

January 01, 2023 - August 31, 2023

FRESH CART AD SPEND ANALYSIS

This report analyses the advertising performance of Fresh Cart across five platforms—YouTube, Twitter, Facebook, Instagram, and Google Ads—between January 1 and August 31, 2023. It evaluates key metrics like conversion rate, cost per conversion, revenue, return on ad spend (ROAS), and campaign duration to provide actionable insights for optimizing ad spend and platform strategies.

Platform Analysis

Campaign

Insights

Recommendation

Platform Analysis

Platform Analysis

Campaign

Insights

Recommendation

\$12.89

Cost Per Conversion

6.24%

Conversion Rate

342.20%

ROAS

\$97.52K

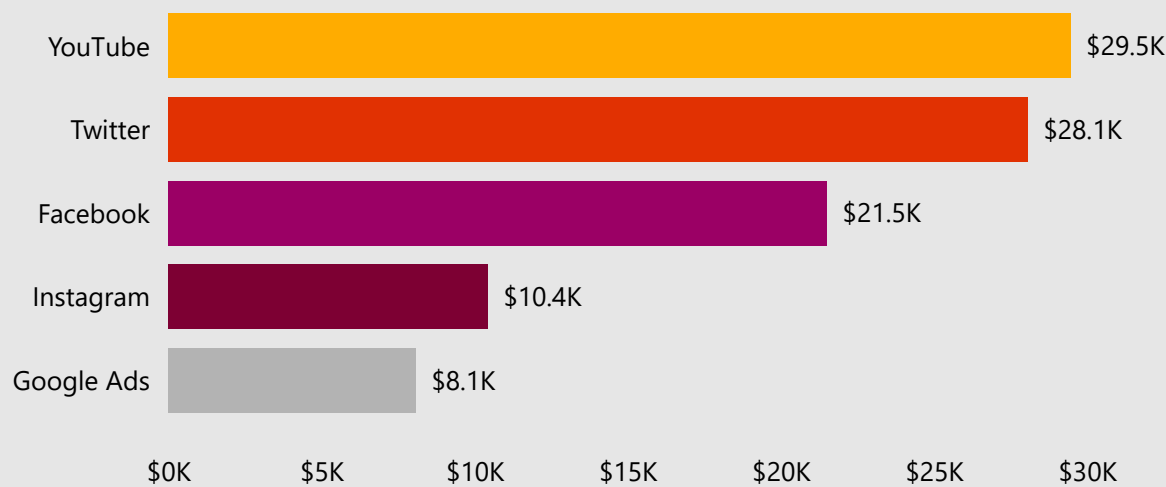
Sum of Revenue

\$28.5K

Sum of Cost

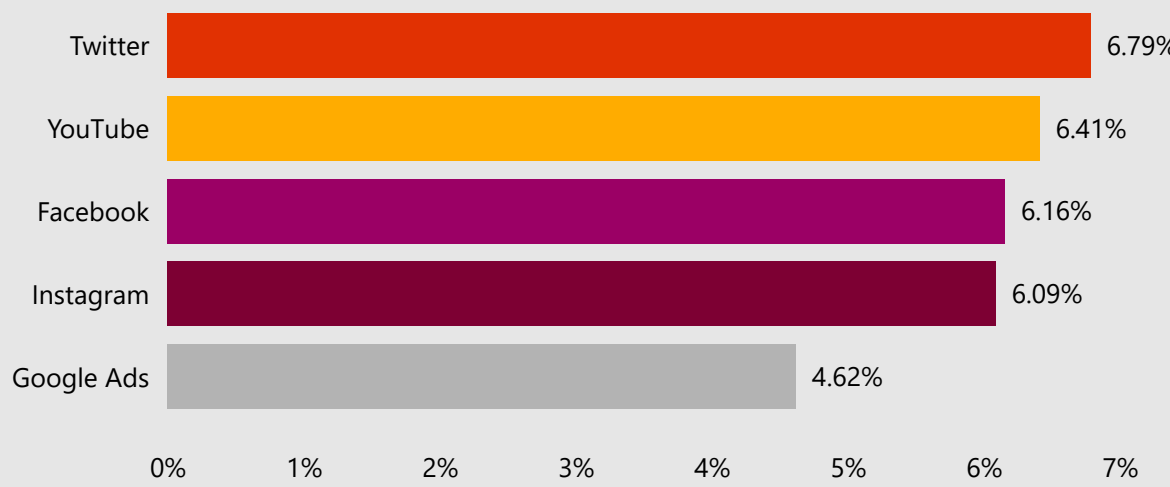
YouTube generated the most revenue (\$29.5K), closely followed by Twitter (\$28.1K). Google Ads contributed the least revenue (\$8.1K), suggesting its lower efficiency in driving revenue compared to other platforms.

