

FITBIT MARKETING ANALYSIS

Comprehensive Review of Marketing Performance and Audience Insights

By : Marina Ehab



AGENDA :

- Fitbit History
- Dataset Overview
- Challenges and Objectives
- Dashboard Details
- Comprehensive analysis
- Recommendations

FITBIT HISTORY

Fitbit, founded in 2007 by James Park and Eric Friedman, is a leading health and fitness technology company based in San Francisco. Known for its innovative wearable devices, Fitbit has evolved from basic activity trackers to advanced smartwatches and health-focused wearables. Their product lineup includes devices like the Fitbit Charge, Versa, and Sense, which offer features such as heart rate monitoring, GPS tracking, and advanced health metrics. In 2021, Fitbit was acquired by Google, further integrating its technology into broader health and wellness initiatives, solidifying its position as a key player in the wearable tech market.



OVERVIEW

This dataset provides a detailed overview of Fitbit's extensive digital marketing efforts, capturing various aspects of their online campaigns and strategies.

- Data consists of 12 columns and 9500 rows

Key columns:

- | | | |
|--------------|-------------------|-------------------|
| • Date | • ProductCategory | • Conversions |
| • CustomerID | • CampaignID | • ConversionValue |
| • AgeGroup | • AdPlatform | |
| • Gender | • Impressions | |
| • Country | • Clicks | |

DATA CLEANING AND TRANSFORMATION

In preparing the dataset for analysis, I ensured there are no duplicate or missing entries. Each row has been thoroughly checked to maintain data integrity.

Next, I standardized the data types of all columns to ensure consistency and facilitate accurate analysis.

As part of demographic segmentation, I categorized the 'Age' column into four groups:

1. Group 1 (18-24): Young adults, typically early adopters of technology.
2. Group 2 (25-34): Young professionals and active consumers.
3. Group 3 (35-44): Established professionals and families.
4. Group 4 (45-54): Middle-aged adults with significant purchasing power.
5. Group 5 (55-64): Pre-Retirees and Active Seniors

Challenges and Objectives



OVERVIEW

- Fitbit Inc. has been running various digital marketing campaigns across different platforms (Google, Facebook, Instagram, Twitter) to promote its products.
- There is a need to understand the effectiveness of these campaigns in terms of reach, engagement, and conversions.

- Challenges:
- Campaign Effectiveness: Identifying top-performing campaigns.
- Audience Engagement: Determining key demographic engagement drivers.
- Geographical Impact: Understanding regional campaign responses.
- Product Preferences: Assessing popularity of different product categories.

Dashboard Details



The dashboard is organized into 4 pages:

Overview

Campaign Performance

Audience Analysis

Products Analysis

Overview Page



FitBit Marketing Analysis

Campaign Performance

Audience Analysis

Product Analysis

Month

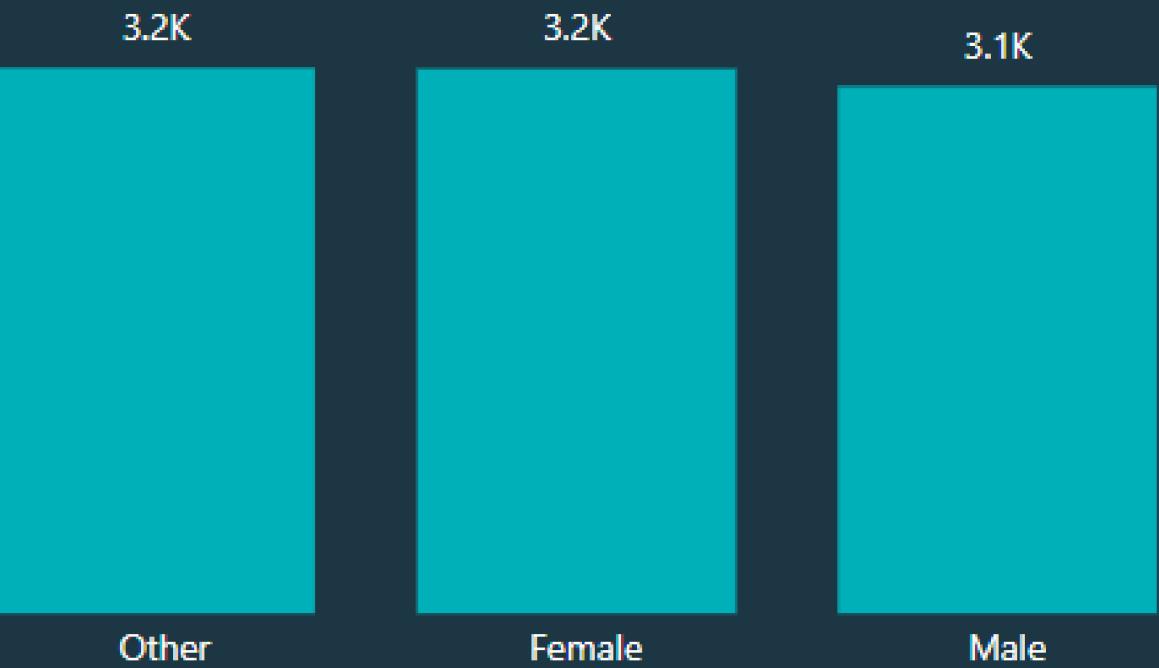
All

ProductCatego...

