



*Data & Campaign Analysis*

IDATA

By: Sumin, Devaughn, Choeden, Gang



# AGENDA

01

Our Company

02

Our Client

03

Challenges

04

Key Insights

05

Recommendations

06

Future Plans



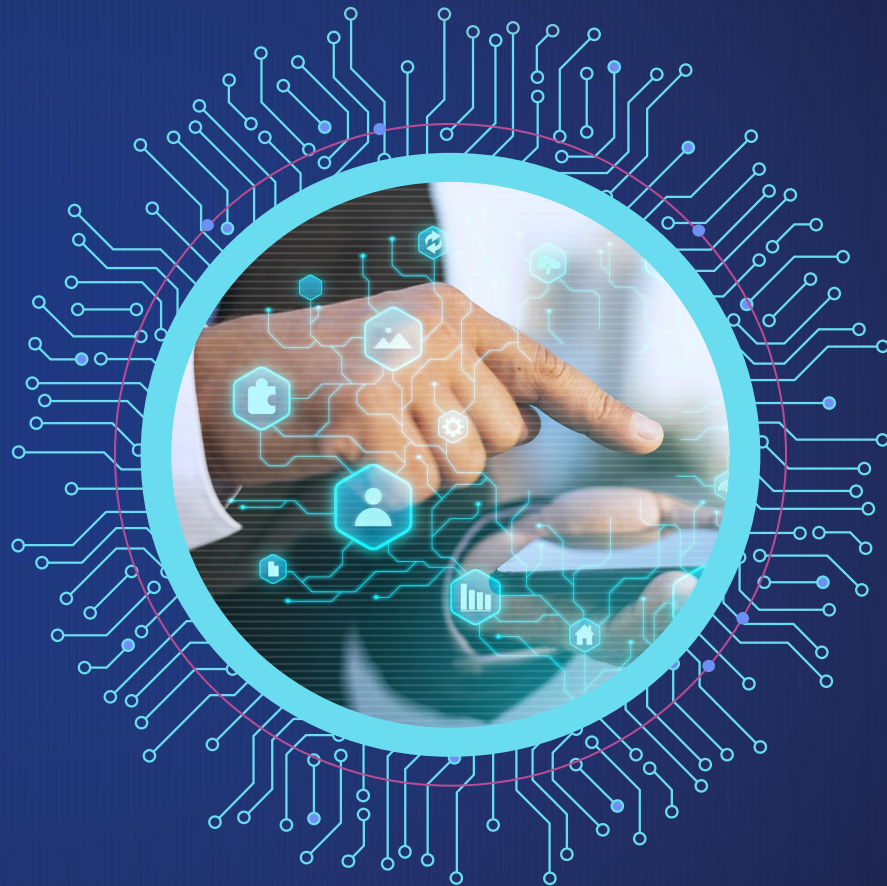
01

# OUR COMPANY



# ABOUT US

IDATA is a data-driven marketing agency specializing in crafting effective campaigns. Our focus lies in campaign analysis and reporting to empower our clients in channel activation across platforms.

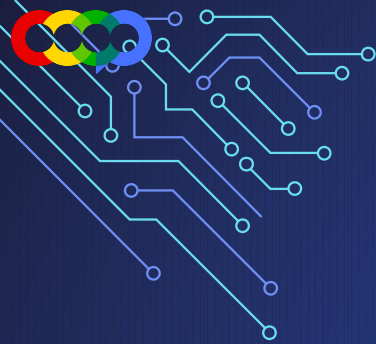




# OUR OBJECTIVE & STRATEGY

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.





Is Client A's marketing efforts  
effectively reaching the intended  
audience?

**BUSINESS PROBLEM**





# OUR GOALS

Goal type	Primary goal	Secondary goal
Audience	\$250 CPA	0.015% CTR
Desktop conversion	\$350 CPA	0.015% CTR
Smartphone conversion	\$400 CPA	0.015% CTR
Viewability	60%	\$80 vCPM

# EXECUTIVE SUMMARY

## Location



### States:

1. Ohio
2. Indiana
3. Illinois

## Creative



**Size:** 320 x 50

**Device:** PC

**Messaging:** "10%  
Discount - Ends 6/1"

## Audience



Apparel



Media



Health

## Inventory

**Exchange:** OpenX

**Publisher:** Screen Rant







02

# OUR PARTNERS



# OUR CLIENT



## Client A

A global organization who works with multiple agencies to activate media across various channels



## Key Stakeholders

CEO, CMO, Senior Executives, Media Buying and Planning Teams, Creative Teams, Sales Team.

