



Digital Marketing Dashboards

Analysis & Recommendations

Lance Royston



Overview

Objective:

Provide **Analysis** of advertising performance during Jan - June 2021 across different platforms and suggest **Actionable Recommendations**.



Overview

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Provide **Analysis** of advertising performance during Jan - June 2021 across different platforms and suggest **Actionable Recommendations**.

Contents:

- Key Metrics
- Trend Analysis
- Anomalies
- Insights & Recommendations.



About the Data

Notes and General Information

Source: **kaggle**

Given Columns

ID

Date

Campaign_name

Category

Campaign_id

Impressions

Mark_Spent

Clicks

Leads

Orders

Revenue



About the Data

Notes and General Information

Source: **kaggle**

Notes:

- Initial data exploration shows the product/service is highly priced, indicated by marketing spend and order metrics

Given Columns

ID
Date
Campaign_name
Category
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Impressions
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Clicks
Leads
Orders
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About the Data

Notes and General Information

Source: **kaggle**

Notes:

- Initial data exploration shows the product/service is highly priced, indicated by marketing spend and order metrics
- New columns will have to be created in order to provide in depth analysis. (CPC), (CTR), etc . . .

Given Columns

ID
Date
Campaign_name
Category
Campaign_id
Impressions
Mark_Spent
Clicks
Leads
Orders
Revenue



Key Metrics Summary

For further analysis

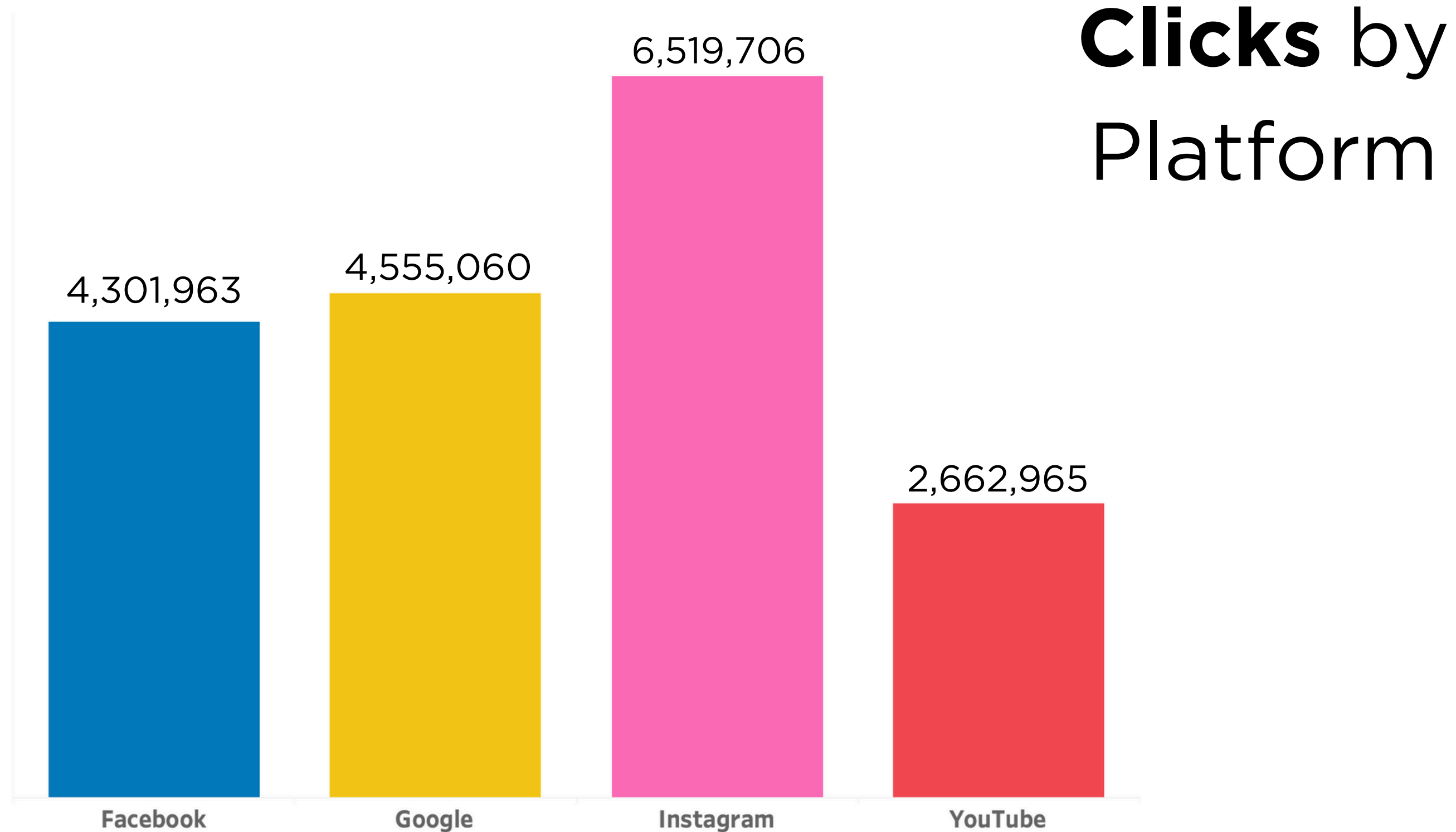
1 Clicks

2 Conversions

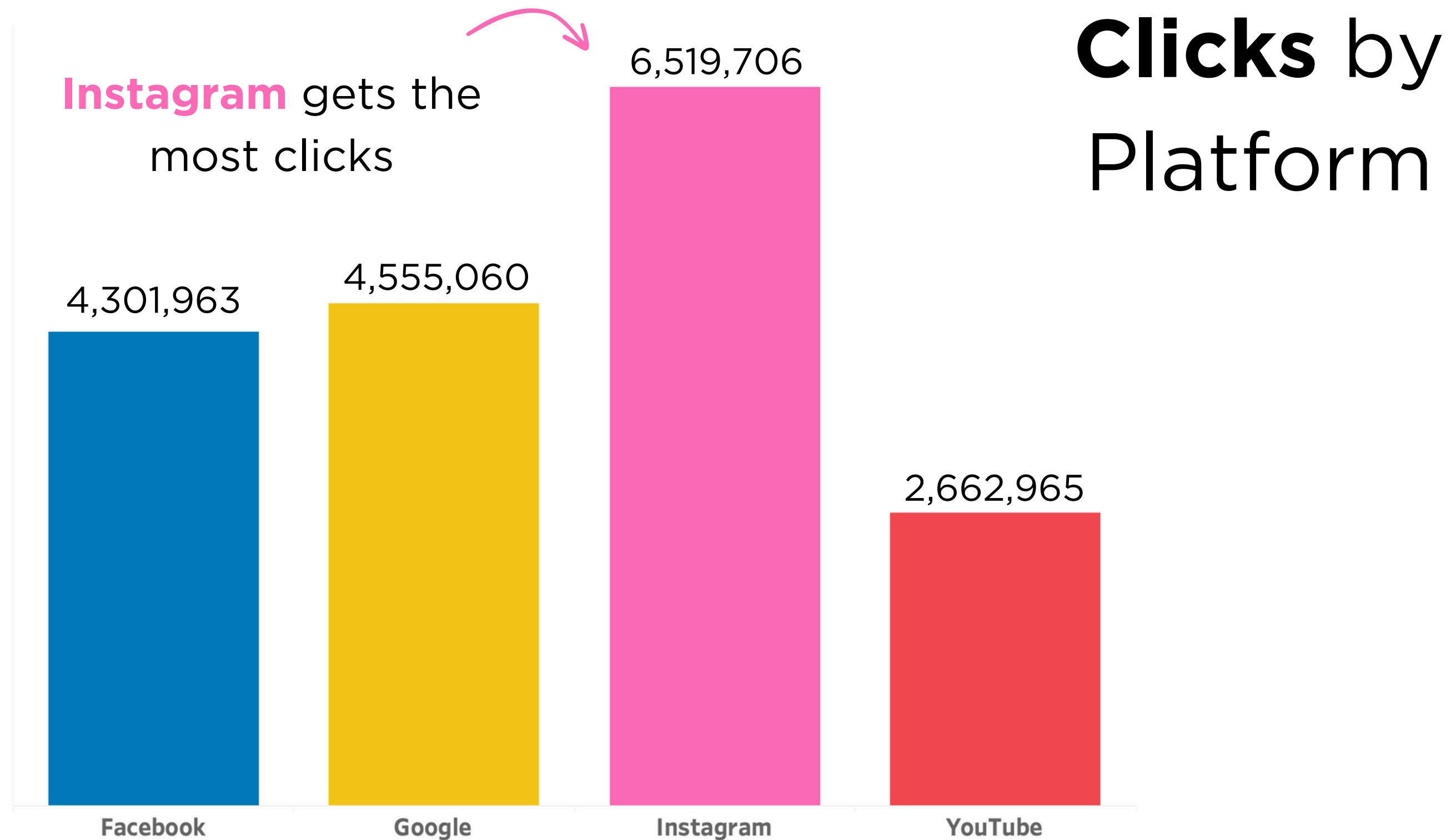
3 Cost Per Conversion (CPC)

