

TASK 4: INSIGHT GENERATION

1. **Opportunities for Scaling:** Based on the analysis, the following campaigns/ad sets should be scaled up:

Facebook Ads:

CTR: Since Facebook consistently exceeds the CTR benchmark, Retargeting campaigns with high CTR should be scaled up. This indicates effective engagement with the ads.

Lead to Call: With Facebook's lead to call consistently above the benchmark, campaigns retargeting & looklikeaudience high lead to call rates should be prioritized for scaling.

2. **Issues to Solve:** Identify and address the following underperforming campaigns/ad sets:

Google Ads:

CTR: Since the CTR is consistently below the benchmark for both campaign according to every adset, it's important to investigate and improve ad copy, targeting, and placement strategies.

Traffic to Lead: With traffic to lead mostly below the benchmark for both campaign according to every adset, consider optimizing landing pages, improving the user journey, and refining targeting criteria.

Facebook Ads:

Traffic to Lead: Although CTR and lead to call are performing well, traffic of every campaign with respect to every adset to lead is below the benchmark. This suggests that while ads are engaging, the conversion process needs improvement.

3. **Strategies to Rationalize:** Evaluate and consider reducing or discontinuing the following campaigns/ad sets:

Google Ads: Campaigns with persistently low CTR and traffic to lead rates should be reassessed. If improvements do not yield results, these campaigns should be scaled down or discontinued.

Facebook Ads: Campaigns that perform well in terms of CTR but fail to convert traffic into leads efficiently may need to be adjusted or paused until the conversion process is optimized.

4. **Predictability:** Identify campaigns/ad sets with predictable performance for forecasting, and those that are erratic:

Google Ads: Campaigns with consistently high lead to call rates can be relied on for forecasting.

Facebook Ads: Campaigns with consistently high CTR and lead to call rates can be used for predictive modeling and forecasting.

Conclusion:

Based on industry benchmarks and performance metrics, Facebook appears to be the better-performing platform overall, especially in terms of CTR, Lead to Call, and average traffic lead. Google Ads, while having strong Lead to Call rates, need significant improvements in CTR and Traffic to Lead conversions. Focusing on these areas can help optimize the overall effectiveness and efficiency of both Google and Facebook ad campaigns.