MARKETING CAMPAIGN ANALYSIS REPORT

Abstract

This analysis assesses the effectiveness of digital marketing campaign performance across various channels and campaign types. It focuses on revenue generation, return on investment, and audience engagement. Insight was gathered to guide budget allocation, optimize campaign strategies, and emphasize key areas for growth using Power BI. The analysis identified PPC and referral channels as top revenue drivers while conversion campaigns were recognized as highly profitable. These insights are used for targeted marketing decisions aimed at maximizing ROI.

Introduction

This analysis evaluates current marketing campaign data to uncover patterns and actionable insights for budget optimization and audience targeting. With the organization's goal is to maximize ROI while maintaining cost efficiency, this report seeks to answer the following questions:

Which campaign generated the highest and lowest revenue?

What is the ROI for each campaign?

How do factors like gender and previous purchases affect campaign profitability?

Methodology

Data source: the dataset was downloaded from Kaggle and includes metrics from digital marketing campaigns such as revenue, cost, clicks, and conversions across multiple channels (PPC, social media, SEO, Email) and campaign type (awareness, conversion, consideration, retention)

Tools: Power BI was used for data importing, cleaning, transformation, and visualization.

Methods

Data cleaning: Removed irrelevant columns, standardized data format, and extracted necessary fields (e.g, monthly, daily metrics)

Calculation: Key metrics such as ROI and profit, were calculated to assess campaign efficiency.

Visualization: Visual aids like bar charts, line graphs, and heat maps were used to highlight trends and insight.

Result

Campaign Revenue and ROI

Conversion campaigns yielded the highest ROI, making them the most profitable campaign type. Conversely, the campaign focus on "Awareness" and "Consideration "showed lower returns.

Referral and PPC channels generated substantial income, making them strong candidates for increased budget allocation.

Income by Gender

Female audiences contributed more to income (416M) than male audiences (262M), this suggests that refining targeting strategies to better resonate with female audiences while implementing strategies to increase male engagement could amplify campaign impact.

Channel cost efficiency

Channels like social media and SEO are cost-effective options. this is because they are low-cost options with reasonable profit.

Impact of previous purchases

The past records of previous purchases, showed potential as a predictive factor for future engagement, especially within specific channels and campaign types.
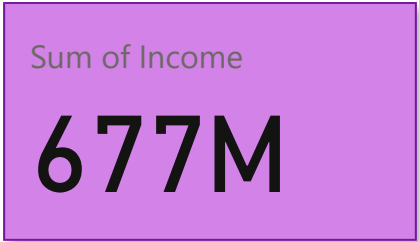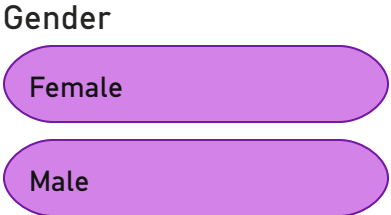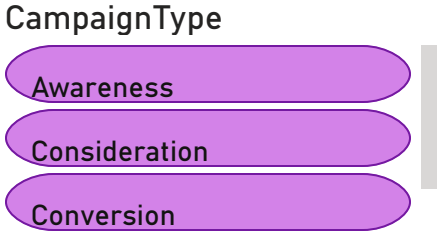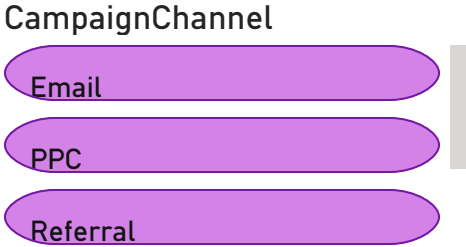
Discussions

