Globalshala's Marketing Campaigns Recommendations- (Group-7)

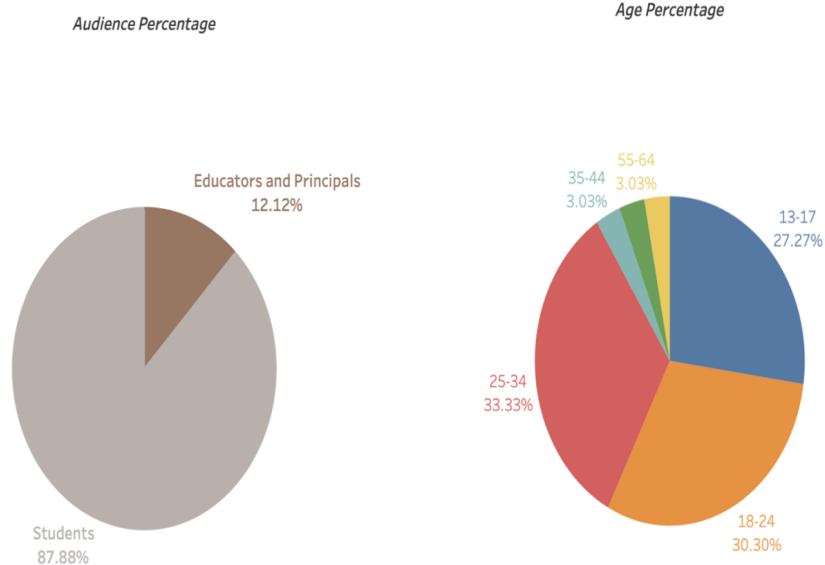**Project summary**

GlobalShala has been running ad campaigns on Facebook for an event called Superhero U and the Marketing team requires the expertise of the data analytics team to help identify at least one campaign to discontinue in order to cut down costs.
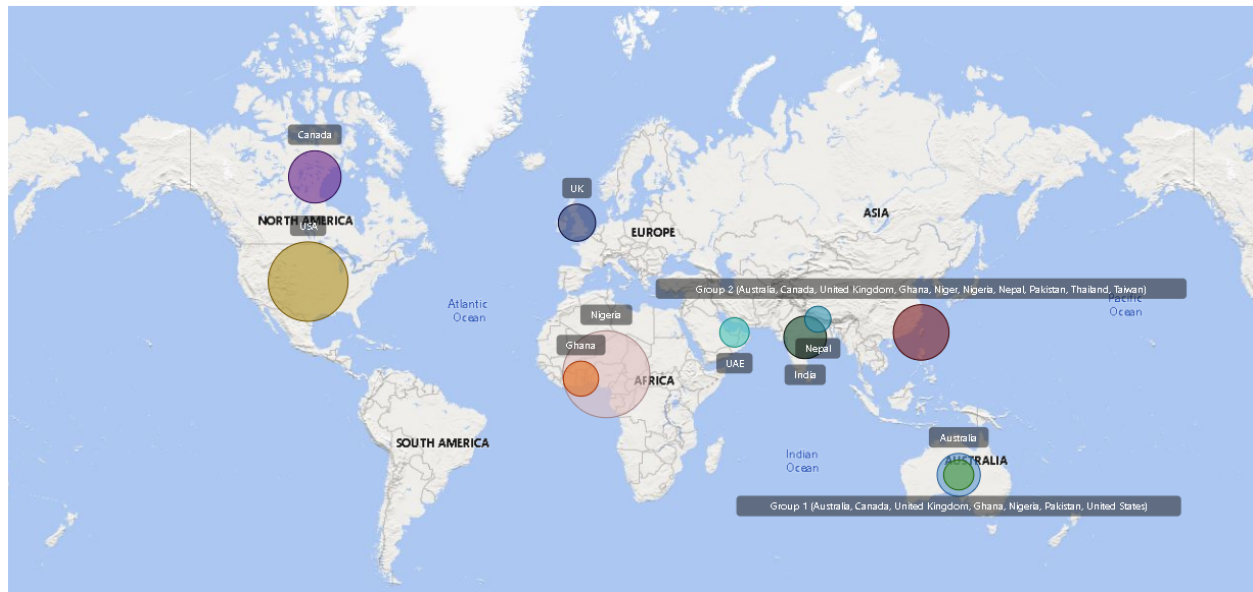
Objective

By using the marketing campaign dataset, develop data visualizations to bring actionable insights about the performance of the campaigns and subsequently, recommend at least one campaign to be discontinued based on your analysis

Demographic Analysis

Audience Percentage

- Educators and Principals 12.12%
- Students 87.88%

Age Percentage

- 55-64 3.03%
- 35-44 3.03%
- 13-17 27.27%
- 25-34 33.33%
- 18-24 30.30%

Average Click Through Rate across the Countries

Campaign ID ● Campaign 1 ● Campaign 10 ● Campaign 11 ● Campaign 2 ● Campaign 3 ● Campaign 4 ● Campaign 5 ● Campaign 6 ● Campaign 7 ● Campaign 8 ● Campaign 9

