

01-Jan-2023 - 31-Aug-2023

FRESH CART AD SPEND ANALYSIS

Analysis

Campaign

Insights

Recommendations

Platform Analysis

Analysis

Campaign

Insights

Recommendations

\$28.50K

Sum of Cost

6.24%

ConversionRate

\$12.89

Cost Per Conversion

342.20%

ROAS

\$97.52K

Sum of ConversionVa...

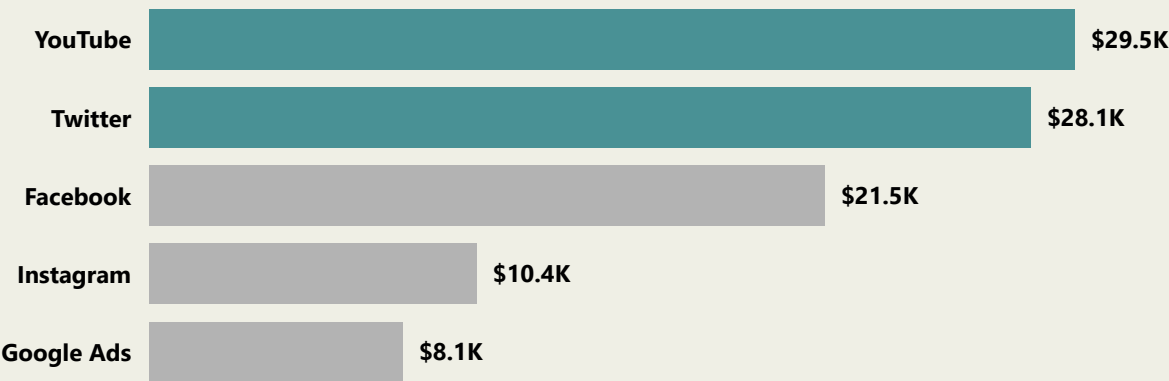
Twitter and YouTube have been the top 2 platforms with the best *conversion rate* with 6.79% & 6.41% respectively. This shows that the audience have been very receptive to Fresh Cart's ads.

Conversion Rate by Platform



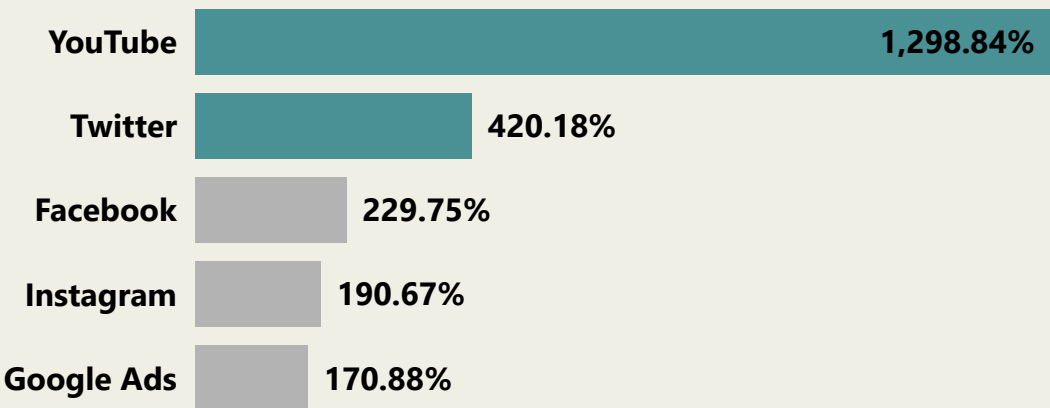
Ads on YouTube generated the most sales revenue (29.4k) with Twitter following closely at 28.1k.