All



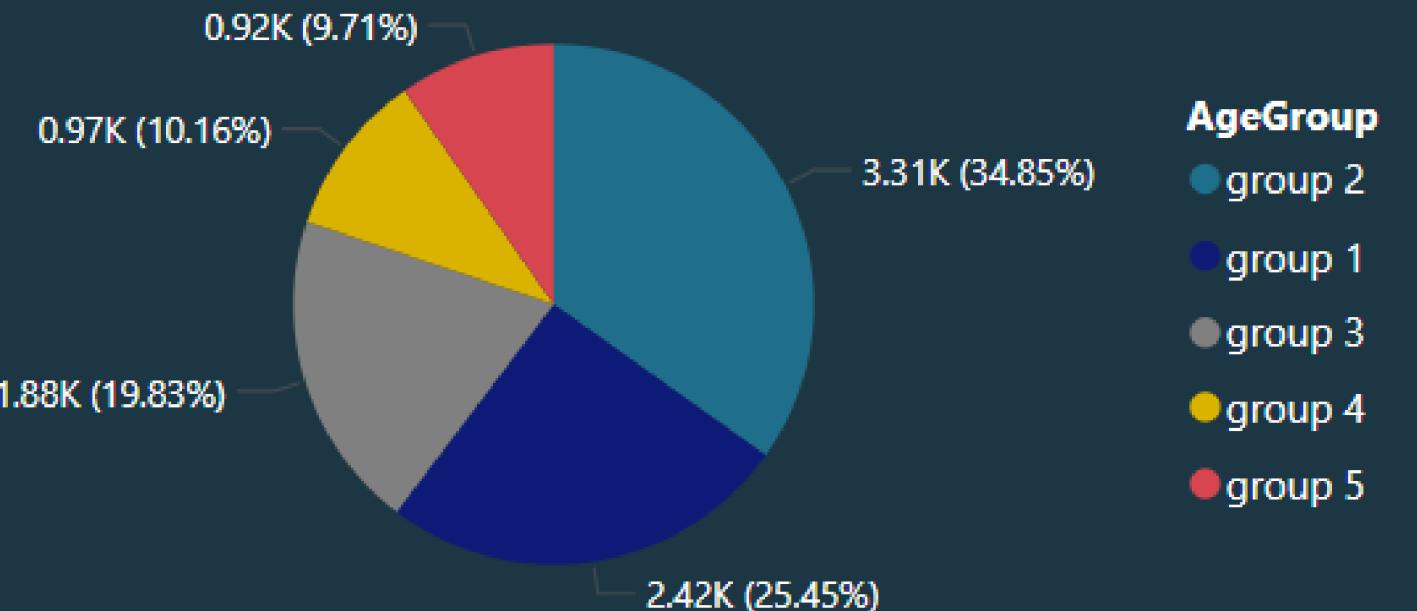
Count Of Customers by Gender



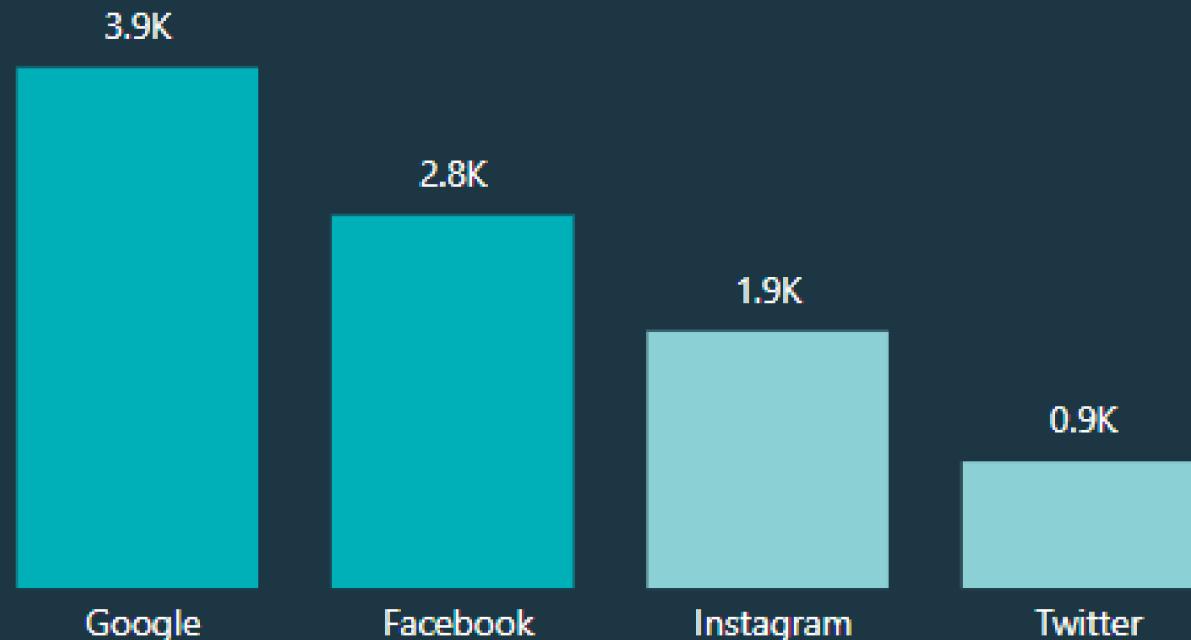
Count of Customers by Country



Count Of Customers by Age Group



Count of Customers by Ad Platform