Revenue by Platform



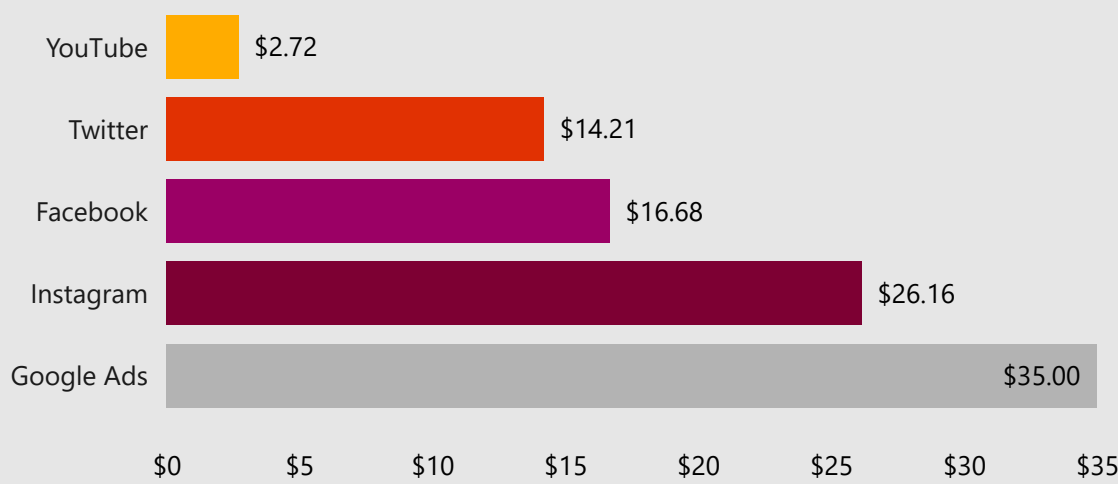
YouTube achieved the highest conversion rate (6.79%), followed closely by Twitter (6.41%) and Facebook (6.16%). Google Ads had the lowest conversion rate (4.62%), indicating platform-specific differences in user behaviour and ad effectiveness.

Conversion Rate by Platform



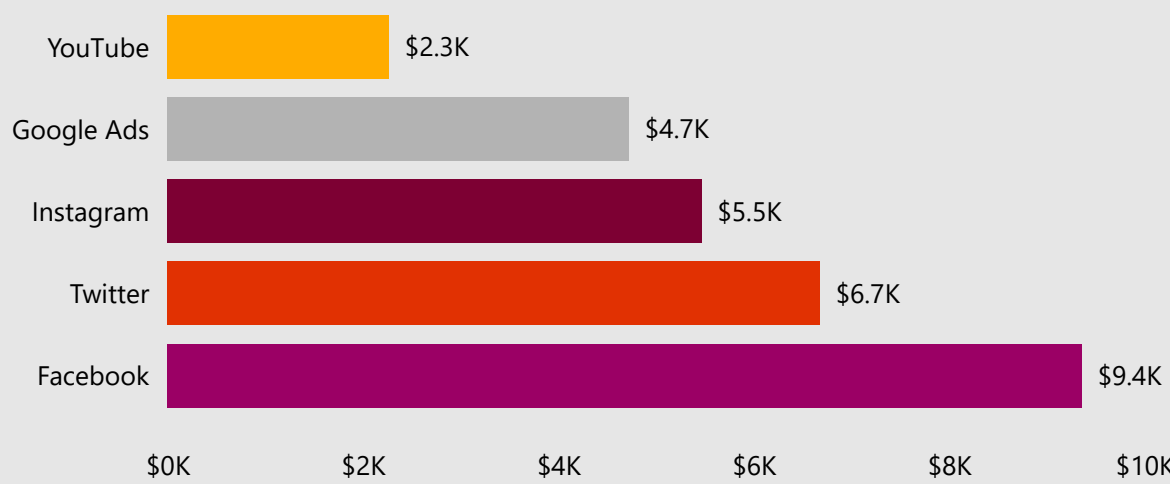
YouTube had the lowest cost per conversion (\$2.72), indicating high efficiency. In contrast, Google Ads had the highest cost per conversion (\$35.00), highlighting inefficiency despite its usage.

