

Team – 9

Week – 02

Project Aim: Cost Reduction

Discontinued Campaigns: Campaign – 3, Campaign - 10

Discontinued Reasons: High Cost, High CPR, Low Reach, Low UCL

Danger zone Campaign: Campaign - 4, campaign –10

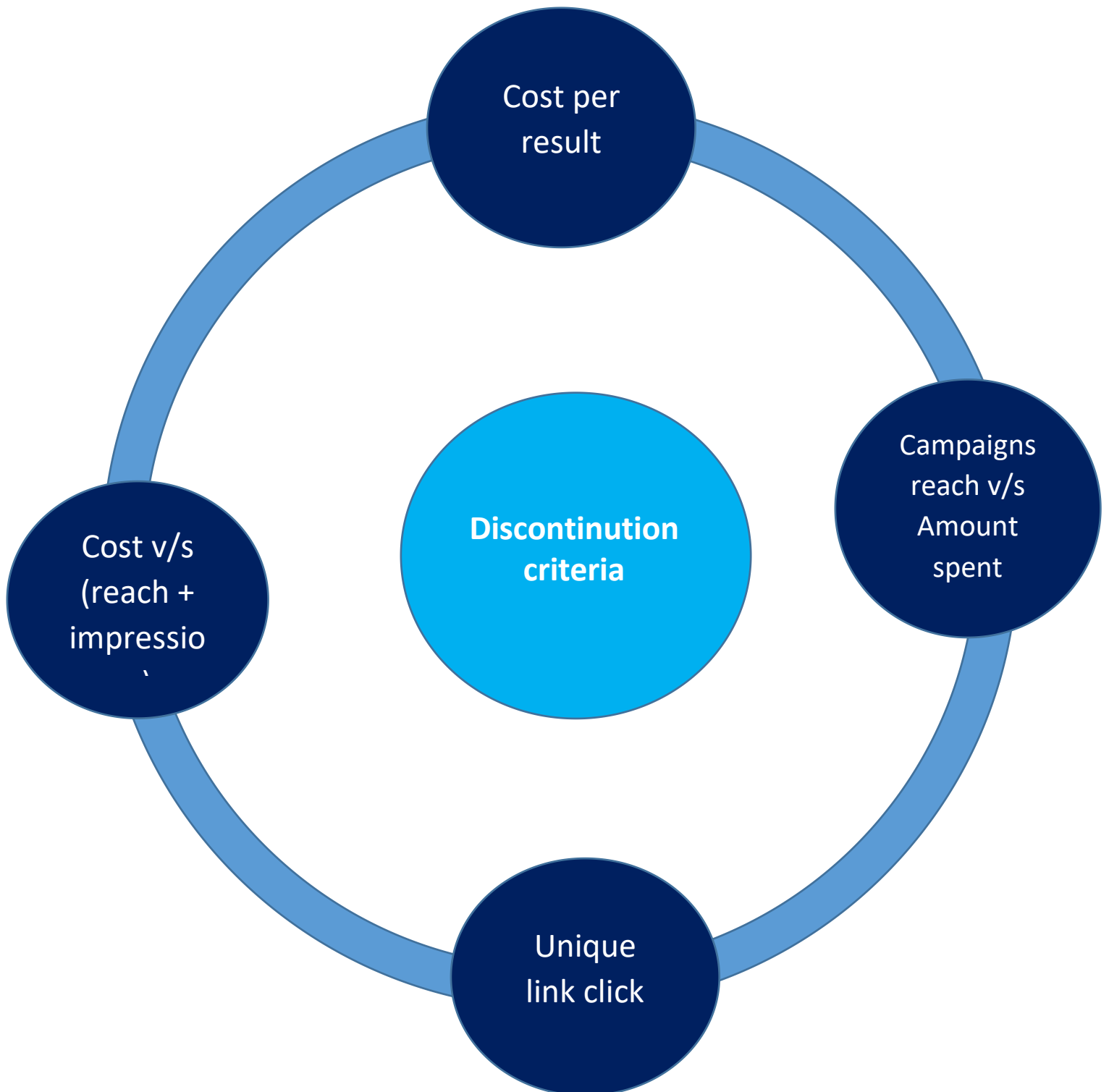
Recommendation:

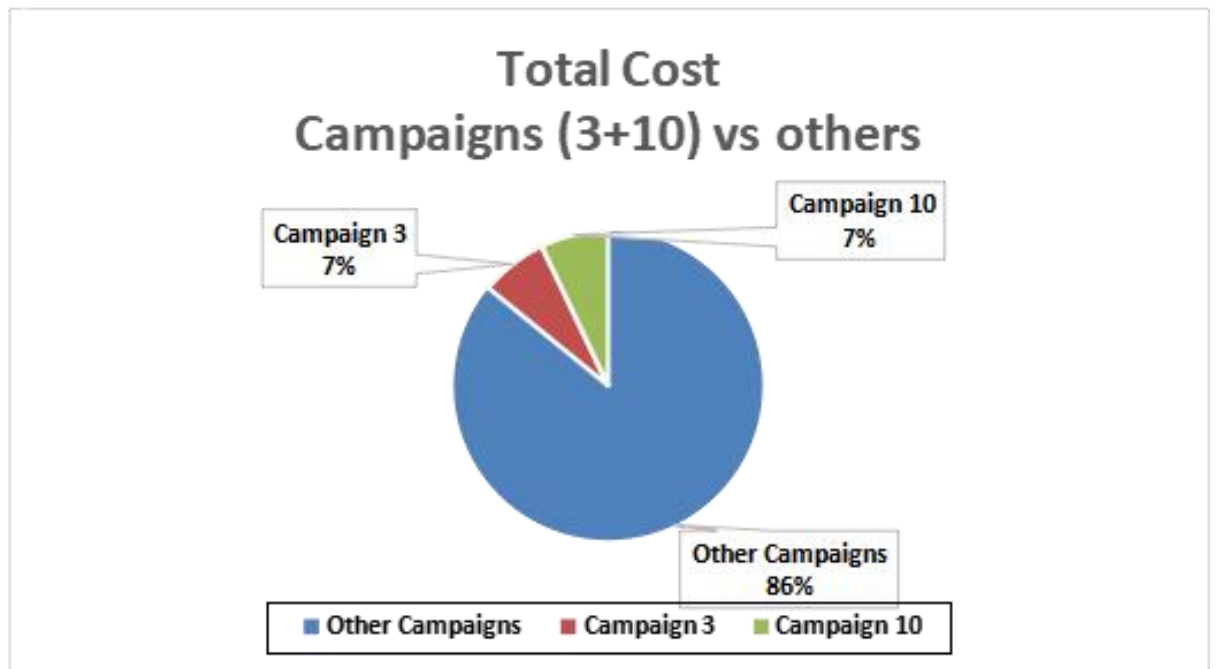
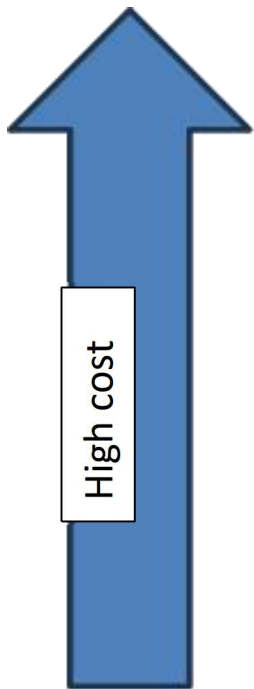
Form our findings we see that ad campaigns in developed countries like UK, Australia, Canada, USA is not performing well, and the cost is very high. The reach, impression, UCL is very low as this type of opportunity is kind of general in that type of country. But the cost is very high for each CPR. But in case of technologically less developed country (Nigeria, Nepal, Ghana) and where this type of opportunity is unique the reach, impression and UCL is very high. But the CPR is very low. So, focusing more on this type of country will increase the event reach more. we recommend targeting more country like Bangladesh, Myanmar, Kenya.