# WHO IS IMPACTED?



## Senior Executives

Get to know overall effectiveness of the company



## Media Planners/Buyers

With Inventory insights, they will be able to know where to put the fund, across the various channels



## Creative Team

Will be able to find which part of the campaigns are attracting users such as Trends to maximize impact in future Campaigns



## Marketing Managers

Their decisions regarding audience targeting, creative direction, and inventory allocation will be influenced by the findings



03

# OUR CHALLENGES



# OUR CHALLENGES

## 1. Zeroes in the Clicks Section

- a. 322 in total (Interferes with CVR and CPC, 0s are filtered out)

## 2. Splitting Columns

- a. Namely Audience Segment and Location

## 3. Blanks in Audience Members Columns after Split

- a. 60 in Audience 3, the one we used

## 4. Locations with 2 States/Cities

- a. For example, "Flint-Saginaw-Bay City,Michigan."



4&5

# KEY INSIGHTS & RECOMMENDATIONS



A

# LOCATION

State Performing & Branding Metrics



# STATE PERFORMING METRIC

State	CPC	CPA	CPM
Alabama	\$464.33	\$1,207.25	\$89.97
Arkansas	\$1,531.53	\$382.88	\$493.04
California	\$272.46	\$445.10	\$33.48
Florida	\$232.19	\$419.71	\$65.94
Georgia	\$858.37	\$532.05	\$86.17
Illinois	\$205.25	\$370.68	\$31.34
Indiana	\$166.77	\$211.46	\$33.85
Kentucky	\$2,334.62	\$274.66	\$67.28
Louisiana	\$277.06	\$554.12	\$14.15
Michigan	\$347.96	\$711.12	\$74.23
Mississippi	\$1,088.35	\$415.55	\$58.19
New York	\$259.80	\$349.59	\$44.93
Ohio	\$84.01	\$212.83	\$24.74
South Carolina	\$236.68	\$537.91	\$45.29
Tennessee	\$309.80	\$452.93	\$66.09
Tennessee-Virginia	\$1,133.05	\$1,182.32	\$73.23

**Recommendation:** Ohio, Indiana, Illinois, are the three state repeatedly performing well to be on top five best KPIs, we recommend to invest more here. Where Alabama and Arkansas has lowest ranking in their at least two out of three KPIs, improve or make changes to the strategy to these states.