Cost per conversion by Platform



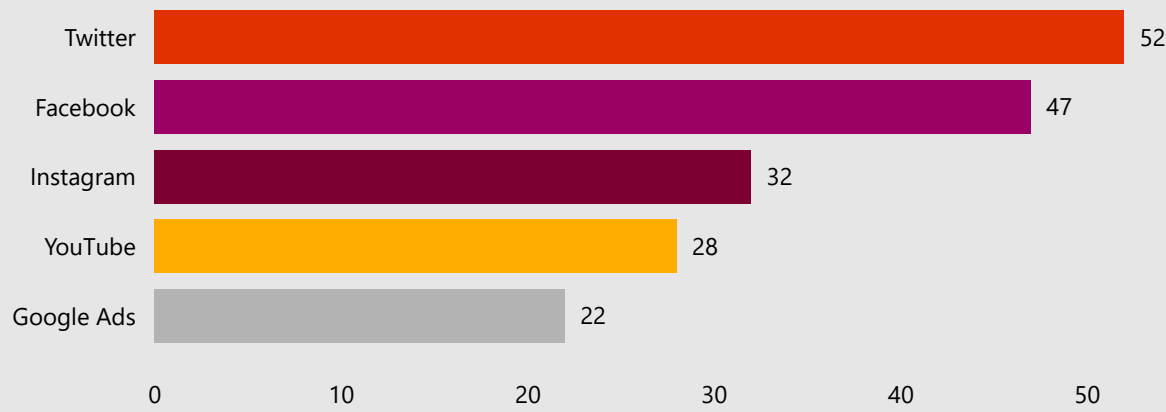
Facebook incurred the highest advertising costs (\$9.4K), whereas YouTube had the lowest cost (\$2.3K). Despite low expenditure, YouTube delivered excellent revenue and conversion efficiency.

Sum of Cost by Platform

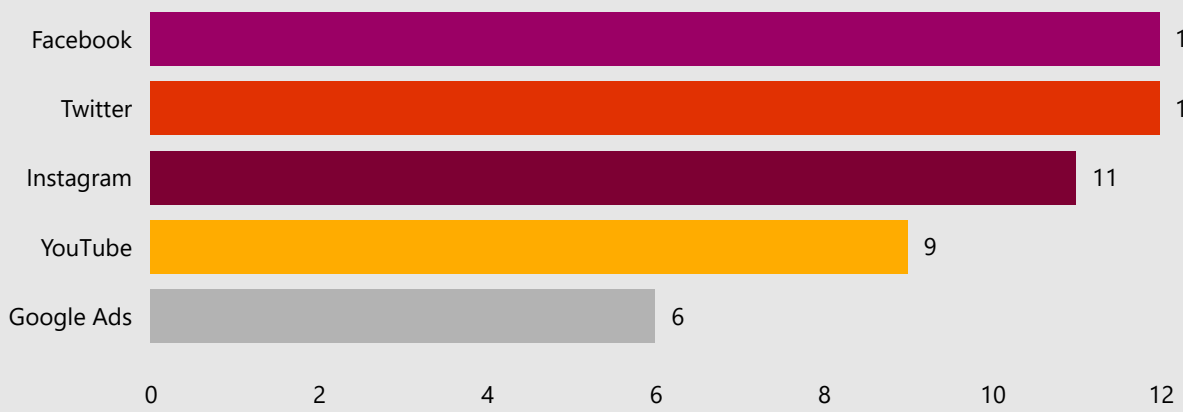


Platforms with a higher count of campaigns, such as Facebook and Twitter, also exhibit longer ad durations, which may indicate a strategic emphasis on maintaining consistent advertising presence. Conversely, platforms like Google Ads, with fewer campaigns and shorter durations, might be used for targeted or experimental efforts rather than prolonged strategies.