Section-1: Ad reach metrics

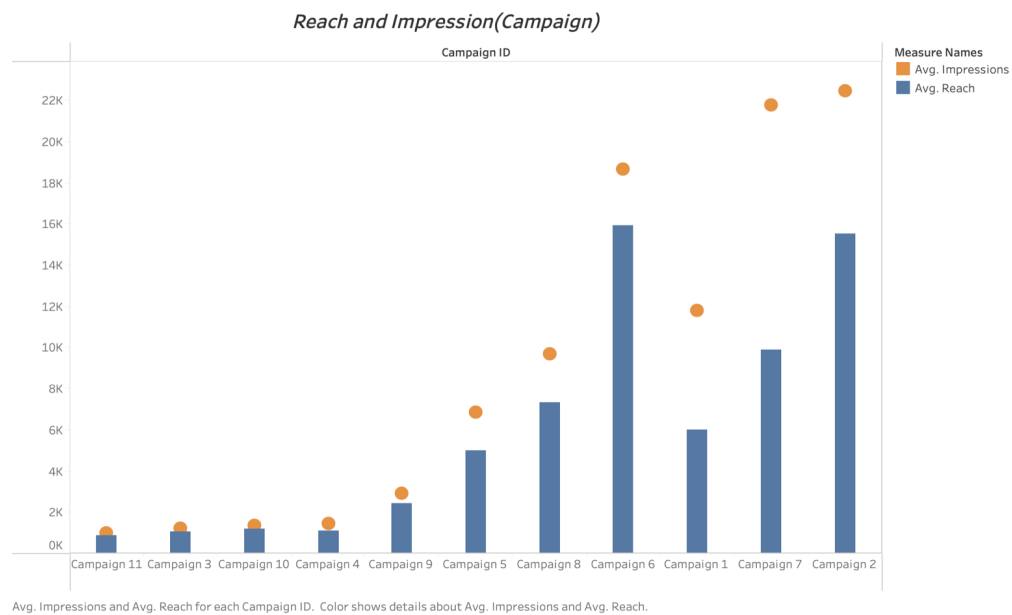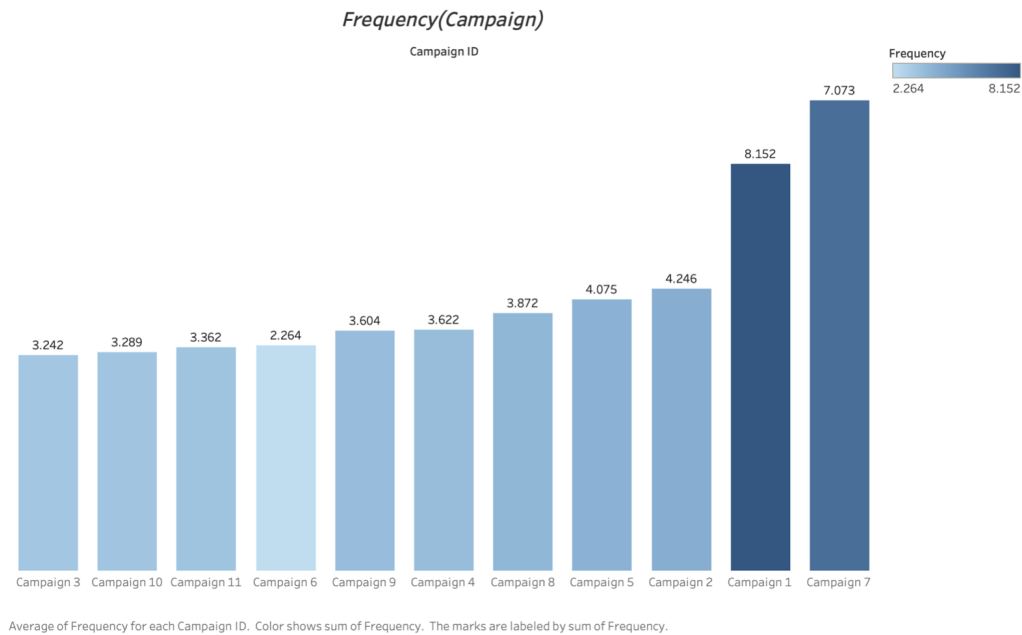## Chart-1: Average Reach and Impression per Campaign

Reach and Impression(Campaign)

Avg. Impressions and Avg. Reach for each Campaign ID. Color shows details about Avg. Impressions and Avg. Reach.

Chart-2: Average frequency of visits to the ads per Campaign

Frequency(Campaign)

Campaign ID

Frequency
2.264   8.152

7.073

8.152

4.246

4.075

3.872

3.604   3.622

3.242   3.289   3.362   2.264

| Campaign 3 | Campaign 10 | Campaign 11 | Campaign 6 | Campaign 9 | Campaign 4 | Campaign 8 | Campaign 5 | Campaign 2 | Campaign 1 | Campaign 7 |

Average of Frequency for each Campaign ID. Color shows sum of Frequency. The marks are labeled by sum of Frequency.

In culmination of section-1, our findings suggest that in terms of the advertising campaigns' reach, impression and frequency metrics- Campaign 3 is the most underperforming campaign out of all the other campaigns. This implies that the traction gained by this campaign from the targeted-audience is underwhelming as compared to the other campaigns.

