Econ 134A Case Study

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ABSTRACT
This case study includes data from an example case study for 'Global International' regarding lead information for the Marketing department. Along with lead data, online spend figures from 2017-2019 from the marketing department are also regarded. The goal of this report is to provide insightful findings and connections within the disclosed data. This report will entail monthly online spend figures for each lead source and contrast those numbers with the monthly amount of leads for each lead source.

OUTLINE
Online lead sources throughout time

One aspect of how Global International' leads changed over time was where the lead sources emerged from. From using the *'Date that the online form was submitted'* data, we can break up time into monthly increments, from here we can see how the amount of leads from each source change with respect to time.
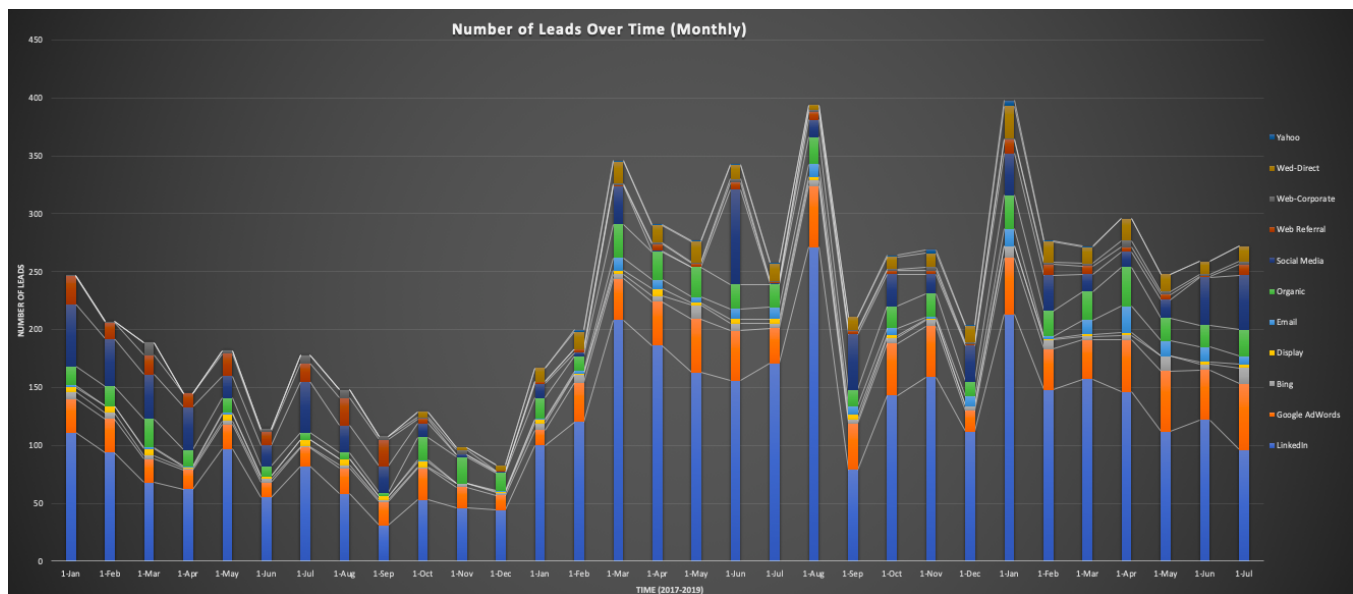

Figure 1. Visual Representation

From **Figure 1**, we are able to see where the proportions of leads come from and how they change over time, with the largest proportion being LinkedIn, then Google AdWords, etc. LinkedIn however, really dominates the lead sources, as it is the source for 51.78% of all leads from $2017 - 2019$.