4 Profit

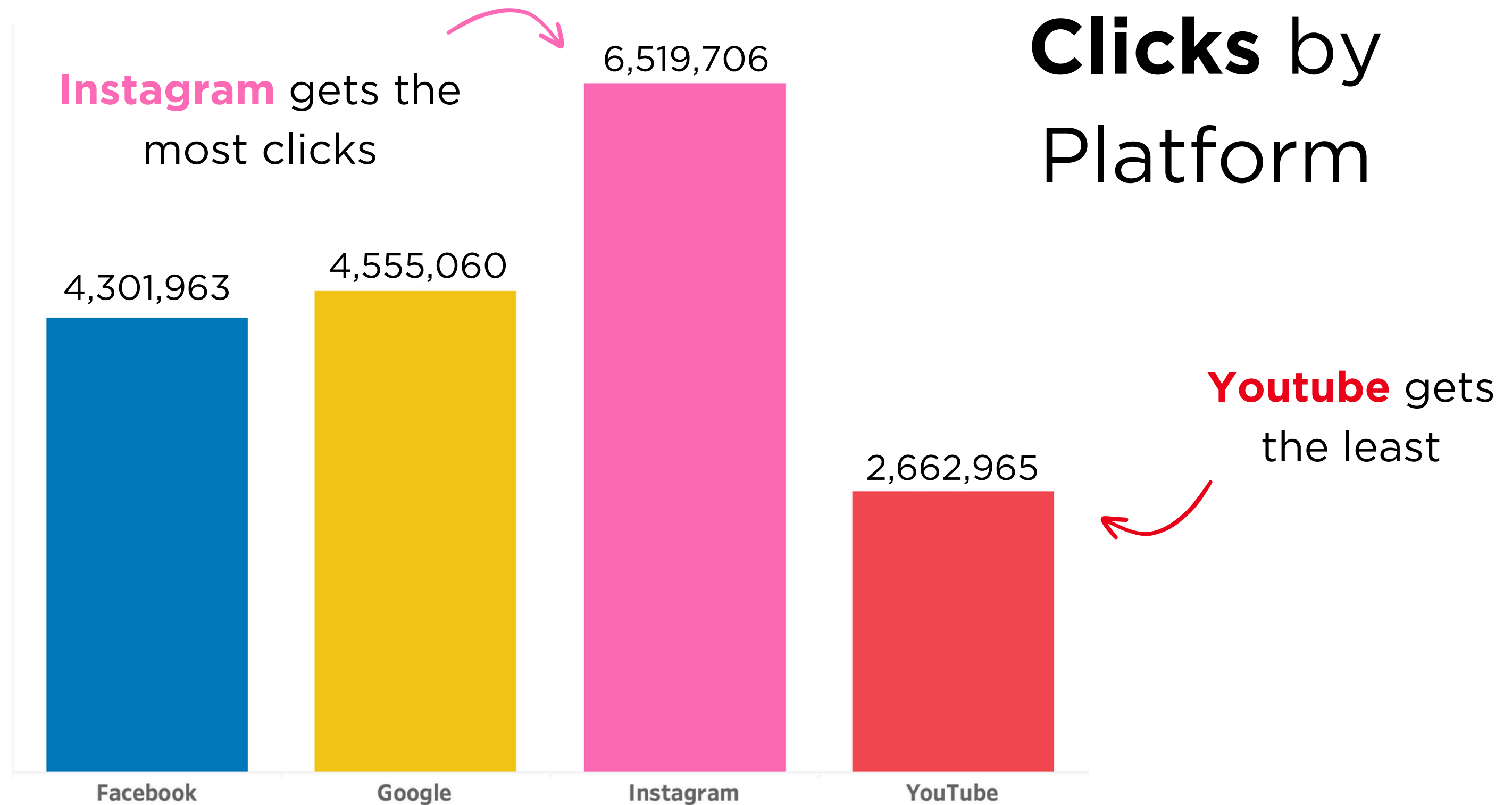
Instagram Leads while Youtube Trails in Clicks



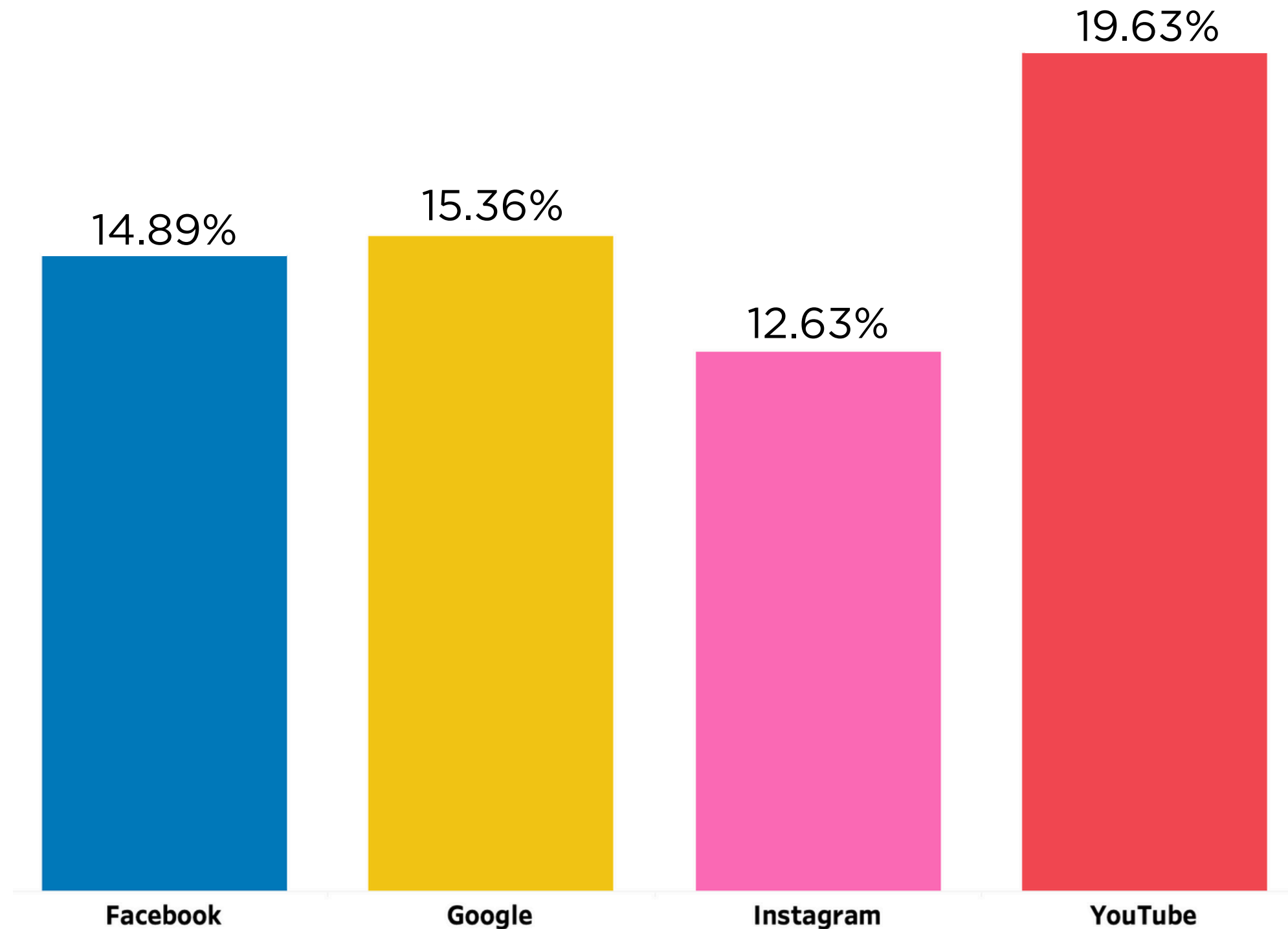
Instagram Leads while Youtube Trails in Clicks



