

MICROLOAN COMPANY

Platform

Jan 1, 2020 - Apr 7, 2023

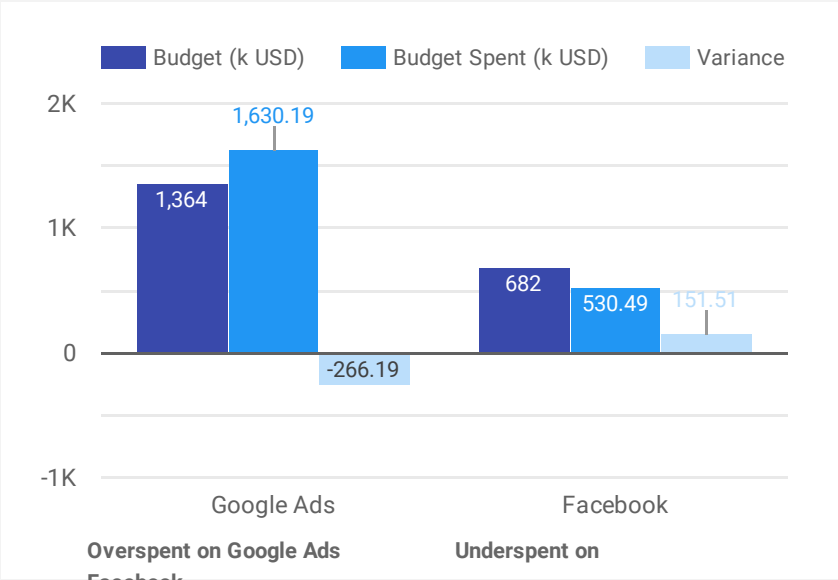
Acquisition performance Summary

Data From Acquisition Report(2020-2022)

Budget (k USD)	Budget Spent (k USD)	1st time installs	Signup	1st Applied	Granted
2,046	2,160.68	891.7K	330,049	208.6K	64.0K

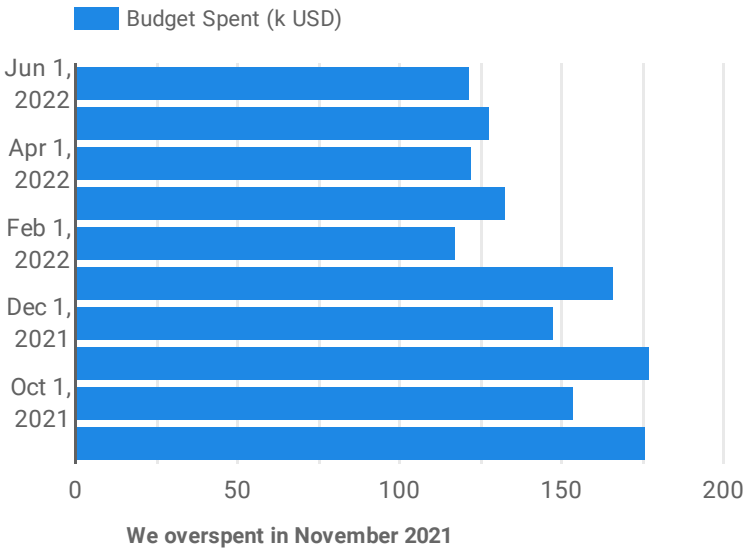
Total Expenditure by Channels

Goal: This tells us channels we overspent and underspent



Expenditure by Months

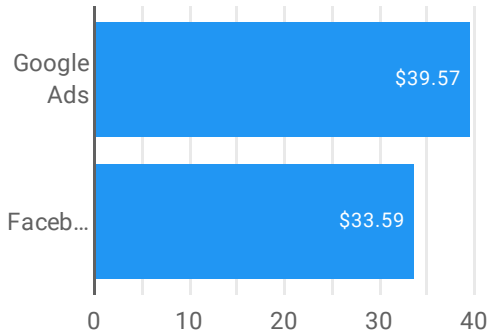
Goal: This tells us the monthly expenditure in Desc order