Campaign Performance Page



Campaign Performance



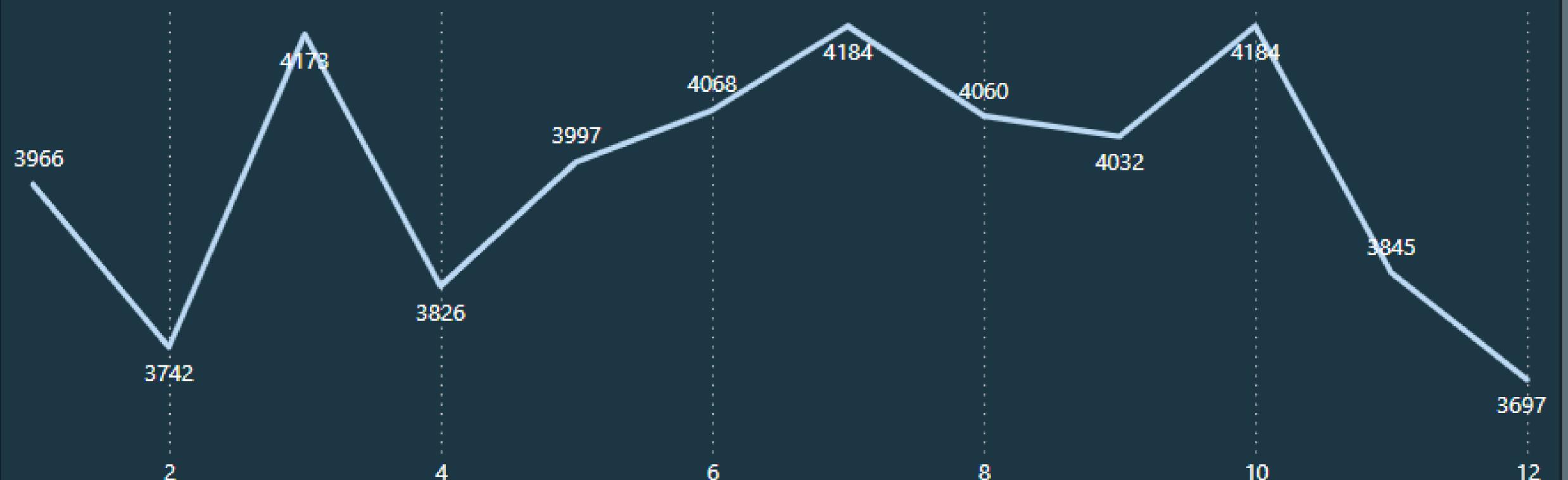
Country

All

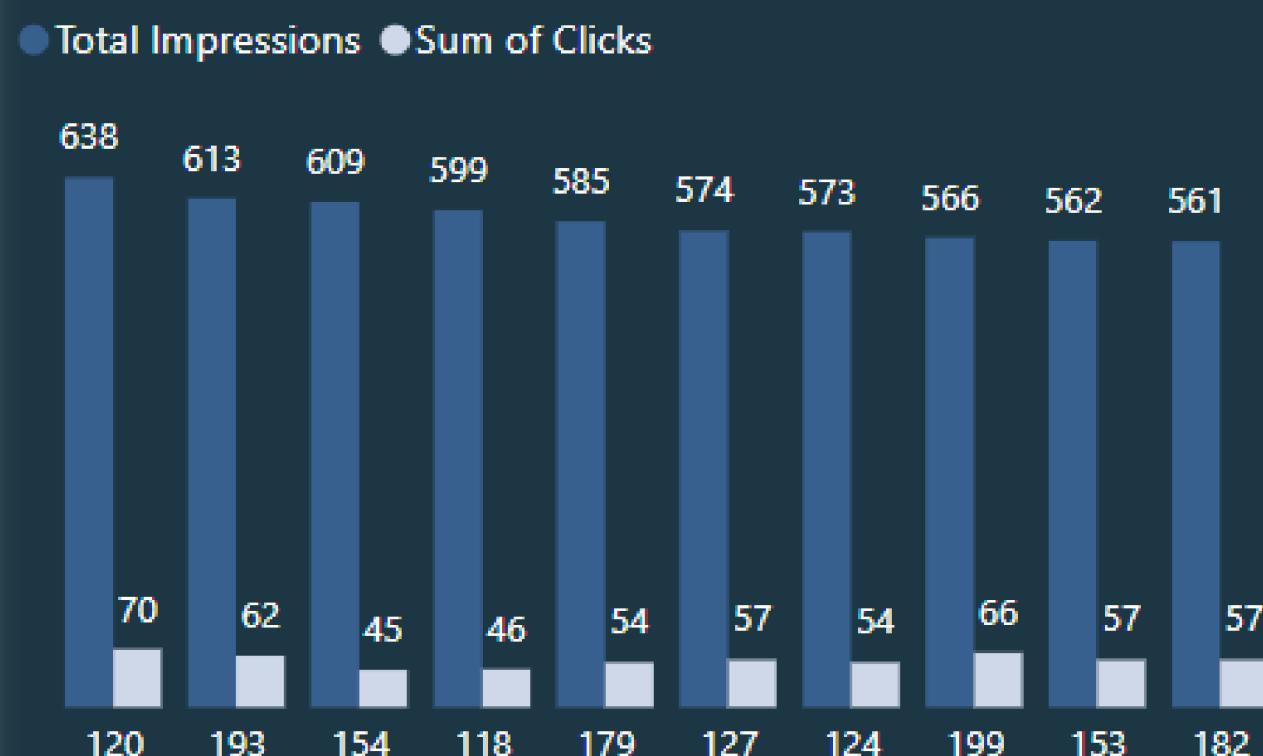
ProductCategory

All

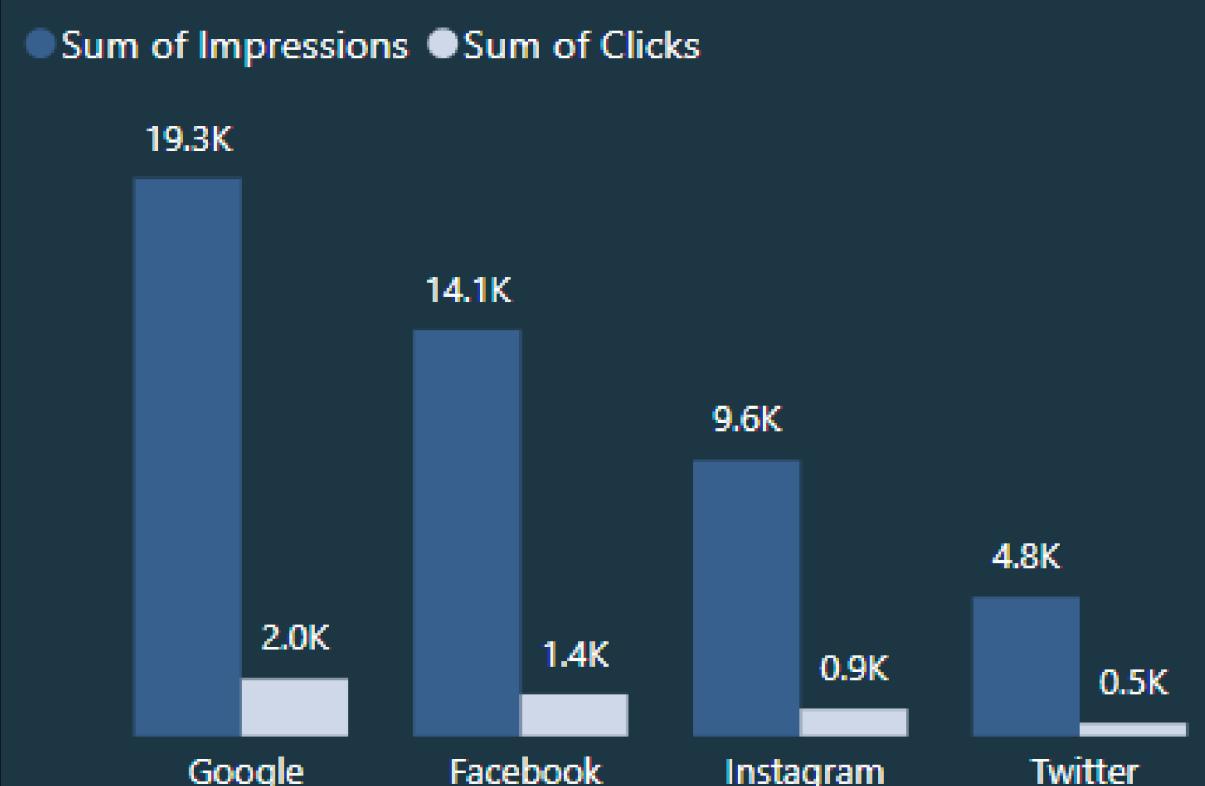