Instagram Leads while Youtube Trails in Clicks

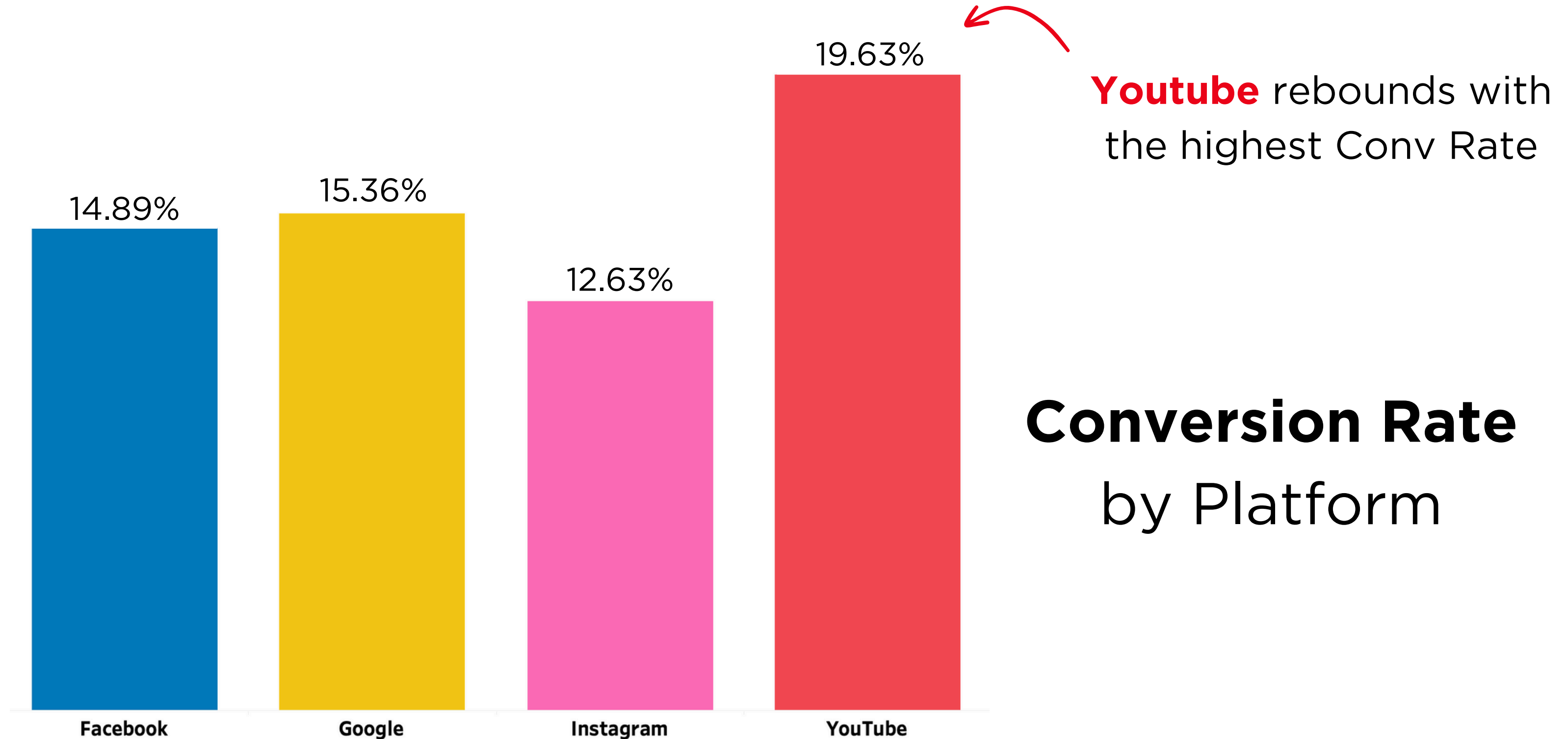


YouTube Leads in Conversion Efficiency, Instagram Falls Behind

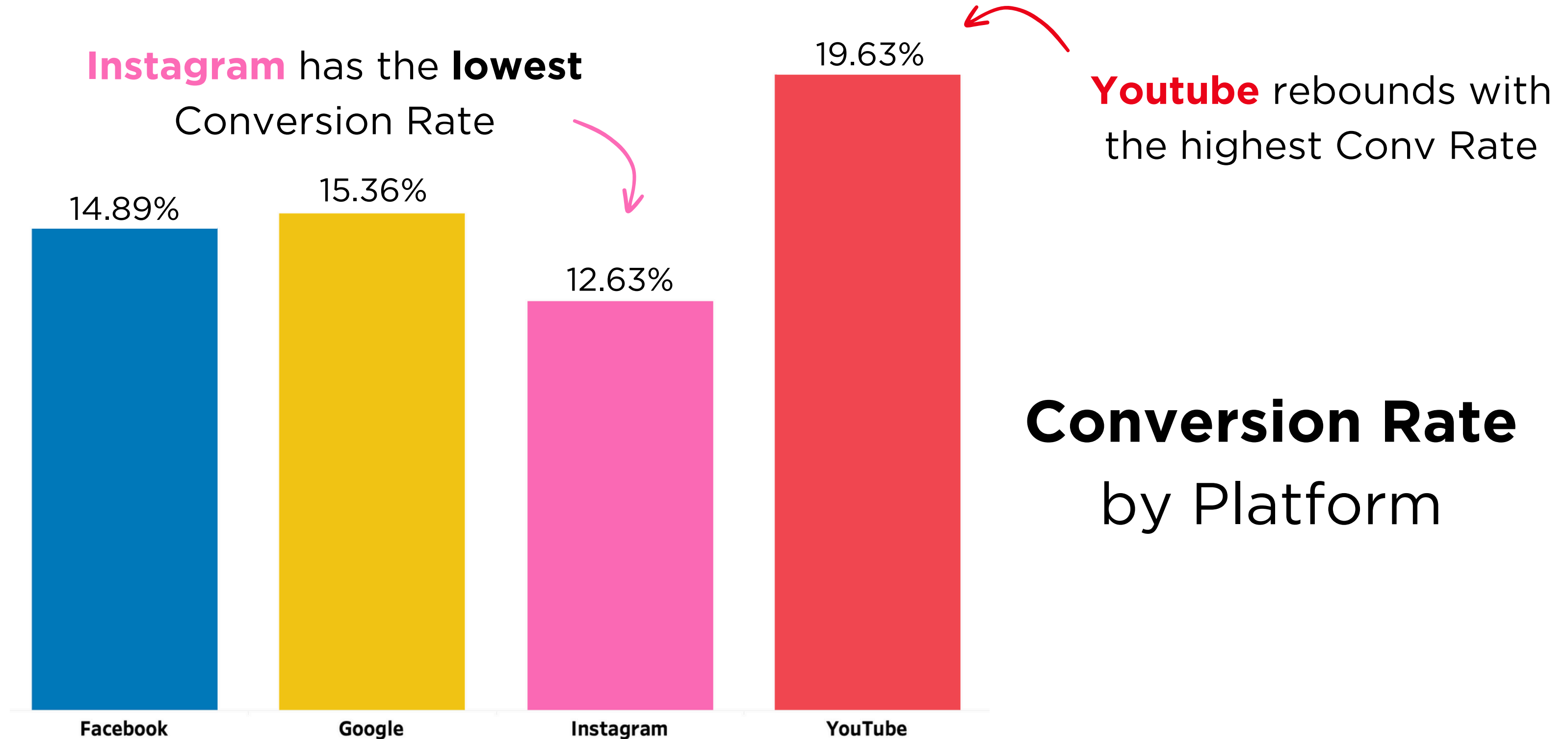


Conversion Rate
by Platform

YouTube Leads in Conversion Efficiency, Instagram Falls Behind



YouTube Leads in Conversion Efficiency, Instagram Falls Behind





Leverage High Conversion Platforms

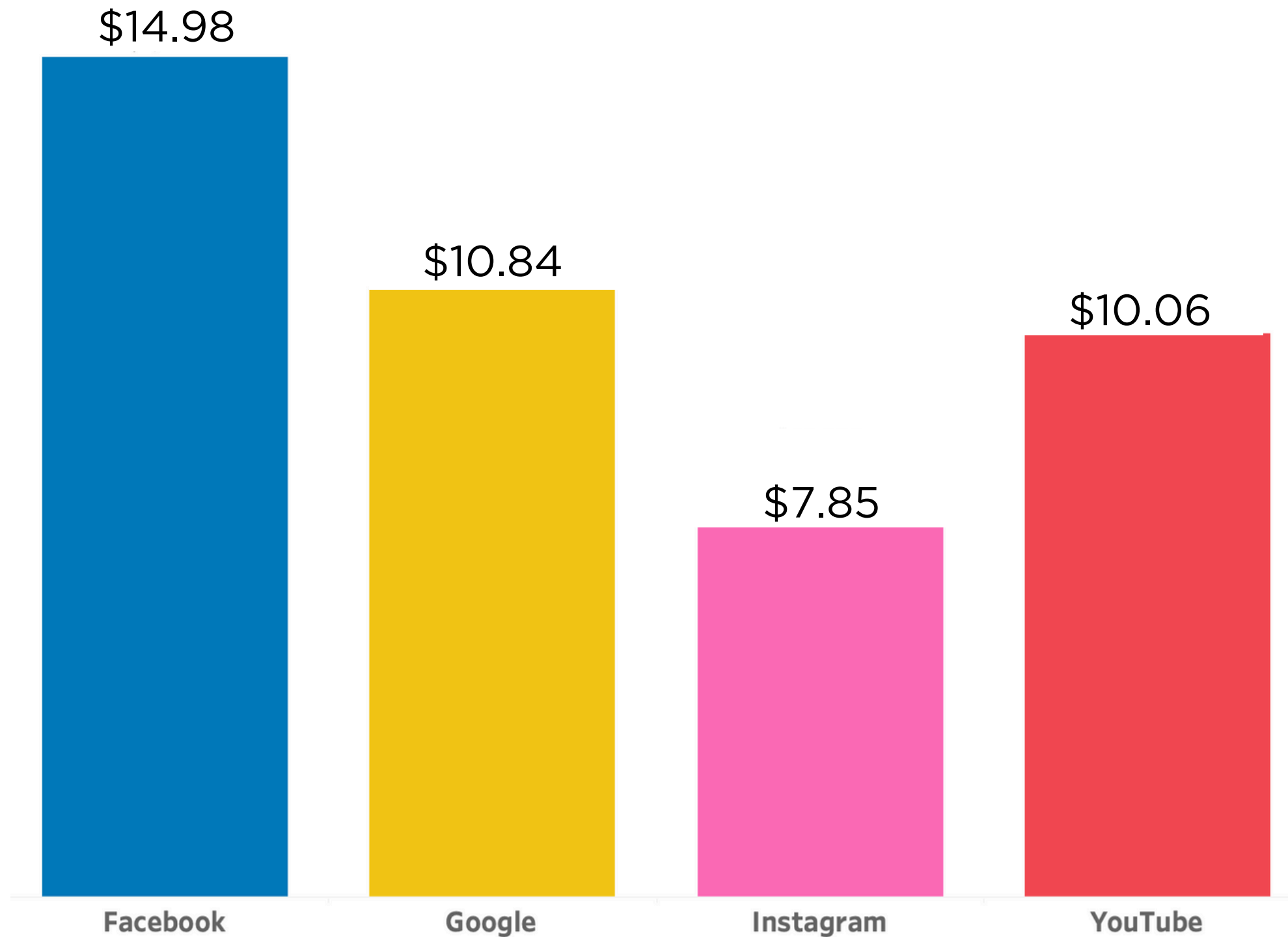
Recommendation 1



Focus on YouTube

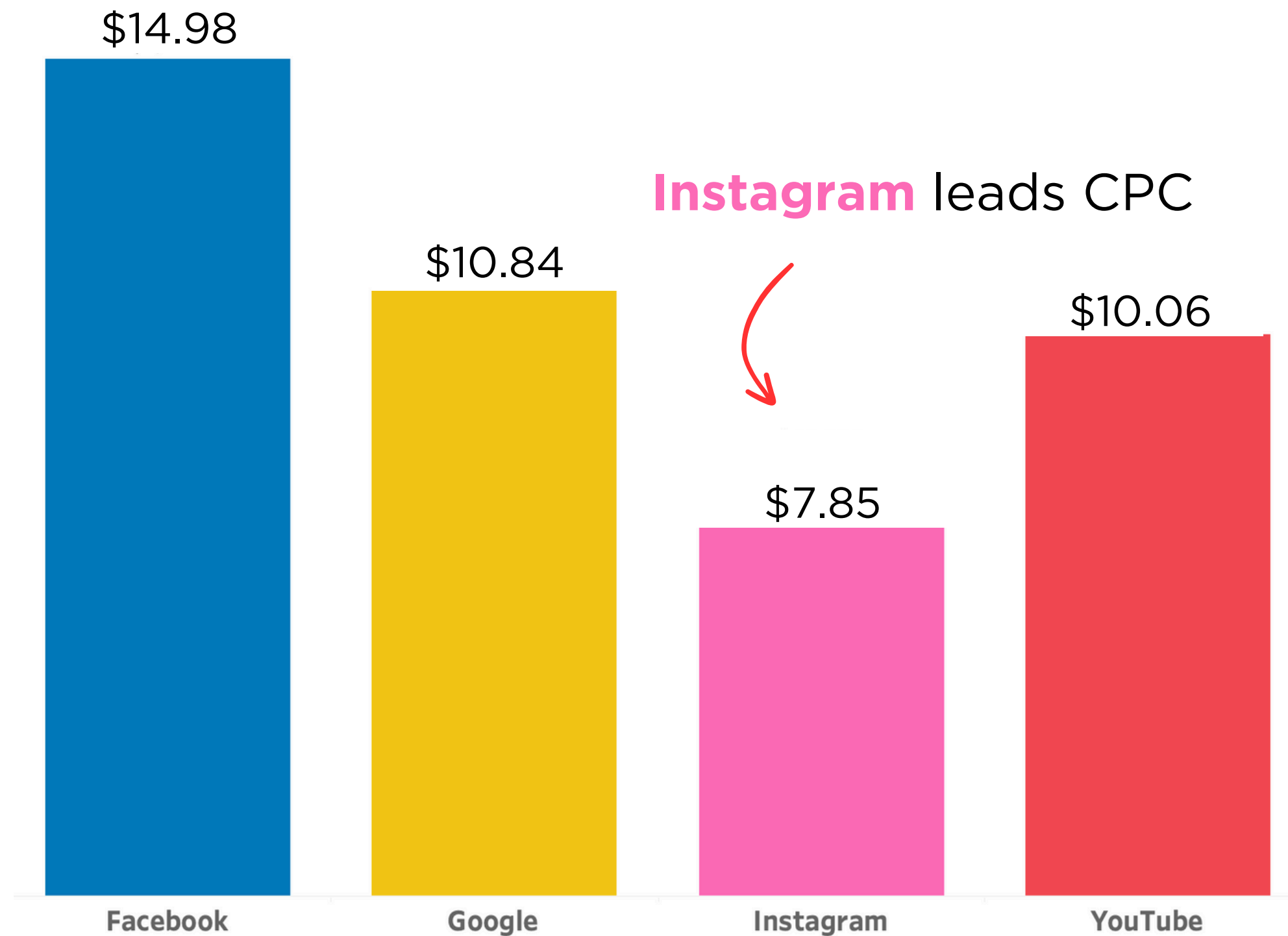
YouTube has demonstrated the highest conversion rate among all platforms, making it a good priority for ad spend.