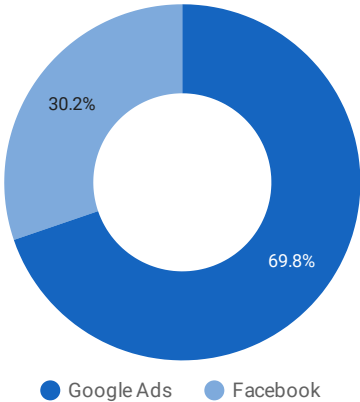
Channels Performance

Goal: This tells us which channel performed better

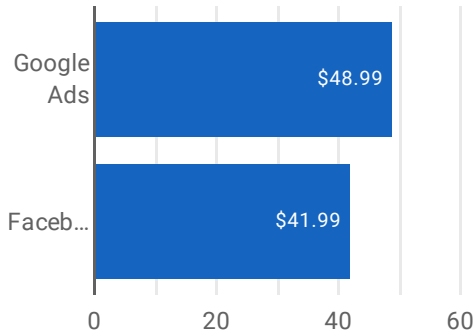
Average LTV per channel



Granted Loans Per channel

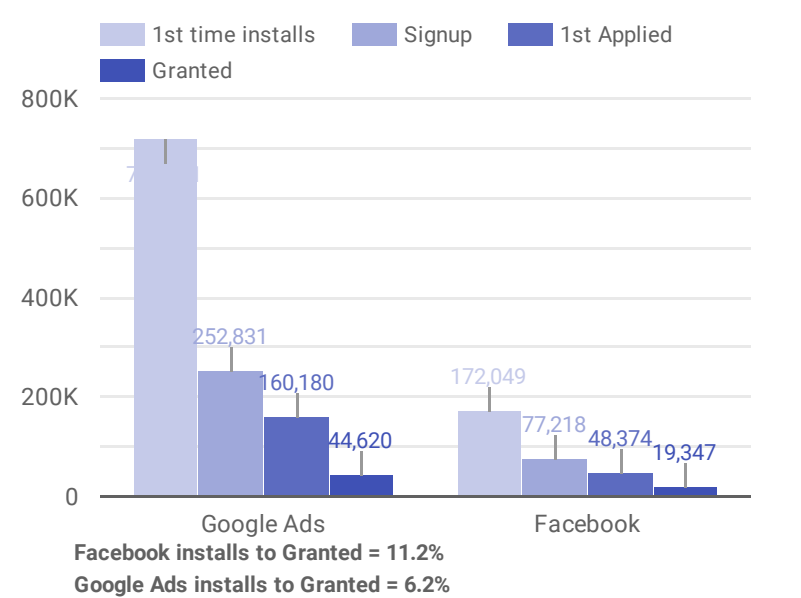


Average CAC per Channel



Lead to Customer Conversion

Goal : % of loans granted to installs



HIGHLIGHTS from the analysis:

Facebook channel performed better-
Facebook's leads(Installs) converted better to customers(Granted).

As much as we spent a higher budget on Google Ads, only 6.2%of the 1st installs were eligible to be granted loans, while, Facebook's Average lead-to-customers conversion rate stood at 11.2%.