Total Impressions by Month



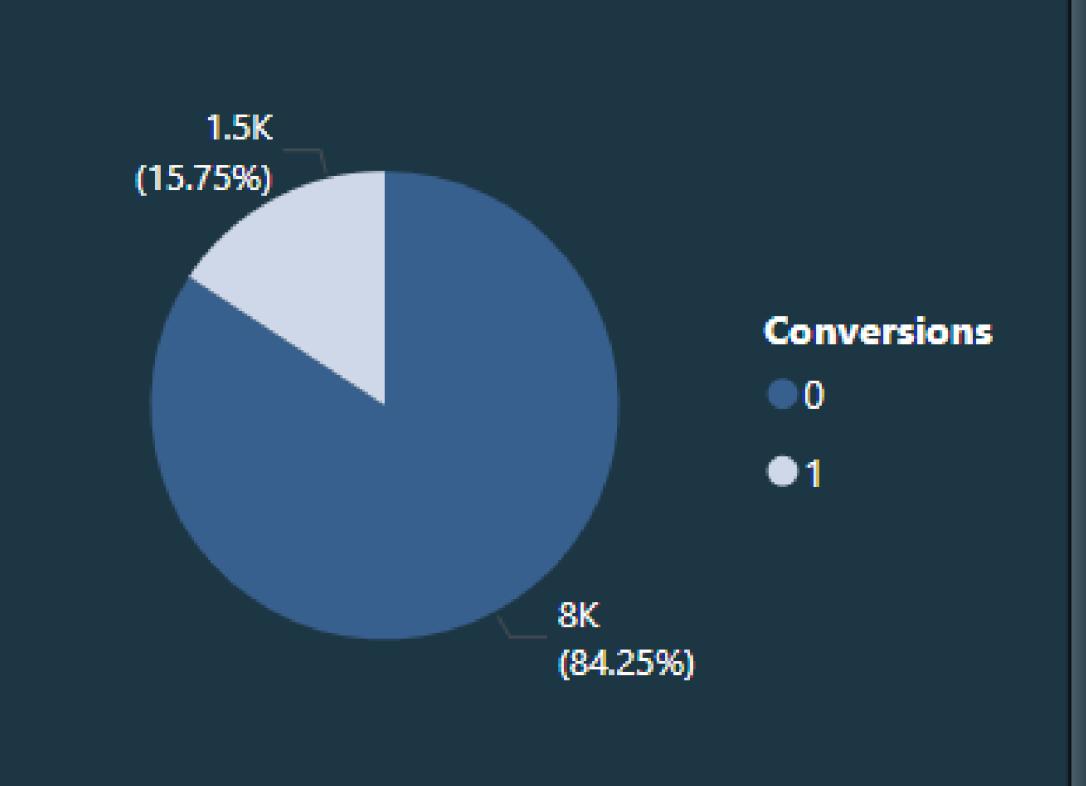
Total Impressions and Clicks for Top 10 Campaigns



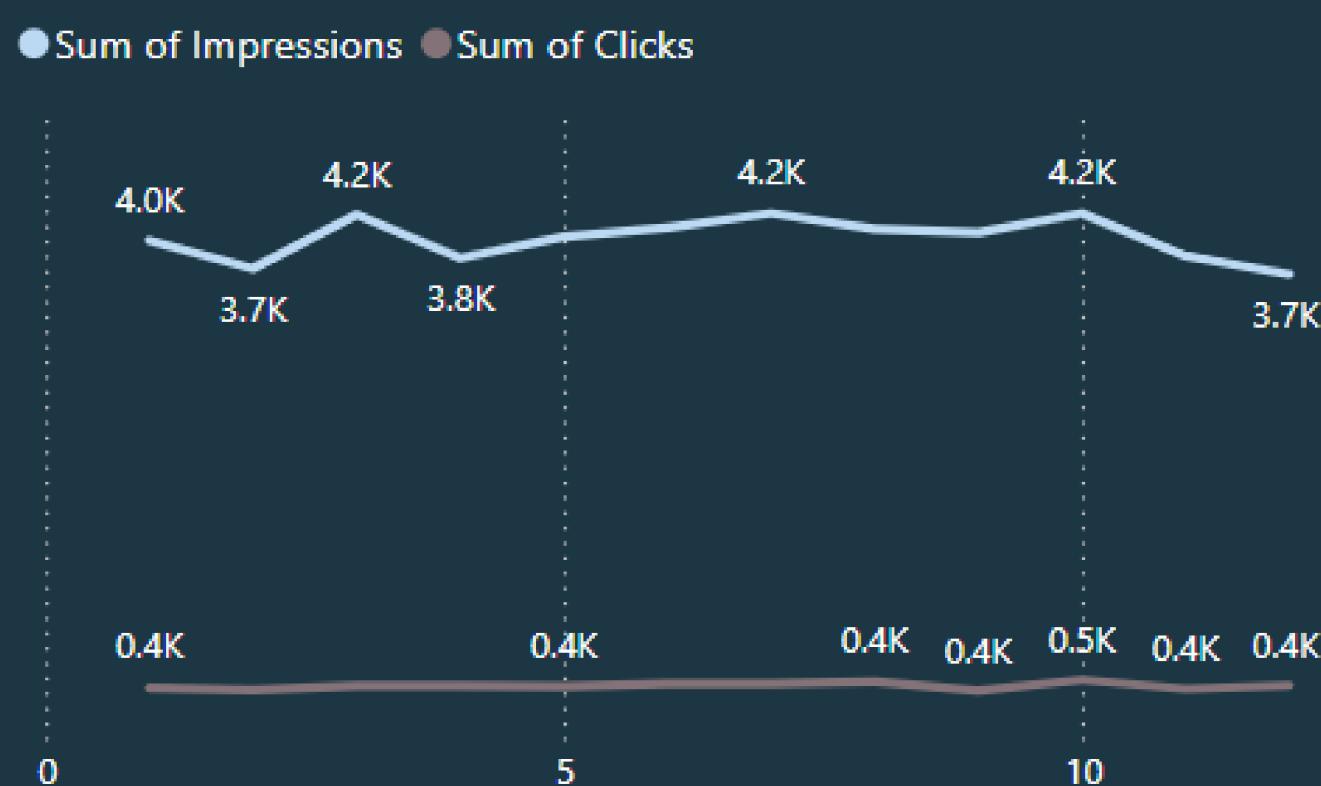
Total Impressions and Clicks by Ad Platform