Facebook has Highest Cost Per Click



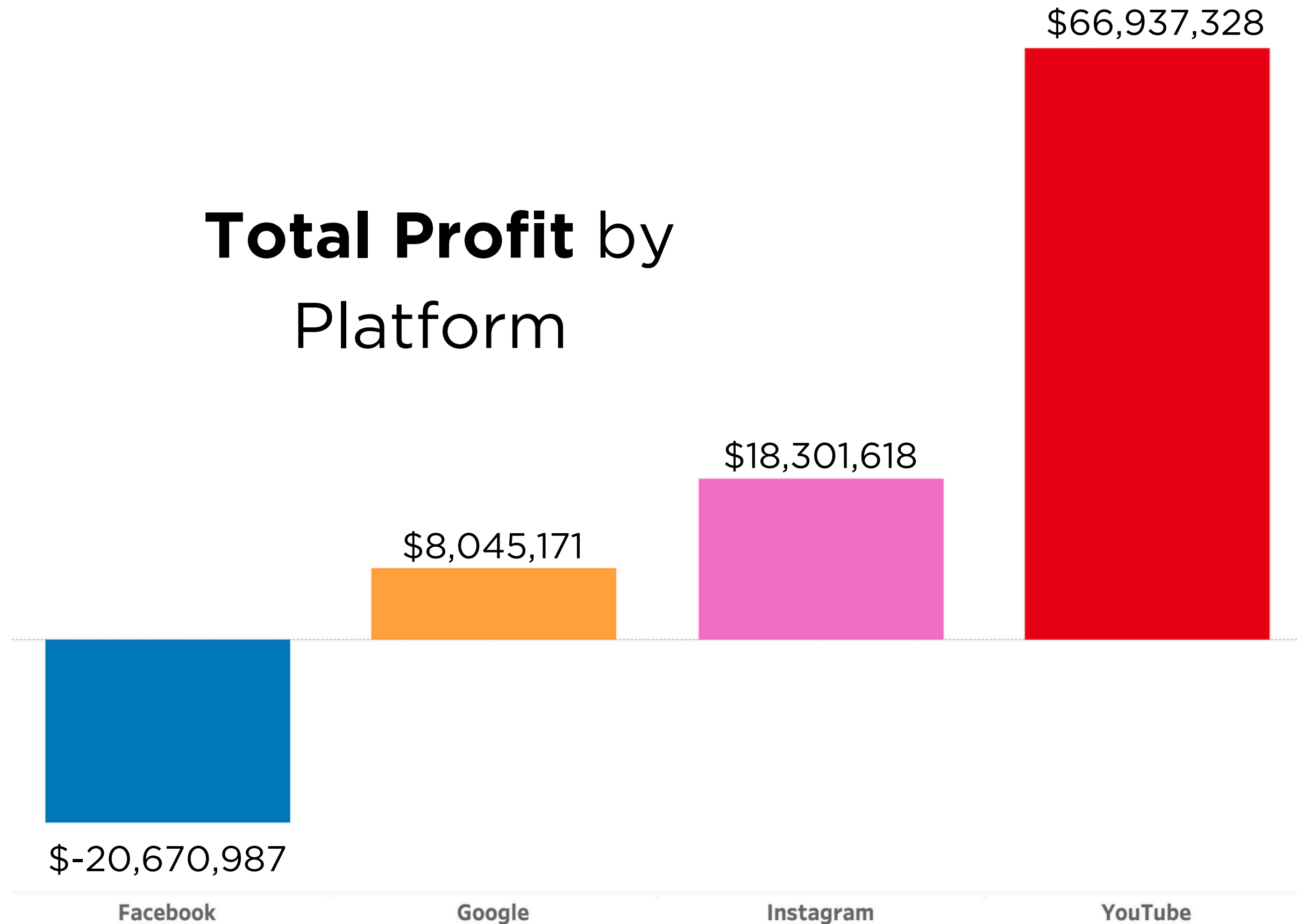
Cost Per Click
by Platform

Facebook has Highest Cost Per Click

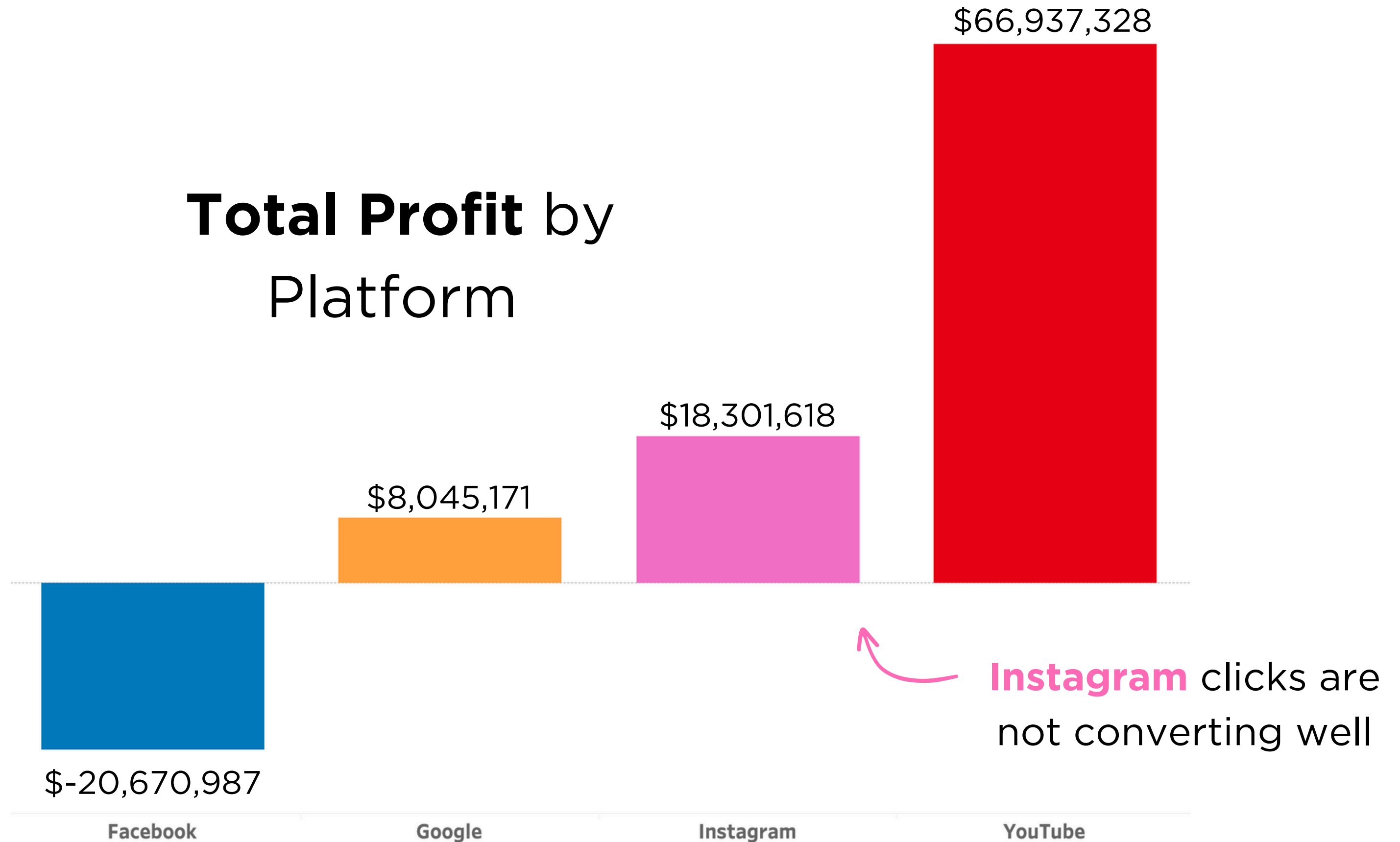


Cost Per Click
by Platform

Facebook falls short while YouTube shines

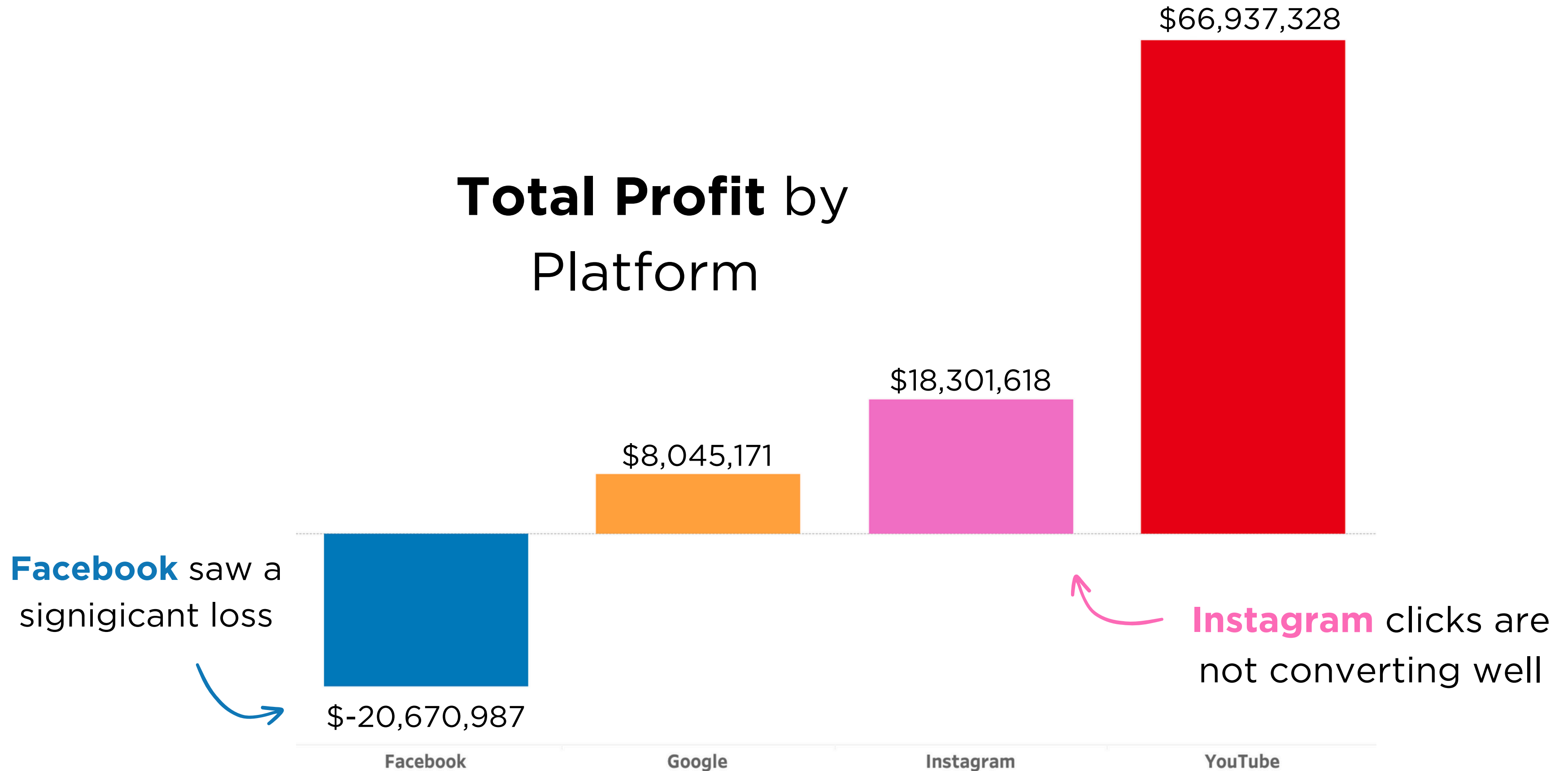


Facebook falls short while YouTube shines



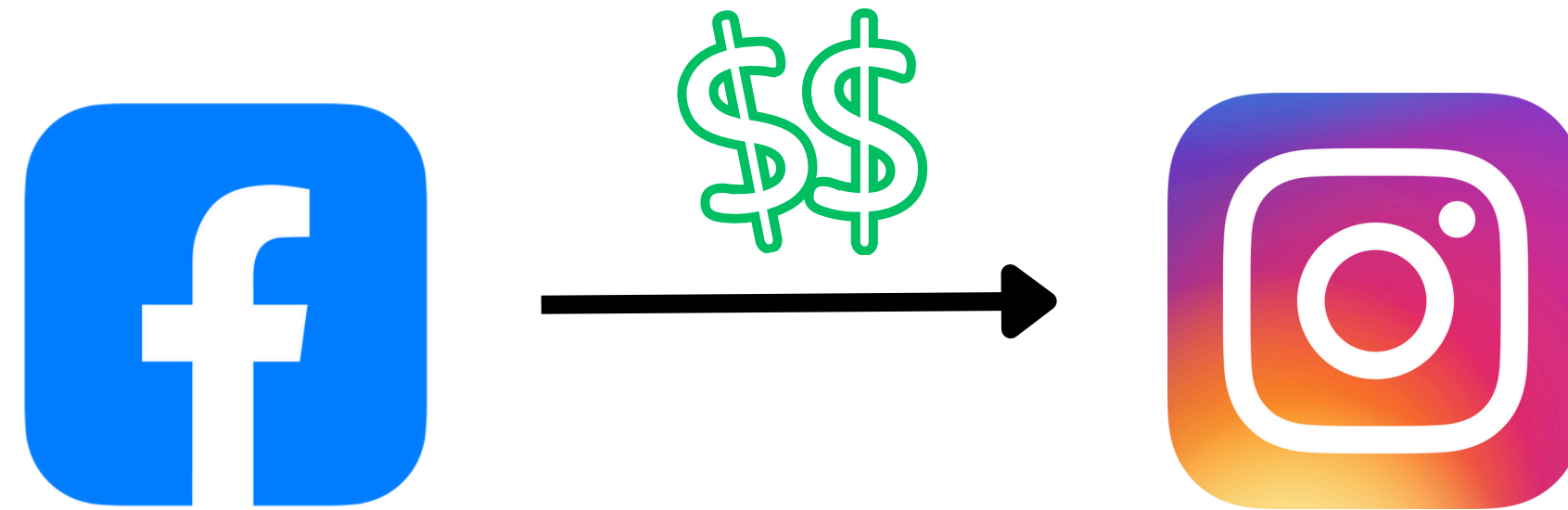
Facebook falls short while YouTube shines

