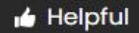


Welcome To the Analysis of Allo adds marketing

Allo Health Sexual Wellness Clinic in
Electronic City, Bangalore



Helpful



Not helpful



Show Number

Enquire Now



Chat



**Concerned about your
Sexual Health?**

Book A Clinic Visit



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INTRODUCTION



About Project

This Project contains Analysis of marketing data of April month in 2024 from multiple channels .

data has samples of adds from Google and Facebook.

OBJECTIVES

The objective to evaluate and analysis of marketing data from multiple channels and derive meaningful insights, and provide actionable recommendations.

By working with sample data from Google Ads and Facebook Ads, focusing on identifying opportunities for scaling, solving issues, and rationalizing strategies based on industry benchmarks and business constraints.



PROJECT

Project

Adds Analysis

Conducted By

Allo Health

Data Source

Allo Health

Description

This data set has information of CTR, CPC, cost, conversions , leads, calls, type of plans online and offline , impression, clicks.

DATA SET



Facebook and
Google

Dataset Structure: Facebook and Google
Rows- 270,180
Columns-20,21

TOOLS

Like MS EXCEL

Data Visualization & Dynamic Dashboard

Like MS Power Point

Presentation and Insights

Eg: My SQL SERVER Query

Data Cleaning and Preparation

Eg: SQL SERVER

Data modelling & Relationships

Eg: SQL SERVER

Calculated Columns & Measures

DATA MANIPULATION PROCESS

Measures & Calculated Columns

Columns:

Total Revenue
Revenue from online
Revenue from Offline
Budget

Measures:

Percentage of CTR
Percentage of Lead
Percentage of lead calls
Cost for leads

Range of CTR
Range of Lead
Range of calls

Exclusions & Filters

Campaign Name wise filter
Add set wise filter
week wise filter
Flat form wise filter

INSIGHTS



Key Metrics

Scaling according to Campaign

- First of all there is no large difference between Campaign but there is a slight difference among them.
- Look like audience is impressive because of with lower %CTR it gives high percentage of traffic_to_lead and lead calls (in Facebook) (and is based on calls. In revenue wise we need to improve offline calls more)
- In Google Campaign B is impressive because in all factors it is more and especially it give highest lead calls about to 78%

Scaling according to Adds set

- First of all there is no large difference between Adds Set but there is a slight difference among them.
- Set 5 is impressive because of with lower %CTR it gives increase in percentage of traffic_to_lead and lead calls is high (in Google) (and is based on calls .In revenue wise we need to improve offline calls more)
- And set 6 is overly good
- In Google Set 1 is impressive because with less CTR% it gives high traffic_to_lead and lead calls about to 78%

- We can reduce the retargeting because we get more CTR% but %of leads and calls are less compare to others

Key Metrics

Other insights

- Revenue generated by Google(75600000) is more than Facebook(44287200)
- In Google online call is high and not much difference in offline calls but
- In Facebook online call is higher than offline and there is a much difference (we should concentrate on this)
- There is no much impacts of weekdays(due to holiday and small sample)

Issues to solve

- In look like audience set6 and set 7 are giving less lead calls by having good traffic_to_leads compare to other campaign (we have to know where we are lacking in loosening our lead peoples)
- In open audience set5 is having good CTR% and traffic_to_Leads% too but very low at lead calls%(same issue)
- In retargeting also same set7 is having CTR% and traffic_to_lead% is high but lead calls% are less.
- I think we are we are not giving correct guidance or information that to for right solution for right people (naturally this content is difficult for so many people in India to express so we have to find a way to comfort the customer to share their issue correctly)
- Do by giving attention, respect customer time , giving brief information can work .