Based on the findings, several recommendations can be made to enhance future campaign performance, they include:
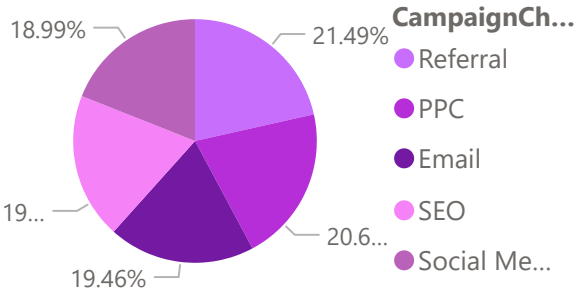
1. Optimize targeting strategies for female audiences: Given that females contributed significantly to the campaign's income, targeting strategies should be refined to resonate better with this demographic.
2. Optimal allocation of campaign spending: campaign spending should be incurred in more highly efficient channels such as referrals and PPC.
3. Leveraging cost-efficient social media channels: the analysis shows that social media and SEO are cost-efficient channels, there should be more budget allocation to these channels to maximize their benefits
4. Implementation of strategies to boost male engagement: tactics to boost male audience participation should be implemented.
5. Continuous monitoring and optimizing campaign performance: tracking and analysing campaign metrics should be carried out frequently to ensure regular future campaigns.

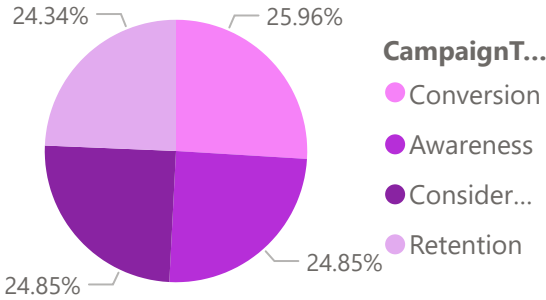**Appendices**: data visuals showcase the results made after the analysis.
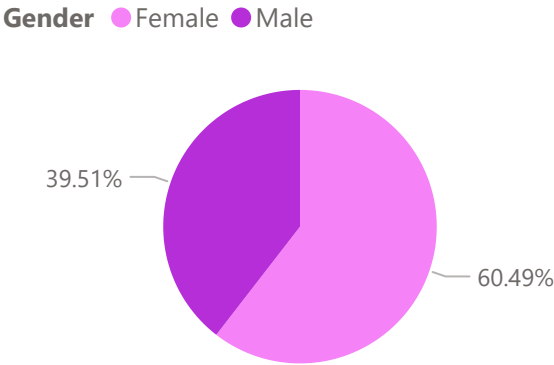
MARKETING CAMPAIGN ANALYSIS

Sum of AdSpend
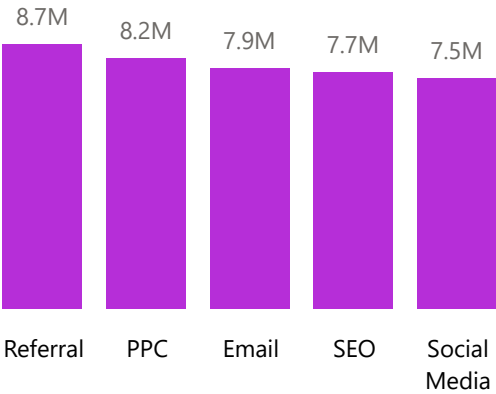
40.01M

CampaignChannel
- Email
- PPC
- Referral

CampaignType
- Awareness
- Consideration
- Conversion

Gender
- Female
- Male

Sum of Income

677M

CAMPAIGN CHANNEL PERCENTAGE

18.99% — 21.49%
19... — 20.6...
19.46%

CampaignCh...
- Referral
- PPC
- Email
- SEO
- Social Me...

CAMPAIGN TYPE PERCENTAGE

24.34% — 25.96%
24.85% — 24.85%

CampaignT...
- Conversion
- Awareness
- Consider...
- Retention

GENDER PERCENTAGE

Gender ● Female ● Male

39.51% — 60.49%

CAMPAIGN CHANNEL COST

Referral	PPC	Email	SEO	Social Media
8.7M	8.2M	7.9M	7.7M	7.5M

CAMPAIGN TYPE INCOME

Conversion	Awareness	Consideration	Retention
0.18bn	0.17bn	0.17bn	0.17bn
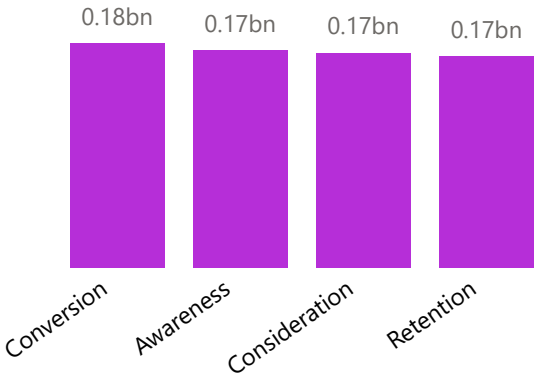
CAMPAIGN CHANNEL INCOME

