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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. This could also be the result of your keywords being too general.

1. Paste a line chart comparing US & WW Prospecting CTR from 12/8 to 12/31. Include linear trendlines for each.

Chart, line chart

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1. In the prospecting campaign, did animated or static ads drive a lower CPP? What was it?

Animated CPP: $33.87

Static CPP: $32.61

Static Ads drove a lower cost per purchase.

1. What day had the lowest cost per signup?

December 5th 2020 had the lowest cost per signup with a CPS of $14.63.

1. Did Lookalike or Interest targeting drive a higher purchase rate (purchases/signups)?

Lookalike Purchase rate: 0.61

Interest Purchase rate: 0.63

Interest ads drove a higher purchase rate.

1. In the retargeting campaign, what was the CPC (cost per click) of ‘Signup No Purchase’ audience?

The CPC of the ‘Signup No Purchase’ audience in the retargeting campaign was $15.48.

**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.

<https://twitter.com/McDonalds/status/1303339007695298561?s=20&t=f4kWMMKtDPztY-9J97a59w>

I really enjoy what McDonald’s has done with their different celebrity speciality meals. It not only plays off the celebrity’s popularity, but it also adds a human element to the meal. Instead of the McDonald’s corporation selling you a combo, it’s Travis Scott saying what his McDonald’s order is. It comes off as less as a sales pitch and more as an authentic suggestion. On top of this, McDonald’s didn’t have to create anything new on the menu, they essentially are just creating a new combo. I linked a tweet to the campaign from McDonald’s that did extremely well.

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

First, I would need to know what the goal of the advertisement was. Did the advertiser intend to: get people to sign up for their email list, follow them on social media, get the consumer to buy the product on the spot or achieve something else. The end goal will influence which statistics we focus on the most, context is key.

In general for an advertisement I would monitor the: cost per 1000 impressions, cost per click, cost per purchase and Return on Investment metrics as well as the consistency across these metrics and whether one is lagging the others.

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

The field of growth/performance marketing interests me as it allows me to marry my past experiences in marketing with my technical skills that I have developed. Additionally, I enjoy trying different techniques to reach and optimizing marketing spend as well as making data driven decisions.

1. What attracts you to joining a small startup?

Before starting a Data Analytics Bootcamp, I spent 2.5 years at a digital marketing software startup, working in three different positions. Throughout my time there I learned and grew a lot professionally. I felt that in a startup I was able to make a bigger impact, I was more than just a number and I enjoyed seeing the impacts of my work on the overall company’s performance.