



PEANUT BUTTER TWIZZLERS LAUNCH CAMPAIGN



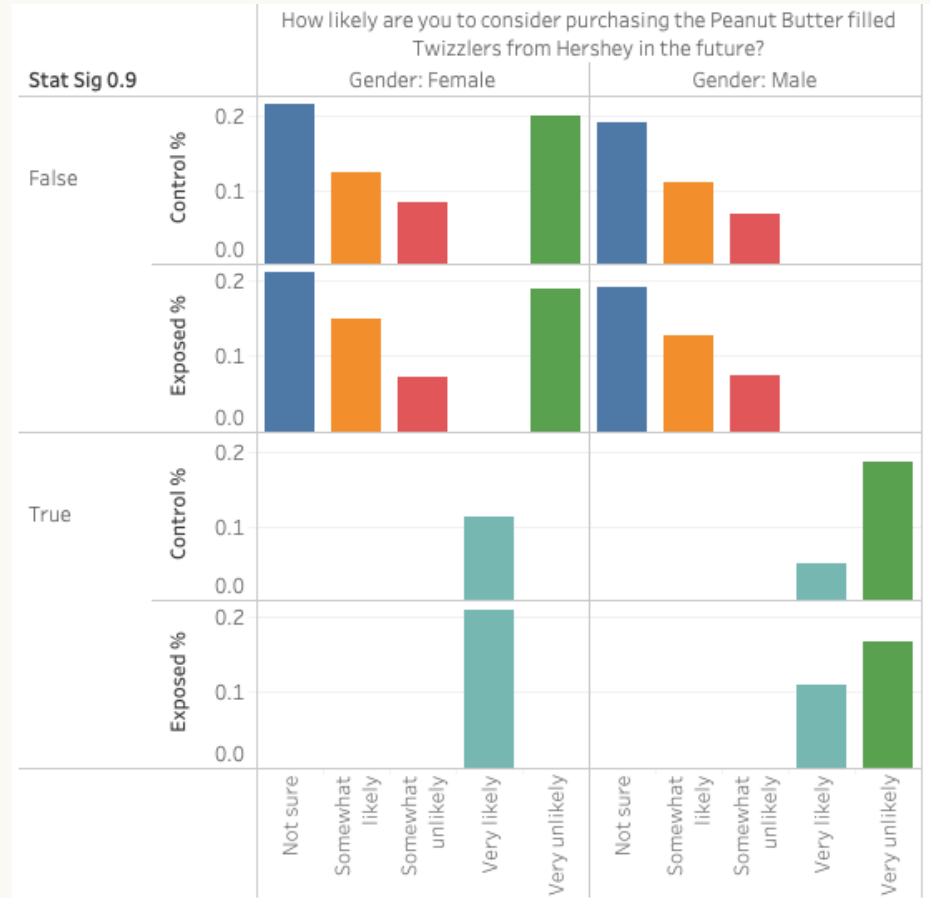
PRE-CAMPAIGN

Twizzlers

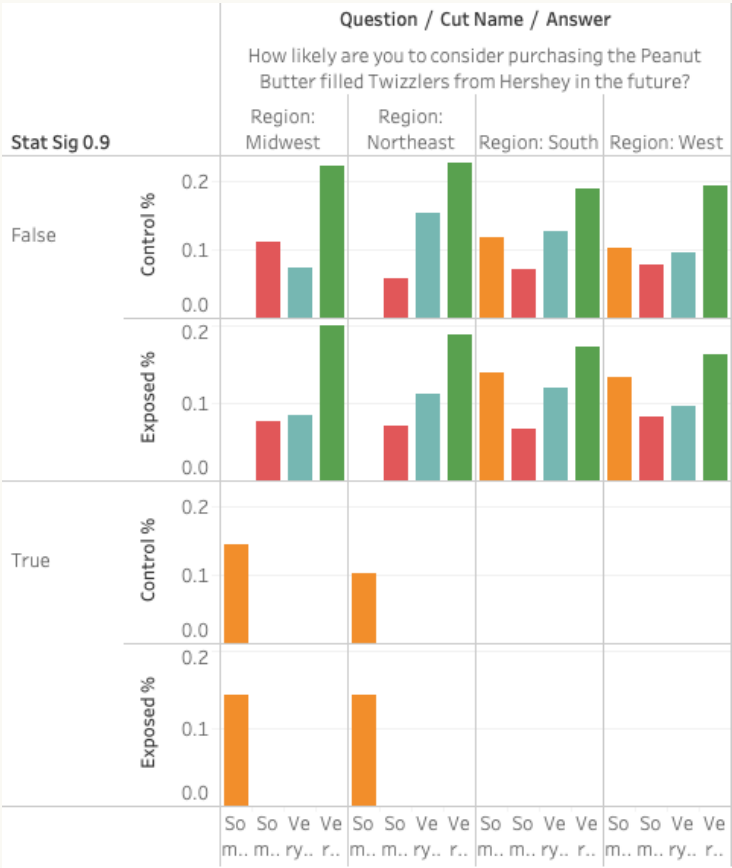