Section-2: Ad click metrics

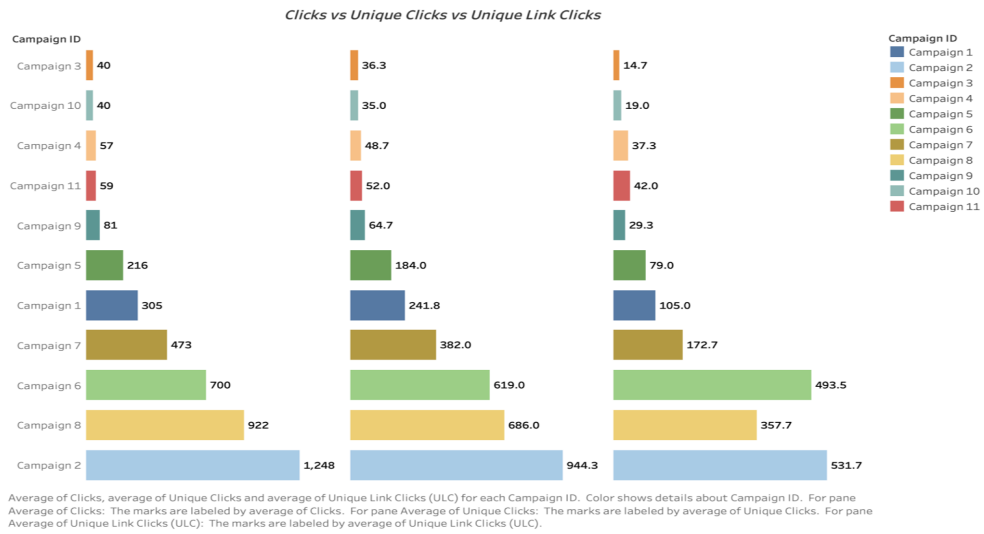Chart-3: Average ad click metrics per Campaign

Clicks vs Unique Clicks vs Unique Link Clicks

Campaign ID	Avg of Clicks	Avg of Unique Clicks	Avg of Unique Link Clicks
Campaign 3	40	36.3	14.7
Campaign 10	40	35.0	19.0
Campaign 4	57	48.7	37.3
Campaign 11	59	52.0	42.0
Campaign 9	81	64.7	29.3
Campaign 5	216	184.0	79.0
Campaign 1	305	241.8	105.0
Campaign 7	473	382.0	172.7
Campaign 6	700	619.0	493.5
Campaign 8	922	686.0	357.7
Campaign 2	1,248	944.3	531.7

Campaign ID
Campaign 1
Campaign 2
Campaign 3
Campaign 4
Campaign 5
Campaign 6
Campaign 7
Campaign 8
Campaign 9
Campaign 10
Campaign 11

Average of Clicks, average of Unique Clicks and average of Unique Link Clicks (ULC) for each Campaign ID. Color shows details about Campaign ID. For pane Average of Clicks: The marks are labeled by average of Clicks. For pane Average of Unique Clicks: The marks are labeled by average of Unique Clicks. For pane Average of Unique Link Clicks (ULC): The marks are labeled by average of Unique Link Clicks (ULC).

Chart-4: Average Click-Through Rate(CTR) per Campaign

CTR

Avg. Click-Through Rat..
2.231   9.852

Campaign	CTR
Campaign 7	2.231
Campaign 9	2.648
Campaign 1	2.730
Campaign 5	3.364
Campaign 10	3.625
Campaign 6	4.304
Campaign 3	4.354
Campaign 4	5.513
Campaign 2	5.929
Campaign 11	8.934
Campaign 8	9.852

Average of Click-Through Rate (CTR) for each Campaign ID. Color shows average of Click-Through Rate (CTR). The marks are labeled by average of Click-Through Rate (CTR).

