Marketing Campaign Performance Analysis Report

Project Title: Optimizing Marketing Strategies Through Data-Driven Analysis

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# 1. Executive Summary

The organization has been executing diverse marketing campaigns across multiple channels but lacks a consistent, data-driven approach. This report analyzes historical marketing data to uncover the impact of various campaign variables on key performance indicators (KPIs) such as Return on Investment (ROI), Clickthrough Rate (CTR), Cost per Lead (CPL), Cost per Acquisition (CPA), Cost per Click (CPC) and Conversion Rate (CR). The analysis reveals critical insights and offers actionable recommendations to guide smarter budget allocations and strategic campaign planning.

# 2. Business Problem

Despite heavy investment in marketing, the company is not achieving consistent returns. Key issues include:

* No clear understanding of which marketing inputs drive performance.
* Budget is often spent on underperforming campaigns.
* Marketing decisions are made on assumptions rather than insights.

These gaps hinder scalability and lead to inefficient use of resources. The organization needs a structured analytical approach to optimize its marketing strategies.

# 3. Objectives

The main goal is to create a data-driven marketing strategy. Specific objectives include:

* Identify campaign variables that influence ROI, CTR, CPC, CPL, CPA, and CR.
* Use statistical techniques (regression, correlation analysis) to assess variable impact.
* Uncover high- and low-performing campaigns and channels.
* Support effective budget allocation and strategic planning.

# 4. Data Source

Dataset: Marketing campaign performance data from Kaggle.  
Link: https://www.kaggle.com/datasets/sinderpreet/analyze-the-marketing-spending  
  
The dataset includes variables such as impressions, clicks, leads, orders, market spend(budget), and revenue, across multiple campaign types and platforms.

# 5. Key Findings

**Campaign Spending and Performance**

* Spending more leads to more activity (views, clicks, leads, etc.), but not always better results.
* A bigger budget doesn’t automatically mean higher returns.
* More money spent can sometimes reduce efficiency and increase costs.
* Campaigns with lots of clicks but few conversions show that the wrong audience is being targeted.
* The most successful campaigns indicate that they focus on the right people, not just more people.

**Category Performance**

|  |  |  |  |
| --- | --- | --- | --- |
| Category | ROI Performance | CR Performance | Risk Level |
| Influencer | High | High | Medium |
| Media | Medium | High | Low |
| Search | Medium | Medium | High |
| Social Media | Low | Low | High |

**Best performers in each category:**

* **Influencer:** YouTube Blogger campaign
* **Search:** Google\_Hot campaign
* **Social Media:**
  + Best ROI – Facebook Retargeting, Instagram Tier 1
  + Best Conversion Rates – Facebook and Instagram Tier 1 campaigns

**Reasons for Poor Social Media Performance**

* Many clicks, but few conversions show that the target audience isn’t the right one.
* Spending more on this category often leads to higher costs per acquisition and making it less efficient.

**Furthermore:**

* Budgets were reallocated across categories in proportion to their ROI, with the highest budget assigned to the category with the highest ROI, and the lowest to the one with the lowest ROI. As a result, overall profit increased.
* Considering both ROI and risk, the results suggest that high-risk investments should be directed toward the influencer category, while low-risk investments are better suited for the media category.

# 6. Recommendations

Strategic Recommendations:  
1. Refocus Social Media Strategy:  
 - Conduct A/B testing to refine targeting.  
 - Avoid high-spend campaigns with poor ROI unless targeting improves.  
2. Scale High-Performing Channels:  
 - Prioritize Media and Influencer categories.  
 - Replicate successful campaigns such as YouTube Blogger and Google\_Hot.  
3. Budget Reallocation:  
 - Reinvest funds from inefficient social campaigns into high-ROI campaigns.  
 - Focus on quality leads over sheer click volume.  
4. Performance Monitoring:  
 - Regularly track KPIs (ROI, CTR, CPC, CPL, CPA, CR).  
5. Customer Targeting:  
 - Invest in deeper customer profiling for better segmentation and targeting.  
 - Use demographic and behavioral data to align messages with the right audience.

# 7. Next Steps

- Implement decision tree analysis to validate findings.  
- Introduce predictive analytics for future campaign forecasting.

# 8. Conclusion

This report highlights the power of data-driven marketing strategy. By focusing on campaign efficiency and targeting the audience, the organization can shift from guesswork to insight-led execution. Prioritizing high-performing categories and optimizing underperformers will not only improve ROI but also position the company for sustained marketing success.