

01, JAN 2023 - 31, AUG 2023

FRESH CART AD SPEND ANALYSIS

PROJECT ANALYSIS

Analysis

Campaign

\$28.5K

Total Ad Spend

6.24%

Conversion Rate

\$12.89

Cost Per Conversion

342.20%

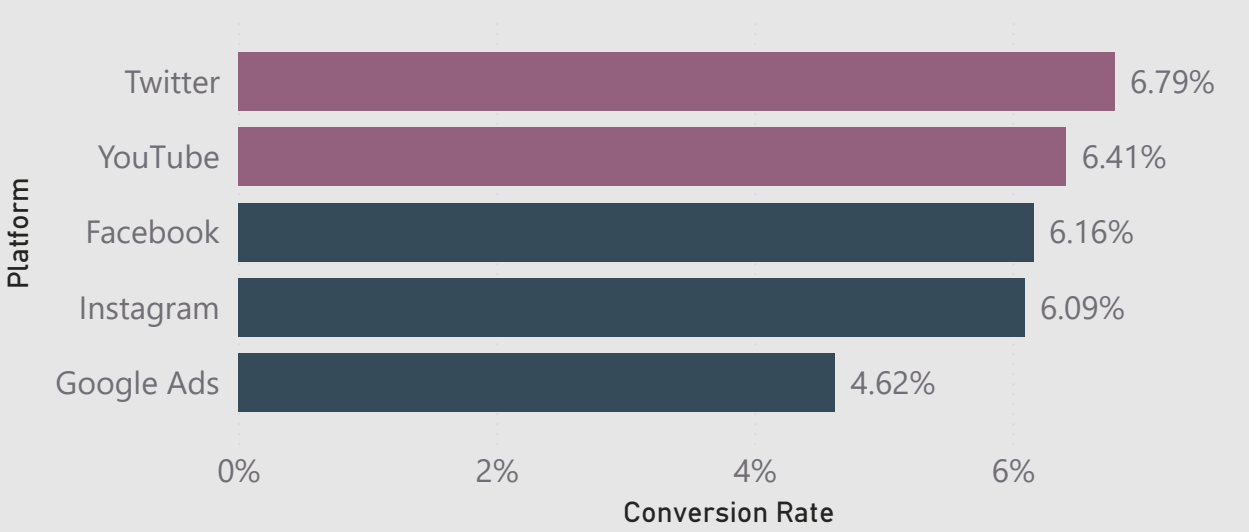
ROAS

\$97.52K

Sales Revenue

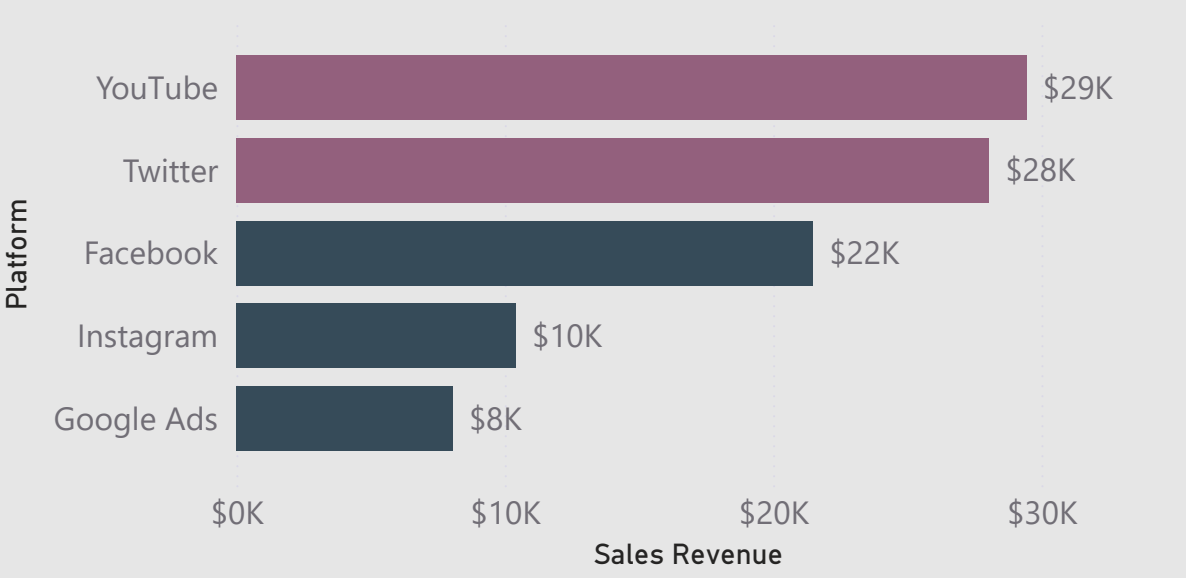
Twitter and Instagram has ben the top 2 Platform with the best conversion ratio 6.71 & 6.41% respectively. This shows that the ausience has been very receptive to Fresh Cart's ads.