Revenue Generated by Platform



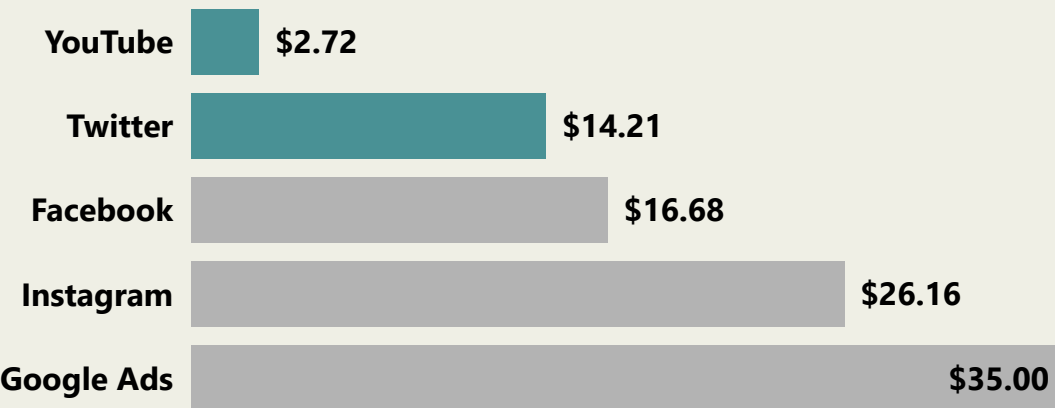
But, While Twitter is generating almost as much sales as YouTube, its *Return on Ad Spent (ROAS)* is considerably lower. This means the company is spending more on Twitter to generate similar sales revenue that YouTube will give.

Return On Ad Spend



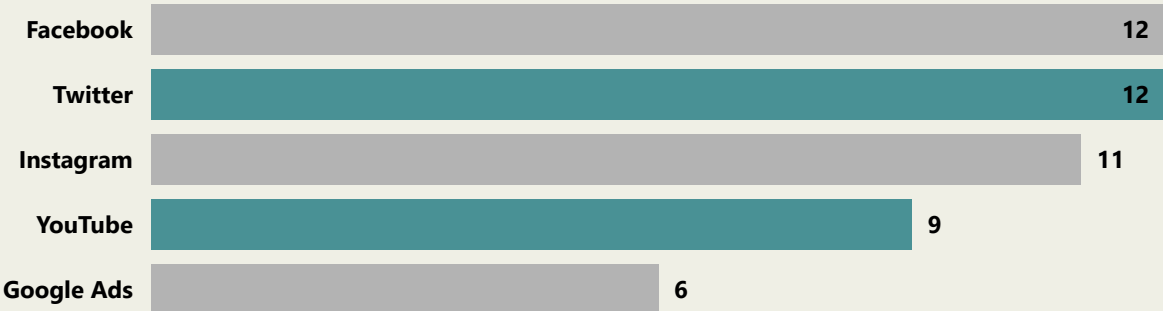
This can be further seen here. YouTube's *cost per conversion* is significantly lower (\$2.72) than Twitter's (\$14.21) despite having similar conversion rates. This indicate that YouTube is more cost-effective for customer acquisition.

Cost Per Conversion (CPC)



YouTube has generated more returns despite running fewer ad campaigns (12 in total) than Twitter (which had 9), with even shorter duration when compared to Twitter. This means Fresh Cart has invested more time and resources into Twitter in terms of campaign frequency and duration while YouTube yielded better returns.

Number of Campaigns by Platform



Average of Ad Duration by Platform



Campaign Analysis

Analysis

Campaign

Insights

Recommendations

50

Total Campaign

3.62

Avg. Campaign Duration (weeks)