## Findings:

CPC

1. Ohio
2. Indiana
3. Illinois

CPA

1. Indiana
2. Ohio
3. Kentucky

CPM

1. Louisiana
2. Ohio
3. Illinois

CPC

1. Kentucky
2. Arkansas

CPA

1. Alabama
2. Tennessee-Virginia

CPM

1. Arkansas
2. Alabama





# STATE BRANDING METRICS

77%

## Ohio

With such a high Viewability, It also had 2nd highest CTR of 0.029%

71.3%

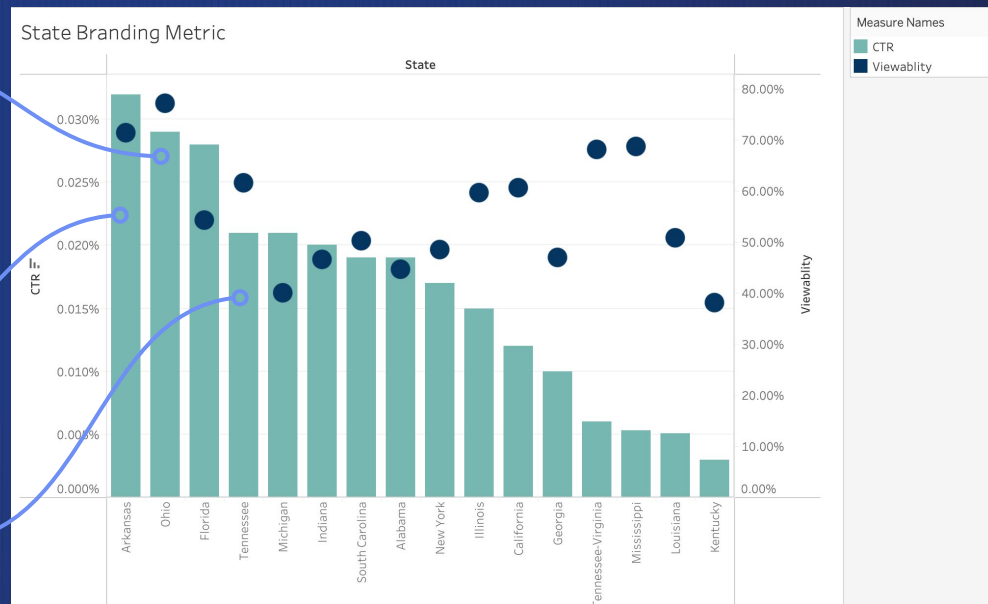
## Arkansas

Second highest Viewability, came up first highest CTR of 0.032%.

61.5%

## Tennessee

Passes the viewability primary goal of 60%, and has CTR of 0.021%





B

# AUDIENCE

Audience Branding & Performance Metrics, Audience Personas

Goal type	Primary goal	Secondary goal
Audience	\$250 CPA	0.015% CTR



# AUDIENCE PERFORMANCE METRIC

\$64.22

## Home Improvement

Home Improvement had the lowest CPA

\$95.77

## Number of Nights Stayed

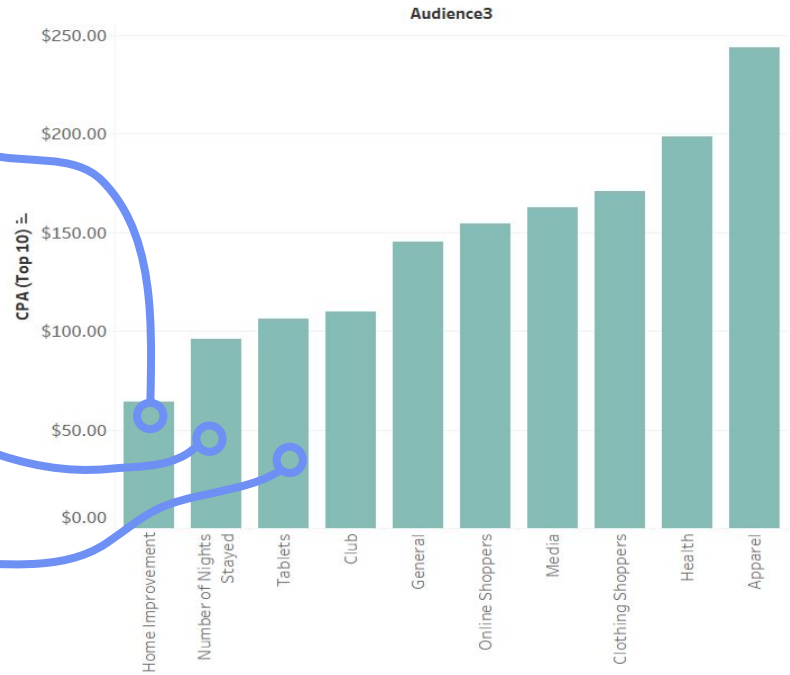
Number of Nights Stayed Had the 2nd lowest CPA

\$106.12

## Tablets

Tablets had the 3rd lowest CPA

CPA Vs. Audience 3





# AUDIENCE BRANDING METRICS

80.95%

## Media

Had the highest Viewability (80.95%) and the highest CTR (1.27%)