Conversion ratio by Platforms



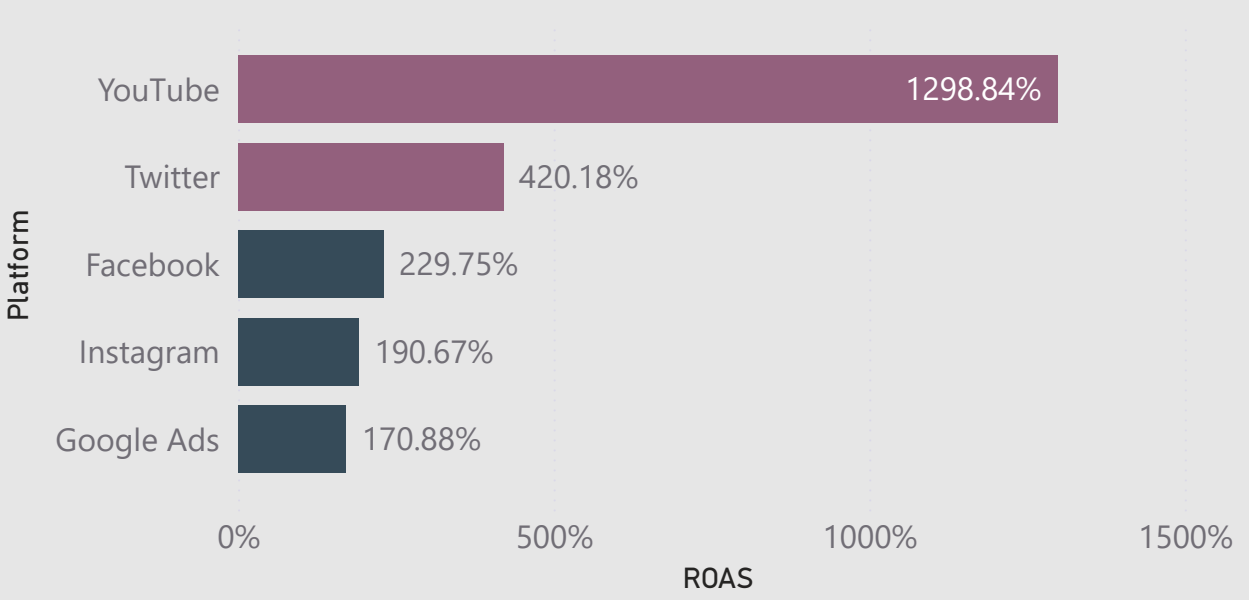
Ads on Youtube generate the most revenue \$29k with Twitter following close at \$28k.