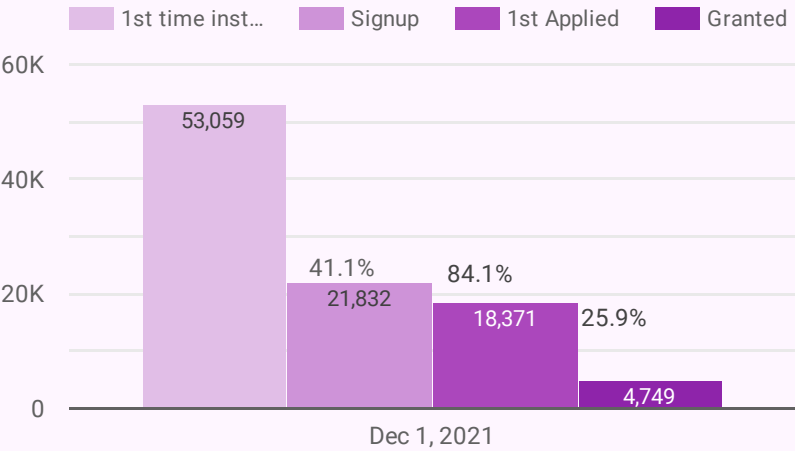
Facebook channel has a lesser Average CAC compared to Google Ads, which means we spent less on acquisition per customer.

Even though it seems as if the LTV for customers from Google Ads is a bit higher, if we look at the LTV/CAC ratio for both channels, there is very minute or no difference.

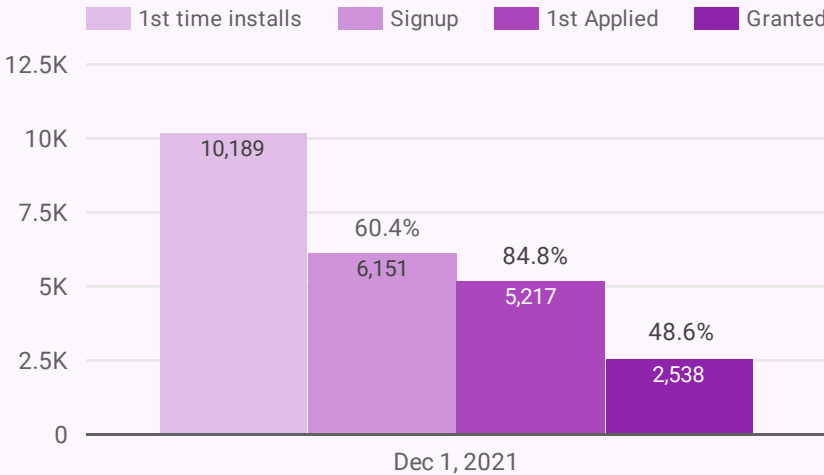
LTV/CAC Ratio = 1:1.24(Facebook), 1:1.25(Google Ads).

The funnel below for December 2021 also reflects that Facebook leads convert better.

Step-by-Step Funnel conversion
Google Ads - Dec. 2021



Step-by-Step Funnel conversion
FaceBook - Dec. 2021



HIGHLIGHTS from the analysis:

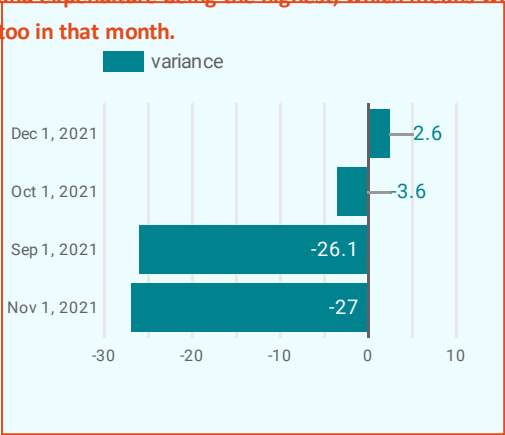
*Which channel are we overspending? And underspending.

ANS: As Visualized in the "Total Expenditures by channels" graph, We overspent on Google Ads. Not just spending a lot, we overshoot the budget.

*When did we overspend?

ANS: We overspent in November 2021 as shown in the "Expenditures by Month" Graph, with a total expenditure of 177k dollars being the highest spending.

From the Graph below, we could also see the variance between budget and expenditure being the highest, which means we overshoot the budget too in that month.



*Which channel is performing better?

ANS: As shown in the "Channel Performance " section of the dashboard, Facebook channel performed better- Facebook's leads(Installs) converted better to customers(Granted).