Count of Campaigns by Conversions



Sum of Impressions and Sum of Clicks by Month



DASBOARD INSIGHTS

Total Impressions by Month:

- The highest impressions were recorded in months 7 and 10 (4184), while the lowest was in month 12 (3697).

Total Impressions and Clicks by Campaign ID:

- Campaigns with IDs 120, 193, and 154 have the highest impressions and clicks.
- Campaigns with IDs 199, 153, and 182 have lower impressions and clicks, indicating lower engagement.

Total Impressions and Clicks by Ad Platform:

- Google has the highest impressions (19.3K) and clicks (2.0K), making it the most effective platform in terms of reach and engagement.
- Twitter has the lowest impressions (4.8K) and clicks (0.5K), suggesting it may not be as effective for your campaigns.

Count of Campaigns by Conversions:

- Only 15.75% (1.5K) of campaigns led to conversions, while 84.25% (8K) did not.
- This indicates a relatively low conversion rate, suggesting potential areas for improvement in campaign targeting and messaging.

Sum of Impressions and Sum of Clicks by Month:

- The trend in impressions and clicks is relatively stable throughout the months, with slight variations.
- The clicks follow the impression trend closely, indicating consistent engagement levels

Audience Analysis Page



Audience Analysis

Country

All

ProductCategory

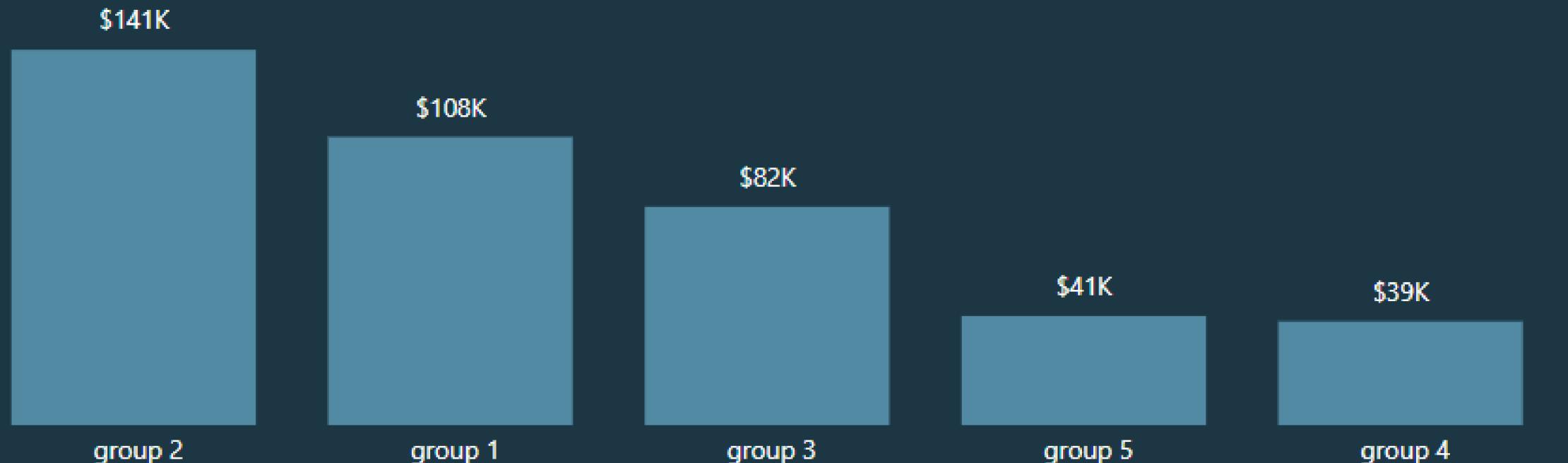
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Total Conversion Values by Country

Country ● Canada ● Germany ● Australia ● UK ● USA ● France



Total Conversion Values by Age Group



Total Conversion Value by Gender

Female

\$25K

Male

\$21K

Other

\$19K

DASBOARD INSIGHTS

Total Conversion Values by Age Group:

- Group 2 has the highest conversion value at \$141K.
- Group 1 follows with \$108K.
- Groups 3, 4, and 5 have significantly lower conversion values, indicating lower engagement or spending power among these age groups.

