



Shifting To Online Advertising From Traditional Media

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INTRODUCTION

Business Problem

Advertising spending online now exceeds television and other media. Due to much lower costs, this opens up marketing opportunities for businesses that did not have budgets for television and print media. Social media has the lowest cost per thousand impressions (CPM) at just \$2.50 vs. \$28 for broadcast TV. Traditionally, companies that market to consumers seeking improvements in their lives have advertised during news programming (think insurance, pharmaceuticals, health & wellness, etc.). Now consumers are as likely to prefer getting news online as television, and news websites & apps are also less expensive platforms for advertising. While those consumers also use social media, they do not tend to use those platforms for obtaining news, but other demographics can be used for targeted advertising.

Business Impact

The shift to online advertising has allowed companies to engage with their customers in new ways. They have opportunities to fine-tune their brand and garner a following across multiple platforms. According to Radd Interactive “1 in 4 U.S. shoppers now claim to prefer being contacted by brands via social media, making platforms like Facebook, Instagram, and LinkedIn crucial for inbound marketing growth.” Surprisingly, Facebook ads leads the way with the best ROI for advertisers.

DATA ANALYSIS & SOURCES

American Trends Panel Wave 73 and American Trends Panel Wave 90

Brief description: These datasets are surveys of Americans in September 2020 and May 2021 regarding their preferences for specific news sources (i.e., CNN vs Facebook vs TikTok, rather than a broader TV vs Social Media), as well as demographics such as age, place of residence, and internet usage.

Source: Pew Research Center

Direct link: <https://www.pewresearch.org/journalism/dataset/american-trends-panel-wave-73/>

Source: Pew Research Center

Direct link: <https://www.pewresearch.org/journalism/dataset/american-trends-panel-wave-90/>

Share of US Ad Spend

Brief description: Small dataset with total number of ad spending across traditional and online media, from 2012 through (projected) 2024.

Source: Data.World

Direct Link: <https://data.world/makeovermonday/2020w46>

Best Times to post on Social Media

Brief description: Article that describes the best times and days that most people will be on Social Media in 2022

Source: HubSpot

Direct Link: <https://blog.hubspot.com/marketing/best-times-post-pin-tweet-social-media-infographic>

What Social Media do Millennials Care The Most

Brief Description: Small dataset with the total number of millennials and their preferred social media preference that they open when asked which social media do they click first when there are multiple notifications such as LinkedIn, Snapchat, Instagram, or Facebook

Source: Breitbart

Direct Link: <https://data.world/ahalps/which-social-media-millennials-care-about-most> or <https://www.breitbart.com/tech/2017/03/17/report-snapchat-is-most-important-social-network-among-millennials/>

DATA WRANGLING AND CLEANING

Our team came across with raw data that had survey responses with numerical values, and we had to convert those numerical values into their corresponding key pair values and those converted values can be found in the table below.

News Use Across Social Media Platforms in 2020

<https://www.pewresearch.org/journalism/dataset/american-trends-panel-wave-73/>

This dataset is a survey of over 9000 Americans in September 2020 regarding their preferences for specific news sources.

FIELD	TYPE	DESCRIPTION
F_CREGION	string	Census region of respondent
F_AGECA	string	Age category of respondent
F_GENDER	string	Gender of respondent
F_EDUCCAT	string	Education category of respondent
F_INC_SDT1	string	Income category of respondent
F_INTFREQ	string	Category of frequency of internet use
SNSSKEP_W73	string	Expectation of accuracy in news found on social media
SNSINFORM_W73	string	Does social media help you understand current events?
DEVICE_TYPE_W73	String	Type of device used to access the survey link by respondent
NEWSPLAT_a_W73	String	If people get their news on TV
NEWSPLAT_b_W73	String	If people get their news on the Radio
NEWSPLAT_DIG_a_W73	String	How often people get their news on news website using phones/computers/tablets
NEWSPLAT_DIG_b_W73	String	How often people get their news on social media such as Facebook, Twitter, Instagram using phones/computers/tablets
NEWSPLAT_DIG_c_W73.	String	How often people use Google or other search engines to get their news from using a phone/computer/tablet

