



# Marketing Data Analysis

# Flow of Presentation

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# Marketing Channels Overview\*

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**Task I:** Before even looking at data, please formulate your thoughts on that scenario. From your experience, what are the major challenges with tracking success in such a setup and how best to approach them in order to get meaningful results anyway? Please prepare any relevant examples you could cite from your previous experience. Please comment on each of the campaign types mentioned in the scenario individually and on the overall combination.

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### **TV Brand Campaign:**

#### **Key Challenges:**

- To track & attribute the traffic/sales coming from the TV campaign since the channel doesn't support tracking of traffic like online marketing channels.
- Correct measurement of its effectiveness.

#### **Approach:**

- Measure effectiveness by looking beyond Brand (Direct, SEM, SEO) and conduct market research, brand lift studies etc. Additionally, in case we only want to look at Brand (Direct, SEM, SEO) then we need minimal or no changes in our spend in another channels to avoid risking the dilution of results.
- Use unique promotional code in TV ads to track the performance.

### **Online Performance Campaign:**

#### **Key Challenges:**

- Visitors not accepting cookies, iOS update hindering the tracking.
- Use of Adblockers, cookies expiry/clearance, cross-device tracking.

#### **Approach:**

- Adoption of friendly & transparent privacy policy about the data usage.
- Implement advanced tracking & analytics

### **Overall Combination:**

#### **Key Challenges:**

- Tracking the impact of TV on Online performance is complex and vice-versa.
- Measuring the success of each type of campaign is difficult in the absence of clear KPIs

#### **Approach:**

- Using the channel specific promotional codes and customer surveys can help to measure the role of the campaign.
- Defining the clear goal i.e. efficiency, growth and KPIs i.e. Reach, CAC etc. helps in measuring the performance.

**Task II.a:** Is there a visible impact of the TV campaign on any of the marketing channels? If yes, how big is it? If no, what could be the reasons for that / what should we improve asap?

Yes, there is a visible direct impact of TV campaign on the Direct: Brand channel in terms of the Sessions. SEM: Brand could not be measured since we are not advertising so we cannot track the performance of this channel.

Also, TV campaign has an indirect impact on another channels, however in our case, we have increased the spent on another channels as well at the same time i.e. SEM generic, Display, Affiliate which indirectly impacts the Direct: Brand hence it is difficult to correctly measure the impact/ effectiveness of a TV campaign on Direct:Brand.

Assumption to measure the impact:

From March to June, assuming the below:

- TV was the only channel where the media spend was increased MoM and other channels continued with the consistent spend MoM.
- There was no seasonality factor meaning that there was no effect on the traffic.
- Measuring the success by looking at the KPI, number of sessions.

Month	Direct: Brand No. of Sessions	TV Spend	% Increase in Sessions	% Increase in TV spend	Comments
Feb	10,65,961	0 €	-	-	
Mar	23,74,314	4,00,000 €	123%		The start of a brand TV campaign has led to an increase of 123% traffic in Direct.
Apr	27,61,068	4,80,000 €	16%	20%	Additional spent of 20% has led to the increase of 16% in sessions.
May	31,58,304	5,40,000 €	14%	13%	Similar trend has been followed as in April.
Jun	34,52,406	5,80,000 €	9%	7%	In this case I additionally assume that the cost of buying the TV ads got cheaper which is why we could advertise more and manage to get higher no. of sessions.
Grand Total	1,17,46,092	20,00,000 €	-	-	

**Task II.b:** You need to give a recommendation to the management about how to allocate budgets for brand and performance for the rest of the year 2020. You have 10 Mio for July to December. Would you recommend increasing budgets for brand or performance campaigns? Or neither? Why?

The recommendation on the budget allocation for Brand & Performance marketing campaigns from July to December 2020 is as below:

Quarter	2020	Brand budget	% Brand budget	Performance budget	% Performance budget	Spend MoM	% Spend MoM
<b>Q3 (40%)</b>	July	0 €	0%	13,00,000 €	100%	13,00,000 €	13%
	August	0 €	0%	13,00,000 €	100%	13,00,000 €	13%
	September	70,000 €	5%	13,30,000 €	95%	14,00,000 €	14%
<b>Q4 (60%)</b>	October	2,00,000 €	10%	18,00,000 €	90%	20,00,000 €	20%
	November	3,75,000 €	15%	21,25,000 €	85%	25,00,000 €	25%
	December	75,000 €	5%	14,25,000 €	95%	15,00,000 €	15%
	<b>Grand Total</b>	<b>7,20,000 €</b>	<b>7%</b>	<b>92,80,000 €</b>	<b>93%</b>	<b>1,00,00,000 €</b>	<b>100%</b>

#### Month-wise budget allocation:

- Q3 budget is lower than Q4 due to the summer season which experiences lower traffic in general thereby affecting the overall performance negatively. September onwards, I recommend to increase the spend to build and take the advantage of the upcoming sales season, promotions and to stay ahead of the competition. Especially the highest budget has been allocated to November to encash on Black Friday, Cyber Monday etc.

#### Campaign-wise budget allocation:

- With the focus on performance, I recommend to give the maximum budget to Performance campaigns as they tend to have the immediate impact on the business. However, during the Q4 which is the important time of the year because of the sales season, promotions I have allocated the higher investments for higher visibility and to maximise the business potential.
- I am usually very adaptive to the market response and results, having said we can use September month to test the impact of the TV campaign using market research or external tools to measure the performance. If the results are in line with the business goals then we can make the adjustment in the following months.

# Data Analysis

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## Highlights

- 2020 Vs 2019, PC & Phone both share the increasing trend in terms of sessions unlike Tablet.
- Top 3 categories in terms of page impressions (72.05%) and revenue (69.20%) are Elektroartikel, Haus & Garten, Sport & Outdoor.
- Highest share of investment went to SEM: Generic (83%) among all the paid channels.
- Highest share of earnings are coming from the SEO: Generic (51.31%) channel.
- YoY for March to June, despite the increase in the overall spend and number of sessions, the ROI dropped by 7.5 times.

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**Thank you!**