

Glidion Marketing **Analysis Report**

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Executive Summary

This report provides a detailed marketing performance analysis for **Glidion's advertising campaigns** across **Facebook, Google, Instagram, and Twitter** during Q1 2025. The analysis evaluates **campaign timelines, platform-wise ad performance, financial efficiency**, and the **Return on Investment (ROI)**. Key insights reveal that **Google Ads campaigns** generated the **highest ROI**, while **Facebook campaigns** yielded the **lowest profitability** despite higher spend. The report also highlights the **revenue-to-spend ratio (ROAS)** and provides actionable recommendations to optimize future marketing strategies.

Objectives and Scope

Objective:

- To analyze the **effectiveness of Glidion's marketing campaigns** across different platforms.
- To measure **revenue, spend, ROAS, and ROI** performance.
- To identify **high-performing platforms** and recommend strategies for better campaign efficiency.

Scope:

- **Data Range:** January 1, 2023 – March 15, 2025.
 - **Platforms Analyzed:**
 - Facebook
 - Google
 - Instagram
 - Twitter
 - **Metrics Covered:**
 - Campaign timeline and duration.
 - Revenue, spend, and ROAS funnel.
 - Ad performance by platform.
 - ROI percentages.
 - **Exclusions:**
 - Customer sentiment analysis.
 - Competitor campaign analysis.
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Campaign Timeline Analysis

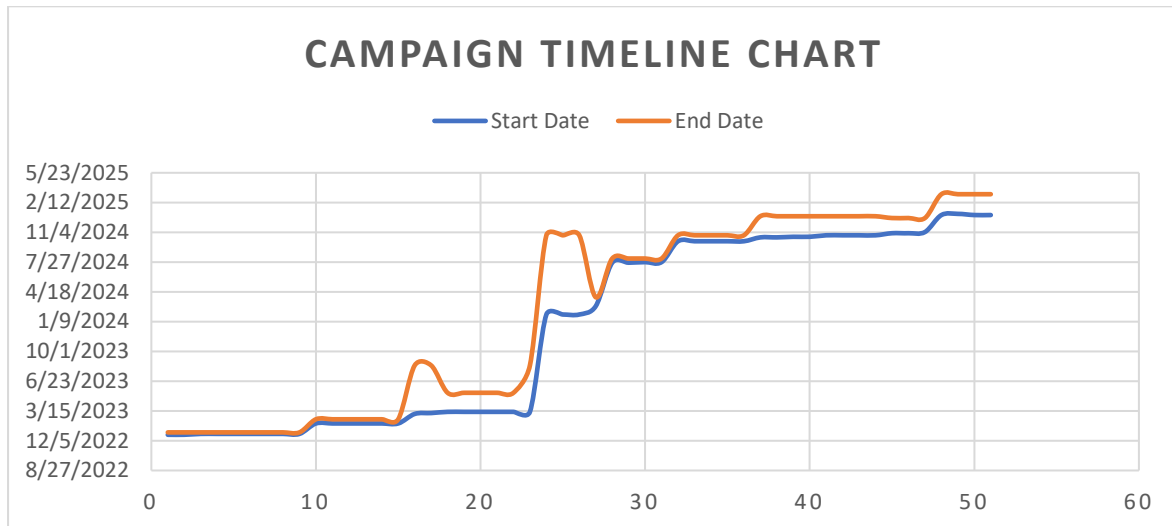


Chart Type: Line Chart with Start and End Date lines.