Note:

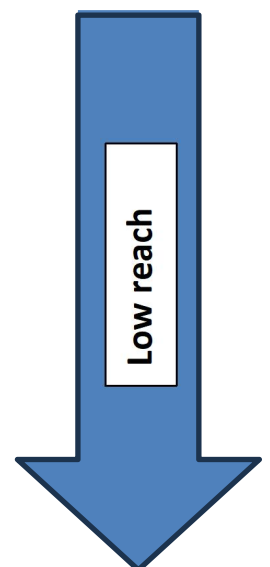
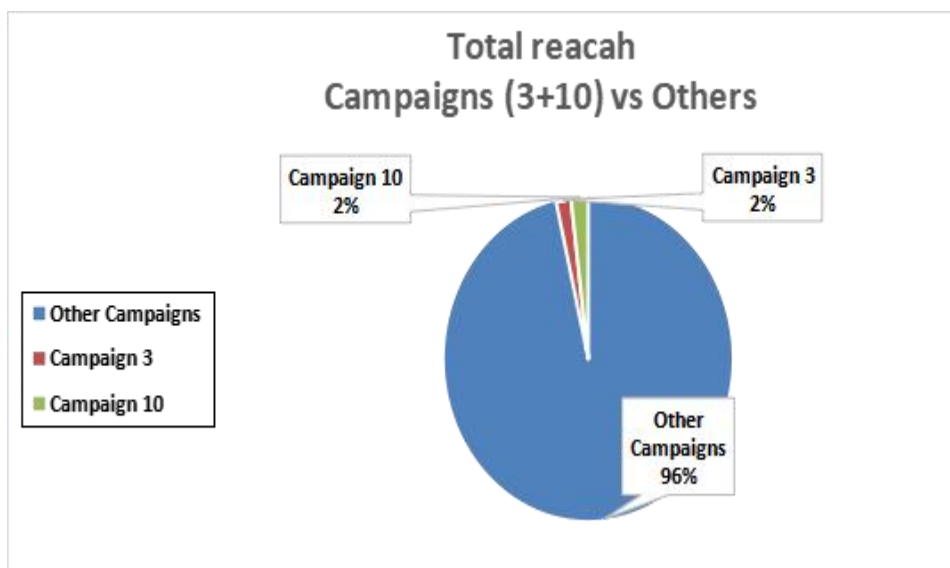
We marked campaign 4 ,11 in danger zone also because these two campaigns also is giving low reach and high cost but we are not suggesting discontinuing these two programs because their UCL is high compared to reach and impression