Total Profit by Platform



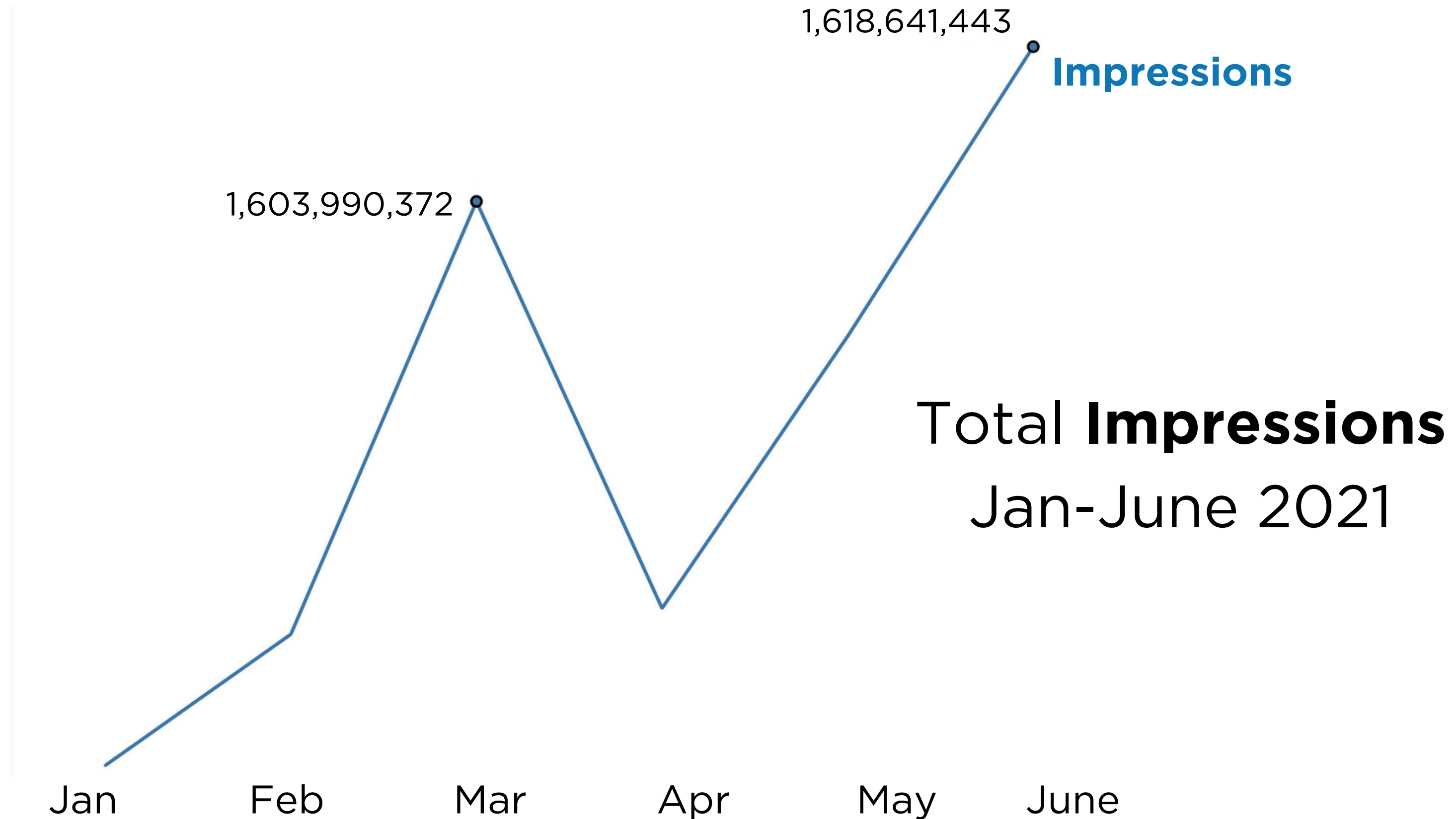
Budget Optimization

Recommendation 2

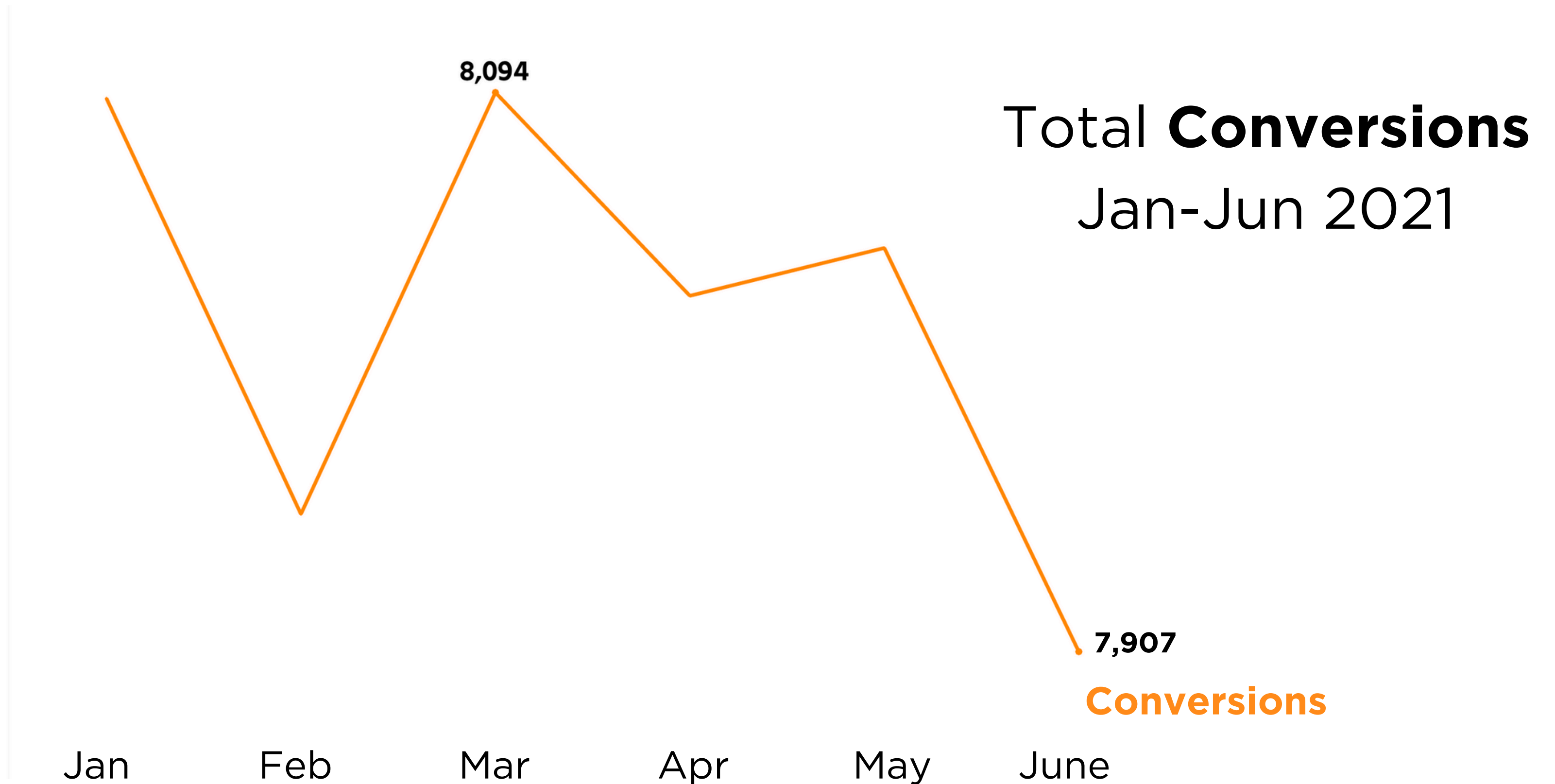


Reallocate budget from Facebook to Instagram,
which has high clicks but **low conversions**.