Below is a pie chart visualizing the actual proportion of lead sources from $2017 - 2019$. From **Figure 2** we can see that
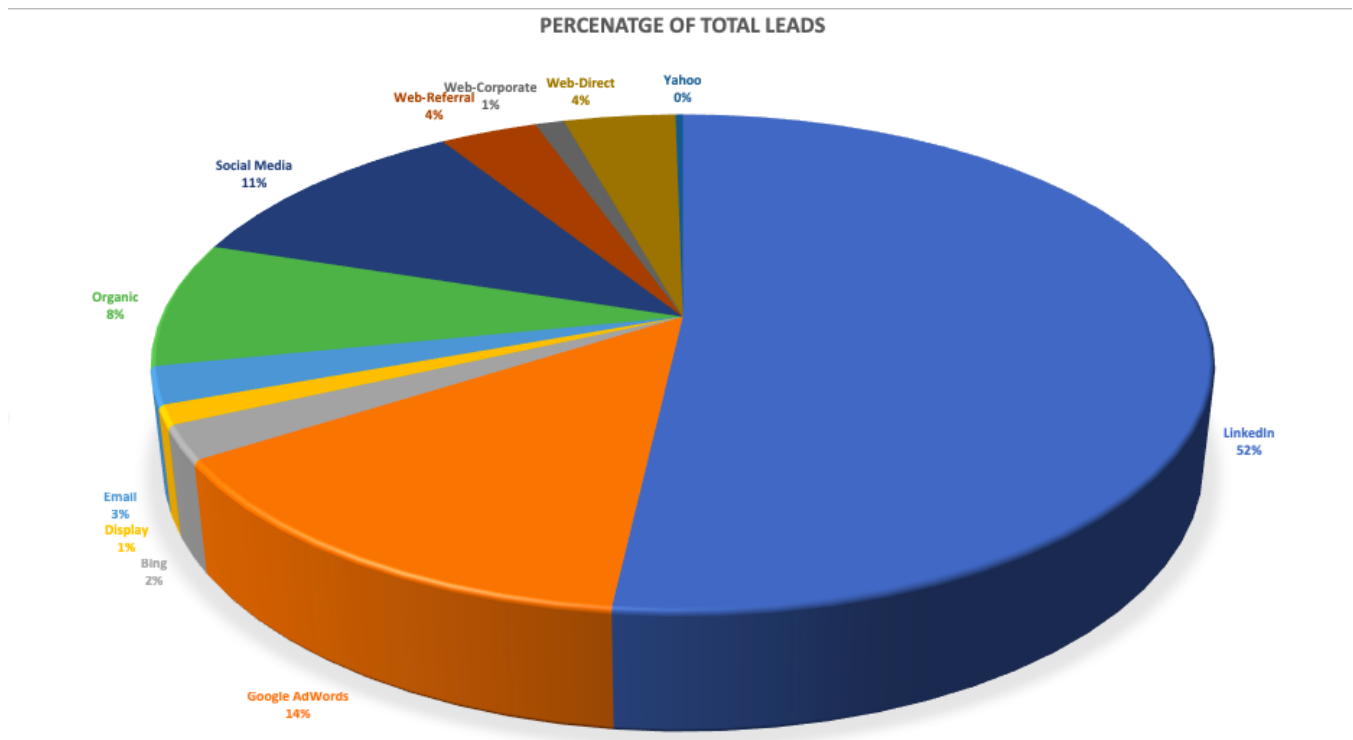
Figure 2. Visual Representation

LinkedIn, Google AdWords, Social Media, and Organic Leads are the main sources for leads from $2017 - 2019$, capping off roughly 85.16% of all lead sources.

Online spend throughout time

The data provided also gave us great insights as to how online spend in the marketing department has fluctuated over time. Looking at monthly data from $2017 - 2019$ again, we can see how much the marketing team is spending on each asset. Below is a visualization of online spend on each asset over time. As we should expect, from **Figure 3** below, we can see that LinkedIn and Google AdWords dominate the online spend from late 2017 and on. Facebook and Bing spending were roughly the same in recent years, which should be somewhat worrisome as there are substantially more leads coming from Social Media than Bing during this time. Comparatively speaking, Yahoo and Youtube spending are very minimal as well.

Below is a pie chart visualizing the proportion of online spend from $2017 - 2019$.

From $2017 - 2019$ the total expenditure on marketing assets was $\$6,316,601.57$. Looking at **Figure 4**, nearly 96%, or $\$6,063,937.51$, of that was for LinkedIn, Google, and Facebook.