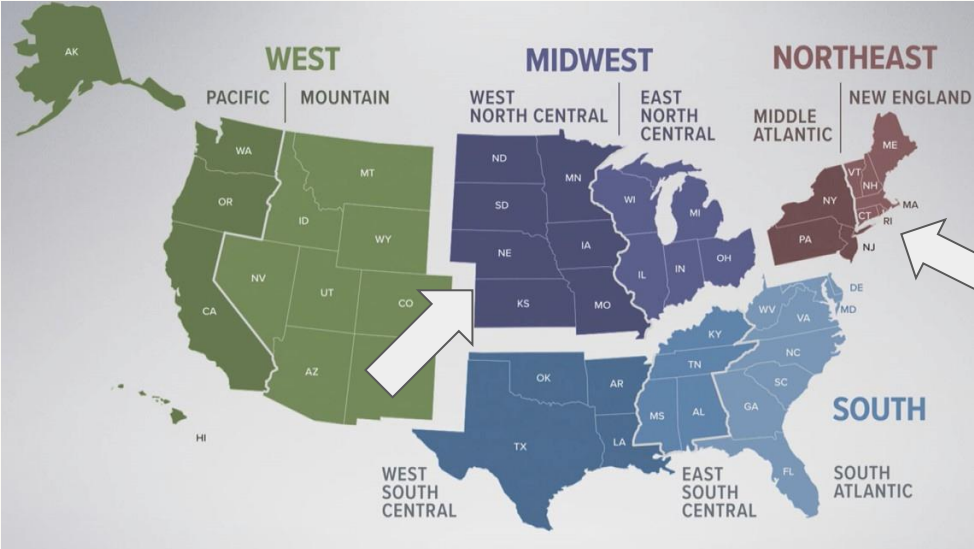
Pre-Campaign Analysis: Significant Findings based on Gender

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.

