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Growth Marketing Analyst Take-Home

**Please use the provided sample dataset to answer the following questions about a campaign for a sports shoe company. Please give all numerical answers to two decimal places where relevant.**

1. What was the total cost per purchase (CPP) for this campaign, including retargeting?

The CPP for this campaign was $34.14.

1. Did we sell more shoe purchases in the United States or Worldwide? How many?

338 shoe purchases were made in the USA while 307 were made Worldwide.

1. What was the CPM (cost per 1000 impressions) over the first seven days?

The CPM over the first seven days was $19.18

1. Which ad had the highest click-through rate (CTR = clicks/impressions)? What was it? What was the cost per purchase for this ad?

The ad with the highest CTR was the WW\_Lookalike\_RecentPurchases ad with a CTR of 0.006652. The CPP for this ad was $33.75.

1. Why might an ad have a strong CTR but poor CPP?

Price of the product is higher than expected for the target demographic looking to purchase the product.

For example, an ad for a pair of shoes was being targeted to people aged 18-22. If the ad does not have a price label, but the product was pricey, a lot of people may click the CTA, but might not follow through with the purchase.

Cumbersome purchasing process.

An ad may do a good job of leading people to the checkout, but if customers have issues with completing the purchase it will obviously drive down the CPP. A statistic that would help to diagnose this would be the percentage of carts that are abandoned before a purchase is made.

Ad is misleading.

For example, if an ad promotes a two for one special but only on orders over $100, consumers may be swayed away from completing the purchase when they find out their order does not qualify.

1. Paste a line chart comparing US & WW Prospecting CTR from 12/8 to 12/31. Include linear trendlines for each.
2. In the prospecting campaign, did animated or static ads drive a lower CPP? What was it?
3. What day had the lowest cost per signup?
4. Did Lookalike or Interest targeting drive a higher purchase rate (purchases/signups)?
5. In the retargeting campaign, what was the CPC (cost per click) of ‘Signup No Purchase’ audience?

**Please provide written answers to the following questions.**

1. Describe an ad you’ve seen recently and explain why you think it’s effective (or ineffective). If possible, provide a link to the ad.

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1. How would you think about measuring whether an ad is effective?

-Goal of the ad and the type of product that it is for

-I would monitor the cost per 1000 impressions, cost per click and cost per purchase metrics as well as the consistency across these metrics and whether one is lagging behind the others.

1. Why are you interested in growth/performance marketing?

-Ability to marry my past experiences in Marketing with my technical skills that I have developed

-Enjoy trying different techniques to reach and optimizing marketing spend

-Making data driven decisions

1. What attracts you to joining a small startup?

-Ability to make a big impact

-More than just a number

-Enjoy seeing the impacts of my work on the overall company’s performance