\$28.50K

Sum of Cost

Select Platform



All



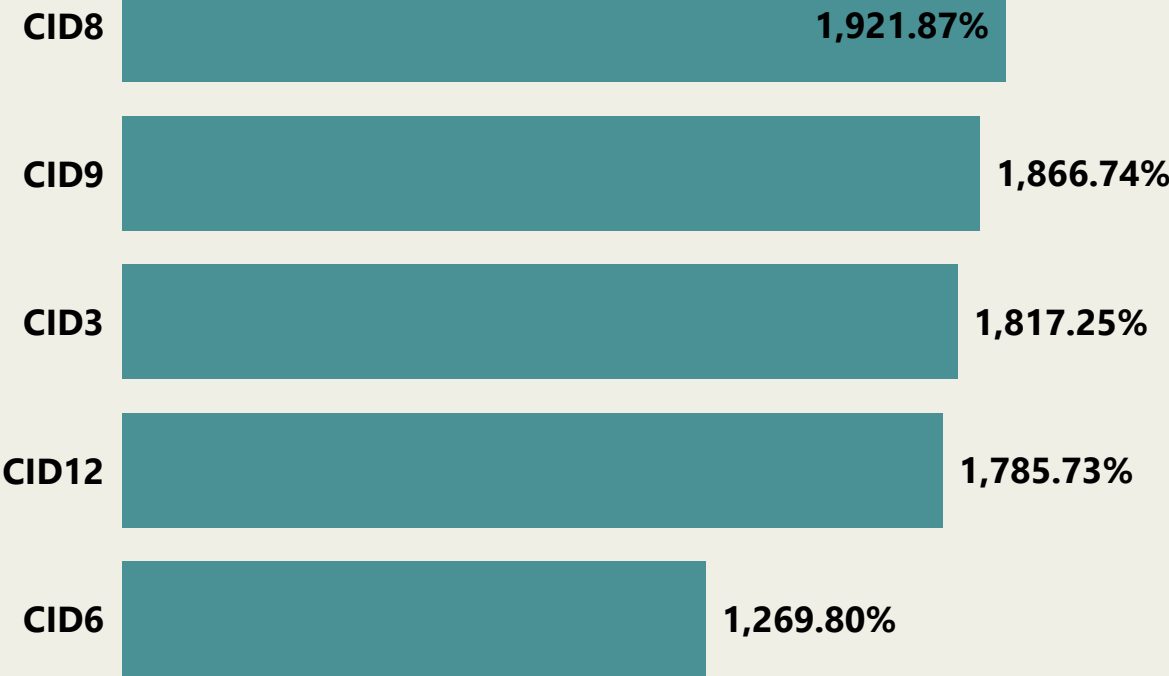
Which Campaign had the best conversion Rate?

Top 5 Campaigns by Conversion Rate



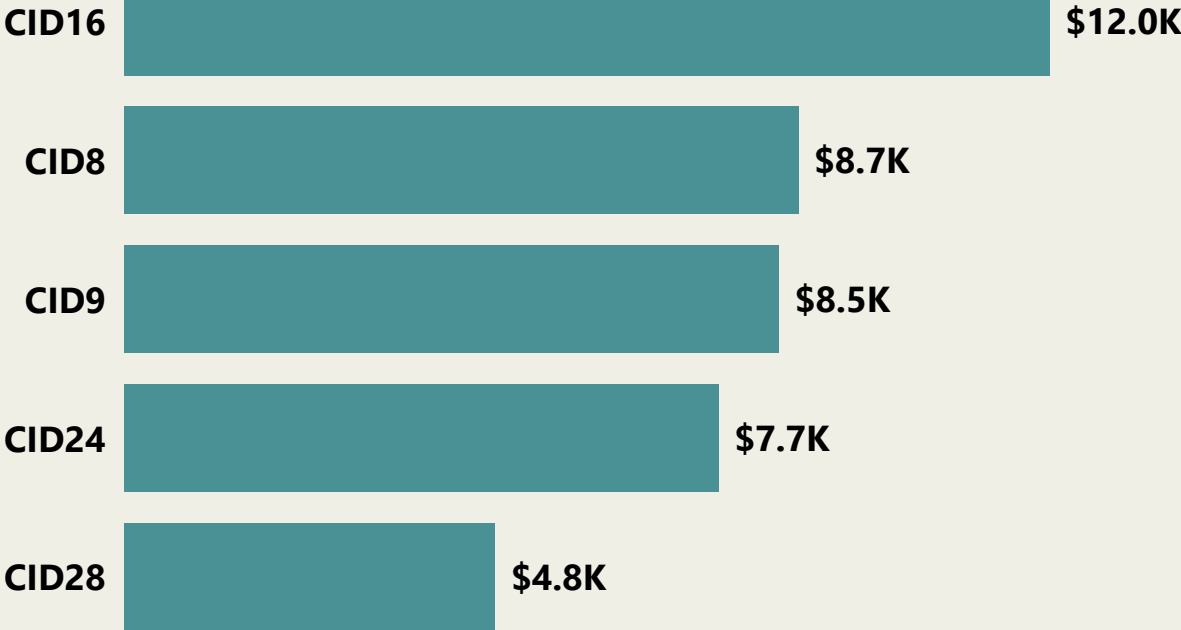
Which Campaign yielded the most Return?