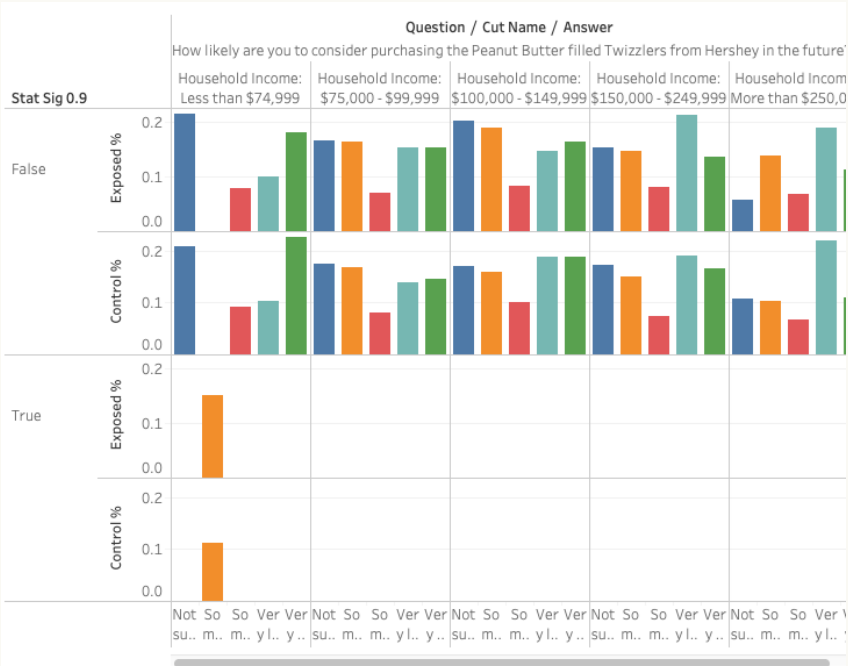


Significant Findings Based on Region



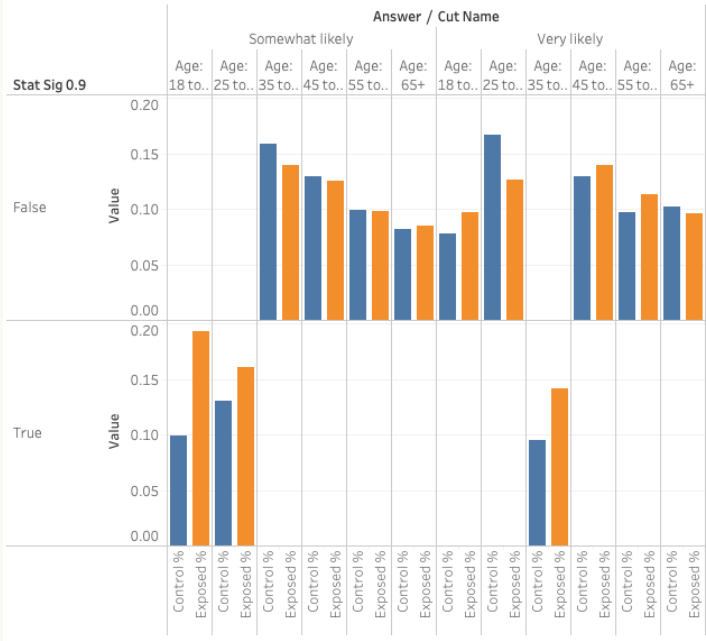
Income

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

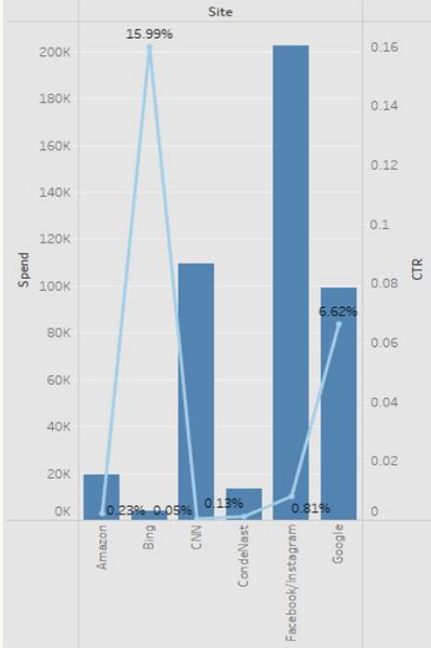
MID-CAMPAIGN ANALYSIS

Total Clicks
2,05,328

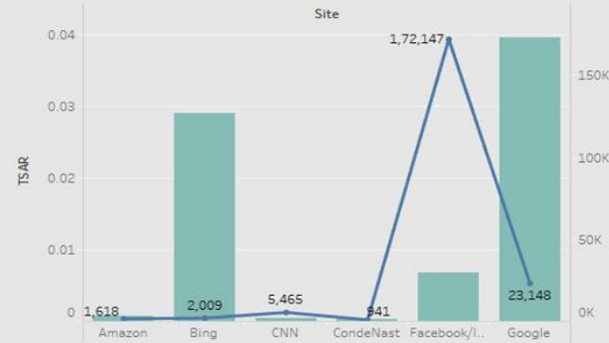
Total Impressions
3,40,62,307

Total Spend
\$447,977

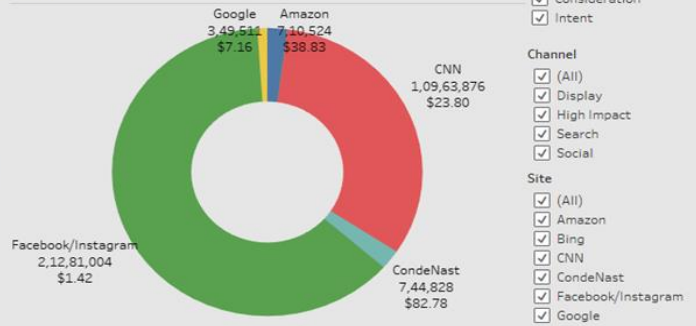