Sum of AdDurationWeeks by Platform



Count of Campaign by Platform



Campaign Analysis

Platform Analysis

Campaign

Insights

Recommendation

9

Count of CampaignID

\$2.27K

Sum of Cost

3.11

Average of AdDurationWeeks

Platform

Facebook

Google Ads

Instagram

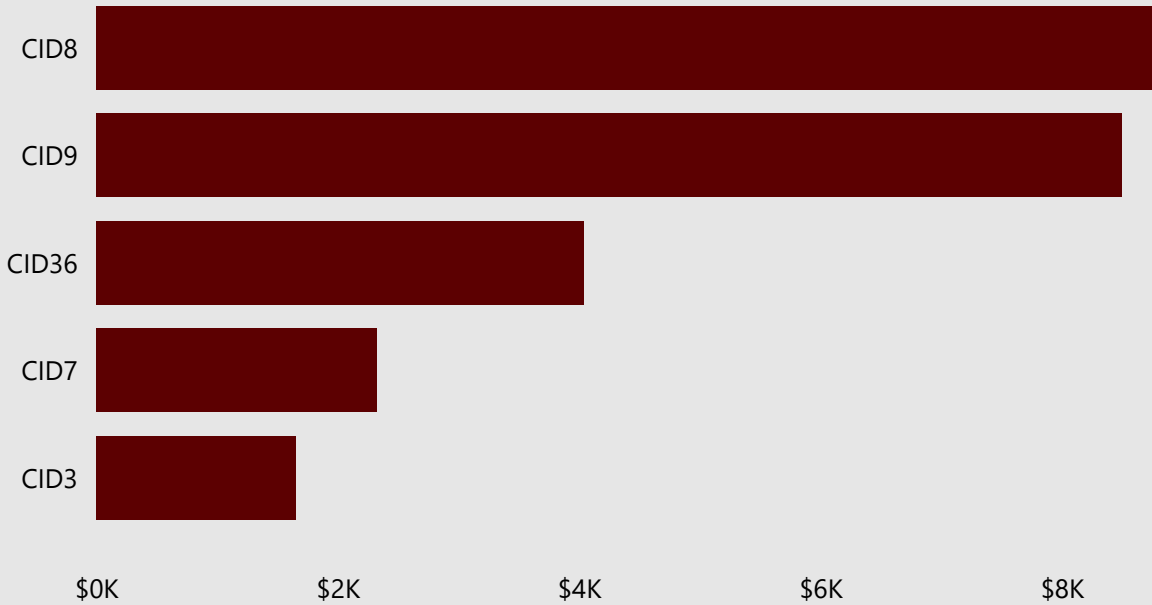
Twitter

YouTube

Which Campaign generated the highest revenue?