Top 5 Campaigns by ROAS



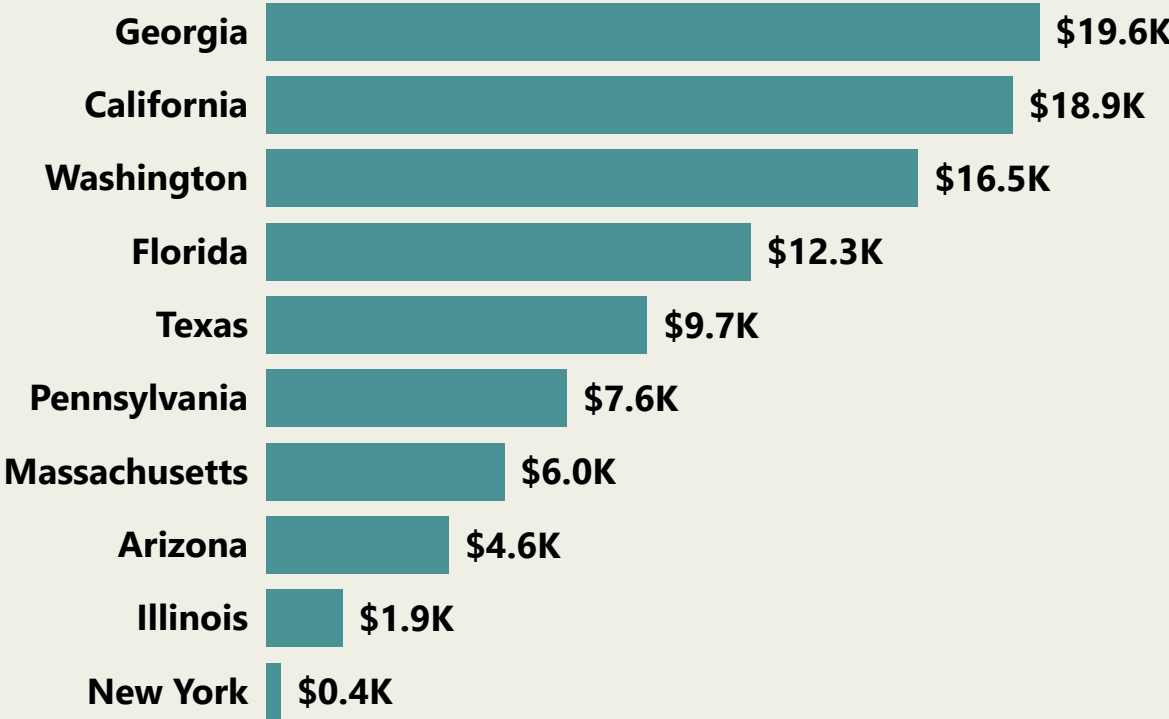
Which Campaign generated the most revenue?

Top 5 Campaigns by Sales Revenue



Where did each platform generated the most revenue?

Sales Revenue Generated by Location



YouTube or Twitter: Which Platform is the most effective platform for Ad Campaigns?