73.41%

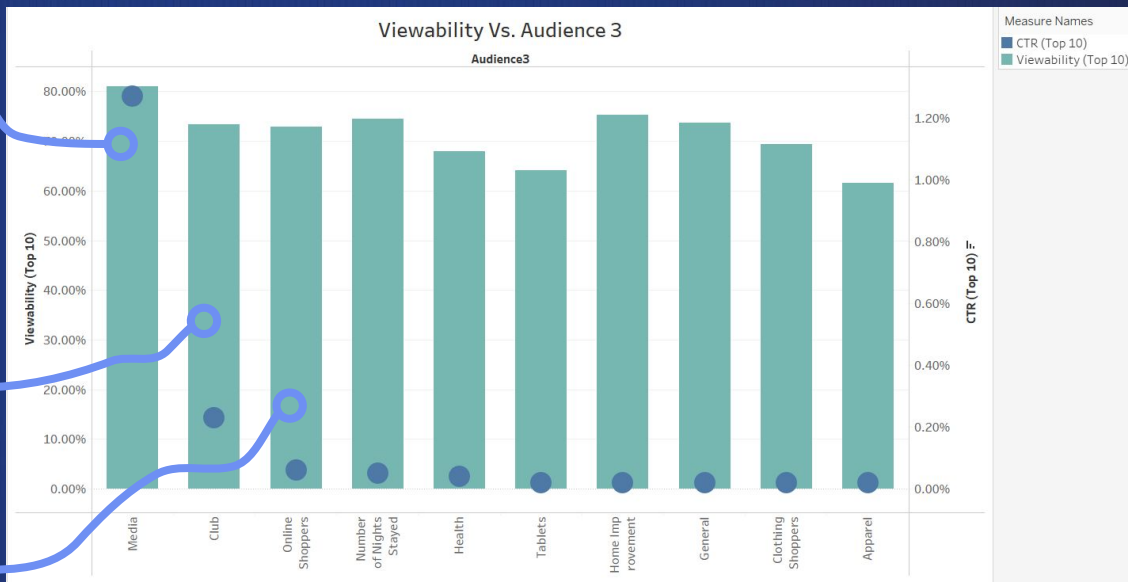
## Club

Had the 5th highest Viewability (73.41%) and the 2nd highest CTR (0.23%)

72.92%

## Online Shoppers

Had the 6th highest Viewability (72.92%) And the 3rd highest CTR (0.06%)





# AUDIENCE PERSONAS & RECOMMENDATIONS



**Amy Parker - The Fashionista**

Fashionistas like Amy Parker is an example of the type of people you are advertising to when it comes to **Apparel/Online** shoppers. They enjoy online shopping and clothing stores such as Shein, Amazon and Temu



**Leona Dawne - The Mindful**

Leona is an example of one of the **Health** audience that you could target ads to. With one of the top publishers being **Activebeat** going the route of investing into ActiveBeat and Health audience members is sure to drive an increase in cost-efficiency



**Social Media Influencers/Users - Media**

**Media** being one of the driving forces of today's world, influencers and even just regular users are the type of people you are selling to. **Screen Rant** was one of the top publishers and it means that there is overlap between publishers and audience typing that you could take advantage of to maximize outreach.



# CREATIVE

Size, Device, Messaging

# CREATIVE SIZE METRICS



320 x 50 (Best)

Lowest CPA, Moderate CTR

300 x 50 (Worst)

Highest CPA, Higher CTR

**Recommendation:**

We recommend 320 x 50 as the creative size since it is the most cost efficient. 300 x 250 is our 2nd option.



# DEVICE METRICS (300x250)

Goal type	Primary goal	Secondary goal
Desktop conversion	\$350 CPA	0.015% CTR
Smartphone conversion	\$400 CPA	0.015% CTR



# DEVICE METRICS (300x250)

Goal type	Primary goal	Secondary goal
Desktop conversion	\$350 CPA	0.015% CTR
Smartphone conversion	\$400 CPA	0.015% CTR



## PC (Best)

Lowest CPA, Moderate CTR

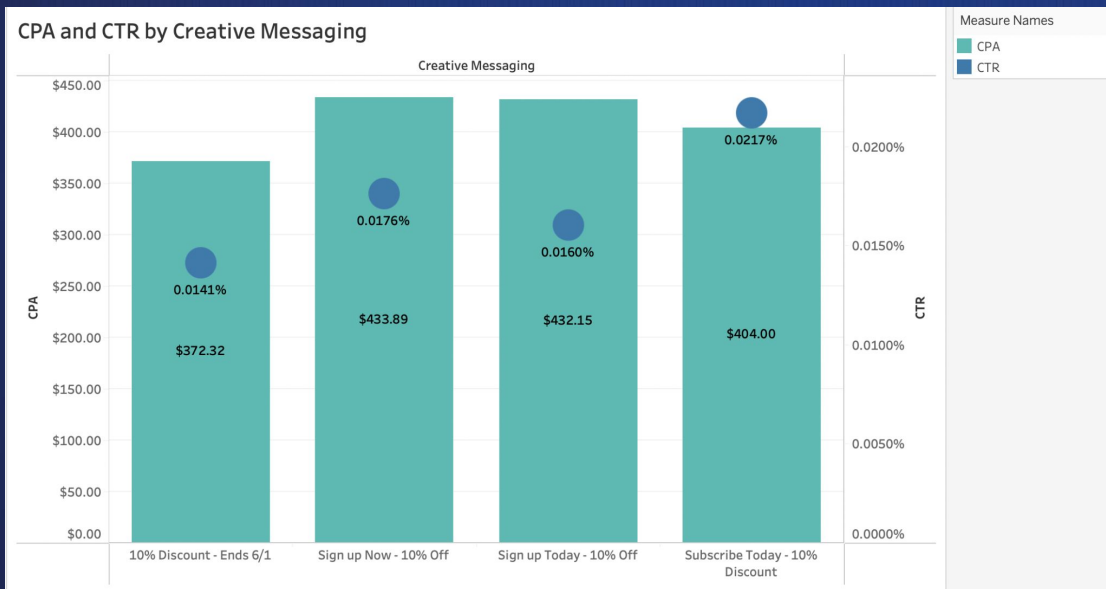
## Smartphone (Worst)