Top 5 Campaign by conversion rate

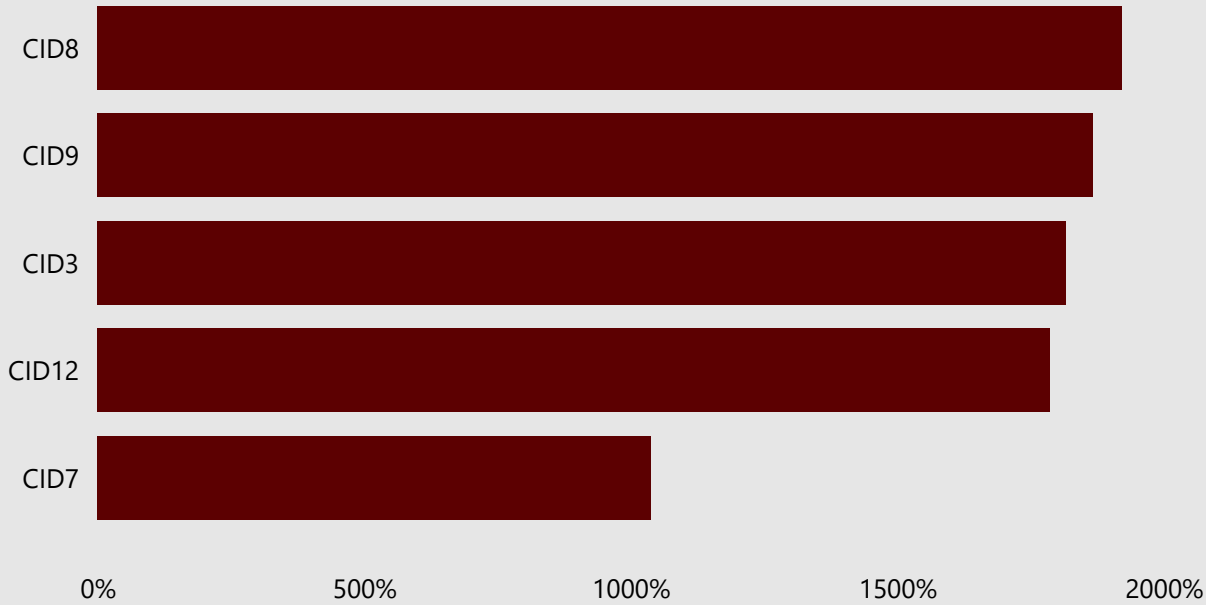
Sum of ConversionValue by Campaign



Which Campaign yielded the highest returns?

Top 5 campaign by ROAS

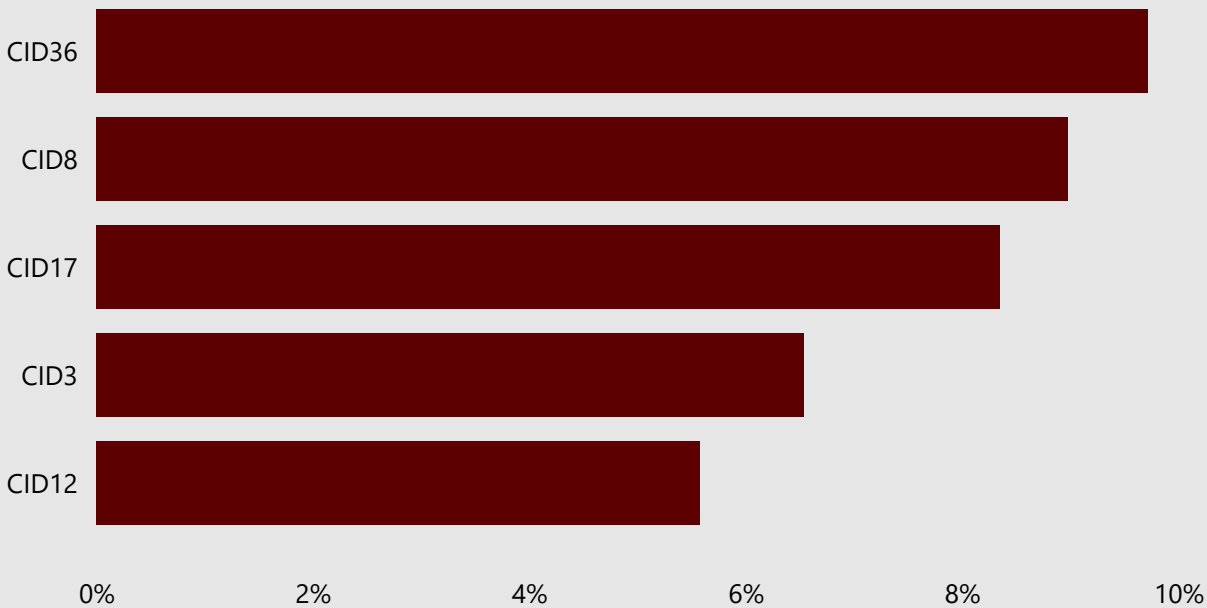
Returns on Ad Spent by Campaign



Which Campaign had the highest conversion rate?