Sales Revenue by Platform



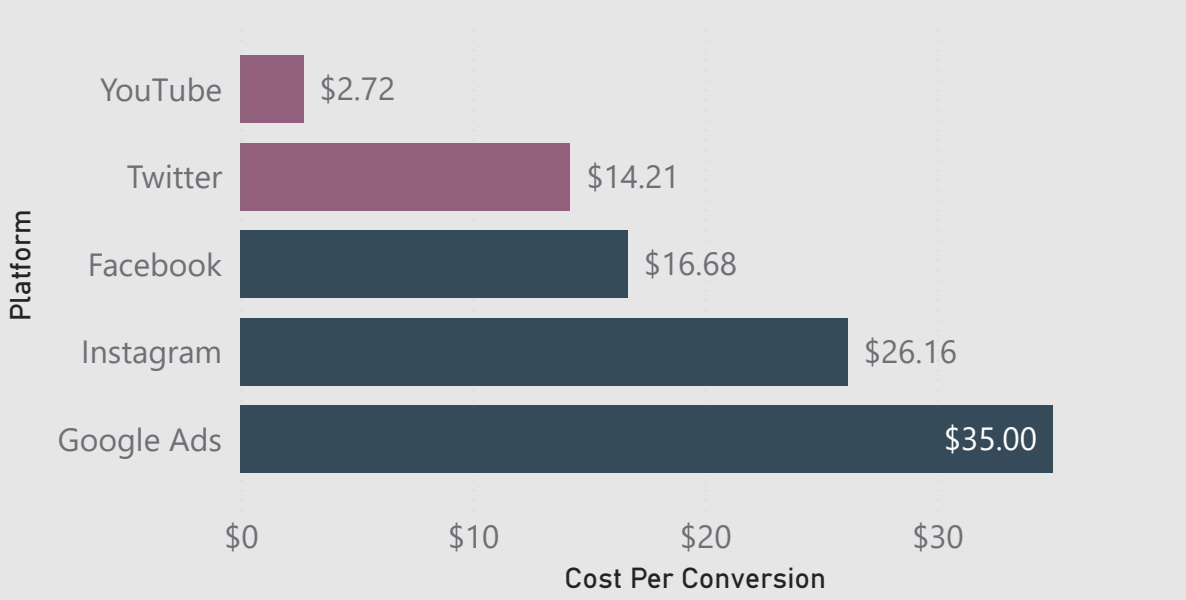
But while Twitter is getting almost as Youtube, its **Return on Ad Spend (ROAS)** is considerably lower. This means the company is spending more in Twitter to generate revenue that Youtube will give.

Return on Ad Spend



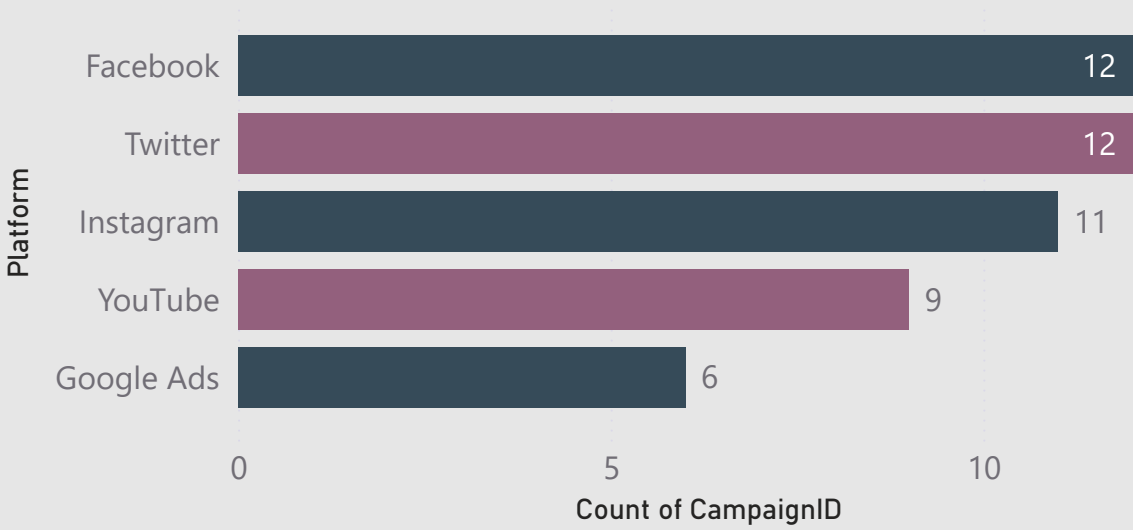
This can be seen here Youtube Cost per conversion is significantly lower (**\$2.72**) than Twitter (**\$14.21**) despite having similar conversion rate. This indicate that Youtube is more cost effective for customer acquisition.