Highest CPA, Higher CTR

### Recommendation:

We recommend the Windows and Apple PCs as the creative device since they both have relatively lower CPAs than the Smartphone.

# CREATIVE MESSAGING METRICS



"10% Discount - Ends 6/1" (Best)

Lowest CPA, Moderate CTR

"Sign Up Now - 10% Off" (Worst)

Highest CPA, Higher CTR

**Recommendation:**

We recommend "10% Discount - Ends 6/1" since it is the most cost efficient. Shorter messaging tends to be more effective.



D

# INVENTORY & VIEWABILITY

Exchange & Publishers



# GOALS

**Secondary goal:**  
vCPM below \$80

2



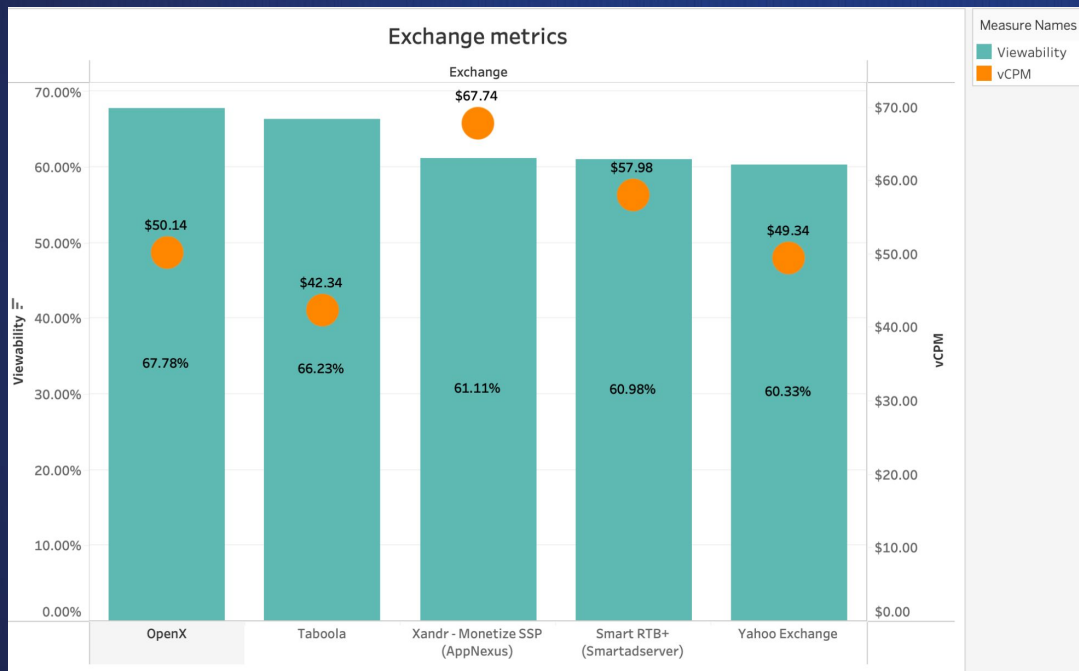
3

**Top 5 Exchanges:**  
OpenX, Taboola,  
Xandr, Smart RTB,  
Yahoo Exchange

1

**Primary Goal:**  
Over 60%  
viewability

# EXCHANGE METRICS



## OpenX (Best)

Highest viewability, Low vCPM

## Xandr (Worst)

Moderate viewability, Highest vCPM

### Recommendation:

OpenX and Taboola offer the best balance between high viewability and lower vCPM, making them the most cost-effective choice to maximize the viewability.



