00%	-8.95%
Grand Total					



# Post-Campaign vs Previous-Campaign

## Post-Campaign vs Previous Campaign (Wow)

Week of Date	CTR	TSAR	CPC	CPTSA	ROAS
October 30, 2022	0.85%	0.34%	\$1.21	\$3.02	\$4.26
November 6, 2022	0.66%	0.50%	\$1.93	\$2.53	\$4.11
November 13, 2022	0.66%	0.63%	\$2.03	\$2.13	\$4.25
November 20, 2022	0.60%	0.54%	\$2.16	\$2.40	\$4.13
November 27, 2022	0.53%	0.40%	\$2.53	\$3.31	\$4.38
December 4, 2022	0.51%	0.38%	\$2.71	\$3.59	\$3.66
December 11, 2022	0.50%	0.47%	\$2.88	\$3.08	\$3.54
December 18, 2022	0.46%	0.42%	\$3.15	\$3.49	\$3.70
December 25, 2022	0.48%	0.42%	\$2.91	\$3.30	\$3.81
January 1, 2023	0.52%	0.37%	\$2.76	\$3.89	\$3.63
January 8, 2023	0.48%	0.38%	\$3.26	\$4.07	\$3.58
January 15, 2023	0.42%	0.42%	\$4.01	\$4.05	\$3.52
January 22, 2023	0.46%	0.43%	\$3.85	\$4.09	\$3.21
Grand Total	0.53%	0.44%	\$2.64	\$3.20	\$3.80



Insights:  
Post Campaign has a  
higher CPC and ROAS  
than Previous Campaign.





# Campaign KPIs Comparison

KPIs	Previous Campaign	Mid-Campaign	Post-Campaign
CPC	\$6.51	\$2.18	\$2.64
CTR	0.89%	0.60%	0.53%
TSAR	7.36%	0.48%	0.44%
CPTSA	\$0.79	\$2.76	\$3.20
ROAS	\$2.85	N/A	\$3.80

- For Media: The Campaign was a “success” in generating spends into clicks, it has a **lower CPC**(\$2.64) than the Previous Campaign. But Its Ads were not effective since it has a **lower CTR and TSAR**. Also, bad efficiency outcome of the **higher CPTSA**.
- For Sales: It met the required ROAS benchmark (>2\$). Post Campaign’s **ROAS** is **\$0.95 higher** than the Previous Campaign.



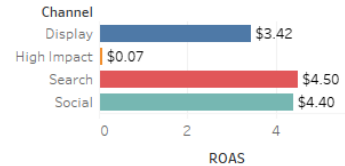
# Post-Campaign analysis by Channel

Channel types: Display, High impact, Search, and Social.

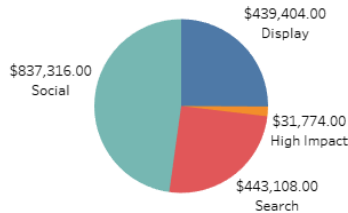
Insights:

- Search is the top performer in Channel. Both Bing and Google have **high CTR** with **low CPC** through this channel.
- Display in Amazon and CNN have bad performance (**low CTR** and **high CPC**)
- Extremely **low ROAS** in High impact.