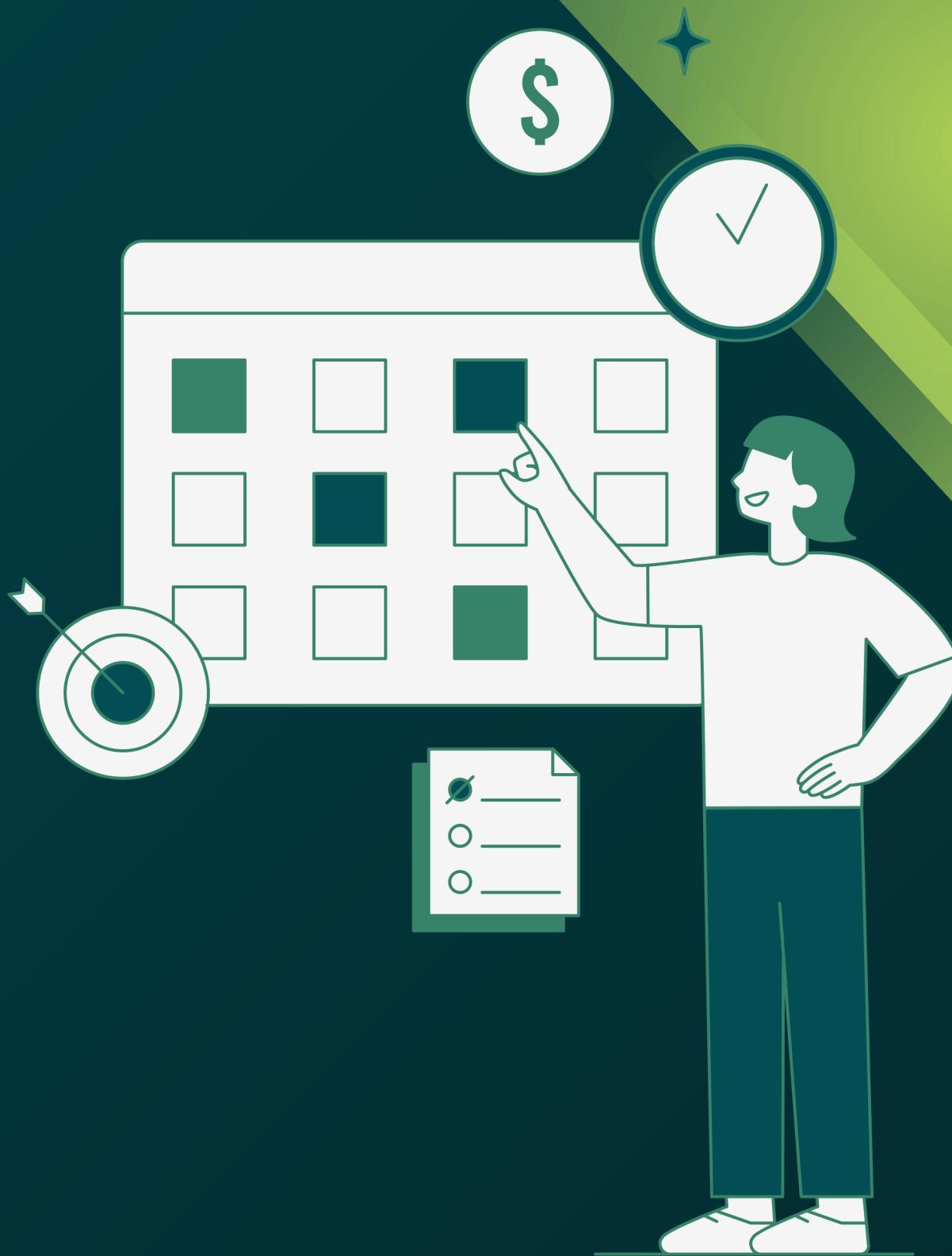
Total Conversion Values by Country:

- Canada and Germany appear to have higher conversion values
- Other regions, such as USA and France also contribute, but to a lesser degree.

Total Conversion Value by Gender:

- Females have the highest total conversion value at \$25.1K.
- Males follow with \$20.7K.
- Others have a total conversion value of \$18.7K.

Product Analysis Page



Product Analysis

Country

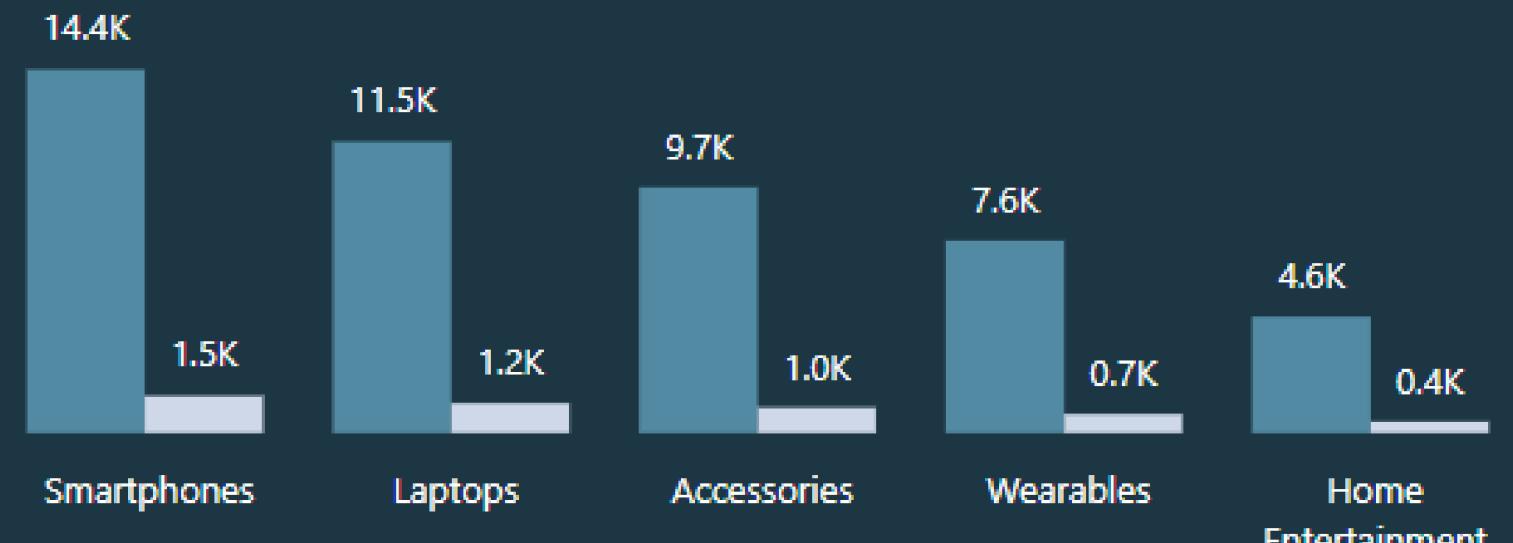
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ProductCategory