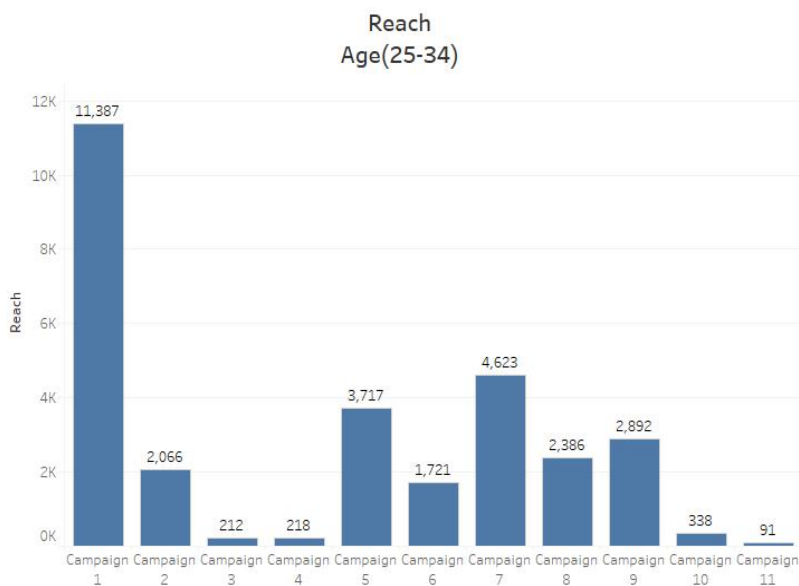
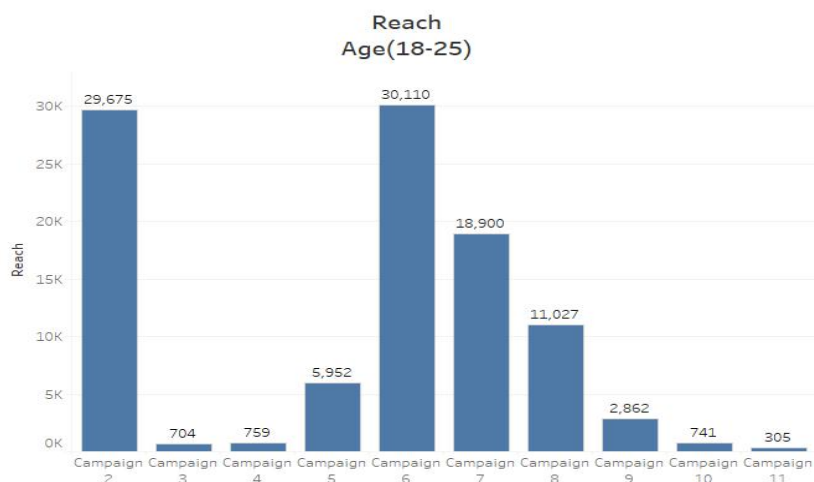
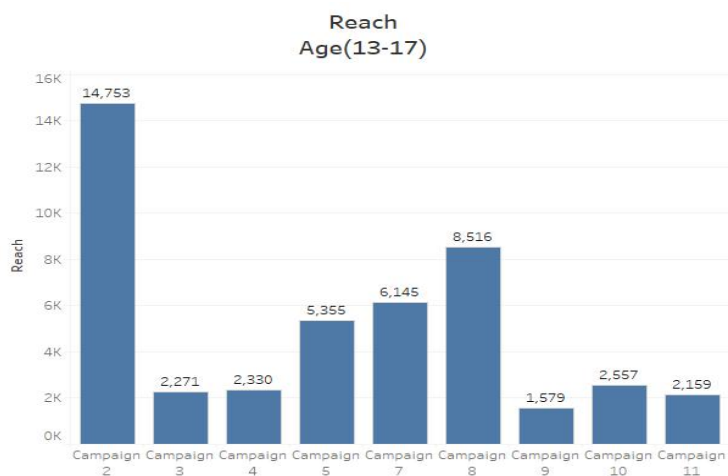
Basis for Discontinuing campaign





Here we can see campaigns 3 and 10 take 15% in the total budget but the reach is only 4% of the total income. so as we are spending, we are not getting performance out of these two campaigns .