PPC	Referral	Social Media	SEO	Email
144M	144M	130M	130M	129M

GENDER INCOME

● Count of Gender ● Sum of Income

416M
262M

CAMPAIGN TYPE COST

Conversion	Awareness	Consideration	Retention
10.3M	10.1M	9.9M	9.8M
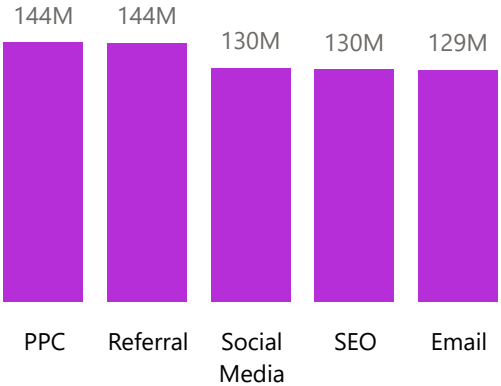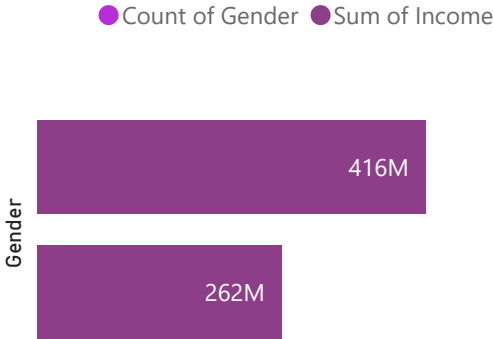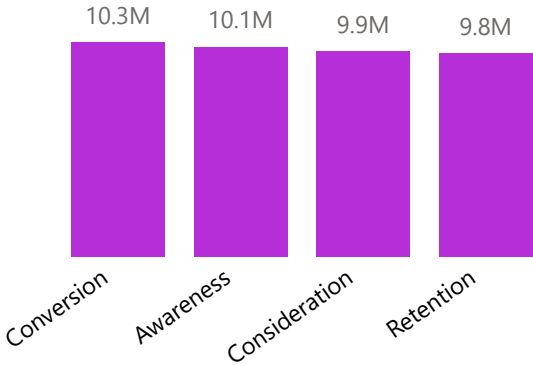
MARKETING CAMPAIGN ANALYSIS

CampaignChannel

- Email
- PPC
- Referral

CampaignType

- Awareness
- Consideration
- Conversion

Gender

- Female
- Male
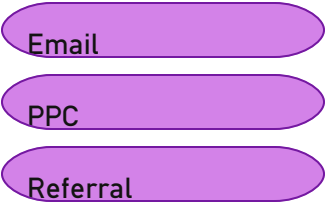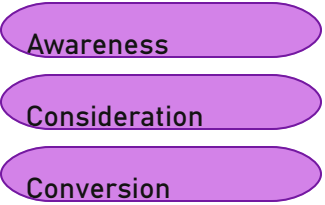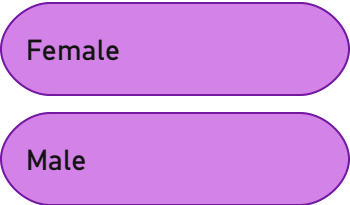
Sum of Profit

637M

CAMPAIGN TYPE PROFIT

Category	Value
Conversion	0.16bn
Awareness	0.16bn
Consideration	0.16bn
Retention	0.16bn
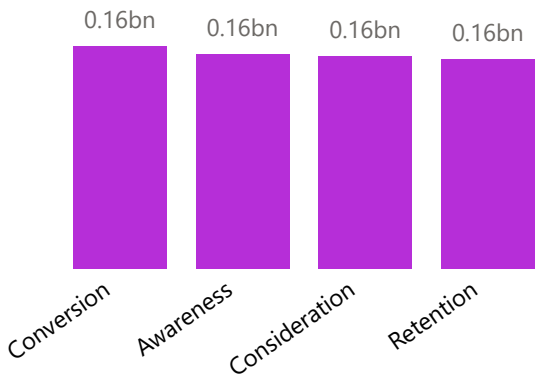
CAMPAIGN CHANNEL PROFIT