All

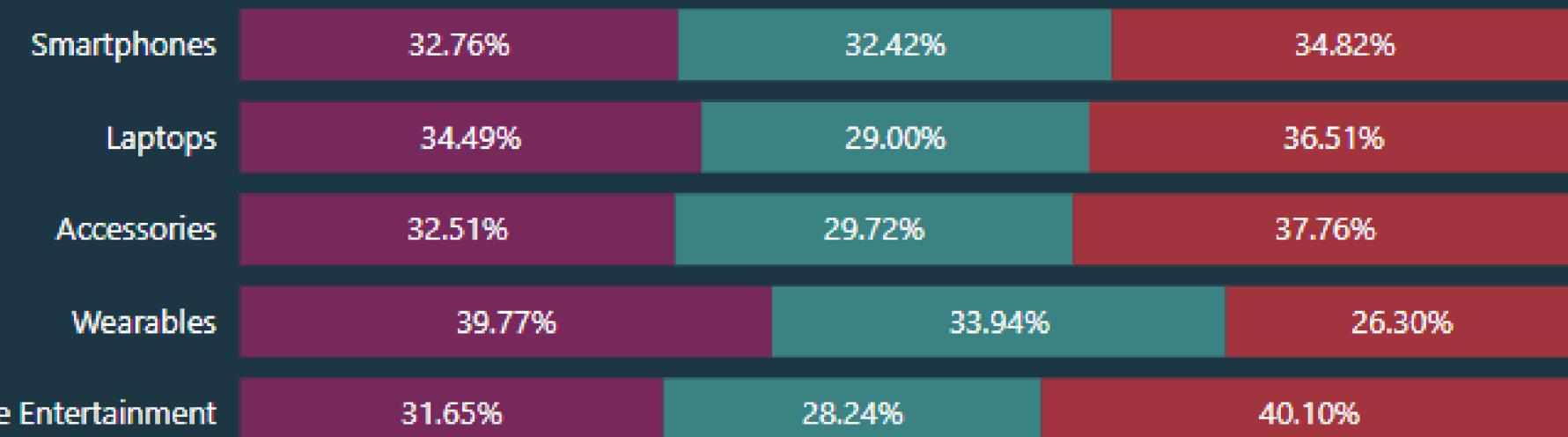
Total Impressions and Clicks by ProductCategory

Total Impressions Sum of Clicks



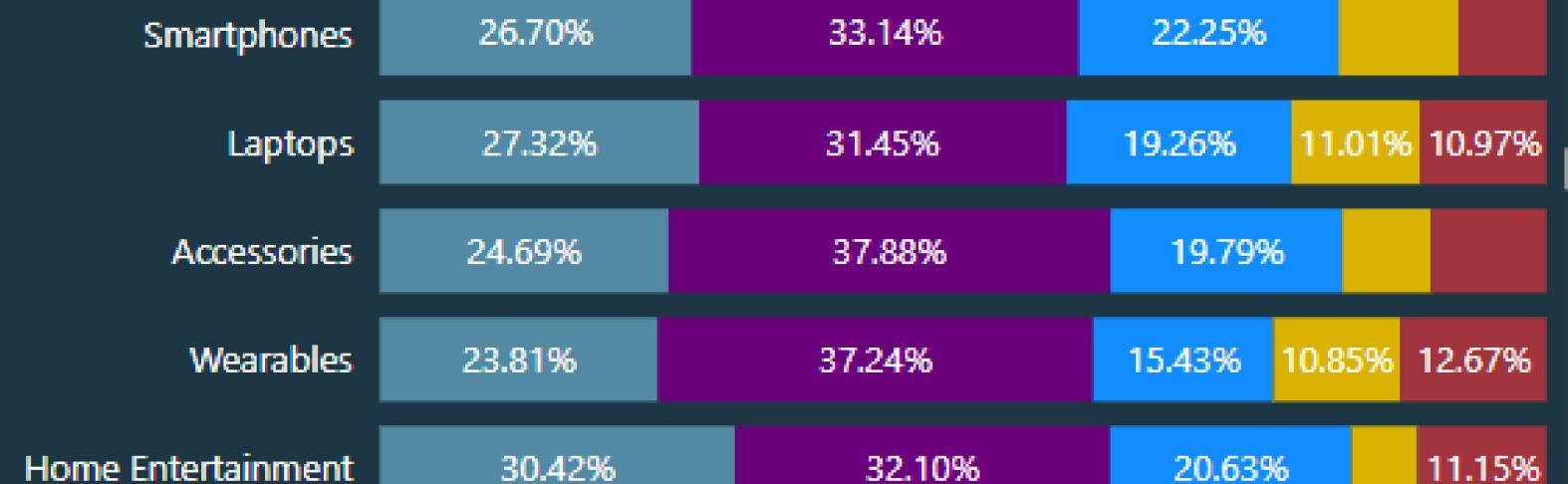
Total Conversion Values by Product Category

Gender Female Male Other



Total Conversion Values by Product Category

AgeGroup group 1 group 2 group 3 group 4 group 5



Count of Product Category by Month



DASBOARD INSIGHTS

Total Impressions and Clicks by Product Category

- Smartphones have the highest total impressions at 14.4K, indicating a strong reach. Laptops follow with 11.5K impressions.
- Despite high impressions, the sum of clicks for both categories is significantly lower, suggesting that while these products are seen often, they might not be engaging users as effectively.
- Accessories and Wearables have fewer impressions but maintain a relatively better click-through rate , indicating more targeted interest.
- Home Entertainment has the least engagement with 4.6K impressions and 0.4K clicks, highlighting a potential area for marketing strategy improvement.

Total Conversion Values by Product Category (Gender)

- Smartphones generate the highest conversion values across all genders, with notable contributions from Females (\$42K), Males (\$41K), and Others (\$45K).
- Laptops have balanced contributions from Females (\$33K) and Males (\$28K), but a higher value from Others (\$35K).
- Accessories and Wearables show diverse interest, but the highest conversion values still come from Females and Males.
- Home Entertainment shows relatively low conversion values across all genders, with the highest being from Others (\$15K).

DASBOARD INSIGHTS

Total Conversion Values by Product Category (Age Group)

- Smartphones are most popular among Group 1 and Group 2 with conversion values of \$34K and \$42K respectively. Group 3 also contributes significantly to Smartphone conversions (\$28K).
- Laptops show a balanced distribution across age groups, with Group 2 leading at \$30K.
- Accessories and Wearables attract younger audiences primarily, with highest values from Groups 1 and 2.
- Home Entertainment products are least popular, with modest contributions from all age groups, particularly Groups 1 and 2

Count of Product Category by Month

- There is a visible seasonality in product interest, with peaks in Months 1, 7, and 10 (825, 824, and 836 counts respectively).
- Month 12 shows a significant drop, Months 2 and 11 also show lower engagement, suggesting potential periods for targeted promotions.