Chart-5: Average Unique Click-Through Rate(Unique CTR) per Campaign

Unique CTR

Avg. Unique Click-Throu..
2.550   9.359

Average of Unique Click-Through Rate (Unique CTR) for each Campaign ID. Color shows average of Unique Click-Through Rate (Unique CTR). The marks are labeled by average of Unique Click-Through Rate (Unique CTR).
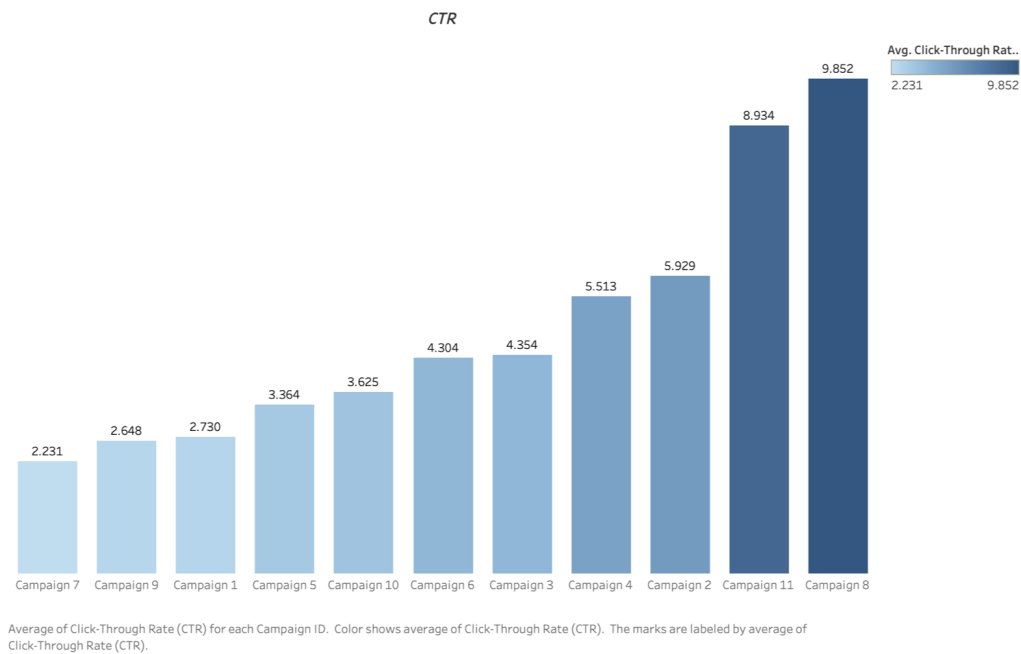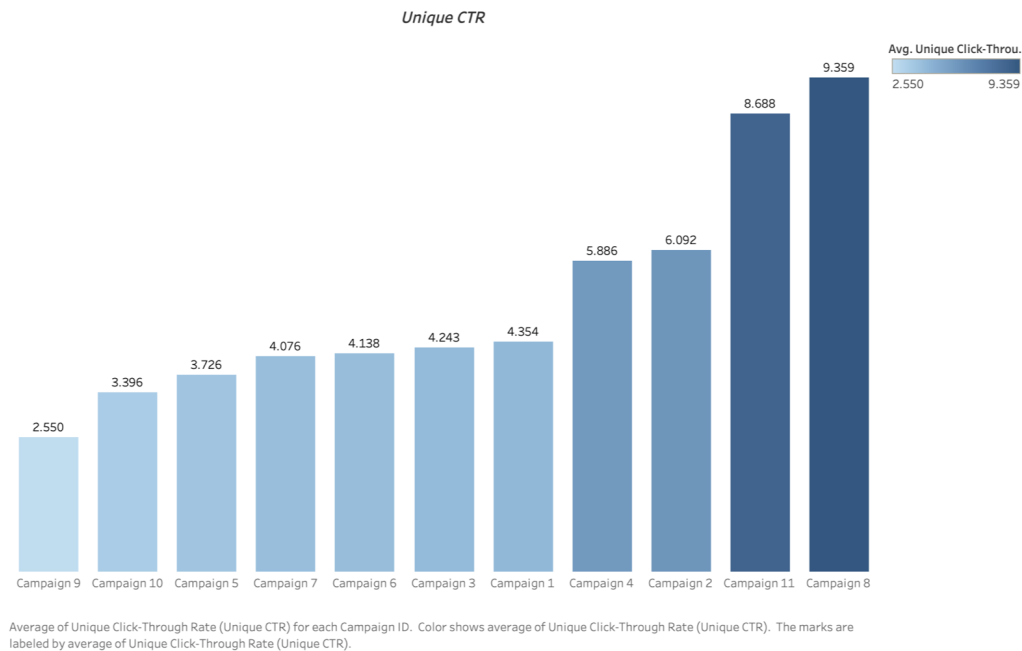
Section-2 analysis suggests that Campaign 3 exhibits the lowest values of average link click metrics according to Chart 3. However, when we examine the average Click-through rate and unique Click-through rate we find that campaign 3 delivers a median performance which means that the ad link clicks in proportion to the impressions attained is performing well. Compared to several other campaigns such as campaign 5,6,7 and 10, the per audience views on campaign 3 advertisements is leading to higher link clicks relatively.