Cost Per Conversion

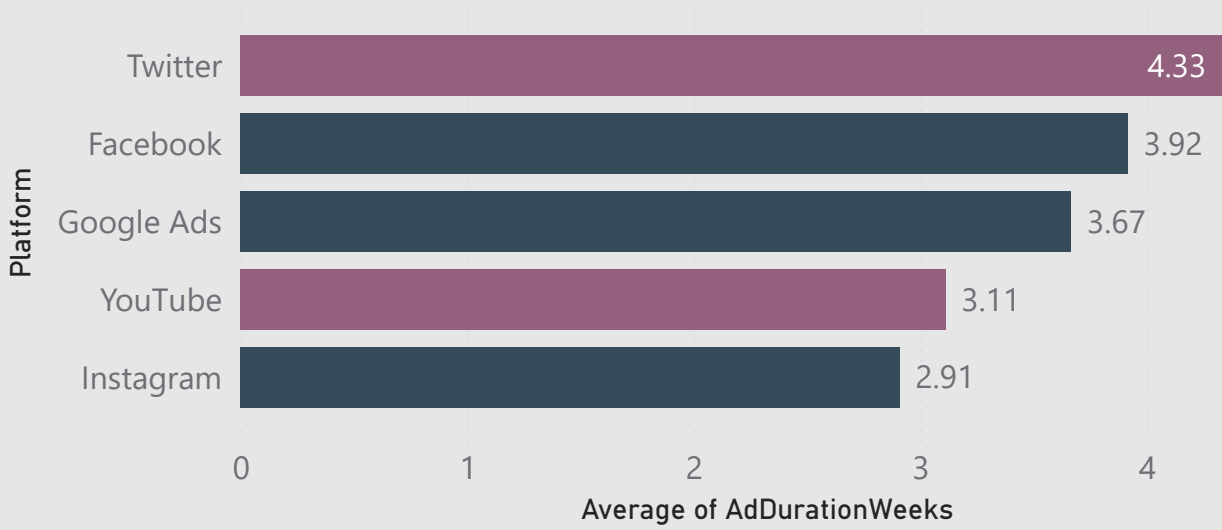


Youtube has generated more returns despite running fewer ad campaign (12 in total) than Twitter (which had 9), with even shorter duration when compared to Twitter. This means Fresh Cart has invested more time and resources into Twitter in terms of campaign frequency and duration while Youtube yielded better returns.