FIELD	TYPE	DESCRIPTION
SNSINFORM_W73.	String	How news on social media influenced the surveyee
GROUP_TRUST_a_W57	String	How much do people trust the information they get from National new organizations
PLATFORM_PREFER_W73	String	Scores 8 different News sources that respondents prefer
WEB1_a_W73	Integer	Scale of Yes-1 or No- 2 on whether respondents use certain social media platform:
WEB1_a_W73	String	Yes-1 or No-2 on whether respondents use Twitter
WEB1_b_W73	String	Yes-1 or No-2 on whether respondents use Instagram
WEB1_c_W73	String	Yes-1 or No-2 on whether respondents use Facebook
WEB1_d_W73	String	Yes-1 or No-2 response on whether respondents use Snapchat
WEB1_e_W73	String	Yes-1 or No-2 response on whether respondents use YouTube
WEB1_f_W73	String	Yes-1 or No-2 response on whether respondents use LinkedIn
WEB1_g_W73	String	Yes-1 or No-2 response on whether respondents use Reddit
WEB1_h_W73	String	Yes-1 or No-2 response on whether respondents use Tumblr
WEB1_i_W73	String	Yes-1 or No-2 response on whether respondents use WhatsApp

FIELD	TYPE	DESCRIPTION
WEB1_j_W73	String	Yes-1 or No-2 response on whether respondents use TikTok
WEB1_k_W73	String	Yes-1 or No-2 response on whether respondents use Twitch
SOCIALNEWS_a_W73	Integer	Scale of Yes-1 or No-2 on whether respondents REGULARLY get news or news headlines on any of the following social media sites or apps
SOCIALNEWS_a_W73	String	Yes-1 or No-2 on whether respondents REGULARLY get news or news headlines on Twitter
SOCIALNEWS_b_W73	String	Yes-1 or No-2 on whether respondents REGULARLY get news or news headlines on Instagram
SOCIALNEWS_c_W73	String	Yes-1 or No-2 on whether respondents REGULARLY get news or news headlines on Facebook
SOCIALNEWS_d_W73	String	Yes-1 or No-2 on whether respondents REGULARLY get news or news headlines on Snapchat
SOCIALNEWS_e_W73	String	Yes-1 or No-2 on whether respondents REGULARLY get news or news headlines on YouTube
SOCIALNEWS_f_W73	String	Yes-1 or No-2 on whether respondents REGULARLY get news or news headlines on LinkedIn
SOCIALNEWS_g_W73	String	Yes-1 or No-2 on whether respondents REGULARLY get news or news headlines on Reddit

FIELD	TYPE	DESCRIPTION
SOCIALNEWS_h_W73	String	Yes-1 or No-2 on whether respondents REGULARLY get news or news headlines on Tumblr
SOCIALNEWS_i_W73	String	Yes-1 or No-2 on whether respondents REGULARLY get news or news headlines on WhatsApp
SOCIALNEWS_j_W73	String	Yes-1 or No-2 on whether respondents REGULARLY get news or news headlines on TikTok
SOCIALNEWS_k_W73	String	Yes-1 or No-2 on whether respondents REGULARLY get news or news headlines on Twitch

Share of US Ad Spend

<https://data.world/makeovermonday/2020w46>

Small dataset with total number of ad spending across traditional and online media, from 2012 through (projected) 2024.

FIELD	TYPE	DESCRIPTION
Total TV	Integer	Total amount spent on TV ads 2012-2024(projected)
National TV	Integer	Amount spent on national TV ads 2012-2024(projected)
Local TV	Integer	Amount spent on local TV ads 2012-2024(projected)
Total Radio	Integer	Amount spent on radio ads2012-2024(projected)

FIELD	TYPE	DESCRIPTION
Total Newspapers	Integer	Amount spent on newspaper ads 2012-2024(projected)
Total Magazine	Integer	Amount spent on magazine ads 2012-2024(projected)
Out-of-Home	Integer	Amount spent on ads seen outside of the home 2012-2024(projected)
Direct Mail	Integer	Amount spent on direct mail ads 2012-2024(projected)
Directories	Integer	Amount spent on directory ads 2012-2024(projected)
Pure-Play internet	Integer	Total amount spent on internet ads 2012-2024(projected)
Search	Integer	Amount spent on internet ads within searches 2012-2024(projected)
Ex-search	Integer	Amount spent on internet ads other than searches 2012-2024(projected)
Media total	Integer	Sum of all types of ads 2012-2024(projected)

Best Times to post on Social Media

<https://blog.hubspot.com/marketing/best-times-post-pin-tweet-social-media-infographic>

Article that describes the best times and days that most people will be on Social Media platforms in 2022.

