

# **Ad Effectiveness Analysis Across Select Kenyan Counties**

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# Introduction

In an increasingly competitive market, understanding the effectiveness of advertising channels is crucial for optimizing marketing spend and maximizing return on investment (ROI).

This report presents a comprehensive analysis of ad effectiveness across various counties in Kenya, with a particular focus on comparing the performance of online versus traditional advertising channels.

By leveraging data-driven insights from the Power BI dashboard, this analysis aims to provide actionable recommendations for future advertising campaigns.

The report identifies key trends, such as the superior ROI of YouTube Ads in urban counties like Nairobi and Nakuru, compared to the effectiveness of traditional media in rural areas like Nyeri and Eldoret.

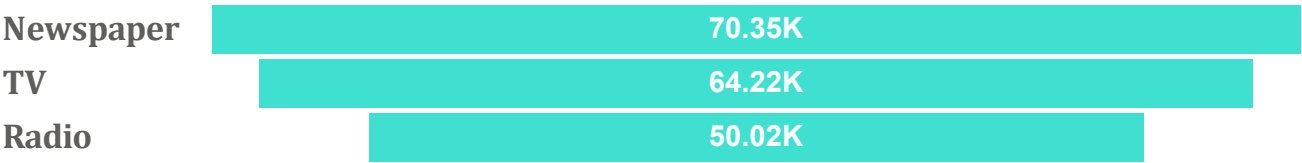
This targeted approach allows for the strategic allocation of advertising budgets to ensure optimal engagement and conversion rates across different regions.

**Online Advertising** has a better ROI in Urban Counties, while rural counties see success in **Traditional Advertising...**

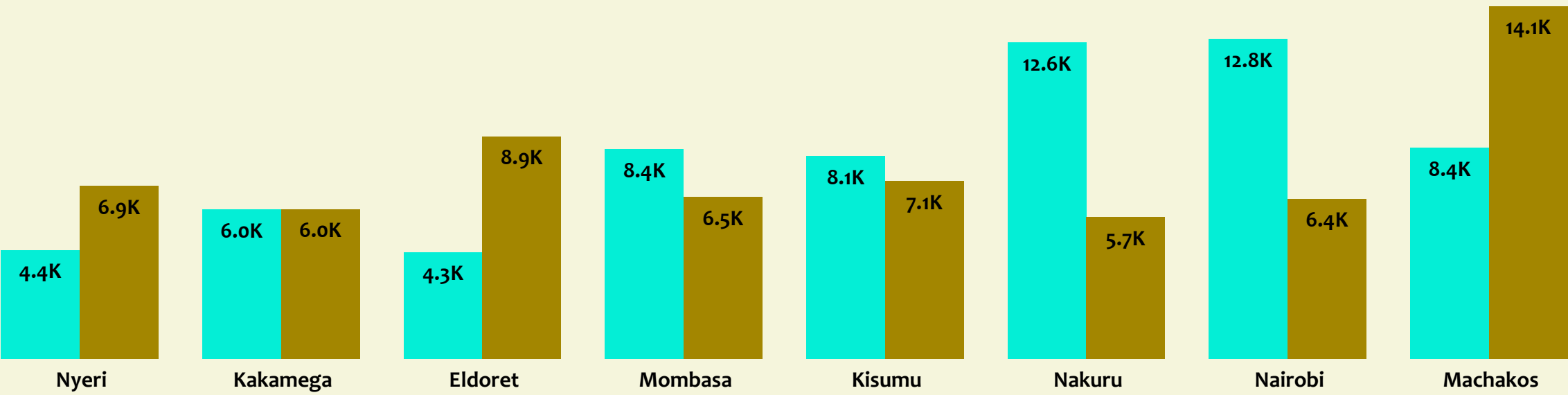
**YouTube Ads outperforms Meta Ads by having a higher Return-on-Investment in the Online Ads Category...**



**Newspaper Ads have the best Return-on-Investment in the Traditional Ads category.**



**Rural Counties such as Nyeri, Eldoret and Machakos have a better return in Traditional Ads, whereas Online Ads perform better in Urban Counties such as Nairobi and Nakuru.**