SUCCESS OF SPEND

Defining Success

In order to have an efficient sales team, a company must provide the sales team with effective leads to pursue. With that said, in my eyes according to the data, Global International should measure success as the amount of leads that end up joining as well as the volume of leads accrued. Of the 7164 unique leads, roughly 745, or 10.4% of these leads end up joining. From all the joined leads, 100% of them became *closed won* status. If we look at the proportions of where
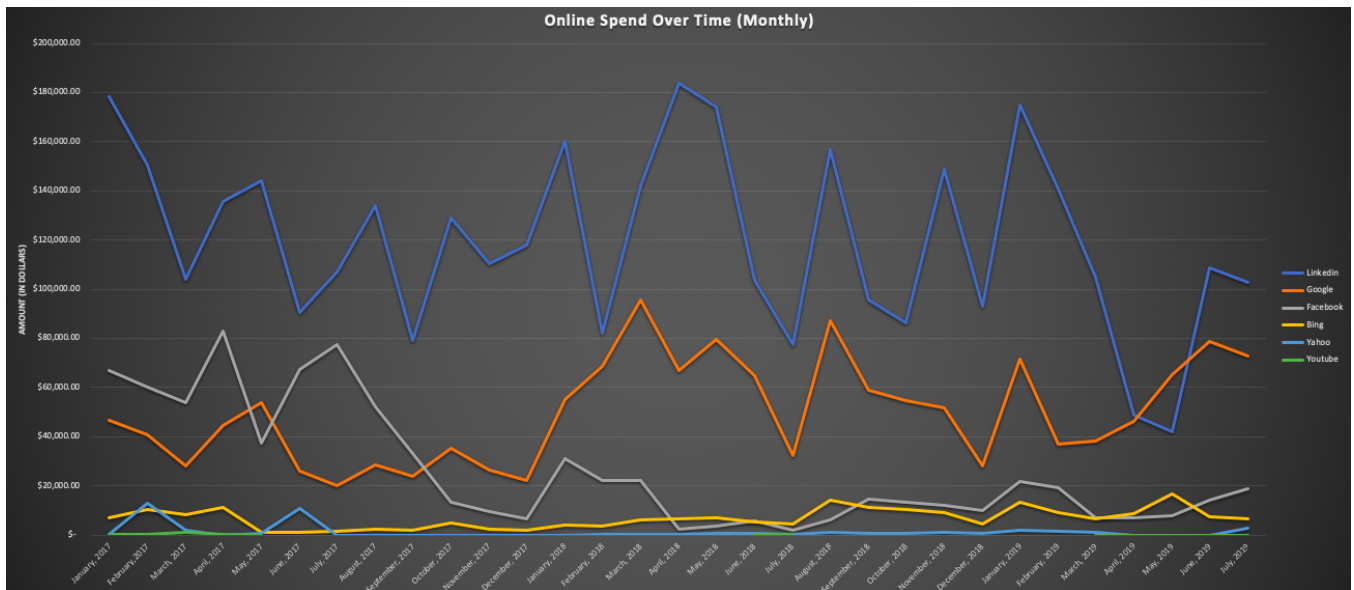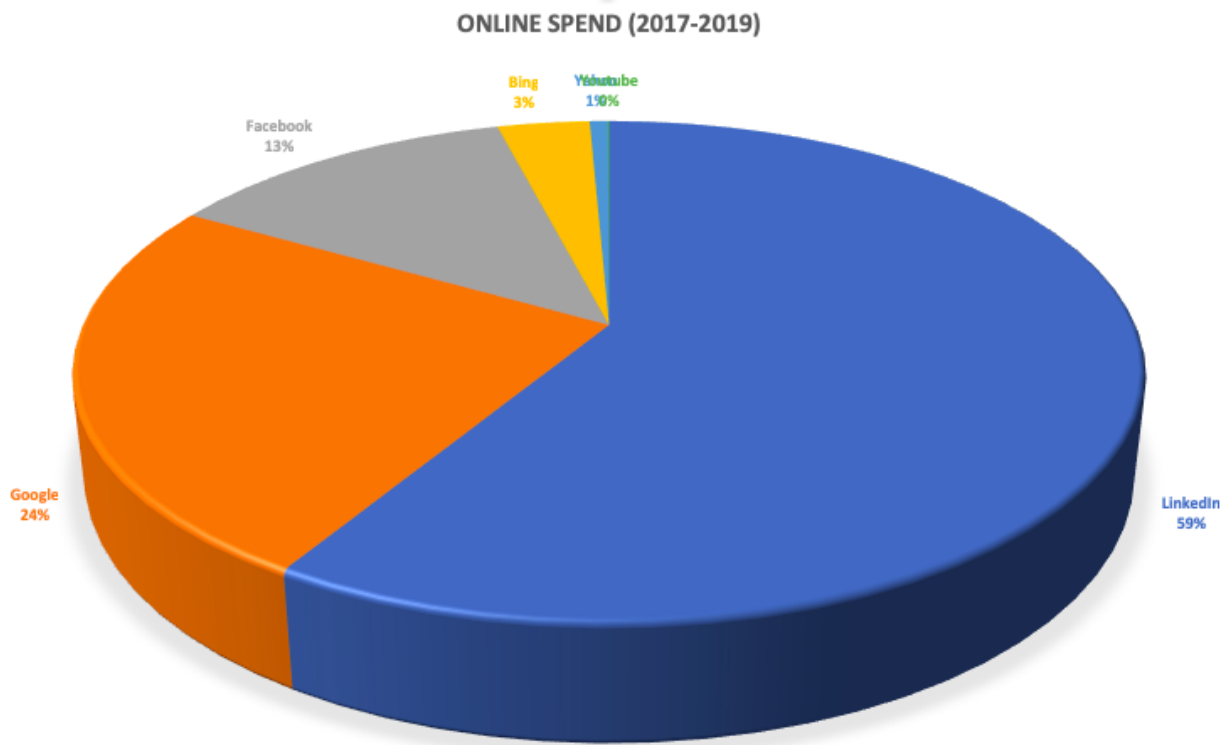
Figure 3. Visual Representation