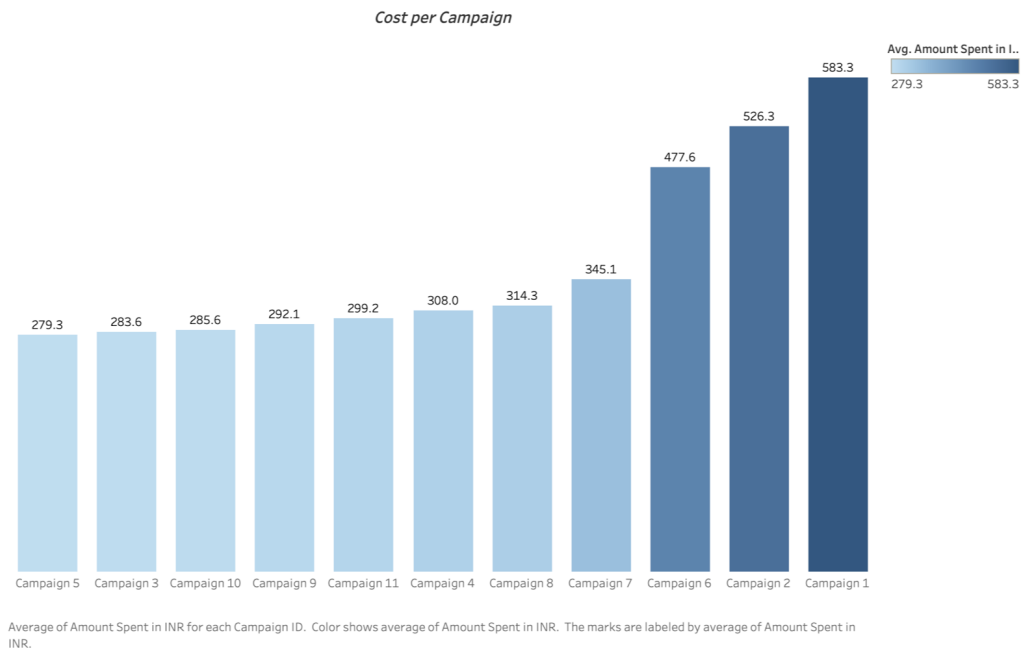**Section-3: Cost-metrics**

Chart-6: Average cost per Campaign

Cost per Campaign

Avg. Amount Spent in I..
279.3 ▬▬▬ 583.3

Campaign 5	Campaign 3	Campaign 10	Campaign 9	Campaign 11	Campaign 4	Campaign 8	Campaign 7	Campaign 6	Campaign 2	Campaign 1
279.3	283.6	285.6	292.1	299.2	308.0	314.3	345.1	477.6	526.3	583.3

Average of Amount Spent in INR for each Campaign ID. Color shows average of Amount Spent in INR. The marks are labeled by average of Amount Spent in INR.

Chart-7: Average Cost Per Click for each Campaign

Cost per Click

Campaign ID

Avg. Cost Per Click (CPC)
0.348 ▬▬▬ 7.921

Avg. Cost Per Click (CPC)

Campaign 8	Campaign 2	Campaign 6	Campaign 7	Campaign 5	Campaign 1	Campaign 9	Campaign 11	Campaign 4	Campaign 10	Campaign 3
0.348	0.414	0.674	0.722	1.284	1.836	3.585	4.813	5.504	7.452	7.921

Average of Cost Per Click (CPC) for each Campaign ID. Color shows average of Cost Per Click (CPC). The marks are labeled by average of Cost Per Click (CPC).

Chart-8: Average Cost Per Result for each Campaign

Cost Per Result

Average of Cost per Result (CPR) for each Campaign ID. Color shows average of Cost per Result (CPR). The marks are labeled by average of Cost per Result (CPR).
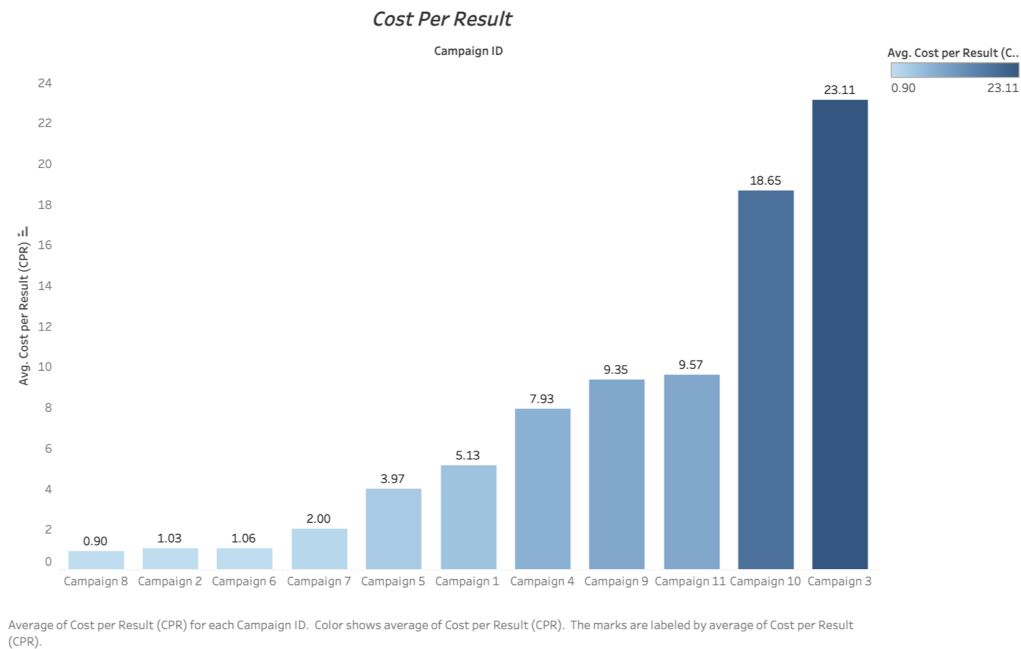
The cost-metrics analysis suggests that the per result cost of campaign 3 is the highest which implies that the cost of customer acquisition is the highest for campaign 3 compared to all. Hence, our analytics team recommends the marketing team to discontinue Campaign 3 to cut down on the costs.