Spend & Effectiveness(CTR) by Site



CLICKS & COST PER TOTAL SITE ACTION BY SITE



Impressions & CPTSA By Site



Funnel

- ☒ (All)
- ☒ Awareness
- ☒ Consideration
- ☒ Intent

Channel

- ☒ (All)
- ☒ Display
- ☒ High Impact
- ☒ Search
- ☒ Social

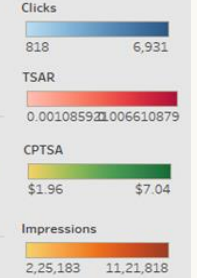
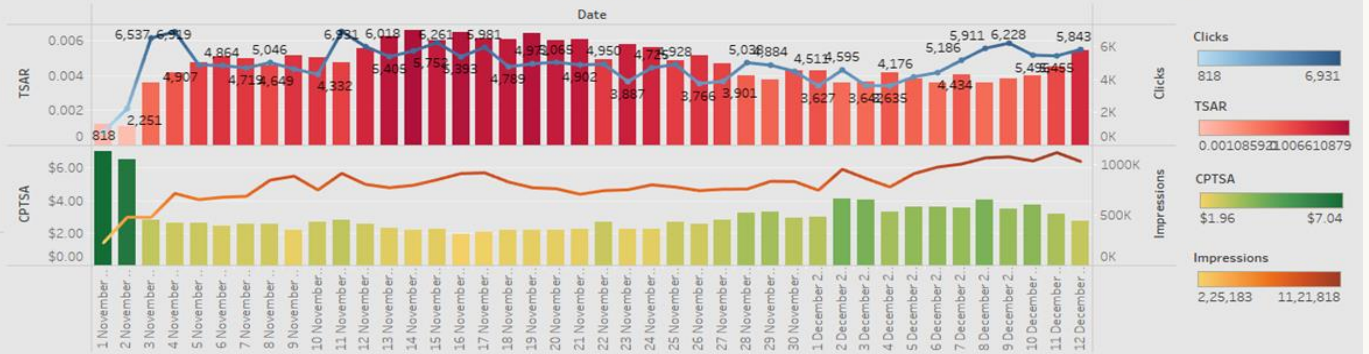
Site

- ☒ (All)
- ☒ Amazon
- ☒ Bing
- ☒ CNN
- ☒ CondeNast
- ☒ Facebook/Instagram
- ☒ Google