ROAS by channel

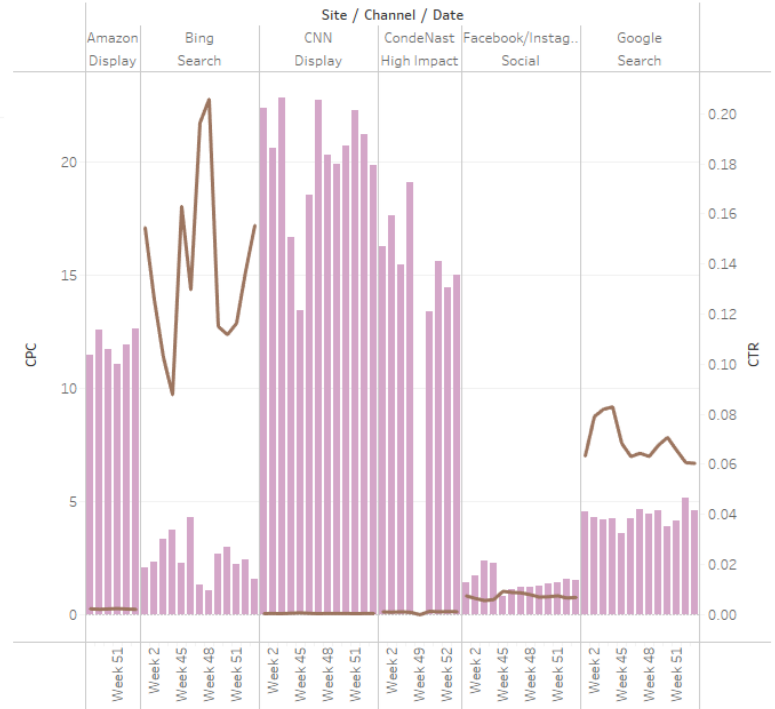


Sales by channel



Channel  
Display  
High Impact  
Search  
Social

Effectiveness(CTR) and Efficiency(CPC) by Site&Channel



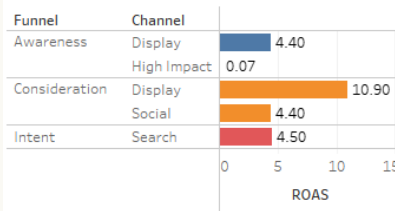
Measure Names  
CPC  
CTR



Funnel types:  
Awareness, Intent, and  
Consideration.

## Insights:

- Intent is the top performer in funnel. (**highest CTR** and **lowest CPC**)
- Consider Consideration funnel as a great investment. (**high sales** and **high ROAS**)



The chart displays performance metrics over 52 weeks, categorized into three funnel stages: Awareness, Consideration, and Intent. The left Y-axis represents Cost Per Click (CPC) in dollars, ranging from 0 to 22. The right Y-axis represents Click Through Rate (CTR) as a percentage, ranging from 0.00 to 0.08. The X-axis is labeled 'Funnel / Date' and shows weeks from Week 2 to Week 52.

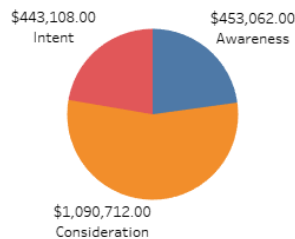
**Awareness Stage:** Represented by purple bars, this stage shows high CPC values. The CPC starts around \$19.5 in Week 2, peaks at approximately \$22.8 in Week 47, and ends around \$18.2 in Week 52. The CTR for this stage is consistently near 0.00.

**Consideration Stage:** Represented by purple bars, this stage shows low CPC values, generally below \$3. The CTR (brown line) starts around 0.008, dips to 0.006 in Week 4, peaks at 0.011 in Week 46, and ends around 0.008 in Week 52.

**Intent Stage:** Represented by purple bars, this stage shows low CPC values, generally below \$4.5. The CTR (brown line) starts around 0.068, peaks at 0.082 in Week 4, dips to 0.065 in Week 46, peaks again at 0.075 in Week 48, and ends around 0.068 in Week 52.