Section-4: Further analysis

Chart-9: Average Reach of Campaigns and their associated average costs
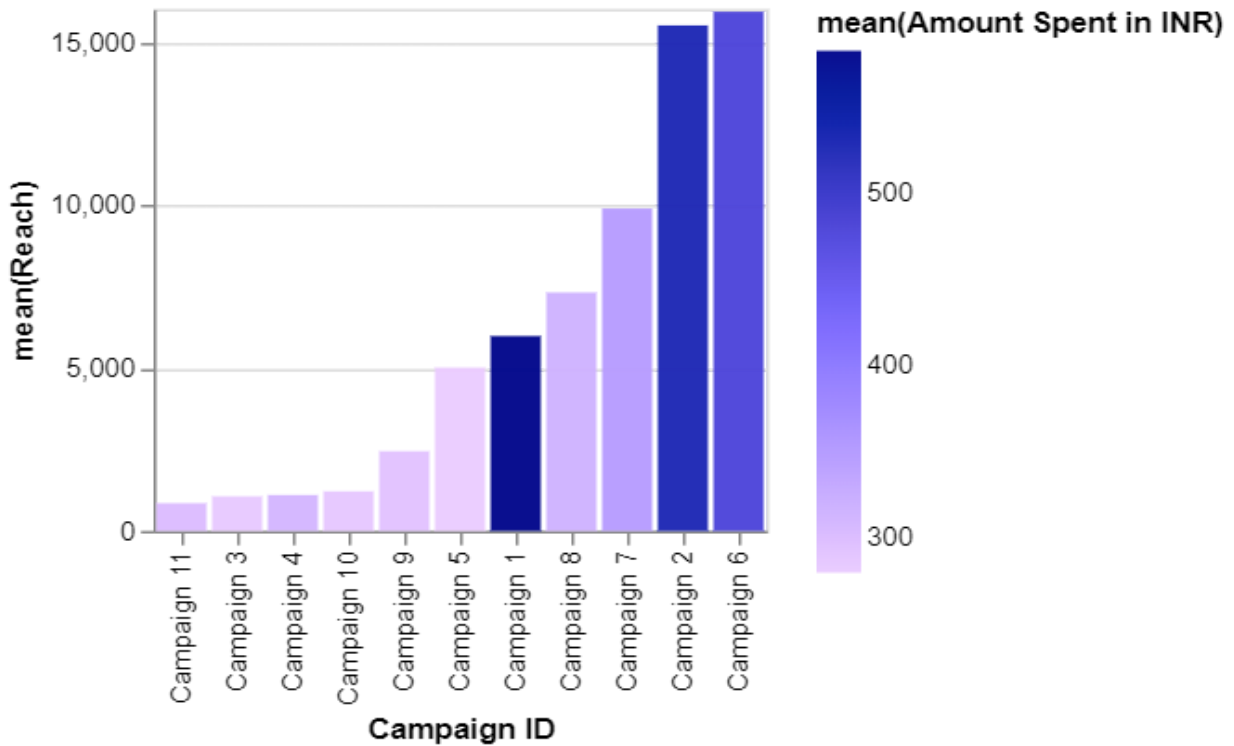
Chart-10: Average Unique Link Clicks per campaign and their associated campaign costs