Ad\_Type    Online    Traditional

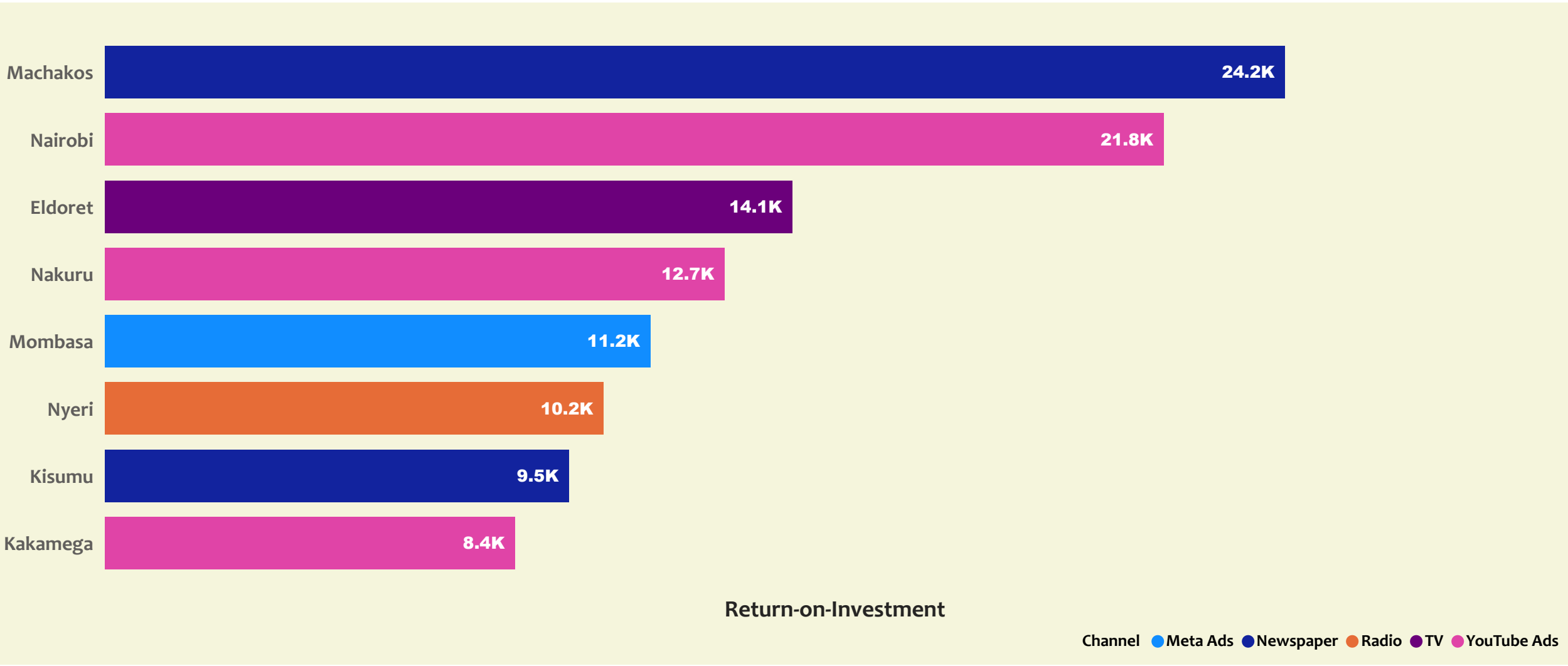
YouTube is the only advertising platform where the Return-on-Investment (ROI) significantly outperforms its Click-Through-Rate (CTR).

This suggests that, while fewer users click on YouTube ads compared to other platforms, those who do click are more likely to make a purchase or engage in meaningful actions that generate revenue. This could indicate that YouTube ads are particularly effective at targeting a highly engaged audience.



# YouTube Ads as the Primary Advertising Channel in Nairobi, Nakuru, and Kakamega: A Strategic Roadmap for Upcoming Campaigns

On the flip side, other counties such as Kisumu, Mombasa, Eldoret, Machakos, and Nyeri respond differently to various advertising platforms. For these areas, a diversified approach—utilizing a mix of social media, radio, and traditional print ads—may yield better results. This nuanced understanding of regional preferences allows us to tailor our advertising strategies, ensuring maximum reach and impact across all counties.



# Recommendations

## **Prioritize YouTube Ads in Urban Counties:**

Urban counties such as Nairobi, Nakuru, and Kakamega have shown a higher ROI with online advertising, particularly YouTube Ads. It's recommended to focus the majority of the advertising budget on YouTube in these areas to capitalize on their higher engagement rates and potential for conversion.

## **Diversify Advertising Channels in Rural Counties:**

For counties such as Kisumu, Mombasa, Eldoret, Machakos, and Nyeri, where traditional media like newspapers and radio still perform well, a more diversified advertising strategy should be employed. Allocating funds across multiple channels, including social media, TV, and print, will help reach a broader audience and drive higher ROI.

## **Leverage Insights for Future Campaigns:**

Use the insights from this report to tailor advertising strategies for specific counties. For instance, in areas where YouTube Ads are less effective, consider a stronger emphasis on channels with higher ROI, such as newspapers or radio, to optimize marketing outcomes.

## **Monitor and Adjust Advertising Strategies:**

Continuous monitoring of ad performance across different channels is essential. Regularly update the strategy based on the latest data to ensure that advertising efforts remain aligned with evolving consumer behavior and regional preferences.