Benchmark information

Facebook

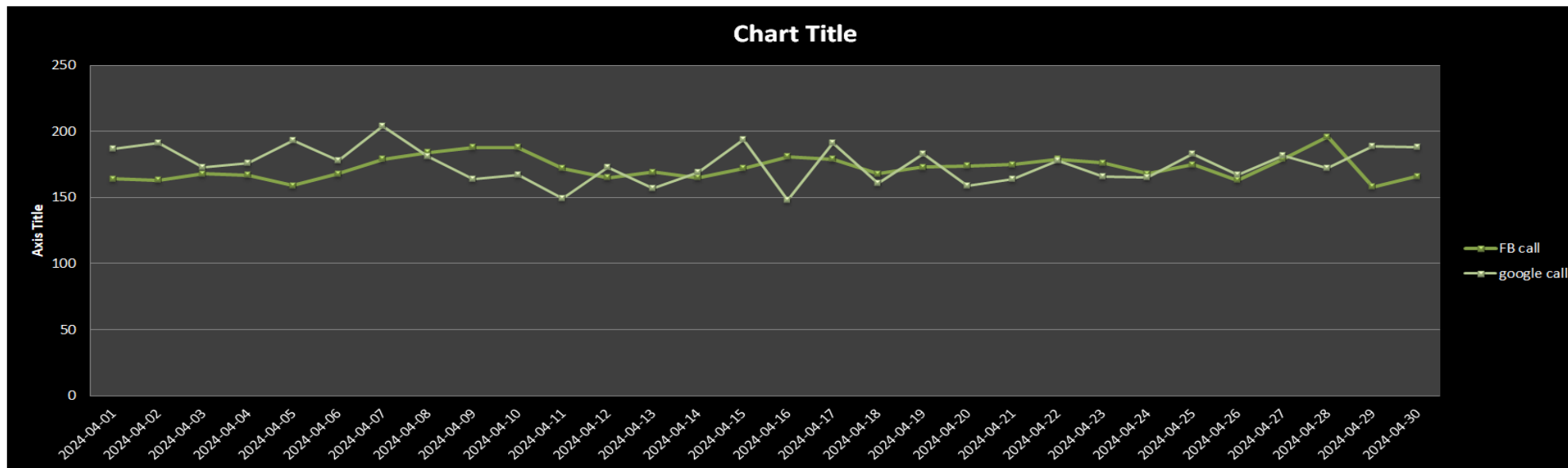
- CTR -> 4% - 6% =>exceed benchmark
- Traffic_to_lead -> 5% - 8% =>not meet benchmark
- Lead_to_call -> 28%-53% => exceed benchmark

Google

- CTR -> 4% - 7% =>not meet benchmark
- Traffic_to_lead -> 4% - 8% =>not meet benchmark
- Lead_to_call -> 30%-78% => exceed benchmark