Number of Campaign by Platform



Average Ad Duration by Platform



2210

Sum of Conversions

Sunday, January 01, 2023

Earliest AdStartDate

Campaign Analysis

Analysis

Campaign

50

Count of CampaignID

\$28.5K

Sum of Cost

3.62

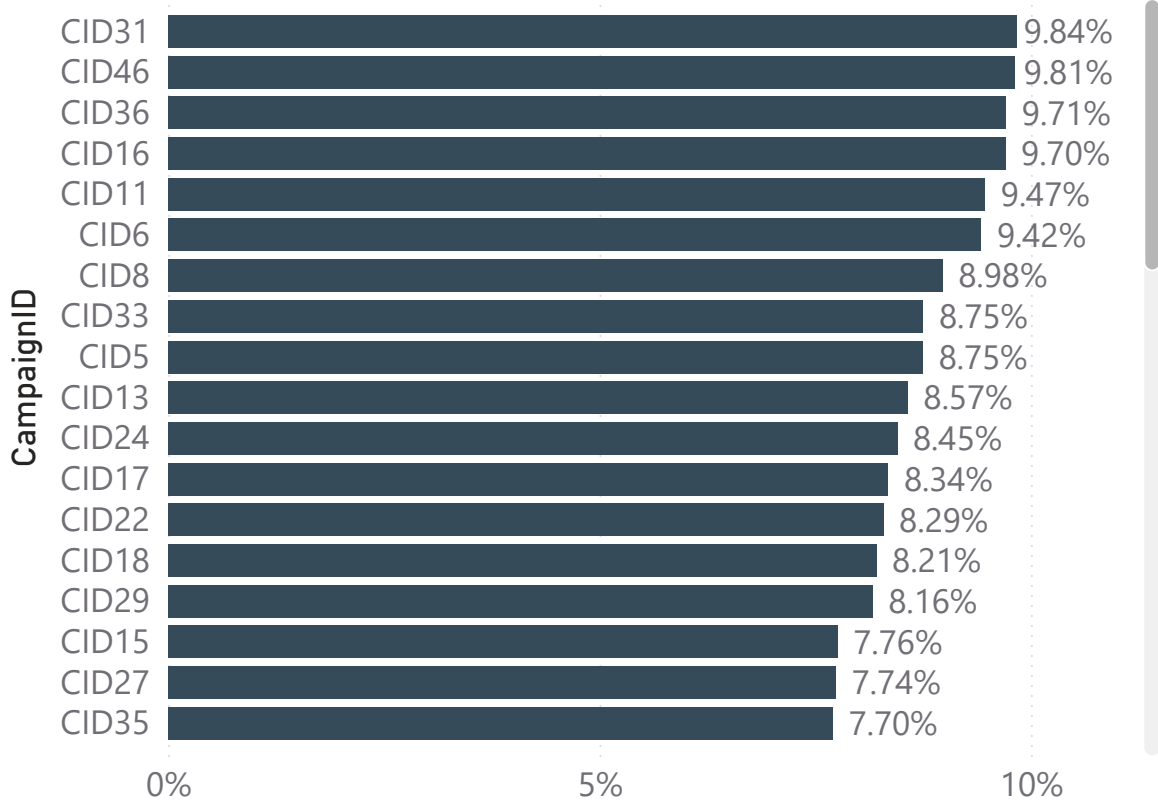
Average Duration

Platform

All

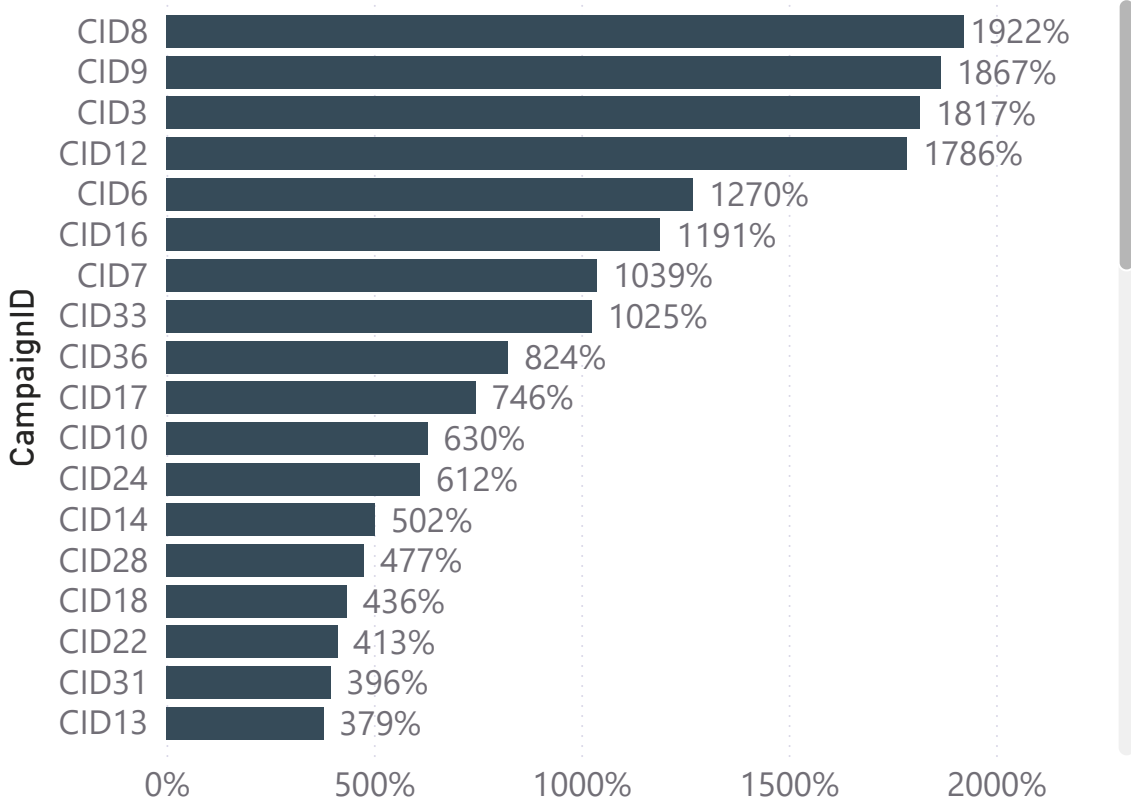
Which Campaign had the best conversion rate?