Figure 4. Visual Representation

these joined leads come from, we can re asses where to allocate spending appropriately.

Below is a table laying out the proportions of the joined leads with respect to their sources. From **Figure 5** below, we

Source	Amount of Joined Leads	Perctange of All Joined Leads
LinkedIn	200	27%
Google AdWords	180	24%
Bing	31	4%
Display	10	1%
Email	7	1%
Organic	140	19%
Social Media	44	6%
Web Referral	57	8%
Web-Corporate	22	3%
Wed-Direct	52	7%
Yahoo	2	0%

Figure 5. Visual Representation

can see that of the successful leads, 27% came from LinkedIn and 24% from Google AdWords. Surprisingly, Organic leads have the third highest rate of joining at 19%, which does not align so much with Organic spending proportions or the volume of Organic leads.

Areas of dispersion

In order to give the sales team a higher rate of success, Global International needs to re-allocate some spending to provide more spending fund to areas with higher rates of join success. Currently, LinkedIn takes up about 59% of online spend, and although LinkedIn represents about 52% of all leads, it only accounts for 27% of joined leads. Some online LinkedIn spending should be re-directed towards Organic leads to try and promote more volume of Organic leads. With Organic leads high rate of joins to low overall volume, increasing the volume should result in more joined leads.

Another area of reallocation should be towards Google, for similar reasons as Organic leads, but at a much higher rate. Google Adwords account roughly the same number of joined leads, yet LinkedIn more than doubles the spend of Google. Spend from LinkedIn towards more efficient lead sources such Google and Organic leads is a necessity in my opinion based off of these metrics. This spend could also come from assets such as Yahoo, Youtube, and Email campaigns. I believe the need for these assets is unnecessary as the production they create is very minuscule in comparison to other assets. These three lesser assets account for roughly 4% of the total volume of leads. Yet these assets have very low rates of joined leads.

Social Media spending such as Facebook should also be slightly reduced. While they do account for a decent amount of total leads, their success rate of joining is relatively low to how much volume Social Media produces. This is a recipe for wasted, unproductive spending.

ADDITIONAL INQUIRIES

From this case study, the most challenging aspect of completion was figuring out how to find connections in the given data. It took me awhile and a lot of messing around before I could really start to draw conclusions. Once that was figured out however, the process of compiling and organizing the data came relatively easily.