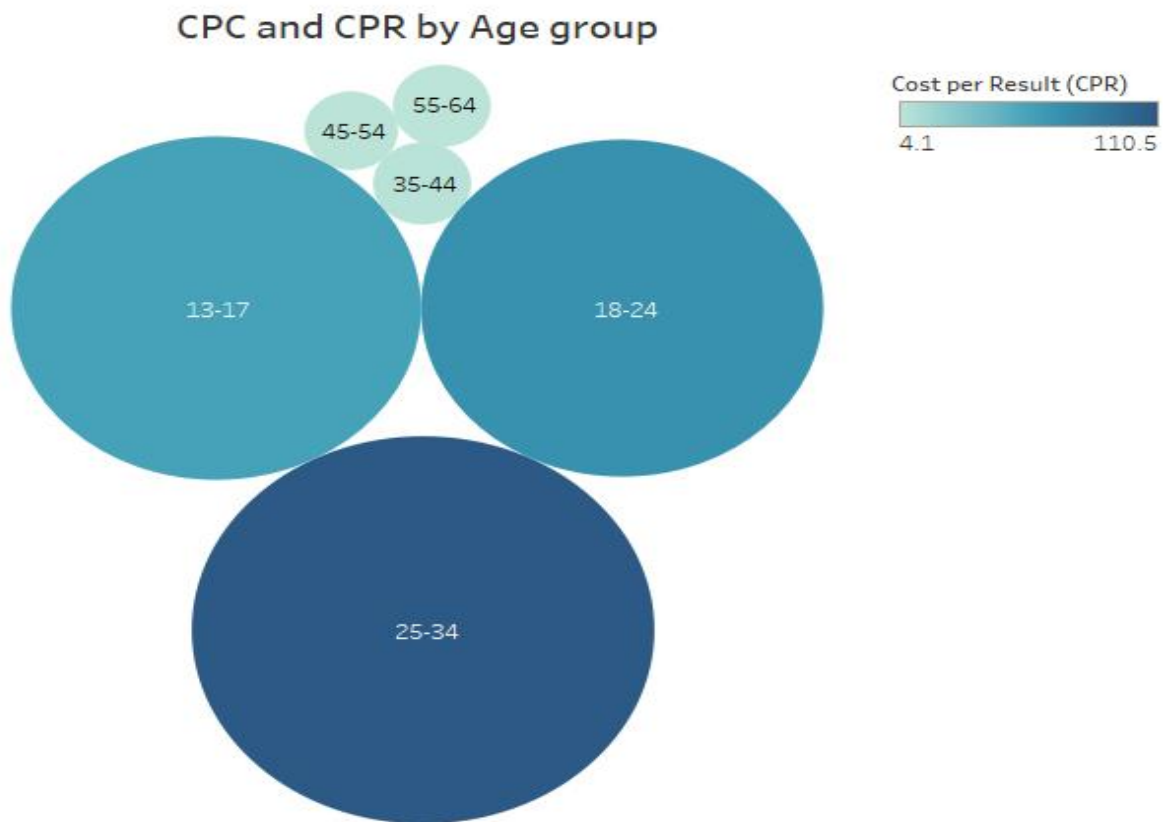




Discontinue campaign

Suggested for Discontinuation (Low Reach in Target Age 16– 26):

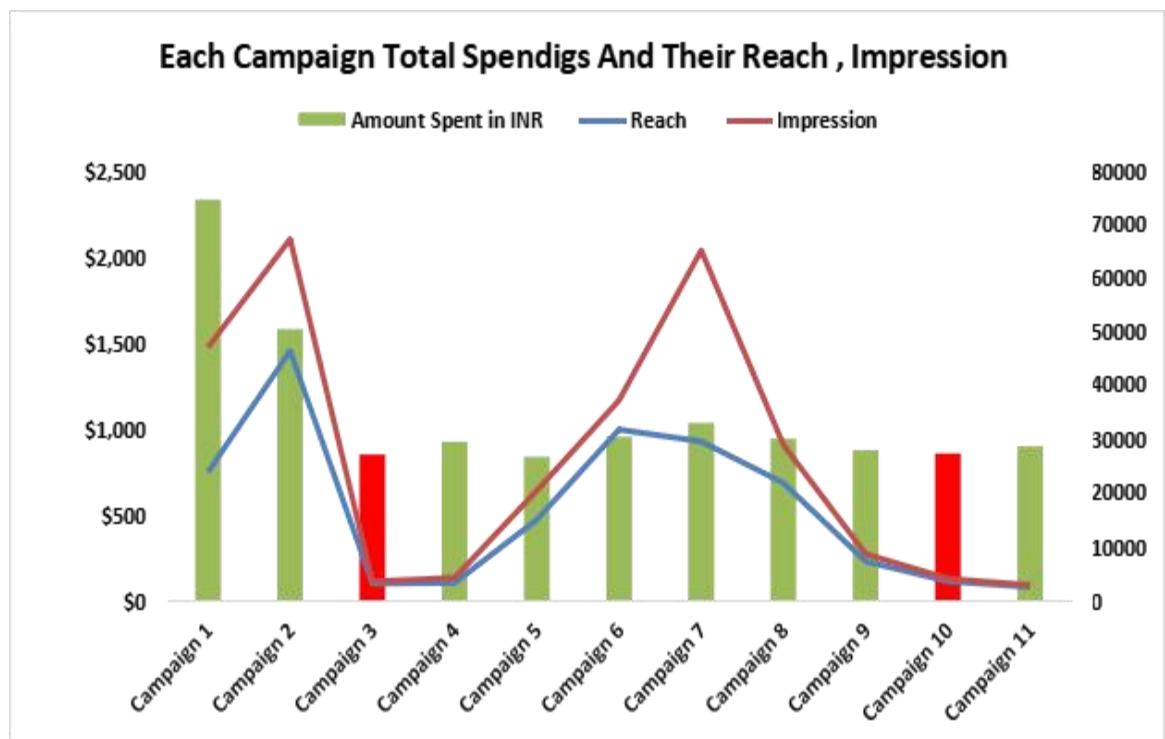
- 1 Campaign 3 – Total estimated reach: ~1,472**
- 2 Campaign 10 – Borderline low: ~1,957**