FIELD	TYPE	DESCRIPTION
Instagram	integer	Best times to post on Instagram in 3-hour increments
Facebook	integer	Best times to post on Facebook in 3-hour increments
Twitter	integer	Best times to post on Twitter in 3-hour increments
LinkedIn	integer	Best times to post on LinkedIn in 3-hour increments
Pinterest	integer	Best times to post on Pinterest in 3-hour increments
YouTube	integer	Best times to post on YouTube in 3-hour increments
TikTok	integer	Best times to post on TikTok in 3-hour increments

TEAM TABLEAU DASHBOARD & DATAFOLIO

<https://public.tableau.com/app/profile/crystal.brinkley/viz/TheShifttoOnlineAdvertisingfromTraditionalMedia-Copy/Dashboard4>

Shifting to Online Advertising from Traditional Media

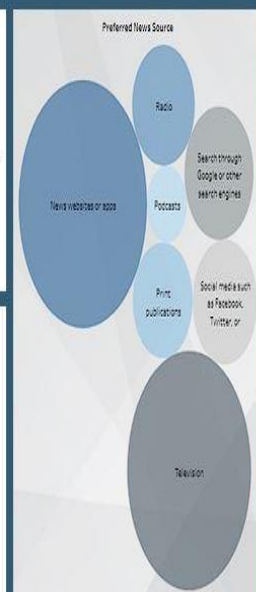
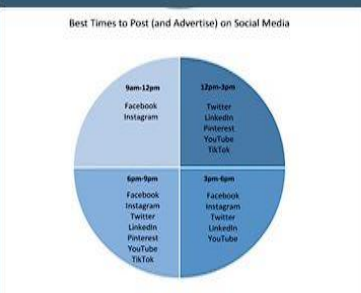
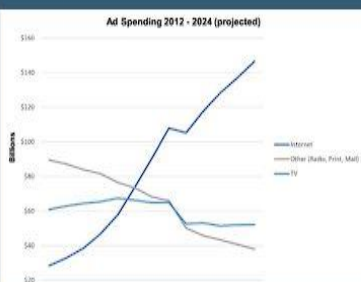
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• Background

Advertising is an important wealth-building tool companies use but the number of consumers have transitioned over to social medias in the new digital world. We analyzed the following: Costs, Platforms used, Popular times to post, etc

• Data

The main dataset was taken from Pew Research and used to create an interactive dashboard on Tableau. We added information from 2 smaller datasets regarding ads spending and when to post on social media for better reach.



Highlights

- Young adults are almost constantly on the internet
- Majority of users are on Facebook, Instagram, and YouTube
- We created a dashboard that shows what devices users use the most and times they are on social media

• Insights

Businesses should target audiences of both genders who are using Computers and Mobile devices on social media sites such as Facebook and YouTube to maximize ad reach and increase ad views, engagement from users, and convert them to paying customer for the businesses' product services.

Pew Research surveyed over 9000 Americans in September 2020 regarding their preferences for news and social media use.



CONCLUSION

In conclusion, our team started this project with the mindset of finding the best ways on how insurance companies can transition their advertising from news/traditional to digital online advertising but we went broader with the analysis by expanding our project to include businesses and online ecommerce stores in general due to a limited dataset and since we are in the digital age, 2022 is predicted to become the first year in which online advertising expenditures will exceed those of TV advertising expenditures and most consumers are now found online.

Based on insights from our dashboard analysis and what the data tell us, we determined that Young adults are almost constantly online, Majority of users of all age groups are on Facebook, Instagram and YouTube. The data also tells us where consumers prefer to get their news from, whether on Facebook or Instagram, etc and Finally, despite the growing popularity of other social media apps, Facebook is still king with the best ROI for advertising. Thus, making it a better choice for any business to promote their brand and get converting customers for their company and increase revenue.

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