Analysis Report

Calls Trend Per Channel



Analysis Report

Facebook adds Analysis

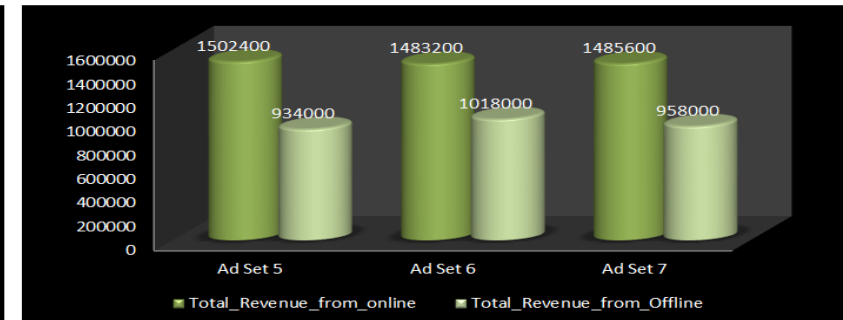
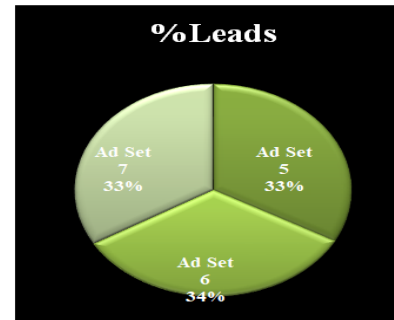
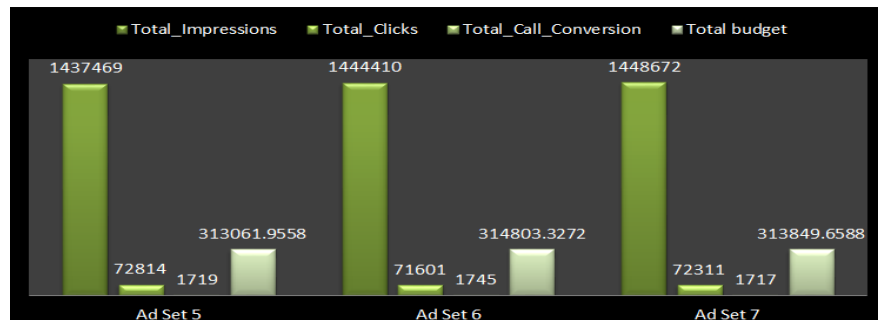
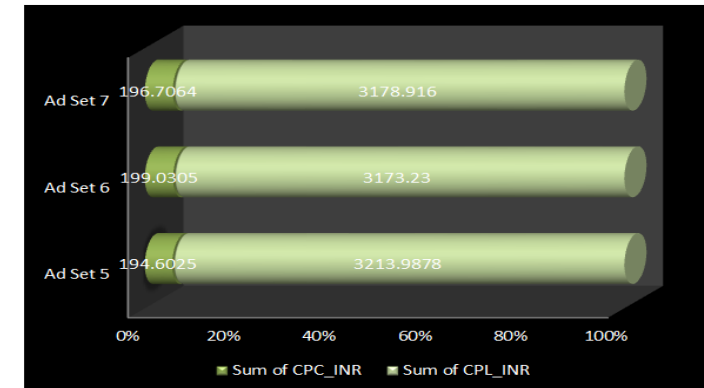
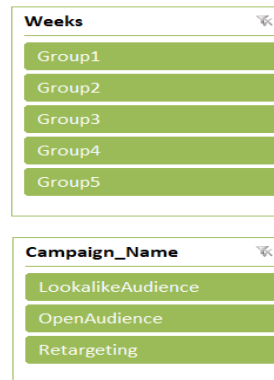
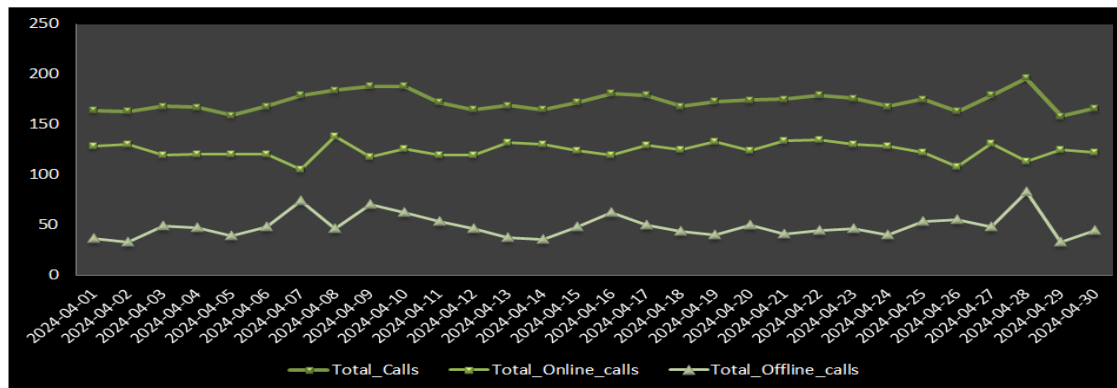
CTC Range 4% - 6%