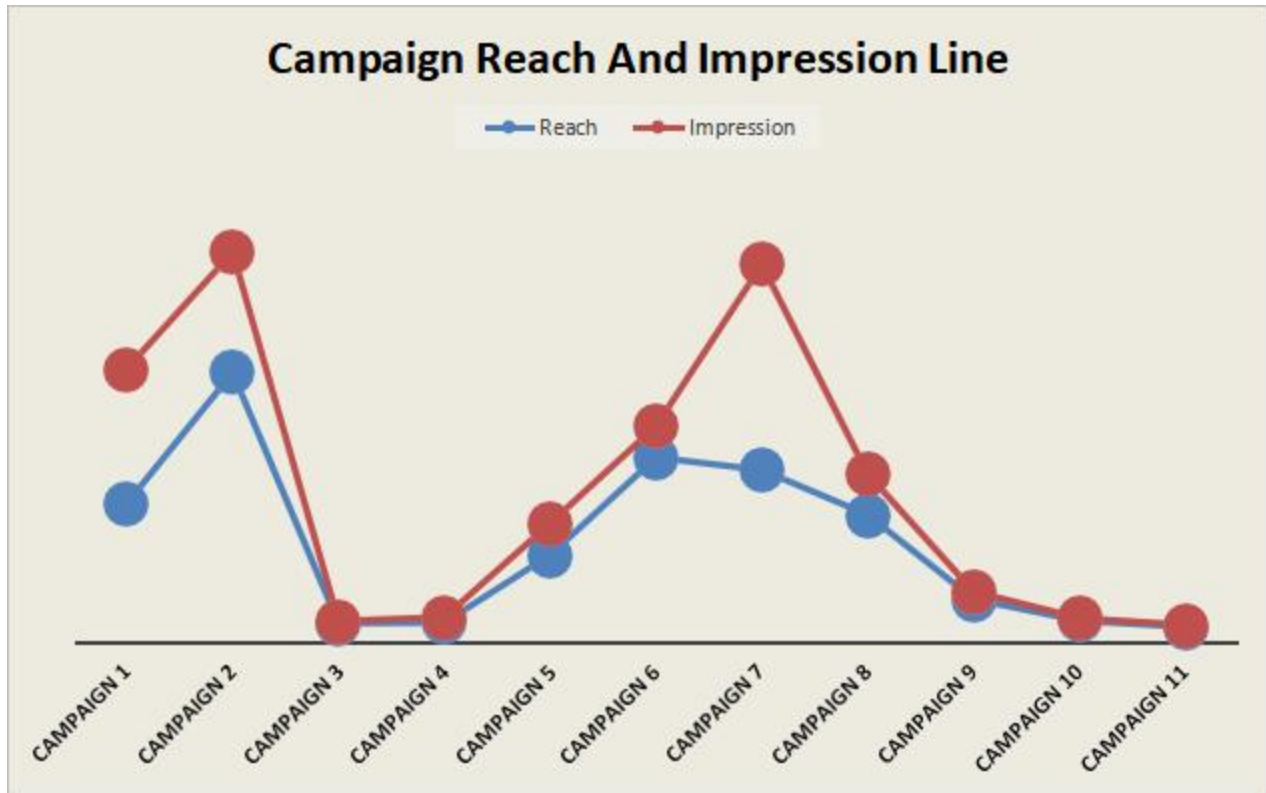


One big positive side of the ad campaign is that it is reaching to our target audience . as our most targeted audience is 16-26 and 30-60 . and we can see that the most reached age group is 25-35 which indicates that the most reach in our ad program is graduated .

<i>campaign ID</i>	<i>Geography</i>	<i>Reach</i>	<i>Impression</i>
<i>Campaign1</i>	<i>Mixed</i>	<i>23904</i>	<i>47139</i>
<i>Campaign 2</i>	<i>Mixed</i>	<i>46494</i>	<i>67313</i>
<i>Campaign 3</i>	<i>Australia</i>	<i>3187</i>	<i>3572</i>
<i>Campaign 4</i>	<i>Canada</i>	<i>3307</i>	<i>4267</i>