# GOALS

**Secondary goal:**  
Limit CPA to \$260

2



3

**Top 5 Publishers:**  
ActiveBeat, History  
Collection, Screen  
Rant, MSN, NBC  
News

1

**Primary Goal:**  
Over 60%  
viewability and  
below \$80 vCPM



# INVENTORY BRANDING METRICS

## History Collection & Screen Rant (Best)

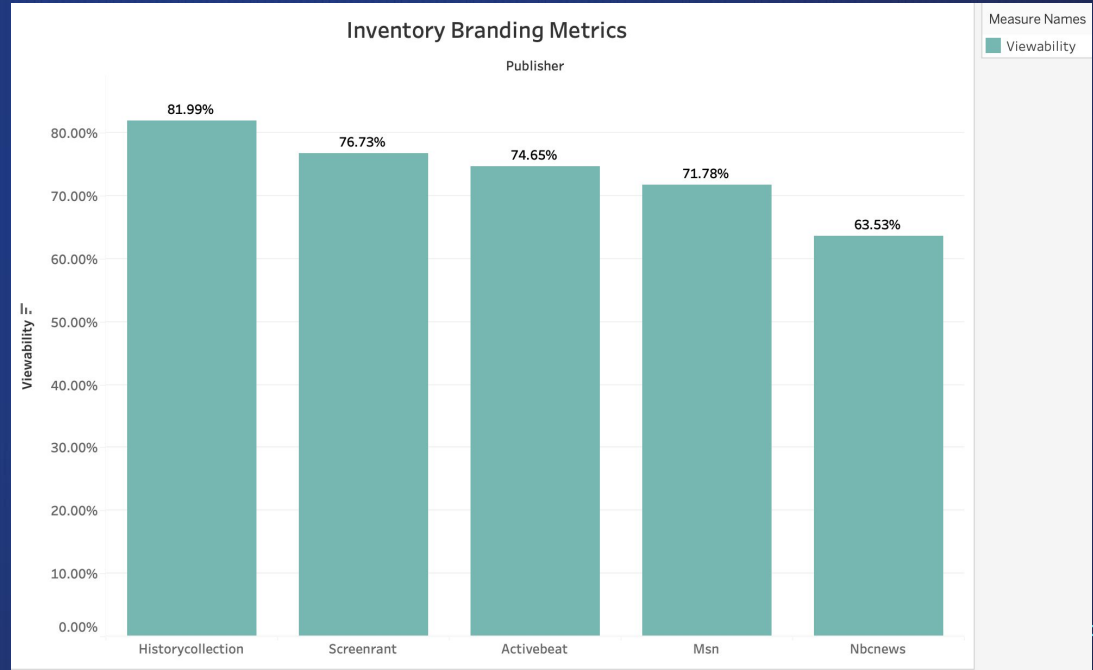
Highest viewability

## NBC News (Worst)

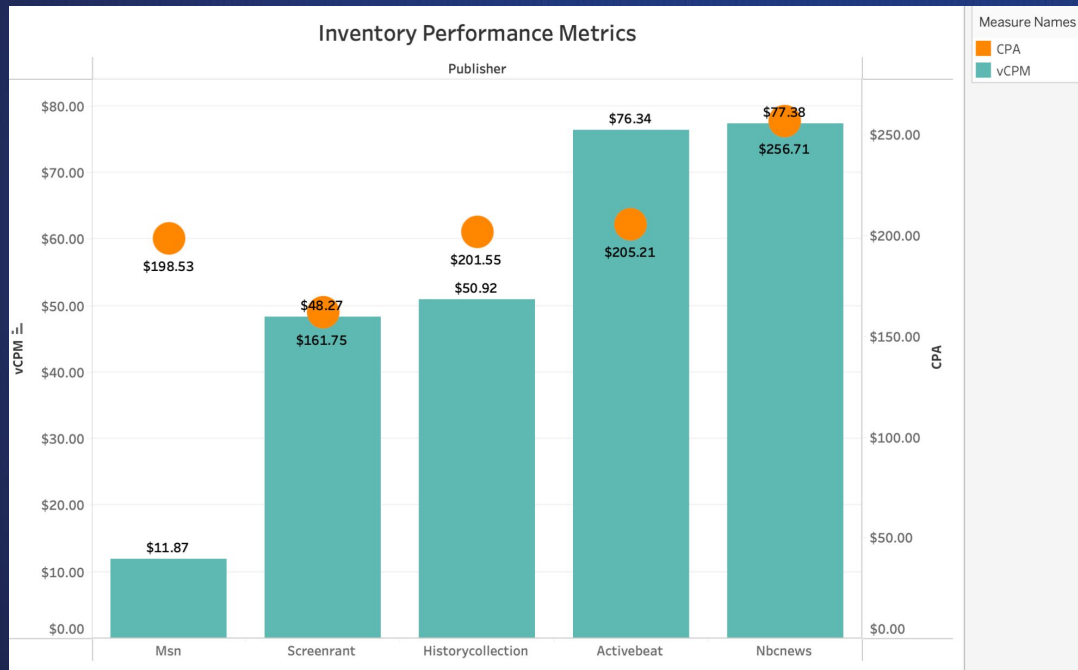
Lowest viewability

### Recommendation:

Prioritize publishers like History Collection and Screen Rant for campaigns where viewability is high. They ensure ads are seen by a larger audience and boost conversion.



# INVENTORY PERFORMANCE METRICS



## MSN & Screen Rant (Best)

Lowest CPA, Moderate vCPM

## NBC News (Worst)

Highest CPA, Highest vCPM

### Recommendation:

Focus on publishers like MSN and Screenrant for cost-effective acquisitions. They offer a good balance of low CPA and manageable vCPM, ensuring efficient use of the advertising budget.





05

# SOLUTIONS & RECOMMENDATIONS



# SOLUTIONS & RECOMMENDATIONS

- Identify top-performing states for targeted campaigns and address data quality issues to ensure accurate audience segmentation.
- Prioritize the use of high-performing ad sizes and test short, compelling messages to boost conversions without raising costs much.
- Focus on exchange and publisher that provide a clear indication of both viewability and cost-efficiency.



# SOLUTIONS & RECOMMENDATIONS

Category	Recommendations
LOCATION	<b>States:</b> <ol style="list-style-type: none"><li>1. Ohio</li><li>2. Indiana</li><li>3. Illinois</li></ol>
