Pod A: Sumin, Devaughn, Choeden, Gang

1. **Executive Summary**
   IDATA is a data-driven marketing agency specializing in crafting effective campaigns. Our focus is campaign analysis and reporting to empower our clients in channel activation across platforms. With a thorough approach, our objective for this project is to dissect our client's recent marketing campaign to drive metric insights and make actionable recommendations on the most effective location, audience, creative, and inventory.

   At IDATA, our commitment to excellence extends to every facet of our operations. From data preparation to rigorous processing and analysis, we ensure the delivery of high-quality insights for our clients to drive success. Our primary goal is to address the business problem: Are marketing efforts effectively reaching the intended audience? We recognize the importance of optimizing budgets for desired outcomes and strive to provide solutions that meet this imperative.

   Through our analysis, we recommend prioritizing locations in Ohio, Indiana, and Illinois. The target audience personas should focus on apparel, health, and media sectors with some overlap with publishers Screenrant and Activebeat. We suggest using creative sizes of 320 x 50 and targeting PC devices. The messaging should emphasize a "10% Discount - Ends 6/1" offer. For exchange platforms, we recommend OpenX and Taboola, while for publishers, Screen Rant and MSN are preferred.

2. **Key stakeholders**
   Our client is a global organization that works with multiple agencies to activate media across various channels. Stakeholders are not limited to but are the CEO, CMO, Senior executives, Media Buying and Planning Teams, Creative Teams, and Sales team. All the stakeholders are impacted by our findings, by getting insights on how well a campaign is performing, which leads to refining strategies for the future.

3. **Challenges**
   Some of our challenges were that there were zeros for some of the clicks (322 total) which gave us errors in CVR and CPC. This led us to sorting those values out. Additionally, we had to split up the Audience Segment column and clean it because they had some unknown symbols and were chained together in one column by ">" symbols after cleaning the excess symbols. Additionally, after splitting, we had some blanks in some of the split up columns (60 in the column we used). Lastly, in the location column we had to separate them into city/state for more precise analysis and even then some columns had 2 cities and 2 states together.

4. **Key Highlights**

   For the location branding metrics, we used CTR and Viewability for the States. The top three well performed findings were that Ohio has 77% viewability with second highest CTR of 0.029%, Arkansas had the highest CTR of 0.032% with 71.3% viewability and 61.5% viewability for Tennessee passing the promised goal of the project of having 60% viewability with having 0.021% CTR.

   For the audience aspect, our primary goal was the top 10 audience segments with CPA being $250 and below, and CTR being .015% and above. Additionally, I used Viewability to help further

drive insights. Ultimately I decided to focus more on viewability for my metrics even though Home improvement, Number of nights stayed, and Tablets had the lowest CPAs at $64.22, $95.77, and $106.12. I decided this because although they had very low CPAs, they also had some of the lowest CTRs of the top 10, and felt like Media, Club, and Online shoppers were the big winners of top performing audience segments with 1.27% CTR, 0.23% CTR, and 0.06% CTR . Additionally, this coincides with the publishers for Screenrant and Activebeat being top performers and continuing the route of investing in these aspects is sure to drive good metrics. My recommendations for the remainder of the top 10 is to find ways to improve CTR, maybe through difference creative messaging, or AD sizing/placement.

For the creative aspect, we used CPA and CTR to measure the success of the size, device and messaging. The top performers with the lowest CPA with moderate CTR were 320 x 50 for size, Windows PC for device, and "10% Discount - Ends 6/1" for messaging. A lower CPA indicates greater cost efficiency. Since CTR varied only slightly between items, we highlighted a moderate CTR and the lowest CPA for our recommendations.

For the exchange metrics, we used viewability and vCPM because viewability tells how well the ads are being seen by users, and vCPM tells the cost of achieving those viewable impressions. We can see that OpenX has the highest viewability and low vCPM. Xandr had moderate viewability and the highest vCPM. Our recommendation is OpenX and Taboola, because they offer the best balance between high viewability and lower vCPM, making them the most cost-effective choice to maximize the viewability.

