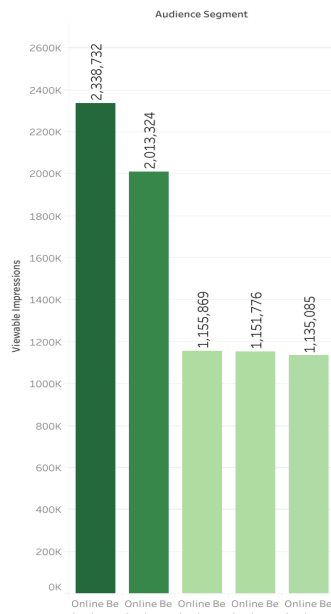


Executive Summary

The data demons are tasked with using an agency company's historical data to organize different strategies based on the inventory, creativity, audience, and location of the agency's data. Our task will ensure the company can maximize its future strategy and grow.

Top 5 Audience Segments for Viewable Impressions



Key Highlights

Audience: Households with 2 adults have the best CPA and CTR and should be the audience to advertise. In the Viewable Impressions Chart, the top 5 segments are Credit & Lending, Porsche, Happy at Home, College Graduation, and Electric and Plug-in Vehicles.

Location: Florida, California, and Illinois performed the best, while Ohio and Kentucky were the most cost-effective.

Creative: The creative size with the most viewable impressions was the 320x50 creative size, which is accessible via smartphone only. The most effective messaging is "Subscribe today - 10% discount" with 0.37% CTR and a creative size of 320x50.

Inventory: Kargo has the best CPA, CPC, and CVR performance. Yahoo Exchange has the worst CPA, CPC, CVR, and CPM.

Key Takeaways + Next Steps

Audience: Create Strategies that target property managers, shopping mall buyers, or topics such as arts and entertainment and video game software since they are close to the secondary .0015% CTR benchmark.

Location: Ohio and Kentucky were the most cost-effective with their CPC, CPA, and CPM but not the best-performing in CTR and CVR. I would advise that they relook at their campaign strategies within those states to increase users who come across these ads.

Creative: The 320x50 creative size is most effective in CPA, CPM, CTR and is viewable only through a smartphone.

Inventory: Address Sharethrough's high CPA by: refining keyword-to-ad matches, optimizing landing pages, and adjusting bidding strategies.

Flexible

Challenges: Significant cleaning and organization were required to extract insights, particularly for the audience data. Not all locations had data for every creative size, presenting gaps in comprehensive analysis.

As well when trying to make visualizations trying to use the location it was working well so we had to clean up the location to separate the city and states.

Key Stakeholders: The primary decision-maker is the marketing company that engaged us for campaign analysis. This company will evaluate our insights to refine their strategies and share recommendations with their clients. By implementing these insights and recommendations, the agency can achieve measurable improvements in campaign effectiveness, ensuring sustained growth and success.