AUDIENCE	<b>Personas:</b> <ol style="list-style-type: none"><li>1. Apparel/ Online Shopping</li><li>2. Health</li><li>3. Media</li></ol>
CREATIVE	<b>Size:</b> 320 x 50 <b>Device:</b> PC <b>Messaging:</b> "10% Discount - Ends 6/1"
INVENTORY & VIEWABILITY	<b>Exchange:</b> OpenX, Taboola <b>Publisher:</b> Screen Rant, MSN



06

# FUTURE PLAN



# FUTURE PLAN

- Regularly monitor key performance metrics and adjust strategies based on real-time data.
- Use more datasets for deeper insights and proactive market responses.
- Collaborate with stakeholders to align strategies with business objectives.
- Invest in technology for improved data collection and analysis.

# SOURCES

Kelly, Audrey. (2023). "11 Healthcare Marketing Statistics You Need to Know Now."

<https://b2b.healthgrades.com/insights/blog/11-healthcare-marketing-statistics-you-need-to-know-now/>.

"Data Analytics capstone project notes guide."

<https://docs.google.com/document/d/1Mr7bKbJHNMXMvOoUY2Ja-YH7UJ8GzUXJ-1laxbMqKFw/edit#heading=h.jxcutcuwix91>.

"Design\_PBL\_Data\_Analytics\_SP2024."

[https://docs.google.com/presentation/d/1\\_e4fWaUbf0IL9Uf4SH9Fvv4f2n-HoQjJ5AqoPwHwdAw/edit#slide=id.g2c56669aa25\\_0\\_0](https://docs.google.com/presentation/d/1_e4fWaUbf0IL9Uf4SH9Fvv4f2n-HoQjJ5AqoPwHwdAw/edit#slide=id.g2c56669aa25_0_0).

"PBL\_Design\_DA\_Capstone\_Data\_SP24."

[https://docs.google.com/spreadsheets/d/1r5NYp4dBdCFaxi8s1L7WqMjMNH\\_Z8ApF/edit#gid=74464958](https://docs.google.com/spreadsheets/d/1r5NYp4dBdCFaxi8s1L7WqMjMNH_Z8ApF/edit#gid=74464958).



THANK YOU!