Measure Names

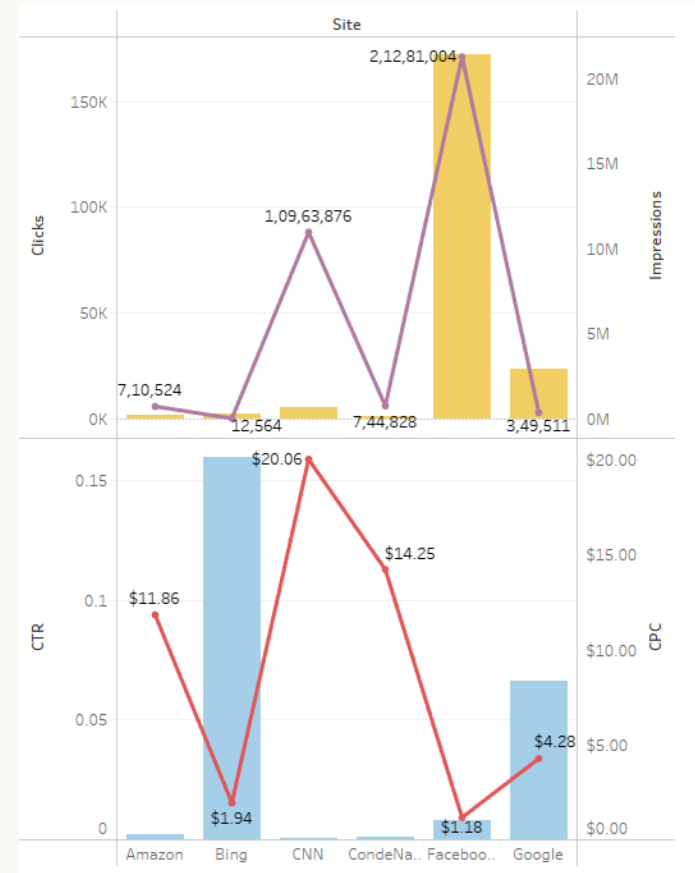
- ☒ CTR
- ☒ Spend

Clicks, Total Site Rate & Cost per Total Site Action by Days



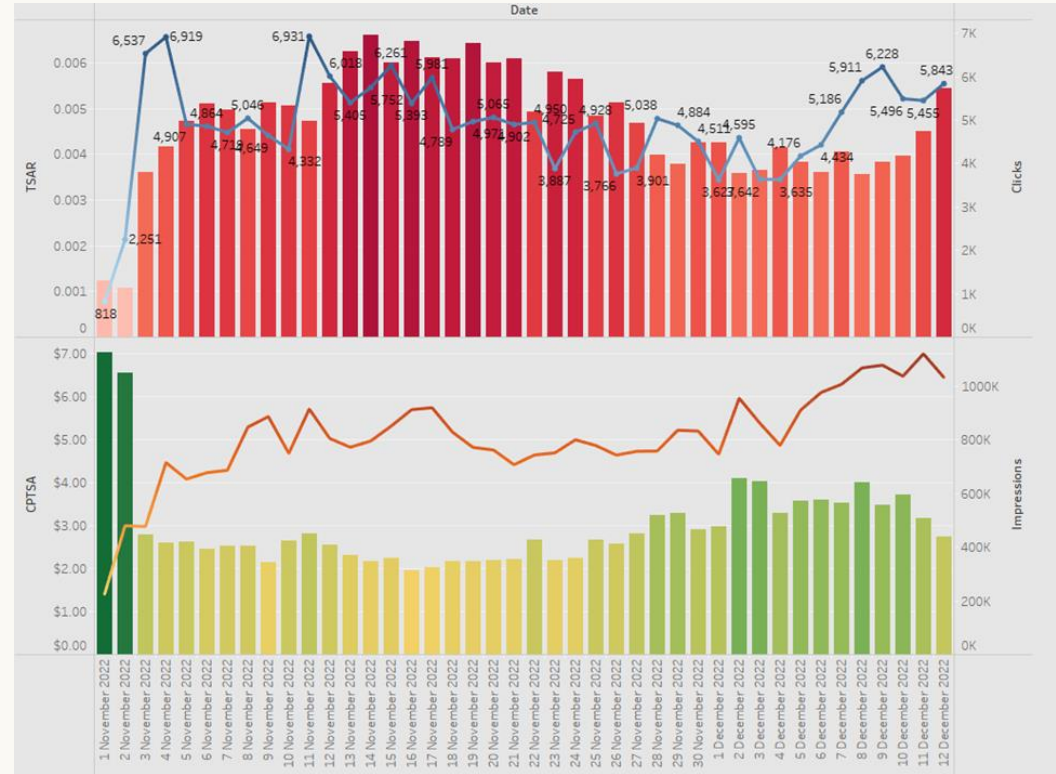
Which channels do they use most frequently?