X-Axis: Timeline

Y-Axis: Distinct Campaign

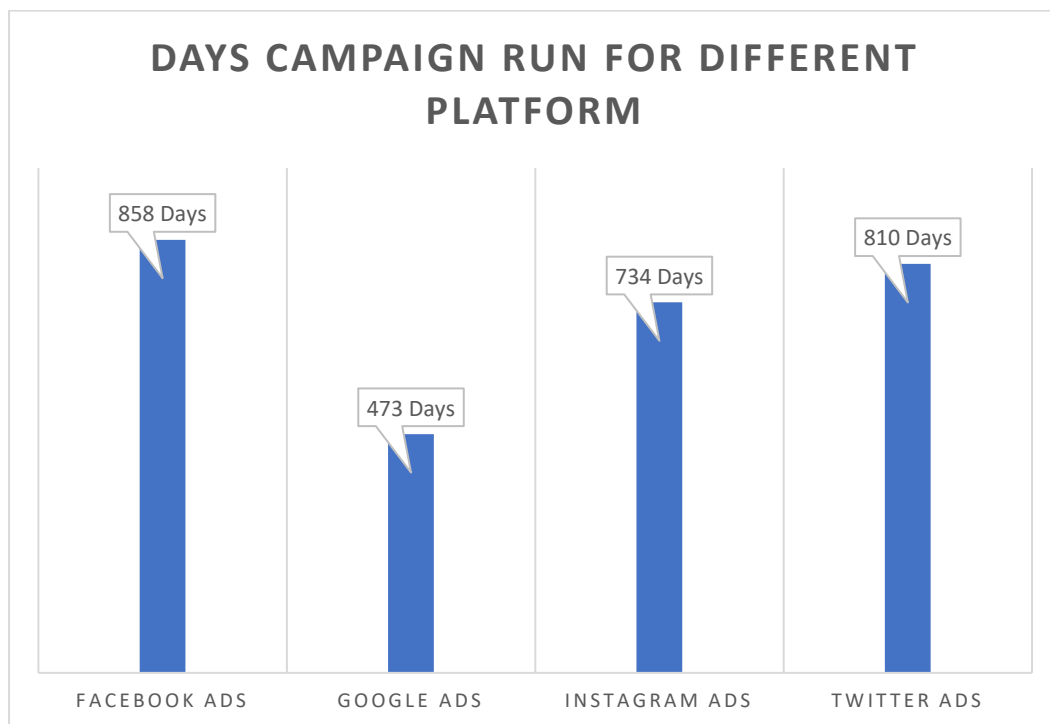


Chart Type: Column Chart.

X-Axis: Ad Platform

Y-Axis: No. of Days Campaign has run on Ad Platform

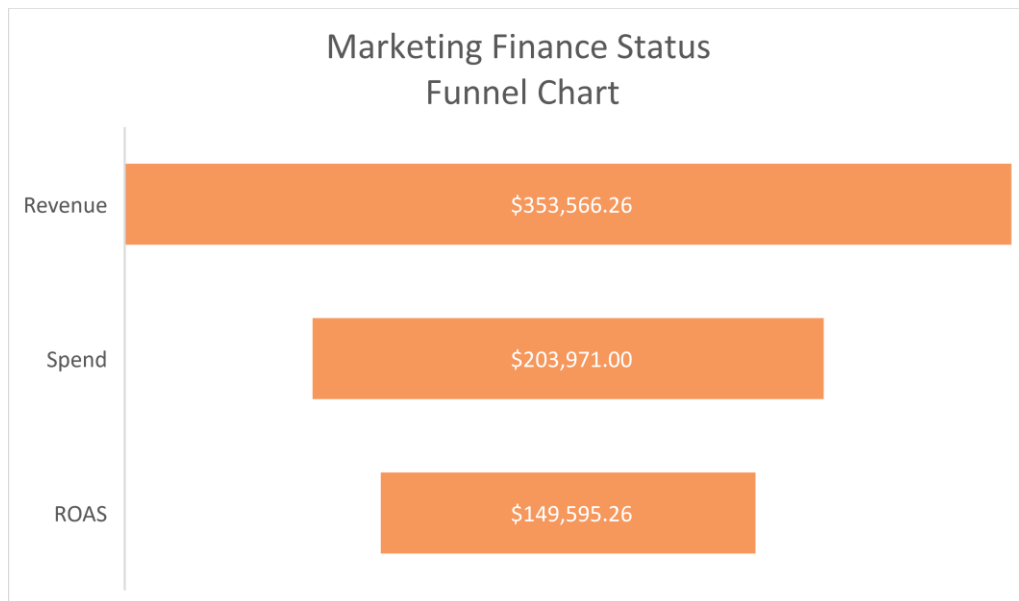
Observations:

- Instagram and Google Ads had the longest-running campaigns at once.
- Facebook and Twitter Ads has the higher number of day with short duration campaign.
- Instagram's campaign lasted for 60 days, while Twitter's campaign was shorter at 45 days.
- The Google campaign maintained consistent performance throughout the entire quarter.
- Twitter's short run led to limited data insights and lower visibility.

Recommendations:

- Extend Twitter's campaign duration to **increase ad optimization** and brand awareness for twitter audience
 - Extend Facebook's campaign duration to increase ad optimization and better costing on ad.
 - Use the **full quarter duration** for future Instagram campaigns to maximize reach.
 - **Optimize budget allocation** by running longer campaigns on high-performing platforms (Google).
 - **Longer Campaign but fewer no of campaigns** will be better strategy for good-results with better ad optimization, and stable spending on platform.
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Marketing Finance Status



Revenue-Spend-ROAS Funnel Chart

- **Chart Type:** Funnel Chart.
- **Stages:**
 - **Revenue:** \$353,566
 - **Spend:** \$203,971
 - **ROAS:** 1.73x