Top 5 campaign by conversion rate

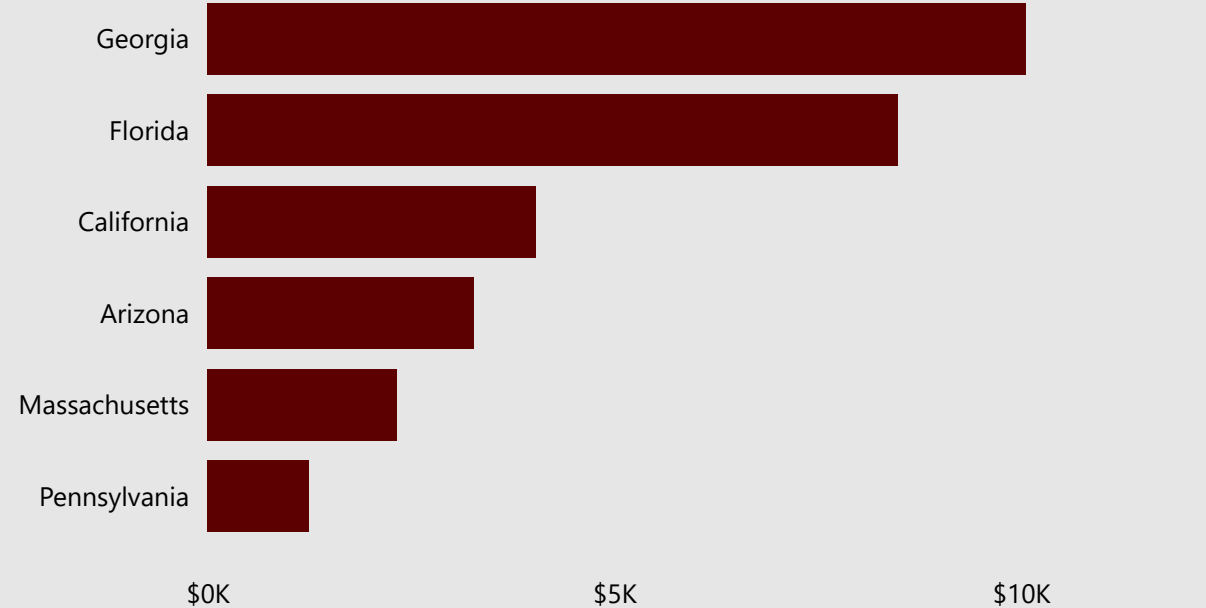
Conversion Rate by Campaign



Which State incurred the highest revenue?

Revenue generated by location

Sum of ConversionValue by State



Most Effective Platforms

1. YouTube:

- **Revenue:** YouTube generated the highest revenue (\$29.5K), demonstrating its ability to drive substantial financial returns.
- **Cost Efficiency:** It had the lowest cost per conversion (\$2.72), showing exceptional efficiency in translating ad spend into actions.
- **Conversion Rate:** YouTube achieved a high conversion rate of 6.41%, second only to Twitter.
- **Click-Through Rate (CTR):** The highest CTR (5.7%) among all platforms reflects YouTube’s strong user engagement and interest in ads.
- **Ad Duration:** Campaigns on YouTube lasted 28 weeks, which is moderate compared to others, suggesting effective results in a relatively shorter timeframe.
- **Campaign Count:** Hosting 9 campaigns, YouTube maintained an optimal balance between the number of campaigns and their effectiveness, avoiding over-saturation while achieving results.

Conclusion: YouTube stands out as the most effective platform, delivering the highest revenue and exceptional cost efficiency while maintaining strong user engagement metrics.

2. Twitter:

- **Revenue:** Twitter closely followed YouTube with \$28.1K in revenue, indicating its capacity to generate substantial returns.
- **Conversion Rate:** At 6.79%, Twitter had the highest conversion rate, highlighting its efficiency in converting viewers to customers.
- **Ad Duration:** Campaigns lasted the longest (52 weeks), suggesting sustained exposure and user familiarity with the brand.
- **Campaign Count:** Twitter hosted 12 campaigns, tying with Facebook for the highest number, which might reflect its broad strategic usage.
- **Cost per Conversion:** A moderate cost per conversion of \$14.21 indicates acceptable efficiency, though it lags behind YouTube.

Conclusion: Twitter is highly effective for sustained advertising campaigns with a strong conversion rate and significant revenue generation, though slightly less cost-efficient than YouTube.