Spatial Analyst, Audience Analyst, Creative Analyst, and Inventory Analyst had common key metrics including CPA and viewability. CPA helps evaluate the cost-effectiveness insights in driving specific actions from their target audience, while viewability measures how often ads are seen by users. By focusing on these metrics, all analysts work towards the shared objective of optimizing strategies and actions to benefit their clients, ultimately achieving desired outcomes efficiently.

Exchange metrics

State Branding Metric

Viewability Vs. Audience 3

CPA and CTR by Creative Size
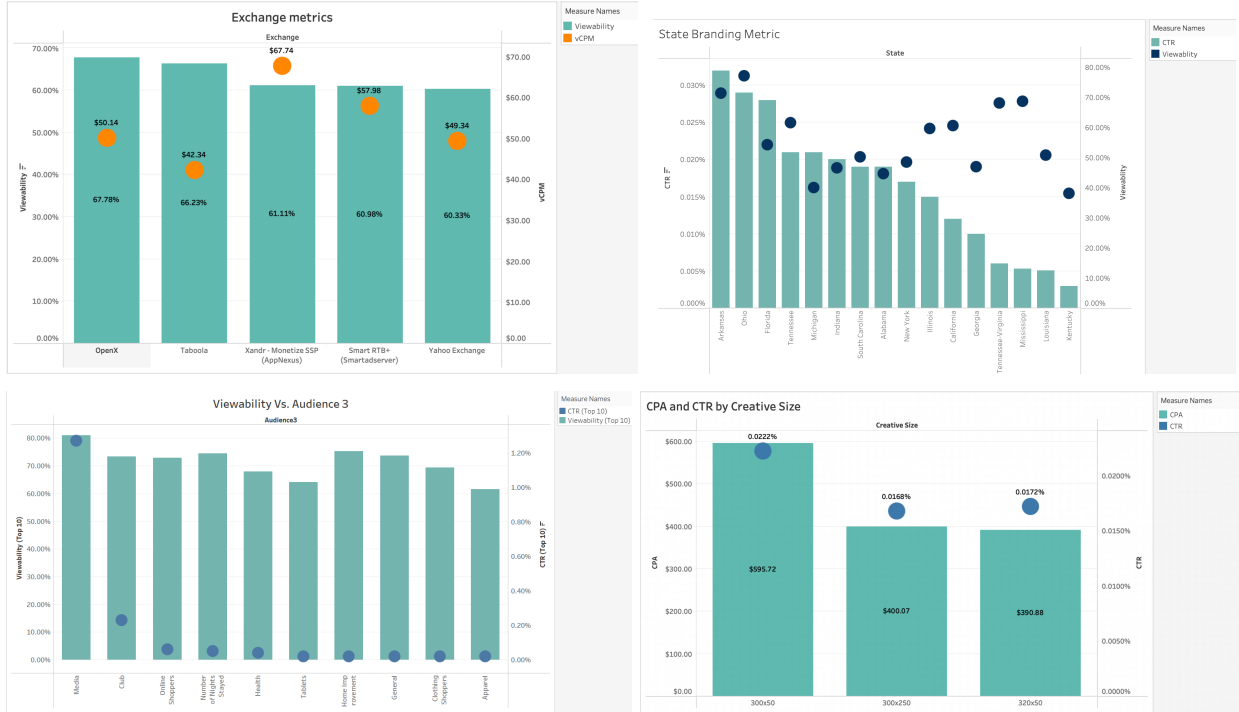
5. Key Takeaways + Next Steps

Recommendations: we suggest identifying top-performing states for targeted campaigns and addressing data quality issues to ensure accurate audience segmentation. We also recommend prioritizing the use of high-performing ad sizes and testing short, compelling messages to enhance conversions without significantly increasing costs. Lastly, we recommend focusing on exchanges and publishers that provide a clear indication of both viewability and cost efficiency. Our future plans include regularly monitoring key performance metrics and adjusting strategies based on real-time data. We will use more datasets for deeper insights and proactive market responses. We also will collaborate with stakeholders to align strategies with business objectives is crucial, and we plan to invest in technology for improved data collection and analysis.