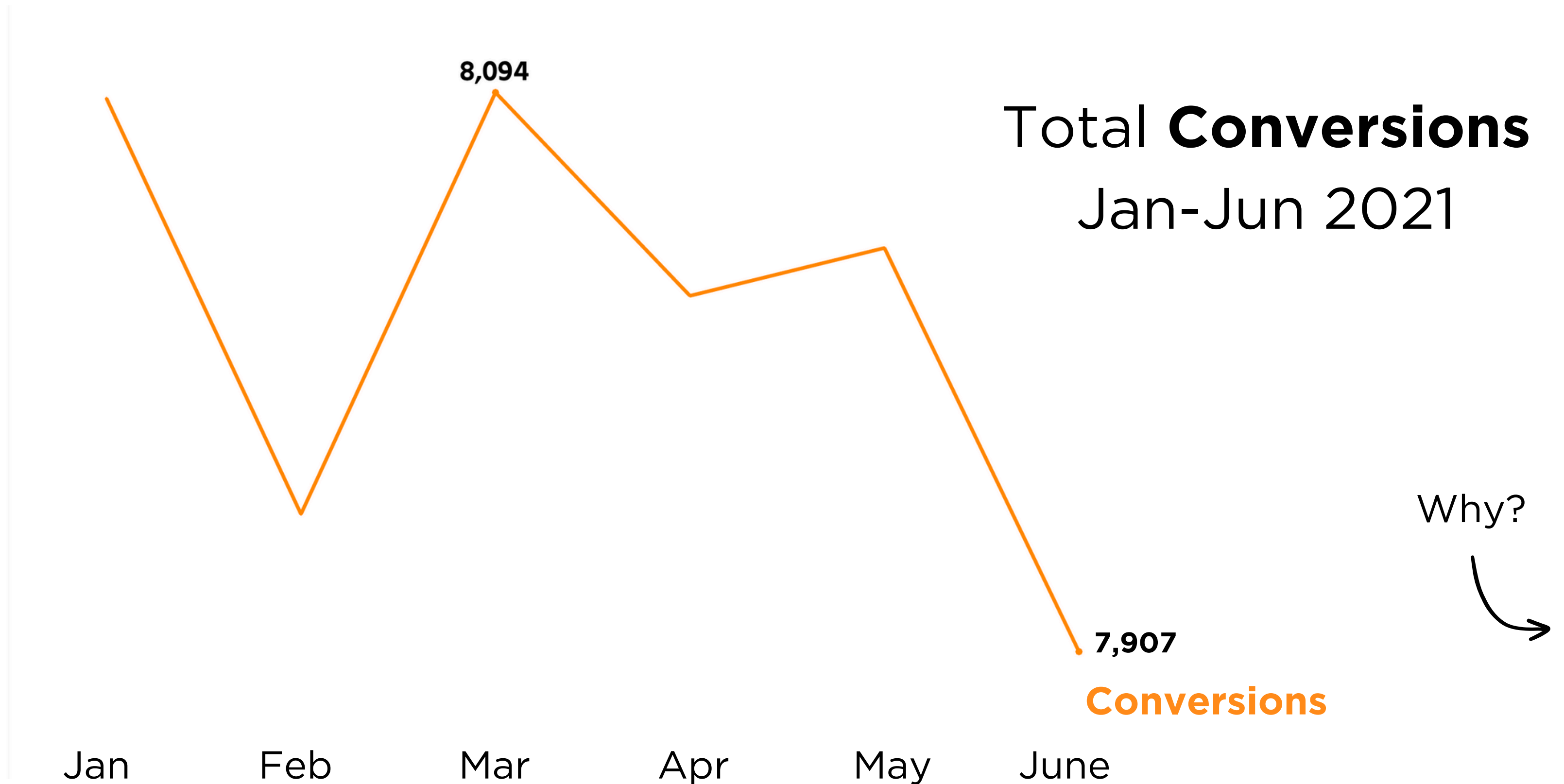
While Impressions **Explode** into the Summer



Conversions **Peak** in March

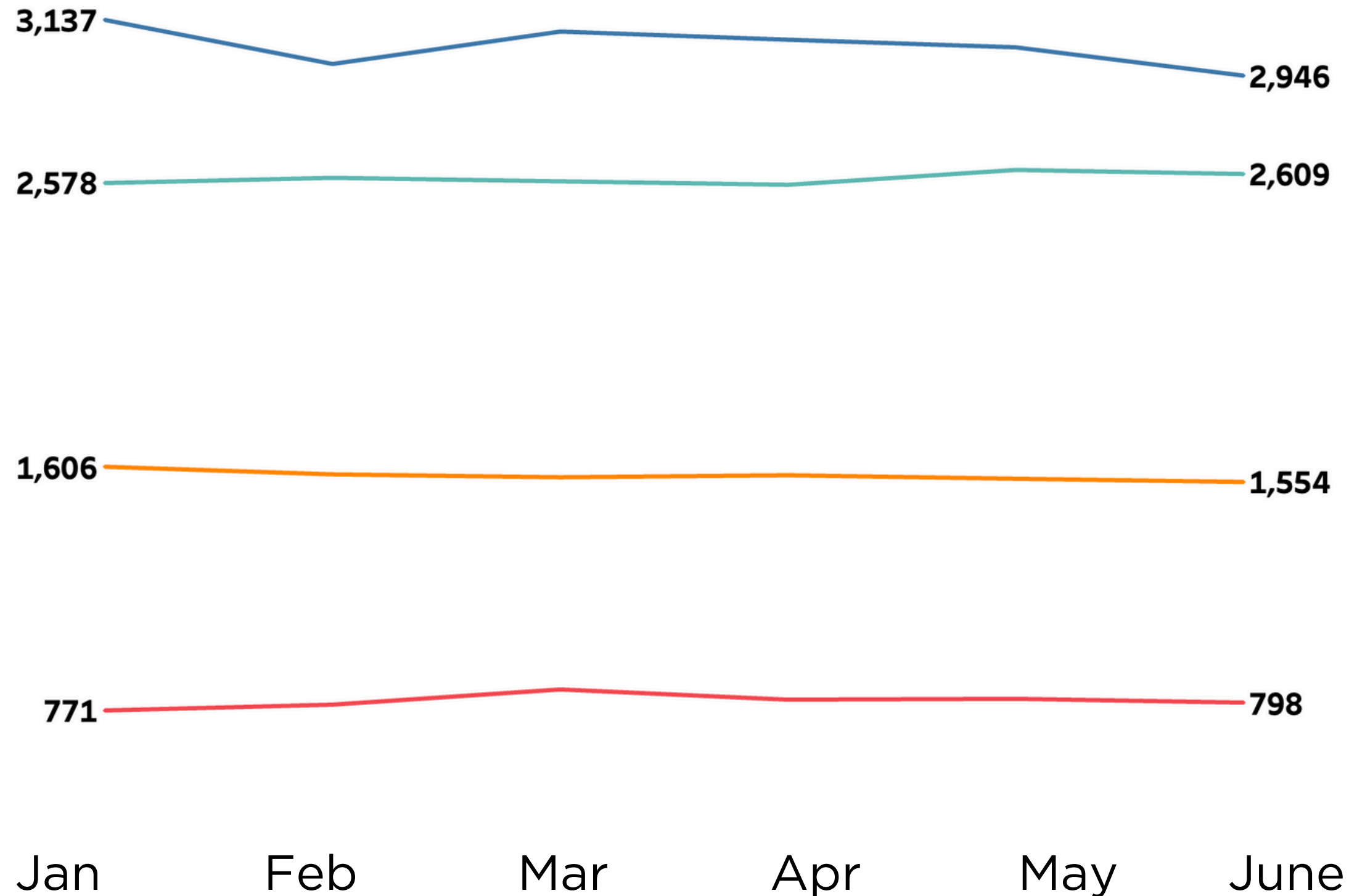
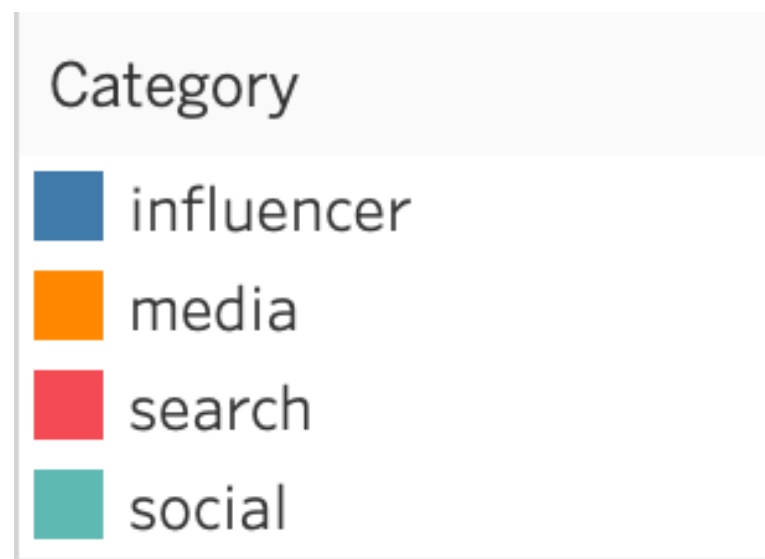