Least Effective Platforms

1. Google Ads:

- **Revenue:** The lowest revenue generator (\$8.1K), indicating poor financial returns.
- **Cost per Conversion:** The highest cost per conversion (\$35.00), signifying inefficiency in translating ad spend into meaningful actions.
- **Conversion Rate:** Google Ads had the lowest conversion rate (4.62%), showing difficulty in converting viewers to customers.
- **Click-Through Rate (CTR):** The lowest CTR (0.6%) highlights weak engagement with ads.
- **Ad Duration:** Campaigns ran for the shortest time (22 weeks), suggesting limited exposure and a less robust strategy.
- **Campaign Count:** With only 6 campaigns, Google Ads had the lowest utilization among platforms, possibly contributing to its weak results.

Conclusion: Google Ads is the least effective platform, showing inefficiency across all major metrics, including revenue, engagement, and cost-effectiveness.

2. Instagram:

- **Revenue:** Instagram generated \$10.4K, only slightly ahead of Google Ads, making it the second-lowest revenue contributor.
- **Cost per Conversion:** At \$26.16, Instagram’s cost per conversion is relatively high, indicating inefficiency.
- **Conversion Rate:** A conversion rate of 6.09% places Instagram in the lower-middle range, indicating average performance.
- **Ad Duration:** Campaigns lasted 32 weeks, shorter than Twitter and Facebook but longer than YouTube and Google Ads.
- **Campaign Count:** Hosting 11 campaigns, Instagram’s results do not justify its relatively high usage.

Conclusion: While Instagram performs better than Google Ads, it struggles to generate significant revenue or cost-efficient conversions, making it less effective overall.

Prioritize High-Performing Platforms:

- **Focus on YouTube:** Allocate a significant portion of the advertising budget to YouTube. Its low cost per conversion (\$2.72), high revenue generation (\$29.5K), and excellent CTR (5.7%) make it the most cost-efficient and impactful platform. Use YouTube for campaigns aiming at both high engagement and conversion.
- **Leverage Twitter for Sustained Engagement:** Twitter's top conversion rate (6.79%) and high revenue (\$28.1K) make it an excellent platform for long-term campaigns. Continue utilizing it for building brand familiarity and maintaining consistent customer engagement.

Re-evaluate and Optimize Low-Performing Platforms:

- **Reassess Google Ads:** Its poor performance across all metrics (lowest revenue and CTR, highest cost per conversion) suggests limited value. Reduce its budget allocation and, if necessary, use it for highly targeted campaigns to test for niche opportunities.
- **Adjust Instagram Strategy:** Despite its average conversion rate (6.09%), Instagram’s high cost per conversion (\$26.16) and low revenue (\$10.4K) warrant strategic revisions. Consider focusing on visually engaging campaigns or leveraging Instagram for brand awareness instead of direct conversions.

Diversify Campaign Durations:

- Platforms like Twitter and Facebook with longer campaign durations (52 and 47 weeks, respectively) are effective for sustained brand visibility. However, shorter campaigns on high-performing platforms like YouTube (28 weeks) could be tested for concentrated bursts of engagement, which may further optimize ROI.

Capitalize on Campaign Efficiency:

- Use the success of top campaigns like CID8 and CID36 as benchmarks. Analyse their strategies (target audience, creative design, and timing) and replicate these elements across platforms to improve the performance of weaker campaigns.

Tailor Regional Strategies:

- Invest in more campaigns targeting top-performing regions like Georgia and Florida, where conversion values are highest. Consider localized messaging and offers to maximize engagement and conversions in these areas.

Enhance Ad Engagement on Underperforming Platforms:

- Platforms like Google Ads and Instagram with low CTR (0.6%) need more engaging content. Explore dynamic creatives, better audience segmentation, and A/B testing to identify what resonates with users.

Optimize Campaign Budgets:

- Allocate more budget to platforms demonstrating the best ROI, such as YouTube and Twitter. Simultaneously, monitor and reduce ad spend on platforms like Google Ads and Instagram until performance improves.

Adopt a Data-Driven Approach:

- Continuously analyse campaign metrics and adjust strategies based on real-time performance. Establish key performance indicators (KPIs) for each platform and monitor trends to make timely optimizations.