So far, YouTube as been the most effective platform for Fresh Cart's advertising. Here are the reasons:

- 1. High Conversion Rate:** Both YouTube (6.41%) and Twitter (6.79%) have conversion rates that exceed the e-commerce industry's average of 1-3%, meaning their audience are highly receptive to FreshCart's ads.
- 2. Lowest Cost Per Conversion:** YouTube's Cost Per Conversion (\$2.72) is significantly lower than Twitter (\$14.21), which is more than 5 times higher than YouTube's. This indicates the cost-effectiveness of the platform in converting viewers into customers.
- 3. Impressive ROAS:** The Return on Ad Spend (ROAS) for YouTube stands at an impressive 1298.84%. This means that Fresh Cart gets \$12.99 in return for every dollar it spends on YouTube advertising. This is significantly higher than the ROAS on other platforms, including Twitter (420.18%).
- 4. Efficiency:** YouTube generates more sales than Twitter, even with fewer campaigns (9 vs. 12) and shorter ad durations.

Considering all these factors, YouTube is the most effective platform for Fresh Cart's advertising. It offers a combination of high conversion rates, maximum sales revenue, an impressive ROAS, and the lowest cost per conversion, all while requiring fewer campaigns and shorter durations. This makes it a highly cost-effective and efficient platform for Fresh Cart's advertising needs.

Which is the Least effective Platform for Ad Campaign?

Based on the analysis, Google Ads has been the least effective or potentially overfunded platform for Fresh Cart's advertising. Here's why:

- 1. Lowest Conversion Rate:** Google Ads has the lowest conversion rate at 4.62%, which is notably lower than the conversion rates of the other platforms.
- 2. Highest CPC:** Google Ads also has the highest Cost per Conversion at \$35, making it the most expensive platform in terms of acquiring a customer.
- 3. Least ROAS:** In terms of ROAS, Google Ads is at the bottom with 180.88%. While this is still a positive return, it's considerably lower than the other platforms.
- 4. Google Ads generated sales revenue of \$8.07K, which is higher than Instagram but significantly lower than YouTube, Twitter, and Facebook.

Recommendations

YouTube

- 1. Invest more in YouTube:** Given its high ROAS, low cost per conversion, and significant sales revenue, Consider increasing the budget allocation for YouTube advertising. This platform offers a cost-effective way to acquire customers.
- 2. Analyze Successful Campaigns:** Deep dive into the top performing YouTube campaigns to identify the types of content that resonate best with the audience on the platform.
- 3.** Explore the possibility of running more campaigns or extending the duration of existing successful ones to capitalize on its performance.

Twitter

- 1. Optimize Twitter Spend:** While Twitter has a good conversion rate and significant sales revenue, the ROAS and cost per conversion suggest there's room for optimization. Investigate areas for optimization on Twitter. Consider refining ad targeting, creative content, and evaluating the performance of individual campaigns to ensure better returns.
- 2. Analyze Successful Campaigns:** Deep dive into the top performing Twitter campaigns to identify the types of content that resonate best with the audience on the platform.

In conclusion, while Fresh Cart has experienced successes across multiple platforms, there's always room for optimization and growth. By focusing on these recommendations, Fresh Cart can further enhance its digital advertising efficiency and effectiveness.

Google Ads

Reassess Google Ads Strategy:

- 1.** While Google Ads has an above-average conversion rate compared to industry standards, it lags behind other platforms in terms of ROAS, sales revenue, and has the highest cost per conversion for FreshCart.
- 2.** Consider revisiting the keywords targeted, ad creatives, and landing pages to optimize performance.
- 3.** Conduct a deeper analysis to identify if certain campaigns or ad groups within Google Ads are underperforming and refine accordingly.

Overall, Explore Retargeting Strategies across all platforms If not already in use. Implement retarget campaigns, especially on platforms where visitors might not have converted the first time. This can help improve overall conversion rates.