<i>Campaign 5</i>	<i>Ghana</i>	<i>15024</i>	<i>20483</i>
<i>Campaign 6</i>	<i>India</i>	<i>31831</i>	<i>37246</i>
<i>Campaign 7</i>	<i>Nepal</i>	<i>29668</i>	<i>65215</i>
<i>Campaign 8</i>	<i>Nigeria</i>	<i>21929</i>	<i>28974</i>
<i>Campaign 9</i>	<i>UAE</i>	<i>7333</i>	<i>8660</i>
<i>Campaign 10</i>	<i>UK</i>	<i>3636</i>	<i>4091</i>
<i>Campaign 11</i>	<i>USA</i>	<i>2555</i>	<i>2900</i>

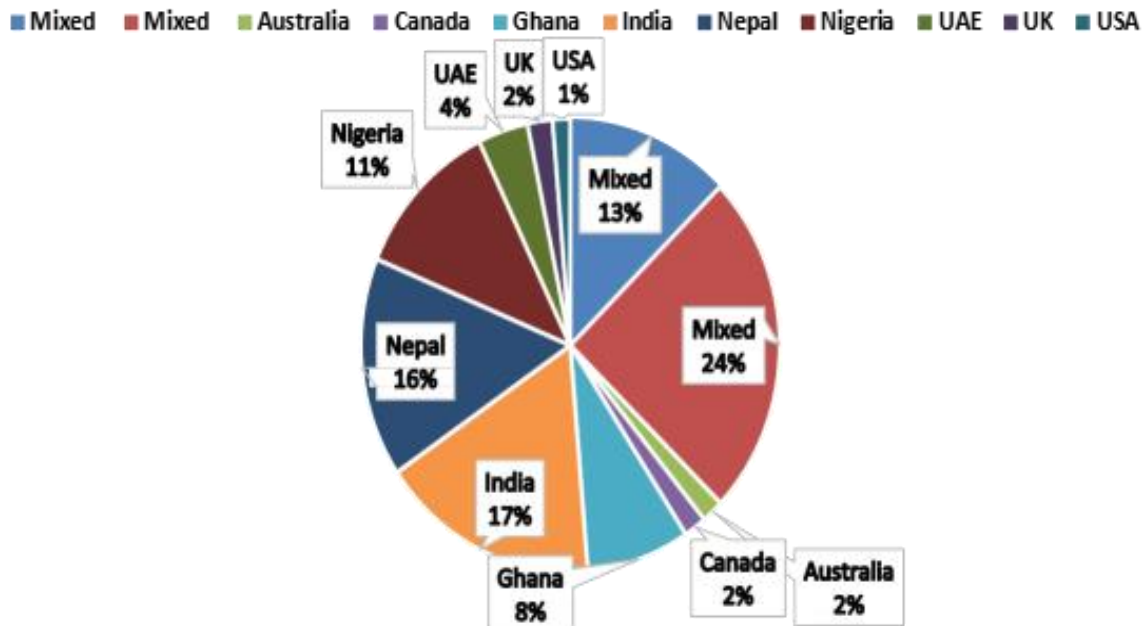
We can see from the table and the combo chart that the total cost as per is very low in the case of campaign 3 and 10 . So, discontinuing the ad program will save money and investing it elsewhere will prove more beneficial.