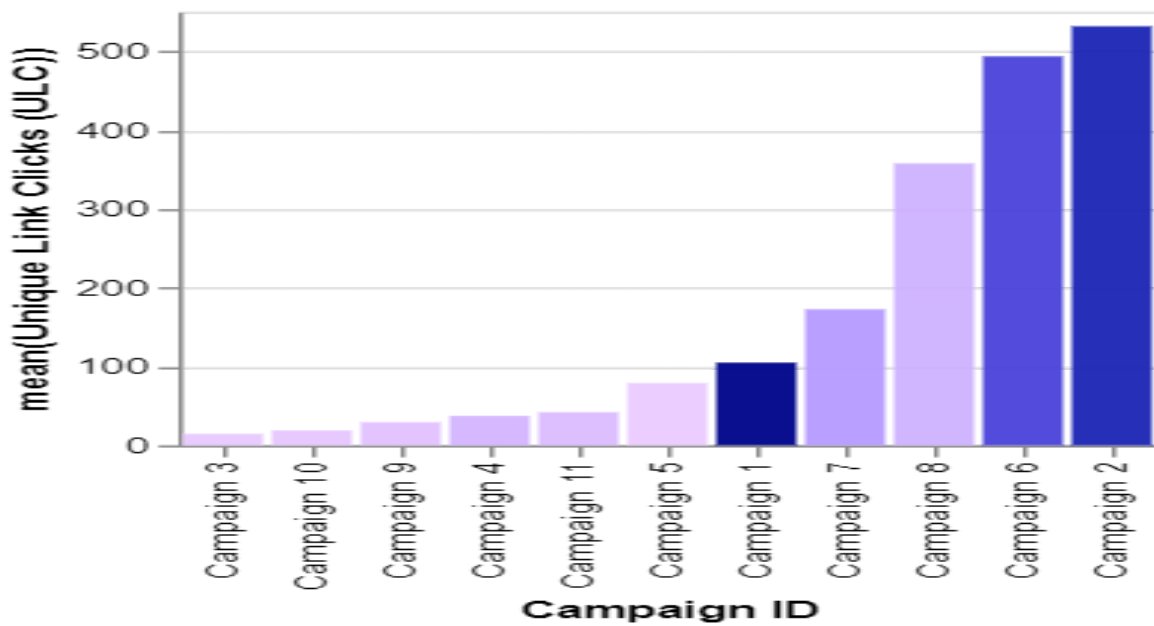
Chart-11: Average cost per results per campaign and associated costs
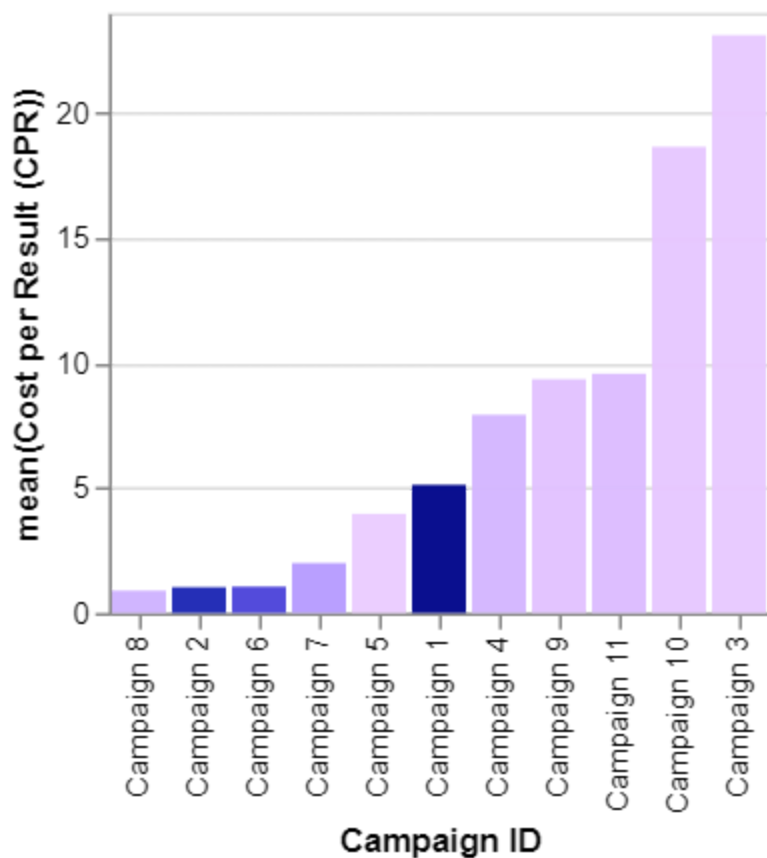
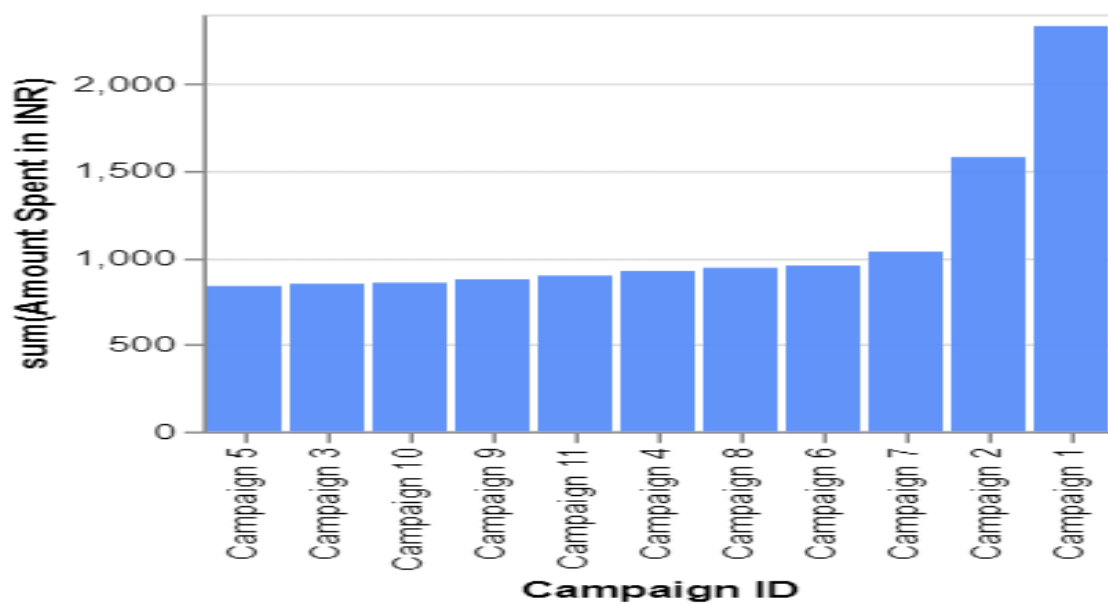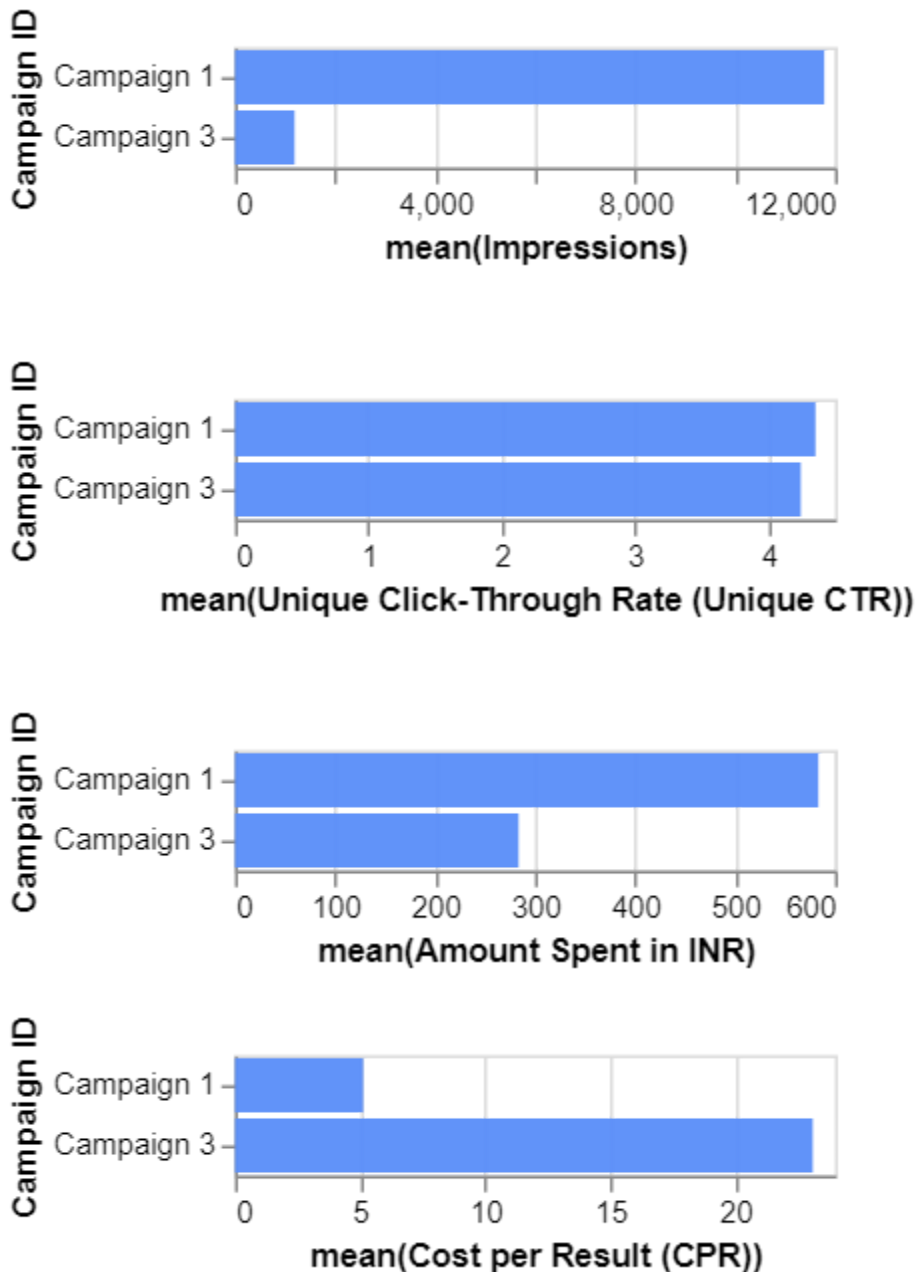Chart-12: Amount spent per campaign