Week	Funnel Stage	CPC (\$)	CTR (%)
Week 2	Awareness	19.5	0.000
Week 3	Awareness	19.5	0.000
Week 4	Awareness	19.0	0.000
Week 5	Awareness	19.0	0.000
Week 6	Awareness	18.5	0.000
Week 7	Awareness	18.5	0.000
Week 8	Awareness	18.5	0.000
Week 9	Awareness	18.5	0.000
Week 10	Awareness	18.5	0.000
Week 11	Awareness	18.5	0.000
Week 12	Awareness	18.5	0.000
Week 13	Awareness	18.5	0.000
Week 14	Awareness	18.5	0.000
Week 15	Awareness	18.5	0.000
Week 16	Awareness	18.5	0.000
Week 17	Awareness	18.5	0.000
Week 18	Awareness	18.5	0.000
Week 19	Awareness	18.5	0.000
Week 20	Awareness	18.5	0.000
Week 21	Awareness	18.5	0.000
Week 22	Awareness	18.5	0.000
Week 23	Awareness	18.5	0.000
Week 24	Awareness	18.5	0.000
Week 25	Awareness	18.5	0.000
Week 26	Awareness	18.5	0.000
Week 27	Awareness	18.5	0.000
Week 28	Awareness	18.5	0.000
Week 29	Awareness	18.5	0.000
Week 30	Awareness	18.5	0.000
Week 31	Awareness	18.5	0.000
Week 32	Awareness	18.5	0.000
Week 33	Awareness	18.5	0.000
Week 34	Awareness	18.5	0.000
Week 35	Awareness	18.5	0.000
Week 36	Awareness	18.5	0.000
Week 37	Awareness	18.5	0.000
Week 38	Awareness	18.5	0.000
Week 39	Awareness	18.5	0.000
Week 40	Awareness	18.5	0.000
Week 41	Awareness	18.5	0.000
Week 42	Awareness	18.5	0.000
Week 43	Awareness	18.5	0.000
Week 44	Awareness	18.5	0.000
Week 45	Awareness	18.5	0.000
Week 46	Awareness	18.5	0.000
Week 47	Awareness	22.8	0.000
Week 48	Awareness	20.0	0.000
Week 49	Awareness	18.0	0.000
Week 50	Awareness	19.0	0.000
Week 51	Awareness	18.5	0.000
Week 52	Awareness	18.2	0.000
Week 2	Consideration	1.5	0.008
Week 3	Consideration	1.5	0.007
Week 4	Consideration	2.5	0.006
Week 5	Consideration	2.5	0.007
Week 6	Consideration	2.5	0.008
Week 7	Consideration	1.0	0.009
Week 8	Consideration	1.0	0.010
Week 9	Consideration	1.0	0.011
Week 10	Consideration	1.0	0.011
Week 11	Consideration	1.0	0.011
Week 12	Consideration	1.0	0.011
Week 13	Consideration	1.0	0.011
Week 14	Consideration	1.0	0.011
Week 15	Consideration	1.0	0.011
Week 16	Consideration	1.0	0.011
Week 17	Consideration	1.0	0.011
Week 18	Consideration	1.0	0.011
Week 19	Consideration	1.0	0.011
Week 20	Consideration	1.0	0.011
Week 21	Consideration	1.0	0.011
Week 22	Consideration	1.0	0.011
Week 23	Consideration	1.0	0.011
Week 24	Consideration	1.0	0.011
Week 25	Consideration	1.0	0.011
Week 26	Consideration	1.0	0.011
Week 27	Consideration	1.0	0.011
Week 28	Consideration	1.0	0.011
Week 29	Consideration	1.0	0.011
Week 30	Consideration	1.0	0.011
Week 31	Consideration	1.0	0.011
Week 32	Consideration	1.0	0.011
Week 33	Consideration	1.0	0.011
Week 34	Consideration	1.0	0.011
Week 35	Consideration	1.0	0.011
Week 36	Consideration	1.0	0.011
Week 37	Consideration	1.0	0.011
Week 38	Consideration	1.0	0.011
Week 39	Consideration	1.0	0.011
Week 40	Consideration	1.0	0.011
Week 41	Consideration	1.0	0.011
Week 42			

## Sales by funnel



## Funnel

### Measure Names

- Awareness
- Consideration
- Intent

■ CPC  
■ CTR





# Recommendations

- To increase profit keep running this campaign.
- Channel:
  - Eliminate channel High impact.
  - Decrease investment in bad performance channel and relocate expense to Search.
  - Improve product marketing & service strategy for getting a lower CPC and a higher CTR.
- Funnel:
  - Focus more on the Intent and consideration funnel.





THANK YOU

**Twizzlers**