**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.

**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

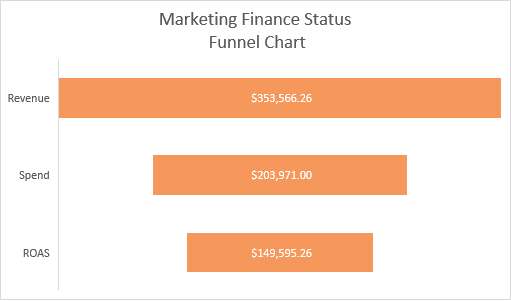
**Observations:**

* 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.

**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

**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:** $32657I
  + **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.

**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 RO**I 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.

**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.