
Sportswear Analysis

Campaigns Analysis by Dipti Kumari

Platform & Campaign Performance Summary

<i>Campaign type</i>	<i>Platform</i>	SUM of Purchase value	SUM of Purchases	SUM of Amount spent (GBP)	ROAS	AOV	CPA
10% off all trainers	Google search	£112,110.10	1188	£3,238.72	34.62	94.37	2.73
	Instagram	£20,984.32	201	£507.48	41.35	104.40	2.52
10% off all trainers Total		£133,094.42	1389	£3,746.20	35.53	95.82	2.70
Back to school	Google search	£30,546.78	302	£834.56	36.60	101.15	2.76
	Instagram	£17,120.83	248	£672.34	25.46	69.04	2.71
	Tiktok	£34,604.10	465	£1,177.05	29.40	74.42	2.53
Back to school Total		£82,271.71	1015	£2,683.95	30.65	81.06	2.64
New in beachwear	Instagram	£38,262.14	451	£1,881.82	20.33	84.84	4.17
New in beachwear Total		£38,262.14	451	£1,881.82	20.33	84.84	4.17
Grand Total		£253,628.27	2855	£8,311.97	30.51	88.84	2.91

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1. The '10% Off All Trainers' campaign has been our top performer, generating the highest purchase value, ROAS, and AOV. However, performance could have been further optimized with increased investment in Instagram, which outperformed Google Search for this campaign.
 2. The 'Back to School' campaign achieved the best CPA but did not reach the overall performance of '10% Off All Trainers' due to a lower AOV. Given that Google Search outperformed TikTok and Instagram for this campaign, we should have allocated a higher budget towards Google Search.
 3. The 'New in Beachwear' campaign underperformed compared to the other two campaigns, primarily due to a higher CPA.
 4. In summary, we can enhance our overall campaign performance by reallocating more budget to Instagram for the '10% Off All Trainers' campaign and to Google Search for the 'Back to School' campaign. Additionally, it would be beneficial to explore alternative platforms for the 'New in Beachwear' campaign, as Instagram has not yielded the desired results.

Demographic & Campaign Performance Analysis

Campaign type	Targeted demographic	SUM of Purchases	SUM of Amount spent (GBP)	SUM of Purchase value	ROAS	CPA	AOV
10% off all trainers	No targeting	223	£675.36	£18,359.46	27.18	3.03	82.33
	University students	273	£709.38	£33,163.22	46.75	2.60	121.48
	Working parents	314	£931.27	£27,444.38	29.47	2.97	87.40
	Young professionals	579	£1,430.19	£54,127.36	37.85	2.47	93.48
10% off all trainers Total		1389	£3,746.20	£133,094.42	35.53	2.70	95.82
Back to school	University students	64	£183.42	£5,360.23	29.22	2.87	83.75
	Working parents	896	£2,361.67	£72,493.05	30.70	2.64	80.91
	Young professionals	55	£138.86	£4,418.43	31.82	2.52	80.34
Back to school Total		1015	£2,683.95	£82,271.71	30.65	2.64	81.06
New in beachwear	No targeting	30	£98.34	£3,451.09	35.09	3.28	115.04
	University students	335	£1,552.14	£24,879.98	16.03	4.63	74.27
	Working parents	56	£135.67	£7,852.13	57.88	2.42	140.22
	Young professionals	30	£95.67	£2,078.94	21.73	3.19	69.30
New in beachwear Total		451	£1,881.82	£38,262.14	20.33	4.17	84.84
Grand Total		2855	£8,311.97	£253,628.27	30.51	2.91	88.84

Platform & Demographic Performance Analysis

Platform	Targeted demographic	SUM of Amount spent	SUM of Purchases	SUM of Purchase value	CPA	AOV	ROAS
Google search	No targeting	£675.36	223	£18,359.46	3.03	82.33	27.18
	University students	£709.38	273	£33,163.22	2.60	121.48	46.75
	Working parents	£1,765.83	616	£57,991.16	2.87	94.14	32.84
	Young professionals	£922.71	378	£33,143.04	2.44	87.68	35.92
Google search Total		£4,073.28	1490	£142,656.88	2.73	95.74	35.02
Instagram	No targeting	£98.34	30	£3,451.09	3.28	115.04	35.09
	University students	£1,552.14	335	£24,879.98	4.63	74.27	16.03
	Working parents	£808.01	304	£24,972.96	2.65	82.14	30.9
	Young professionals	£603.15	231	£23,063.26	2.61	99.84	38.24
Instagram Total		£3,061.64	900	£76,367.29	£3.40	£84.85	24.94
Tiktok	University students	£183.42	64	£5,360.23	2.87	83.75	29.22
	Working parents	£854.77	346	£24,825.44	2.47	71.75	29.04
	Young professionals	£138.86	55	£4,418.43	2.52	80.34	31.82
Tiktok Total		£1,177.05	465	£34,604.10	2.53	74.42	29.40
Grand Total		£8,311.97	2855	£253,628.27	2.91	88.84	30.51

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1. On Google Search, the University Students audience demonstrated exceptional performance with the highest ROAS and AOV. To capitalize on this, we should consider increasing budget allocation for this demographic.
 2. For Instagram, the young Professionals segment showed a solid ROAS with a balanced AOV. This audience had the best CPA, AOV and ROAS.
 3. For TikTok, all the three audience segments had provided similar results but we could have increased our budget for the 'Young professionals' audience as it had slightly better conv metrics but lower spends.