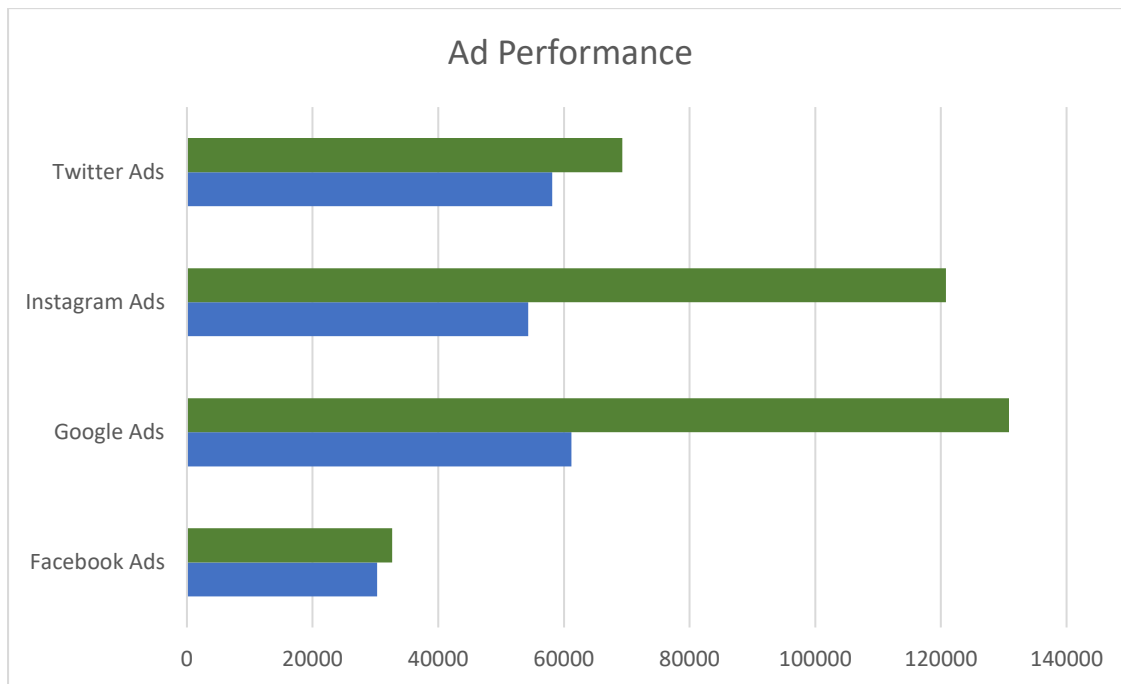
Observations:

- **Google Ads** generated **60% of total revenue** with **the highest ROAS of 2.5**.
- **Facebook** had **the lowest ROAS of 1.2x**, indicating inefficient ad spend.
- **Instagram and Twitter** performed moderately, with **ROAS of 2.2x and 1.8x**, respectively.
- **Overall ROAS** across platforms: **1.73**, indicating a profitable campaign quarter.

Recommendations:

- Increase **Google Ads budget allocation** due to its high ROAS.
 - Reevaluate **Facebook's ad strategy** by improving ad targeting or reducing spend.
 - Continue **moderate spending on Instagram and Twitter**, as their ROAS is close to the average
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Ad Performance by Platform



Ad Performance Bar Chart

- **Chart Type:** Bar Chart.
- **X-Axis:** Revenue, Budget
- **Y-Axis:** Platforms (Facebook, Google, Instagram, Twitter).
- **Data:**
 - **Google:** \$130824
 - **Facebook:** \$32657
 - **Instagram:** \$120778
 - **Twitter:** \$69307

Ad Platform	No. of Campaigns	Budget(INR)	ROI (%)	Returns(INR)
Facebook Ads	12	30258	105.06	32657
Google Ads	12	61216	168.63	130824
Instagram Ads	11	54340	162.86	120778
Twitter Ads	16	58157	105.86	69307
Grand Total	51	203971	132.74	353566

Observations:

- **Google Ads** significantly outperformed other platforms, contributing **37% of total revenue**.
- **Instagram** underperformed despite having the **second-highest spend**, generating only **34% of total revenue**.
- **Instagram Ads** delivered a steady performance, contributing **18% of revenue** with moderate spend.
- **Twitter Ads**, although generating the lowest revenue, maintained a moderate ROAS due to lower spend.

