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Analytics Report Assignment

**Macro**

1. YouTube Discovery Video spend was down around 7% and the video views dropped almost 4 times that amount (27.5%). There was a corresponding 28.6% increase in avg CPV which explains the difference.
2. Facebook/Instagram video views showed the same trend to a lesser extent. Spend decreased 6% with video views decreasing 14.5% and avg CPV increased 10%. Leading to overall video views to be down 20.6%. **Recommendation:** Move some funds from YouTube to Facebook video as Facebook has a 40% lower CPV.

Graphical user interface

Description automatically generated with medium confidence

1. Outbrain had an increase in performance in all areas with a spend increase of only 1.4%. Impressions increased 5.4%, clicks increased 17.9%, avg. CPC was down 14%, bounce rate was down 6.7%, avg pages/sessions increased 8.2%, and avg time on site increased 4%. Showing that the new Outbrain ads are performing better than the previous ones.

Chart

Description automatically generated with low confidence

1. Facebook/Instagram clicks to site was the only channel to have a decrease in avg time on page.

Graphical user interface, application

Description automatically generated

1. Cost per click increased for both Google search (17.9%) and Facebook/Instagram (12.4%) and CTR decreased for both showing that the increase in price is at least partly due to ad performance and not just competition. **Recommendation:** Move some spending from Google search and Facebook/Instagram to Outbrain as it has the lowest CPC, has a good bounce rate (37.7%) and a good avg time on site (6:43). It isn’t the best performing but Outbrain costs less than half of Google search and the numbers aren’t much lower. Google search’s bounce rate is 30.5% and its avg time on site is 7:27.

Chart

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A picture containing chart

Description automatically generated

Graphical user interface, application

Description automatically generated

1. Although Google search avg CPC increased and CTR decreased, leading to lower total clicks, avg time on page increased. This indicates that the people who still made it to the site from google were generally more interested in the content.

Graphical user interface, application

Description automatically generated

1. All but 1 Facebook clicks ads experienced an increase in avg CPC, indicating that this is a campaign level issue and not due to a couple of underperforming ad sets.

Table

Description automatically generated

1. The CTR hasn’t recovered from the holiday season. May-September had CTRs over 1% and January matched October’s rate of .9%. Now the rate is back down to .88%. This may indicate that people aren’t interested in traveling to Japan right now. This makes sense as February 2020 is when coronavirus began spreading. Chart

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Chart, line chart, scatter chart

Description automatically generatedGraphical user interface, application

Description automatically generatedGraphical user interface, application

Description automatically generated

1. Paid traffic avg time on site is 6:41 but paid traffic pages per session is only 1.09, indicating that people are reading the article, but they leave the site before reading another article. **Recommendation:** Change the recommended articles to show ones more connected to the original article and/or increase content similar to high performing articles if it doesn’t already exist.

Graphical user interface, text, application

Description automatically generated

1. Facebook video views avg CPV increased 10% but it is still the second lowest avg CPV so far.

Chart, bar chart

Description automatically generated

1. Facebook video views avg time on page increased 43.3%. Showing that it was a good move to change the landing page from the video ads. Pages/session also increased slightly.

Graphical user interface

Description automatically generated with medium confidence

1. Outbrain is the single biggest driver of site traffic (45.3%), driving more than double the amount of traffic than the next highest driver Facebook/Instagram at 19.1% (not including m.facebook.com). When all sources of Facebook/Instagram are combined they drive 30.8% of traffic.

Chart, sunburst chart

Description automatically generated

1. Although YouTube avg CPV increased 24% it is still the second lowest avg CPV so far.

A picture containing text

Description automatically generatedChart, bar chart, histogram

Description automatically generated

1. The topic that appears most often in the top ads across platforms and ad type is food. **Recommendation:** Create more content about the food in Japan.

Table

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Graphical user interface, application

Description automatically generated

Graphical user interface

Description automatically generated with medium confidence

Table

Description automatically generated with medium confidence

Graphical user interface

Description automatically generated with medium confidence

Graphical user interface, application

Description automatically generated

1. Although total page views went down 5.4%, total scroll over 50% only went down 1.2%, and avg time on page went up 2.4%. Indicating that the number of people who are more strongly interested hasn’t decreased as much as total traffic.

Text

Description automatically generated

Text

Description automatically generated with medium confidence

**Micro**

1. The Taxis Facebook clicks ad set has the cheapest avg CPC and the second highest avg time on page (4:29), but its pages/session is a little low at 1.01. Facebook clicks campaign pages/session is 1.02.

Graphical user interface, text, application, chat or text message

Description automatically generated

Table

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**Table

Description automatically generated with medium confidence**

1. YouTube video ad Steve Aoki’s Food Favorites in Tokyo is the better performing video. When looking at view rate, it’s ads are ranked 1 (1.24%) ,2 (1.15%), and 4 (.92%). They are also tied for lowest avg CPV at $0.05. **Recommendation:** Turn off ad #3 for Steve Aoki’s Food Favorites as it has the same CPV as ad #1 and ad #2 but lower view rate and it took the largest portion of the budget.

Table

Description automatically generated

1. YouTube video ad Experience Tokyo through the Lens of Steve Aoki ad #1 is the worst performing video ad. It has the lowest view rate at 0.8% and is tied for the highest avg CPV at $0.07. **Recommendation:** Turn off Experience Tokyo through the Lens of Steve Aoki ad #1.
2. Article ‘12 Delicious Reasons To “Eat With the Seasons” in Japan’ has the highest engagement rate with an almost 99% engagement rate far outperforming any of the other articles. The next highest rate is 48.8%. **Recommendation:** Increase spend on ads for this article.

Graphical user interface, application

Description automatically generated with medium confidence

1. The Facebook click ad set Pico Iyer Kyoto’s CPC is $0.18 more expensive than any other ad set and is $0.33 more expensive than the total avg CPC for Facebook. It’s CTR is also only 0.32%. **Recommendation:** Turn off ad set Pico Iyer Kyoto.

Chart

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Table

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