Chart-13: Contrast between campaign 1 and campaign 3

The above visualizations of section-4 reveal a peculiar finding, the color gradient corresponding to the average reach, unique link clicks and cost per result for campaign 1 is the thickest. This implies that the average amount spent on campaign 1 is the highest but however, the mean reach, unique link clicks and cost per result is not in proportion to

the amount spent. Greater amount spent has not led to the greatest reach, unique link clicks nor to the lowest cost per result for campaign 1.

In confluence, the above chart number 12 also indicates a huge contrast in the mean impressions, amount spent and cost per result between campaign 1 and 3. However, the difference in unique link click-through rate between campaign 1 and 3 is negligible. Globalshala's objective is to acquire registrations through link clicks from advertisements but with greater difference in amount spent between campaign 1 and campaign 3, the results yield is comparatively low. Hence, We also recommend the marketing team to discontinue campaign 1, if not only campaign 3. Discontinuing both campaign 1 and campaign 3 leads to a loss of 17.75% Unique CTR but saves about 26.33% in marketing costs. Discontinuing campaign 1 leads to a saving of 19.26% in cost with only a unique CTR loss of 17.75%.

Cost cut comparison:

Cost cuts	% of cost-saving from total amount spent	% of loss in unique click through rate(Unique CTR)
Discontinue campaign 3	7%	-7.5%
Discontinue campaign 1	19.26%	-10.25%
Discontinue both	26.33%	-17.75%