Recommendations



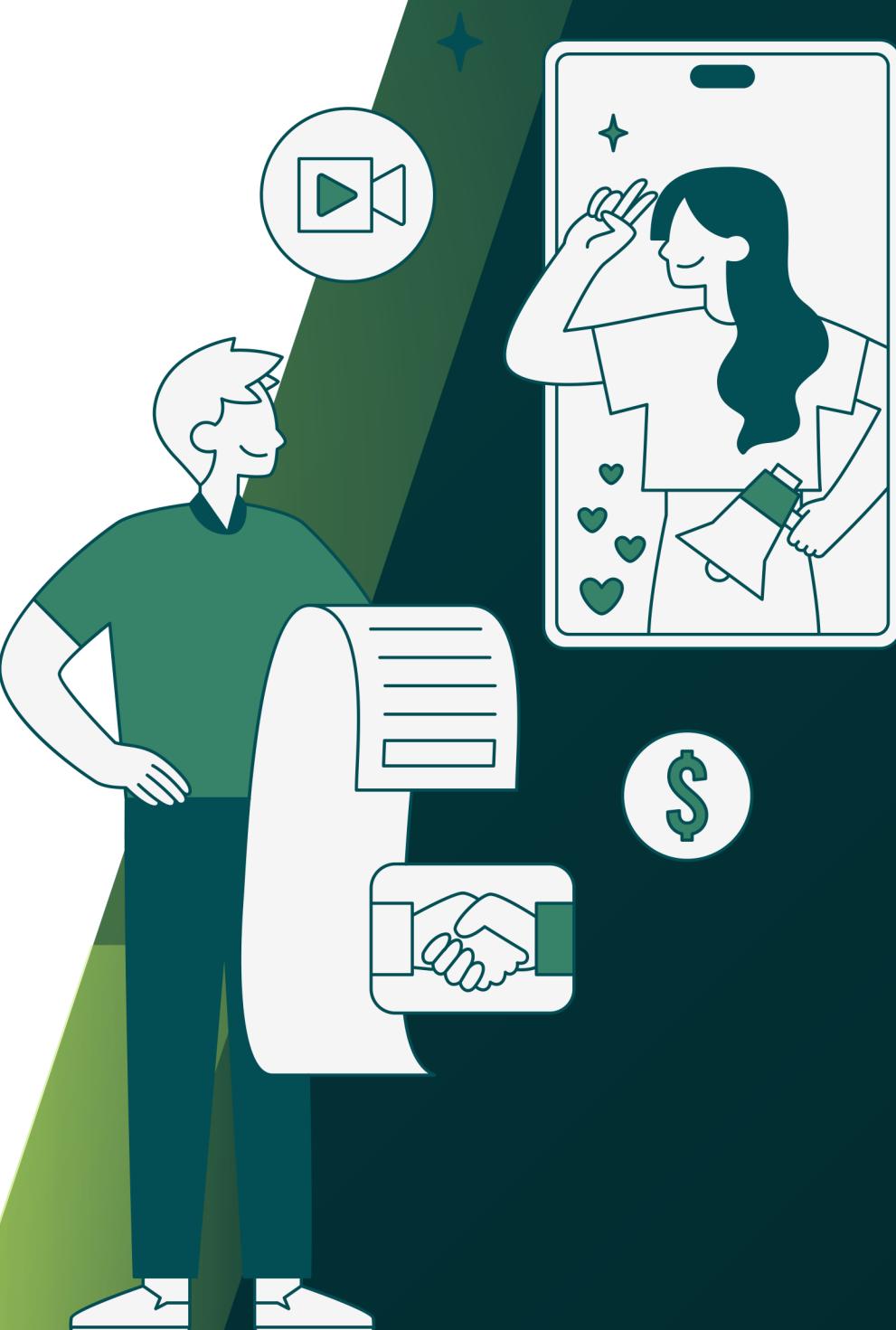
CAMPAIGNS PERFORMANCE

- Investigate why certain months, particularly months 7 and 10, have significantly higher impressions. Consider seasonality, special promotions, or events during these months.
- Analyze the campaigns with low impressions and clicks to understand the factors contributing to their underperformance. Adjust targeting or content strategy accordingly
- Given that Google outperforms other platforms, allocate a larger portion of your ad spend to Google while experimenting with strategies to improve performance on Facebook, Instagram, and Twitter..
- With a low conversion rate, focus on optimizing landing pages, call-to-action (CTA) strategies, and overall user experience to improve conversions.
- Retargeting strategies could be employed to re-engage users who clicked but did not convert.



AUDIENCE ANALYSIS

- Focus on Group 2 and Group 1 for marketing campaigns due to their high conversion rates. Tailor content and offers to appeal to these age groups.
- To improve targeting, study the characteristics and preferences of these groups.
- Allocate more resources to campaigns in Canada and Germany for higher conversion rates.
- Explore opportunities in regions with lower conversion rates by understanding regional trends and adjusting strategies.
- Develop campaigns that resonate with female audiences, considering their high conversion value.
- Analyze preferences of males and other groups to enhance engagement and conversion rates.
- Analyze the preferences of different groups to improve engagement and conversion rates. Determine if certain product categories are more popular among specific age groups or genders and focus your marketing efforts on those groups.
- Use the insights from the demographic analysis to personalize marketing messages. Personalized emails, targeted social media ads, and tailored website experiences can significantly improve engagement and conversion rates.
- For age groups and regions with lower conversion values, consider conducting surveys or focus groups to understand the barriers to conversion. Use this feedback to adjust your marketing strategies.
- Experiment with different types of content, offers, and ad placements to see if they resonate better with these segments.



PRODUCTS ANALYSIS

- Optimize ad designs for Smartphones and Computers to increase clicks from high impressions.
- Allocate more resources to campaigns aimed at Group 2 (25-34), as they exhibit the best conversion rates in various product categories.
- Review marketing tactics for Home Entertainment and Wearables
- Investigate reasons for the underperformance of Wearables and develop strategies to enhance their appeal.
- Take advantage of peak months by launching major campaigns in Months 1, 7, and 10.
- Consider implementing special promotions or discounts in Months 2, 8, and 11 to address lower engagement levels.



Thank
you