Month-April-days-30

Revenue 44287200

Traffic Lead range 5% - 8%

Leadto call 28% - 53%



Analysis Report

Google adds Analysis

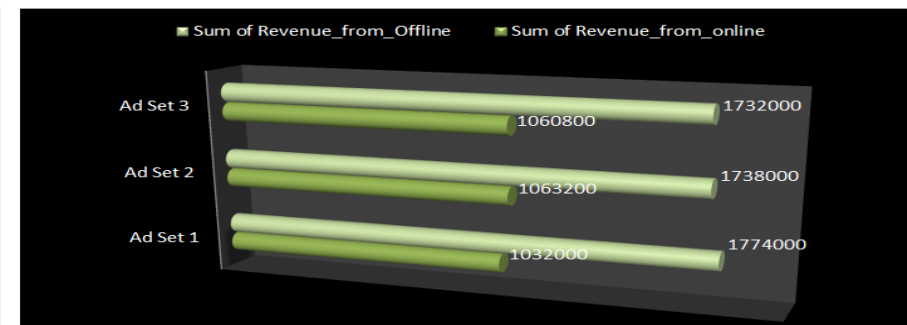
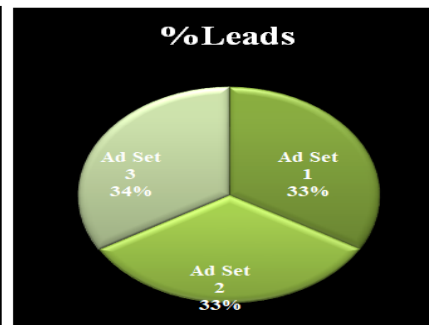
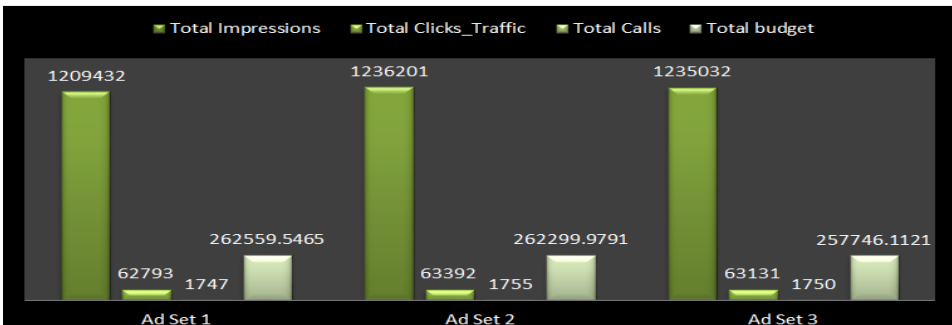
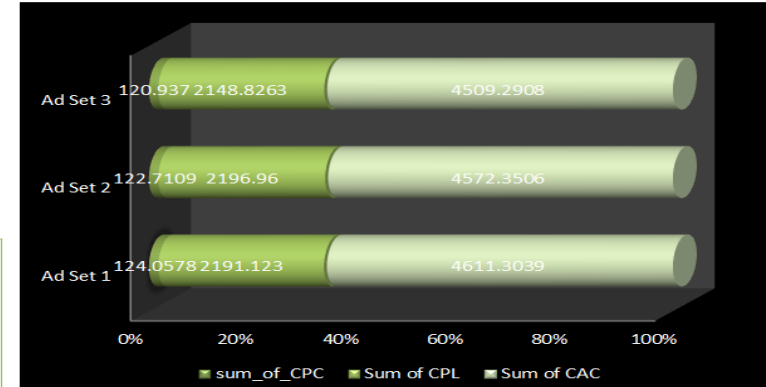
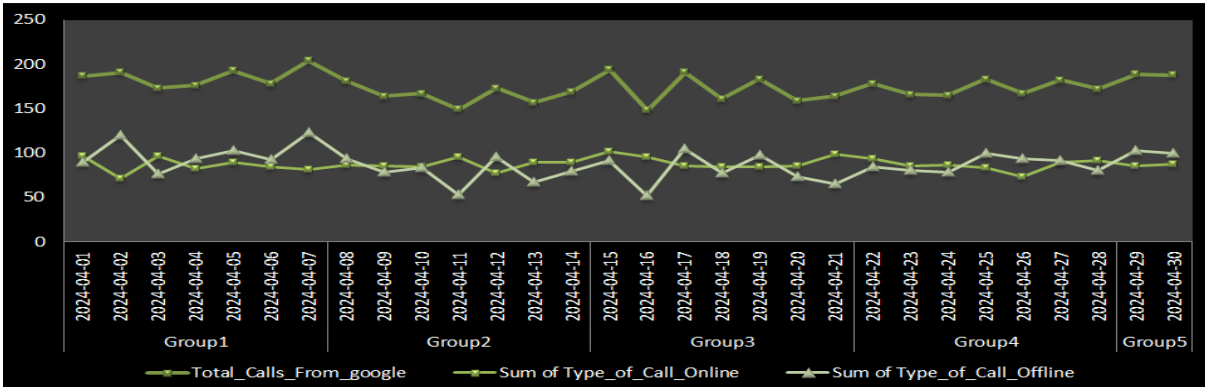
CTC Range 4% - 7%

Month-April-days-30

Revenue 44287200

Traffic Lead range 4% - 8%

Leadto call 30% - 78%





Recommended Analysis



Recommendations

* when compare to Facebook and Google , Google gives more revenue and profit than Facebook but budget for goggle is little high. Over all if we do more campaign in goggle than Facebook we get more revenue and calls ,if its offline then revenue increase one more time .

*Actually without reaching target of lead we are getting more calls if we met then we get massive amount of calls

- To increase in Lead we can do advertising on TV ,radio
- social media promotions
- Email marketing
- quality website and content to rank in goggle.
- collaborations

*To increase in performance we can concentrate on publicity, Trust, good interaction with target people, Good Quality treatment.

Recommendations

*To increase

- CTR by giving offers,
- create emotional adds and
- we should show people what they lost if not treated by our ,
- using dynamic keywords are very use full in google adds ,
- target right people like it peoples who face most s*x issue because of bad health condition and using laptops, categorize the adds and treat well.

- In day wise pattern I took one i.e., 10 clinics took 100 consultation I assume this as for one day
In data range of appointment per day min is 0-4,max is 17-28 , average is 7-13 so if I took 13 as average appointment per day then 3 are scheduled to other day or send to another location so this cause people to take online then our revenue become low and it make negative impact too.
- On weekday analysis highest calls are from beginning of the week(i.e., Monday and Tuesday)



THANK
YOU