Category	Value
PPC	136M
Referral	136M
Social Media	123M
SEO	122M
Email	121M
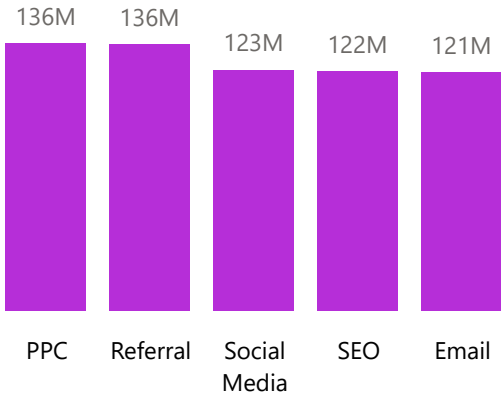
CAMPAIGN CHANNEL ROI

Campai... ● PPC ● Referral ● SEO ▶

- 68K (22.41%)
- 64K (21.11%)
- 59K (19.51%)
- 59K (19.45%)
- 53K (17.51%)

CAMPAIGN TYPE ROI

Campai... ● Conversion ● Consideration ▶

- 83K (27.43%)
- 78K (25.74%)
- 72K (23.66%)
- 70K (23.17%)
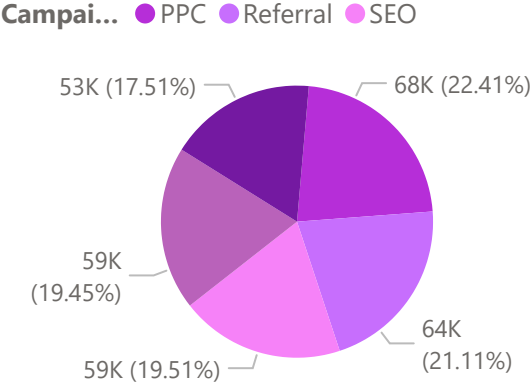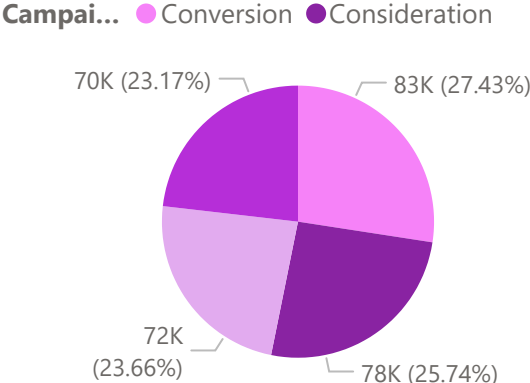
PREVIOUS PURCHASE BY CAMPAIGN CHANNEL

Category	Value
Referral	7.7K
PPC	7.3K
Email	7.1K
SEO	7.0K
Social Media	6.8K

PREVIOUS PURCHASE BY CAMPAIGN TYPE

Category	Value
Conversion	9.5K
Consideration	9.0K
Retention	8.7K
Awareness	8.7K
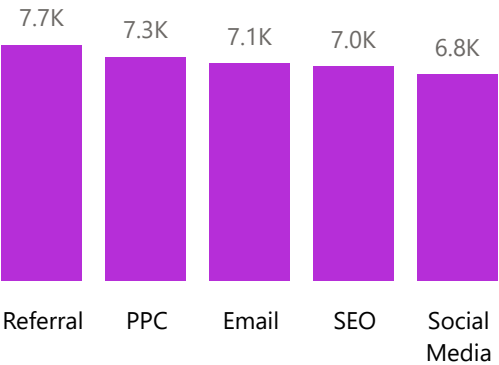
PREVIOUS PURCHASE BY GENDER

Category	Value
Female	22K
Male	14K

PROFIT BY GENDER

Category	Value
Female	0.39bn
Male	0.25bn