- 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

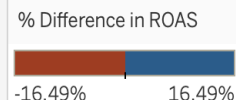
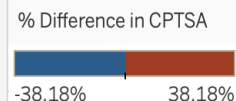
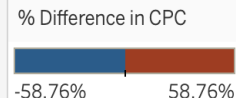
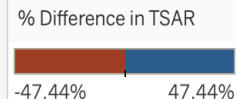
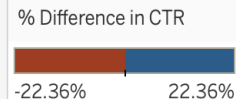
Insights:

Post Campaign shows a downward trend in CTR and ROAS.

It has a stable performance on CPC.

Post campaign(WoW % change)

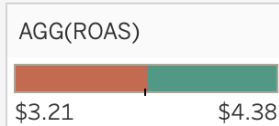
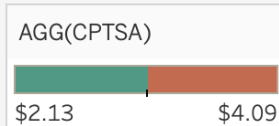
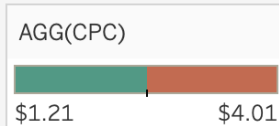
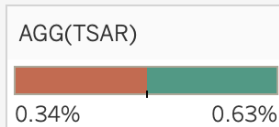
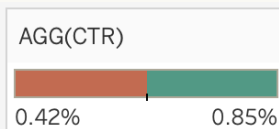
Week of Date	% Difference in CTR from the Pr..	% Difference in TSAR from the ..	% Difference in CPC from the Pr..	% Difference in CPTSA from the..	% Difference in ROAS from the ..
October 30, 2022					
November 6, 2022	-22.36%	47.44%	58.76%	-16.39%	-3.43%
November 13, 2022	0.55%	25.90%	5.38%	-15.84%	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.



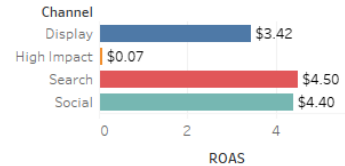
Post-Campaign analysis by Channel

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

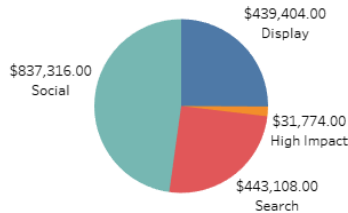
Insights:

- 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

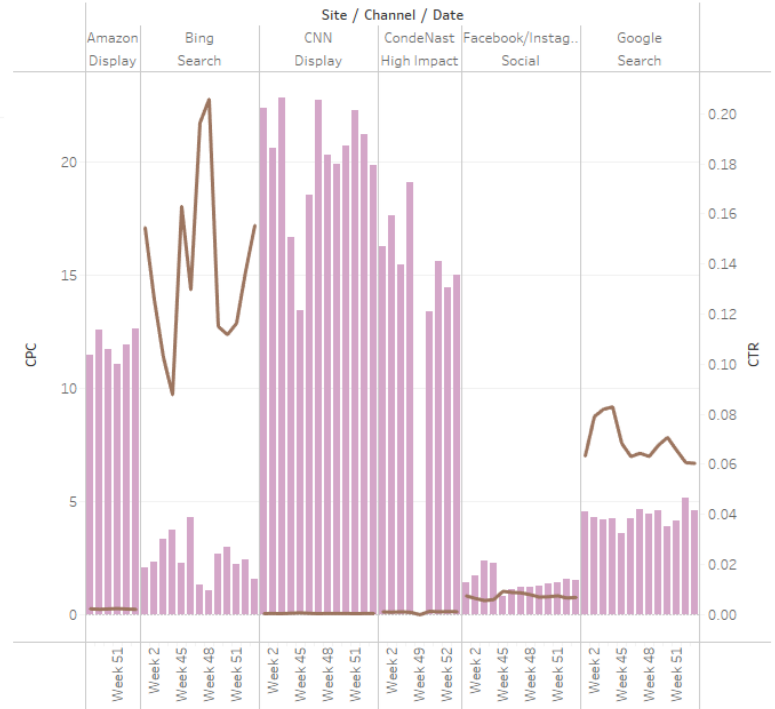


Sales by channel



Channel
Display
High Impact
Search
Social

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



Measure Names
CPC
CTR



Post-Campaign analysis by Funnel

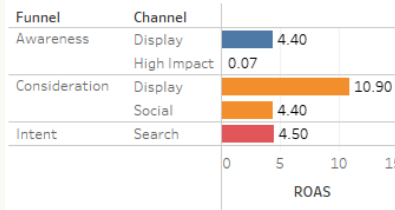
Funnel types:

Awareness, Intent, and
Consideration.

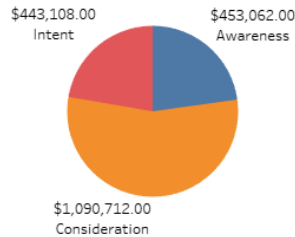
Insights:

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

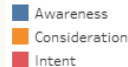
ROAS by funnel



Sales by funnel



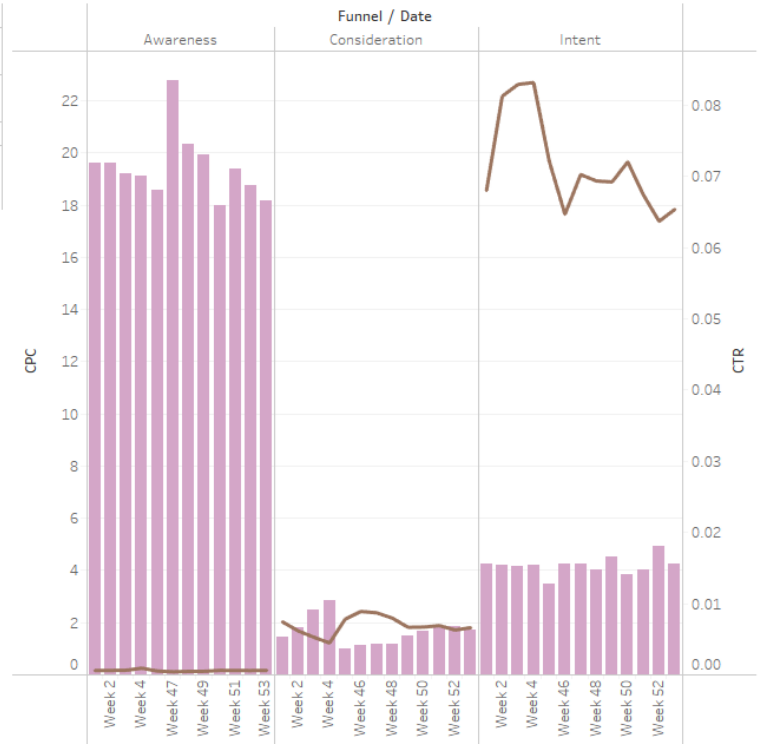
Funnel



Measure Names



Effectiveness(CTR) and Efficiency(CPC) by funnel



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