**Ad Campaign Analysis report**

In today’s highly competitive digital advertising landscape, understanding the performance of your ad campaigns across different platforms is crucial for maximizing return on investment (ROI). This report provides a comprehensive analysis of recent ad campaigns conducted on two major advertising sources: Facebook Ads and Google Ads. The objective of this analysis is to assess the effectiveness of each source in driving key outcomes, such as clicks, conversions, and engagement, and to identify opportunities for optimization in future campaigns.

By examining key performance indicators (KPIs) like Click-Through Rate (CTR), Cost Per Click (CPC), Cost Per Acquisition (CPA), and Conversion Rate (CVR), this report will offer actionable insights to help refine our digital marketing strategy. The analysis will focus on both individual performance by source and a combined overview of the overall campaign performance.

**Key Performance Indicators (KPI) Overview:**

The table below summarizes the key performance indicators (KPIs) for the Facebook Ads, Google Ads, and the combined total for both sources. These metrics provide a detailed overview of campaign performance, including total clicks, form submissions, pageviews, contact clicks, total spend, average CPA, CPC, CTR, and CVR.

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| --- | --- | --- | --- |
| **Metric** | **Facebook Ads** | **Google Ads** | **Overall** |
| Total Clicks | 6.0K | 8.1K | 14.1K |
| Total Form Submits | 592.0 | 838.0 | 1.4K |
| Total Pageviews | 28.0K | 29.7K | 57.7K |
| Total Contact Clicks | 258 | 427 | 685 |
| Total Spend | $16.7K | $20.5K | $37.2K |
| Average CPA (Cost Per Acquisition) | $17.88 | $16.06 | $33.94 |
| Average CPC (Cost Per Click) | $3.06 | $2.69 | $5.75 |
| Average CTR (Click-Through Rate) | 1.68% | 2.1% | 3.78% |
| Average CVR (Conversion Rate) | 19.03% | 17.55% | 36.58% |

**Interpretation of graphs:**

**Graph 1: Total Clicks vs. Conversions by Source**

This bar chart shows that Google Ads had 8.1K clicks and 1.4K conversions, while Facebook Ads had 6K clicks and 1K conversions. Google Ads performed better in both clicks and conversions.

**Graph 2: CTR vs. Conversion Rate in Both Sources**

This chart compares the Click-Through Rate (CTR) and Conversion Rate (CVR). Google Ads had a CTR of 2.1% and a CVR of 16.7%. Facebook Ads had a CTR of 1.6% and a CVR of 17.2%. Although Google Ads had more clicks, Facebook Ads had a slightly better conversion rate.

**Graph 3: CTR vs. CPC with Spend Indication by Source**

This bubble chart compares CTR and Cost Per Click (CPC). Google Ads had a lower CPC of $2.69 and a higher CTR of 2.1%, with a larger bubble showing higher spending. Facebook Ads had a higher CPC of $3.06 and a lower CTR of 1.6%, with less spending. Google Ads is providing better value for money by generating more clicks at a lower cost, making it the more cost-effective option for driving user engagement.

**Graph 4: Avg CPA vs. Total Spend by Source**

This chart shows that Google Ads has a lower Cost Per Acquisition (CPA) around $16 with higher spending, while Facebook Ads has a higher CPA around $18 with slightly lower spending. This indicates Google Ads is more cost-effective.

**Graph 5: Avg CVR vs. Total Spend by Source**

This chart shows that Google Ads has a slightly lower Conversion Rate (CVR) at 17.5% with higher spending, while Facebook Ads has a higher CVR at 19% with slightly lower spending. This suggests Facebook Ads converts more efficiently.

**Graph 6: Avg CTR, CPC, and CVR by Source and Day of the Week**

This graph shows how the average CTR, CPC, and CVR vary by day of the week for both Google Ads and Facebook Ads.

Google Ads: Highest conversion rates and spending were observed on Friday and Monday, suggesting these days are the most effective.

Facebook Ads: Friday and Saturday had higher conversion rates and spending, making them key days for Facebook Ads.

**Recommendations:**

To optimize your ad strategy, focus on leveraging the strengths of both Google Ads and Facebook Ads:

* Google Ads consistently outperforms in terms of cost-efficiency, with lower Cost Per Acquisition (CPA) and higher Click-Through Rate (CTR). Allocate more budget to Google Ads, especially on Mondays and Fridays, where performance peaks. This will maximize engagement and conversions at a lower cost.
* For Facebook Ads, though it has a higher Conversion Rate (CVR), it struggles with higher Cost Per Click (CPC) and lower CTR. To improve, focus on optimizing ad creatives and testing different strategies to enhance engagement and reduce CPC. Concentrate ad spend on Fridays and Saturdays, where Facebook Ads perform best. Additionally, refine audience targeting and improve landing pages to convert clicks more effectively.
* Balancing your budget between both platforms ensures that you capitalize on each one’s strengths. Regularly reviewing and adjusting your campaigns will keep your strategy effective and responsive to changing conditions.

In summary, prioritize Google Ads for broader reach and efficiency, while optimizing Facebook Ads for targeted conversions, thereby maximizing overall return on investment (ROI).