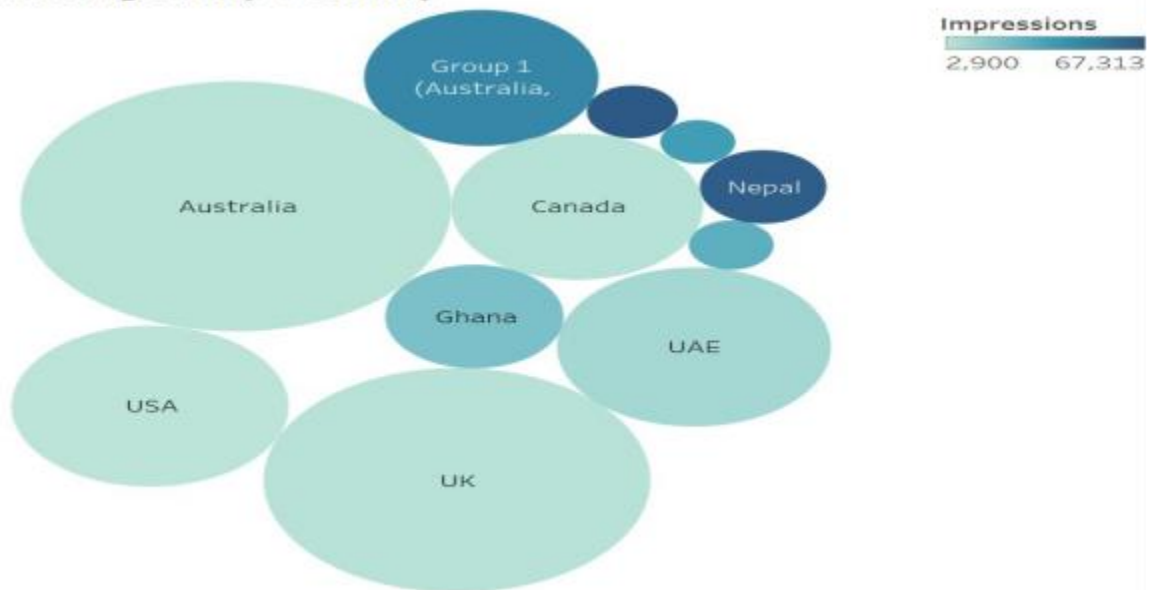
Here from the trend chart we can clearly see that the reach and impression of both campaign 3 and 10 is low over others. though we are spending the highest CPR of these two. but the reaching and UCL is also low so discontinuing these two programs will save cost.

Geography Reach



From geographical reach we can clearly see that the highly developed country reach is very low like Australia (campaign – 3) and UAE (campaign – 10) is very low .And Canada (Campaign - 4) and USA (Campaign – 11) is in danger zone as they also do not perform as per spendings. But other countries reach is very high as they are not that developed . So instead of targeting this type of this country we should focus on other countries like Bangladesh , Kenya . Thus the event will get more reach and the number of participants will increase to .

Amount Spent by Country



Geography. Color shows sum of Impressions. Size shows sum of Cost per Result (CPR). The marks are labeled by Geography.