Conversions **Peak** in March



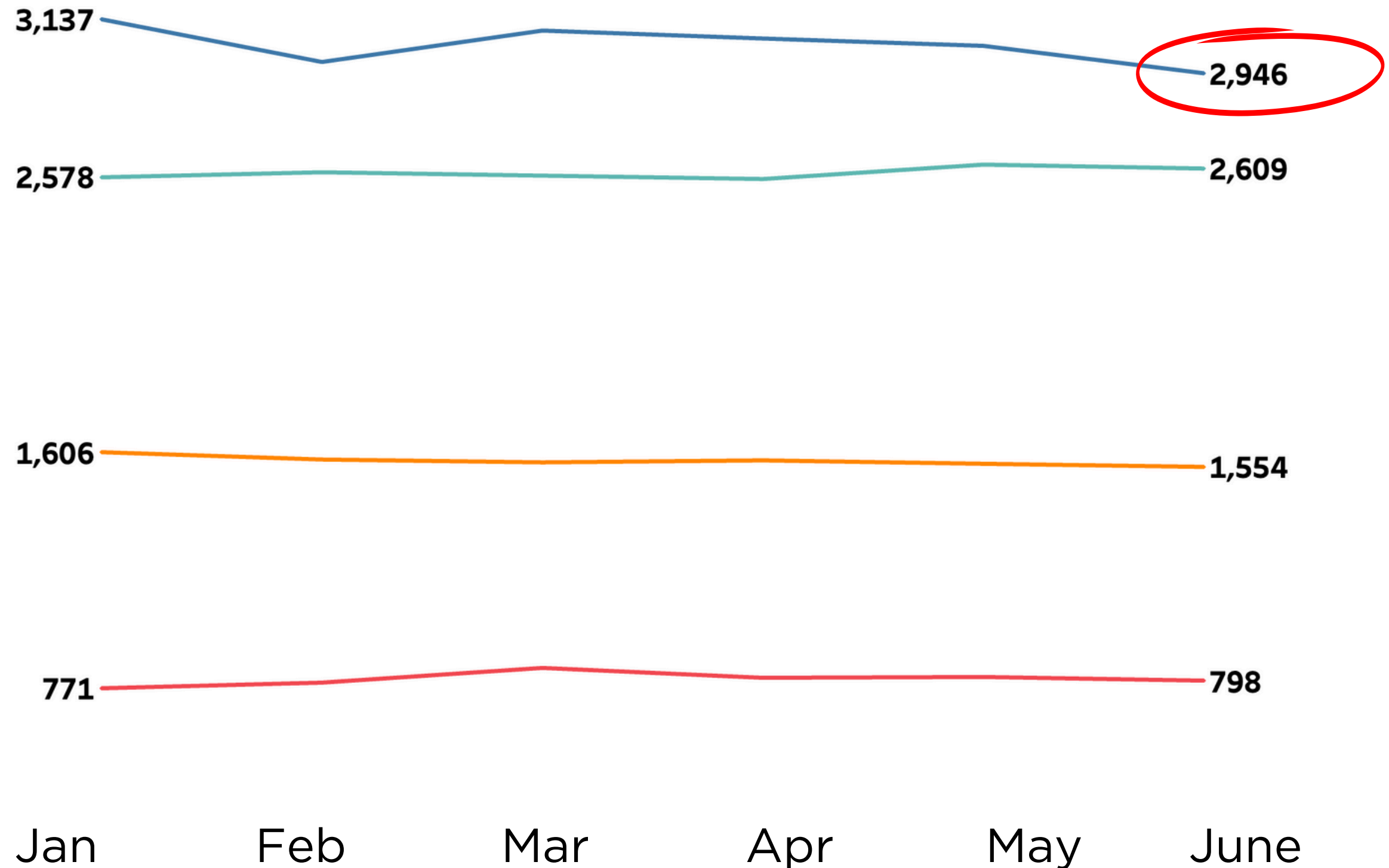
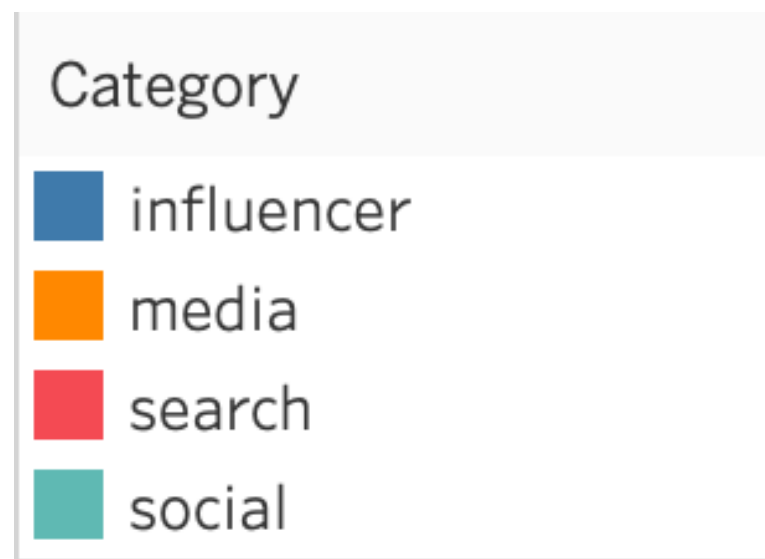
Influencer **Conversions Are Slipping** by June

Conversions by Category Jan-June 2021



Influencer **Conversions Are Slipping** by June

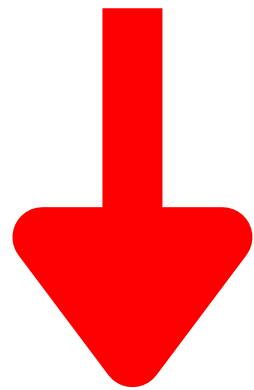
Conversions by Category Jan-June 2021





Monitor and Adjust Campaigns

Recommendation 3



Performance Analysis

Influencer conversions are slipping going into the summer, consider continuously monitoring and adjusting the influencer marketing strategy.



Recommendation Summary

- 1** Focus ad spend on YouTube
- 2** Re-allocate Facebook funds to Instagram
- 3** Monitor and Adjust Influencer Campaigns for Q2-Q4

Conclusions

Summary of key insights

High-Performing Platforms



Highest conversion rate and profit.



Strong conversion rate and significant profit.

Conclusions

Summary of key insights

High-Performing Platforms



Highest conversion rate and profit.



Strong conversion rate and significant profit.

Low-Performing Platforms



Significant loss, high CPC.



High click volume but low conversion rate.

 Feedback?

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lanceallenroyston@gmail.com



Repository with dashboards and more!

<https://github.com/LanceRoyston/Centerfield-Digital-Marketing-Analytics/>

Dashboards

Centerfield Digital Marketing Analytics Dashboard



Platform

Facebook

Month(s)

(All)

Campaign

(All)