As much as we spent a higher budget on Google Ads, only 6.2% of the 1st installs were eligible to be granted loans, while, Facebook's Average lead-to-customers conversion rate stood at 11.2%.

The Facebook channel has a lesser Average CAC compared to Google Ads, which means we spent less on acquisition per customer.

Even though it seems as if the LTV for customers from Google Ads is a bit higher, if we look at the LTV/CAC ratio for both channels, there is very minute or no difference.

LTV/CAC Ratio = 1:1.24(Facebook), 1:1.25(Google Ads).

The funnel for December 2021 also reflects that Facebook leads convert better.

*What is the funnel conversion for a given month on a platform? For example, step-by-step funnel conversion for December 2021, by channel.

ANS: Funnel conversion for Dec 2021 is shown in the graph on the dashboard

Why do you think one channel performs better than the other one?

Looking at the conversion rate, we could see that even when we didn't get the number of leads on Facebook as we got on Google, Facebook gave us more conversions, which could imply that ;

1. We acquired better leads by reaching the right audience.
2. The types of Ads we placed on Facebook were more effective and also we reached better demographics than Google ads, even with a lower budget. and expenditure.

What could be the reason for CTR in an acquisition channel to drop?

A drop in an acquisition channel may be an indicator that;

1. The copy or headline isn't effective or
2. that we are targeting the wrong audience or
3. we are reaching the wrong demographics or
4. We are spending money on the wrong keywords.

List all you can think of and the additional data you'd request to investigate this;

1. I would start by researching the industry's average click-through rates
2. Get and analyse the data for each ad campaign and see the impressions, Clicks, and CTR. with these we can gauge which ads, listings, and keywords are successful and which need to be improved.
3. Get the data from campaigns on another acquisition channel to see areas to improve.
4. Get the engagement data for the different types of content that were placed on the acquisition channel to analyse which types performed better.
5. Depending on the marketing channel, different types of images may perform better than others. Run A/B tests with different types of images to find out what works best for the company.
6. Get the Hashtag data and do some analysis and also research on trending or popular hashtags in the industry, and use hashtags that relate to the rest of the copy to see which ones increased the chances of being seen by our target audience.

What could be the reason for LTV in an acquisition channel to drop?

List all you can think of and the additional data you'd request to investigate this;

1. Wrong target audience could cause it, Poor customer relationship management on the channel, Poor Brand image of the company on the channel - Analyse channel engagements(clicks, likes, comments)
2. The customer didn't get the value of what was displayed in the ad. Wrong advertising strategy in the acquisition method could cause a drop in LTV as customers might respond differently to the information.
3. Changes in the needs and expectations of customers changing could cause a drop in LTV. We shouldn't fail to recognise that the customer base continually shifts and evolves.- Ads on a particular channel should be dynamic.
- and match up with trends and also study what competitors are doing to retain their users
4. The kind of ads that brought the customer in could be analysed to see why they churn. Might be that some customers came because of a referral campaign and after that, they dropped.
5. I will see the usage data to Identify profitably customers, get knowledge about customer traits that have high profitability and see the channel they came from and also see the characteristics of customers that churned.

There are 2 product lines within QuickCheck: microloan & savings. App retention rate has dropped a lot recently.

4. How would you investigate? Be sure to include all metrics and charts you will look at; and the questions you'd ask during your investigation.

ANS: I will perform a cohort analysis on users to see the cohort of users that churned more, I will get the users' profile data to see the channel they came from, what age and income groups do they fall into? What is their nationality and place of residence? I will also get usage/engagement data to see features that are used more, and features that could be optimized to give a better user experience. I will also initiate user surveys to get information from users on app usage to analyse the pain points I will run an A/B test on feature elements of the app to see which one retains or converts users more. These would help me understand the crop of users we retain more and the ones who churn more. I will also ask for customer reviews data to analyse and see customer needs better.