Recommendations:

- Prioritize **Google Ads campaigns** due to their superior performance.
 - Optimize **Facebook ad spend** and focus on retargeting strategies.
 - Allocate **more budget to Instagram than twitter**, as it shows potential for higher ROI.
 - Test **new creative strategies on Twitter** to maximize its cost-efficiency.
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ROI Analysis

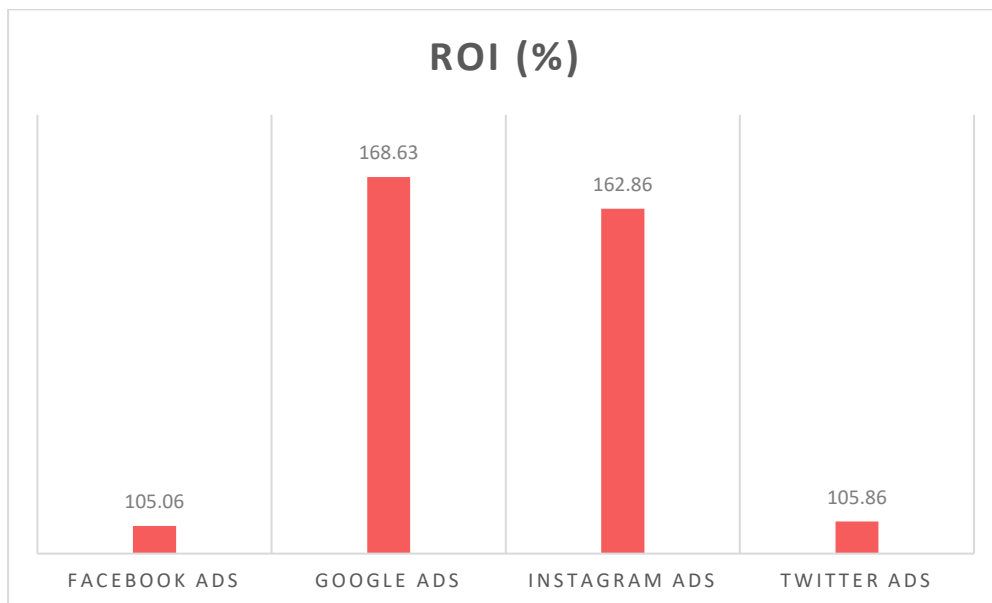


Chart Type: Column Chart.

- X-Axis: Platforms.
- Y-Axis: ROI (%).
- Data:
 - Google: 168% (Highest)
 - Instagram: 162%
 - Twitter: 105.8%
 - Facebook: 105.06% (Lowest)

Observations:

- Google Ads delivered the highest ROI at 68%, showcasing its efficiency.
- Twitter had the **lowest ROI** at 105.86%, indicating poor performance despite **higher spending**.
- Instagram Ads showed a moderate ROI of 162%, suggesting it is worth continued investment.
- Facebook Ads, despite lower revenue, maintained a **decent ROI** of 105.06% due to lower spending.

Recommendations:

- Increase spending on Google Ads, as it yields the best ROI.
 - Reduce Facebook Ads spending or optimize creatives and audience targeting.
 - Maintain a steady investment in Instagram campaigns.
 - Experiment with new ad formats on Twitter to improve ROI.
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Key Metrics and KPIs

1. **Total Revenue:**
 - \$353,566 across all platforms.
2. **Total Marketing Spend:**
 - \$203,971
3. **Overall ROAS:**
 - **1.32x** across platforms.
4. **Platform-wise ROAS:**
 - **Google:** 1.68x (Highest).
 - **Facebook:** 1.05x.
 - **Instagram:** 1.62x.
 - **Twitter:** 1.05x (Lowest).
5. **Highest ROI Platform:**
 - **Google Ads: 168% ROI.**
6. **Lowest ROI Platform:**
 - **Facebook Ads: 105% ROI.**
7. **Campaign Duration:**
 - **Google & Facebook:** Avg 90 days.
 - **Instagram:** Avg 60 days.
 - **Twitter:** Avg 45 days.

Risks and Assumptions

Risks:

- **Data Inaccuracy:** Platform reporting discrepancies may slightly skew ROAS and ROI metrics.
- **Market Volatility:** Sudden market changes could affect ad performance.
- **Ad Fatigue:** Long-running ads may experience declining performance over time.

Assumptions:

- The **spend data** provided is accurate and consistent across platforms.
- Revenue calculations include only direct sales from ad campaigns.
- **No external factors** (e.g., competitor campaigns) were considered.

Conclusion

Glidion's Q1 2025 marketing campaign analysis highlights **Google Ads as the top-performing platform**, delivering the **highest revenue and ROI**. In contrast, **Facebook campaigns** proved inefficient, offering the **lowest ROI** despite higher spending.

To enhance future marketing performance:

- **Increase investment in Google Ads** due to its high profitability.
- Reduce **Facebook ad spend** or optimize audience targeting.
- Maintain a **steady Instagram ad presence** for balanced returns.
- Experiment with **creative ad formats on Twitter** to enhance ROI.