Spend

\$60.9M

Impressions

879.6M

Clicks

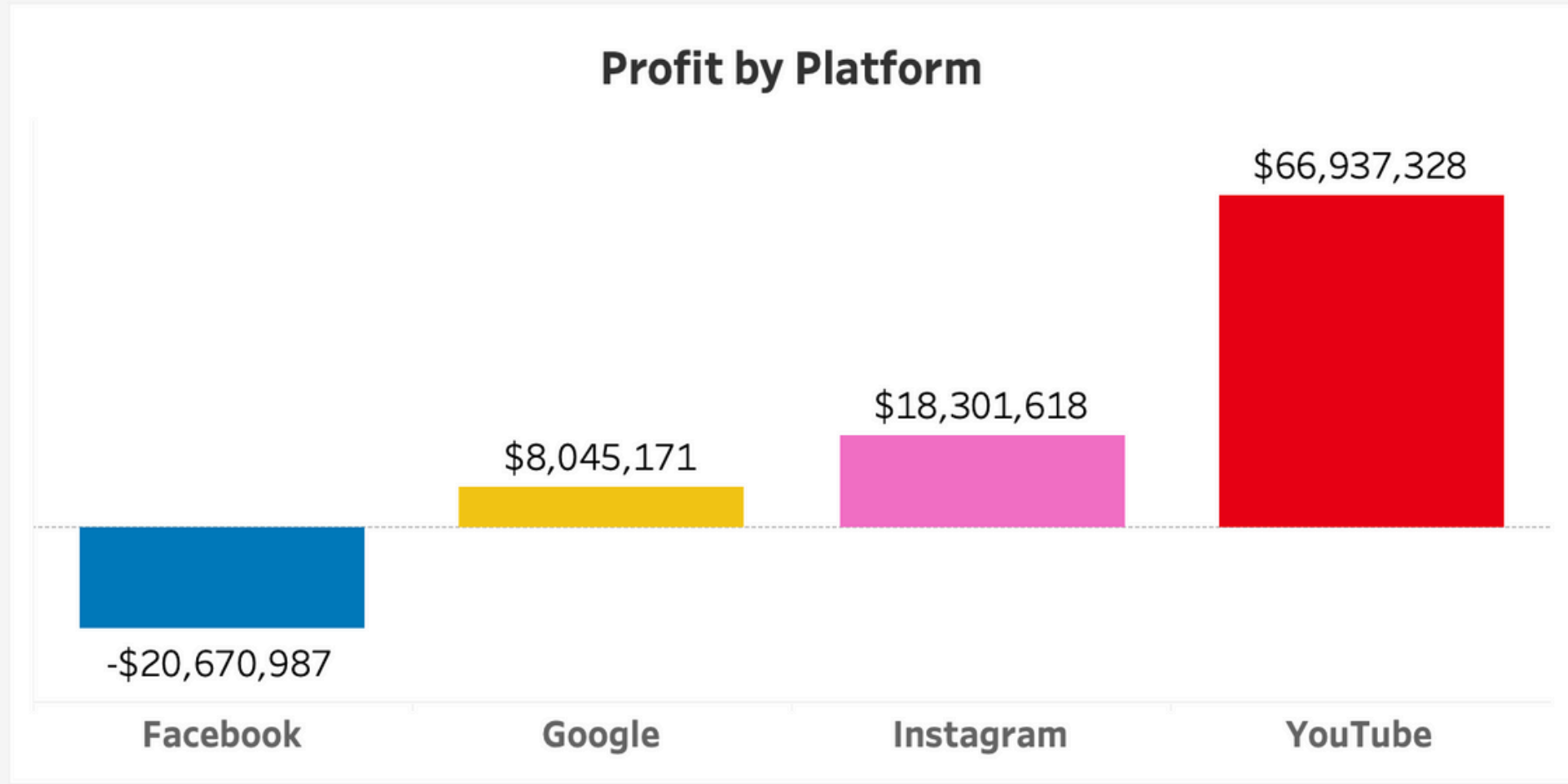
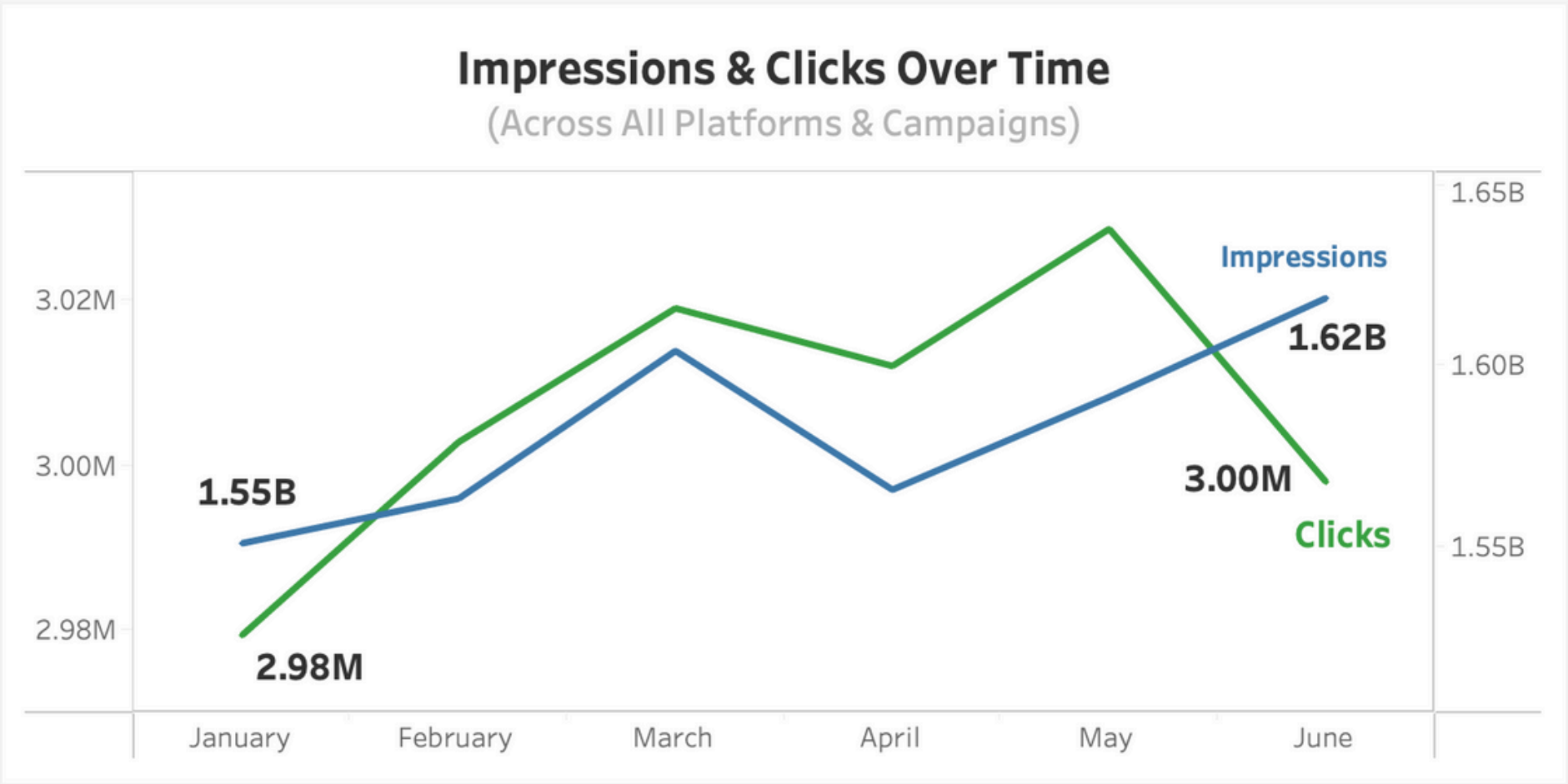
4.3M

Conversions

9.2K

Conv Rate

14.9%



Avg CPC

\$14.98

Avg CTR

1.26%

Avg CPL

\$796.29

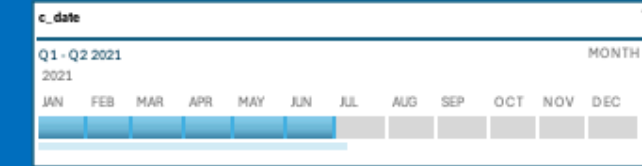
Avg CPA

\$5.85K

[Click me!](#)

Digital Marketing Dashboard

Advertising | Jan - June 2021



f Clicks
4,301,963



ig Clicks
6,519,706



G Clicks
4,555,060



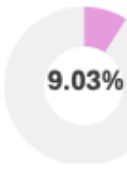
y Clicks
2,662,965



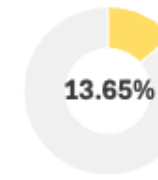
f Conversions
9,224



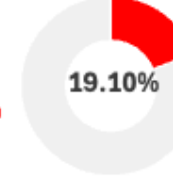
ig Conversions
13,072



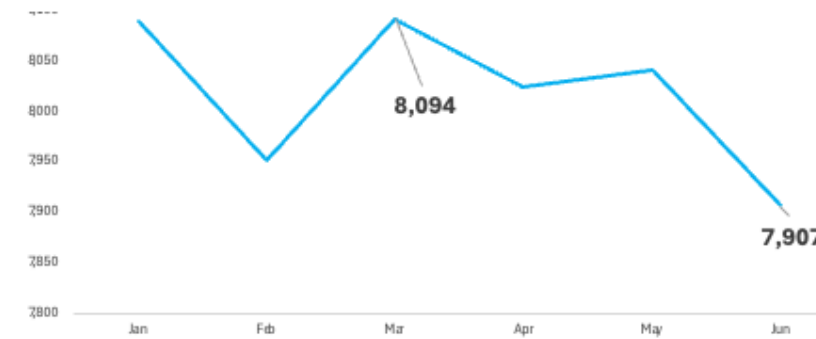
G Conversions
14,274



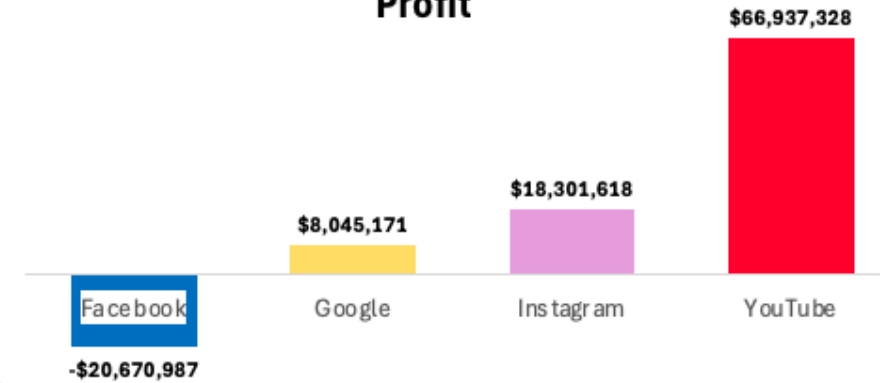
y Conversions
11,544



Conversions
(All Platforms)



Profit



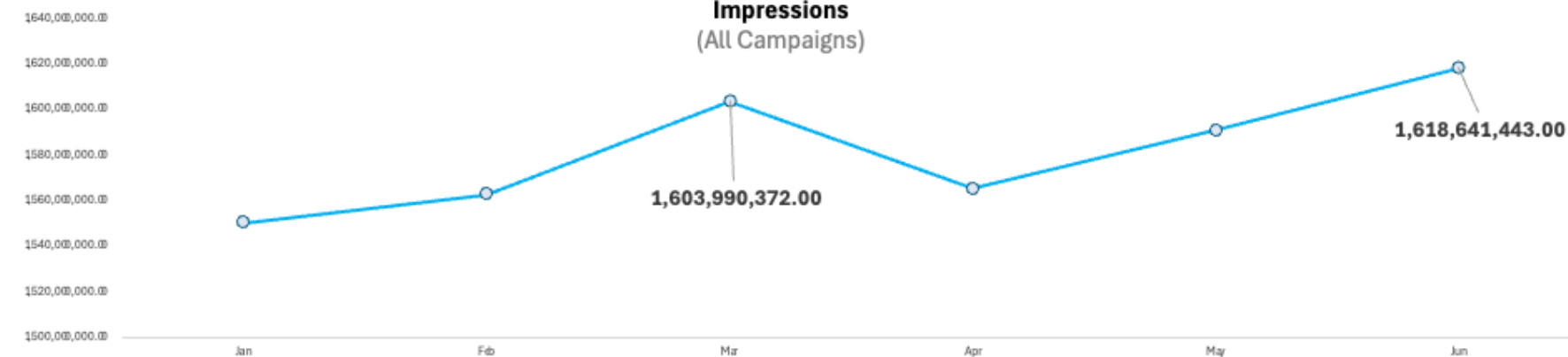
f CPA
\$5,852

ig CPA
\$3,553

G CPA
\$3,961

y CPA
\$2,178

Impressions
(All Campaigns)



f Profit
\$(20,670,987)

ig Profit
\$18,301,618

G Profit
\$8,045,171

y Profit
\$66,937,328