Conversion Rate by Campaign



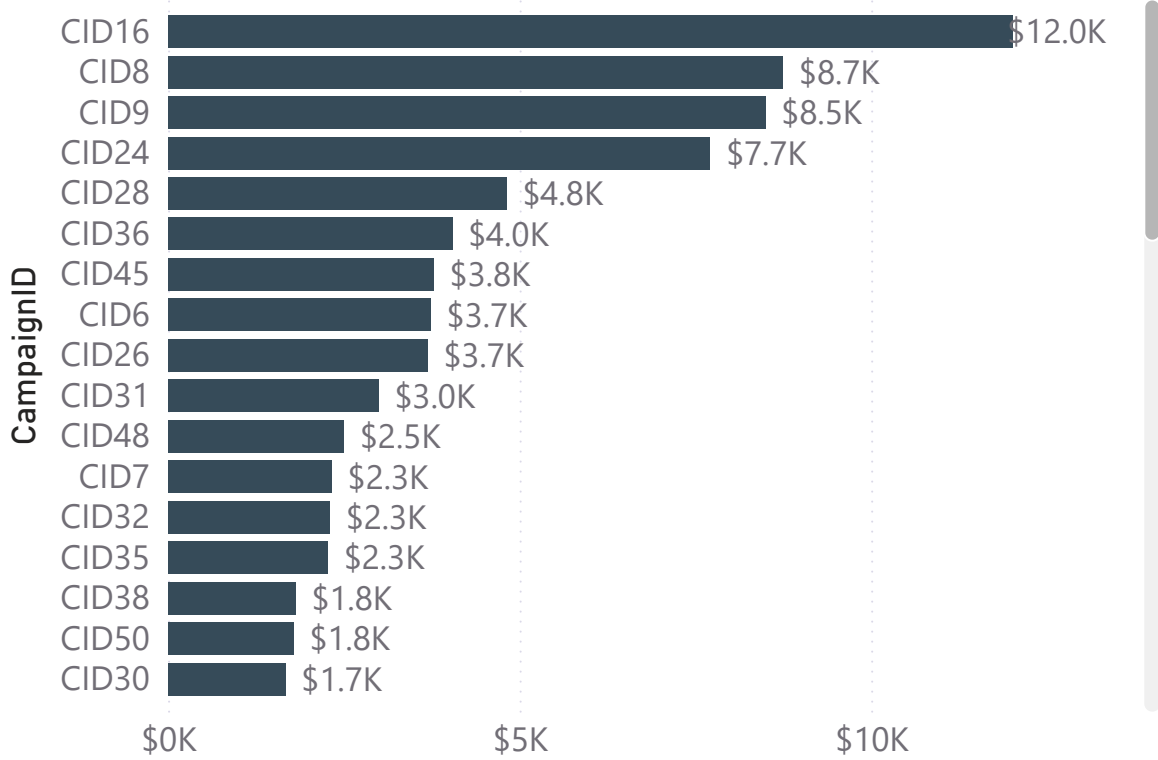
What campaign yielded the most Return?

Return on Ad Spend (ROAS) by Campaign



Which campaign generated the most Revenue?

Campaign by Sales Revenue



Where did each platform generate the most Revenue?

Sales Revenue by Location

