

Project Write-Up: Phase 2 – Campaign Performance Analysis – Documentation

To evaluate the effectiveness of marketing campaigns across different traffic sources, mediums, and creatives by calculating key performance metrics such as click-through performance, conversion efficiency, and revenue contribution.

Key Metrics Calculated

Metric	Formula	Purpose
Clicks	Total of clicks	Measures traffic volume
Conversions	Total of conversions	Indicates goal completions (sales, signups, etc.)
Revenue	Sum of revenue	Measures monetary impact of each campaign
Conversion Rate (CVR)	conversions / clicks	Evaluates campaign efficiency
Revenue per Click (RPC)	revenue / clicks	Assesses profitability of engagement
Revenue per Conversion	revenue / conversions (if conversions > 0)	Estimates value per conversion

Step 1: Aggregated Metrics by Campaign Dimensions

- Grouped data by **utm_source**, **utm_medium**, **utm_campaign**, and optionally **utm_content** and **utm_term**
- Calculated total clicks, conversions, and revenue for each group

Step 2: Derived Performance KPIs

- Used Power Query / Excel formulas / Power BI DAX to calculate:
 - Conversion Rate
 - Revenue per Click
 - Revenue per Conversion

Campaign Performance Insights

1. Top Campaigns

Question: Which campaign had the highest **Revenue per Click (RPC)**?

Excel Action:

- I sorted my table by the **RPC** column (**descending**)
- I Identified the campaign name (**utm_campaign**) with the highest value

Insight Documentation:

The **product_launch** campaign delivered the highest revenue per click (\$2.07), indicating high-value engagement. This suggests that the messaging and targeting in this campaign were particularly effective at converting clicks into revenue.

2. Channel Efficiency

Question: Which traffic **source** had the best **Conversion Rate (CVR)**?

Excel Action:

- If you used **utm_source** as rows in your pivot table:
 - Add **CVR = conversions / clicks** as a calculated column
- Sort **CVR** in descending order to find the most efficient source

Insight : Among all traffic sources, **the newsletter** had the highest conversion rate (10.51%), suggesting that email-based campaigns were highly targeted and resonated well with the audience.

Question: Which traffic source (medium) had the best conversion rate?

Campaign Name	Sum of clicks	Sum of conversions	Sum of revenue	CVR (Conversion Rate)	RPC (Revenue per Click)	Revenue per Conversion
facebook	47792	4637	88249.62	9.70%	\$1.85	\$19.03
google	49737	5073	103562.49	10.20%	\$2.08	\$20.41
instagram	45248	4279	75245.41	9.46%	\$1.66	\$17.58
linkedin	52230	5291	102967.59	10.13%	\$1.97	\$19.46
newsletter	44526	4696	93676.85	10.55%	\$2.10	\$19.95
youtube	62385	5829	116229.3	9.34%	\$1.86	\$19.94
Grand Total	301918	29805	579931.26	9.87%	\$1.92	\$19.46

- The **newsletter** campaign generated the highest **revenue per click (\$2.10)** and the highest **conversion rate (10.55%)**, indicating both high engagement and efficient conversion.
- Close behind, **google** delivered strong performance with a **\$2.08 RPC** and a **10.20% CVR**, making it a consistent high performer in both reach and monetization.
- On the other end, while **instagram** attracted a reasonable number of clicks, it underperformed in efficiency with a **lower RPC (\$1.66)** and **CVR (9.46%)**, suggesting potential issues with creative targeting or intent alignment.

Recommendation:

- **Double down on newsletter campaigns**, as they are highly efficient in both conversion and revenue generation — a great channel for retention or segmented re-engagement.
- **Maintain investment in Google**, especially for acquisition campaigns that convert at scale.
- **Re-evaluate Instagram targeting or creative strategy** to improve ROI, potentially using A/B testing or shifting focus to higher-intent segments.

3. Creative Performance

Question: Did **video_ad** outperform **banner1** in terms of conversions?

Excel Action:

- Use a pivot table with:
 - **Rows** → **utm_content**
 - **Values** → Sum of **conversions**

Optional: Add **clicks** to calculate CVR by content type

Row Labels	Sum of clicks	Sum of conversions	CVR (Conversion Rate)
	29995	2833	9.44%
banner1	69706	7099	10.18%
carousel_ad	68465	6545	9.56%
text_link	72404	6923	9.56%
video_ad	61348	6405	10.44%
(blank)			0.00%
Grand Total	301918	29805	9.87%

Insights:

- The creative **video_ad** delivered the **highest conversion rate (10.44%)** among all content types, slightly outperforming **banner1** (10.18%) and clearly outperforming **carousel_ad** and **text_link** (both at 9.56%).
- Despite receiving **8,000 fewer clicks** than **banner1**, **video_ad** generated nearly as many conversions (6,405 vs. 7,099), indicating a **more persuasive or higher-intent creative format**.
- The **(blank)** entries likely represent sessions with missing or untagged **utm_content**, and had the **lowest conversion rate (9.44%)**, reinforcing the importance of consistent tagging.

Recommendation:

- **Prioritize video_ad creatives** for upcoming performance campaigns, particularly where cost per conversion is a key metric.

- Consider reducing reliance on carousel and text-only formats unless they are supporting engagement at a lower cost.
- Ensure **100% UTM content tagging compliance**, as untagged creatives are underperforming and difficult to track accurately.

4. Keyword Attribution

Question: Which **utm_term** brought in the most high-value traffic (based on RPC or total revenue)?

Excel Action:

- Create a pivot table:
 - **Rows** → **utm_term**
 - **Values** → Sum of **revenue**, Sum of **clicks**
- Add calculated column: **RPC = revenue / clicks**

Row Labels	Sum of revenue	Sum of clicks	RPC
bags	165044.57	81093	\$0.49
discount	130248.93	74604	\$0.57
shoes	143000.4	73524	\$0.51
signup	141637.36	72697	\$0.51
Grand Total	579931.26	301918	\$0.52

Insight:

- The keyword **discount** yielded the highest **revenue per click (\$0.57)** among all terms, suggesting that value-oriented messaging drives stronger monetization.
- While **bags** generated the **highest total revenue (\$165K)**, its **lower RPC (\$0.49)** indicates that volume was likely the key driver rather than conversion quality.

- Keywords like **signup** and **shoes** were close in RPC (\$0.51) and revenue (\$141K–\$143K), making them efficient mid-range performers. These could be strong candidates for further scaling with budget optimization.

Recommendation:

- Expand and double down on discount-related keyword variants**, as they deliver the strongest value per click.
- Consider optimizing bags campaigns to improve efficiency — perhaps by narrowing audiences or improving landing page alignment.
- Continue investing in signup and shoes, and A/B test variations in ad copy or CTA to lift RPC further.

4. Temporal Trends

Question: Did performance vary by week, month, or quarter?

Row Labels	Sum of clicks	Sum of conversions	Sum of revenue	CVR (Conversion Rate)
1	76883	7490	141636.26	0.097420756
Jan	24894	2393	48489.6	0.096127581
Feb	26406	2504	46341.99	0.094826933
Mar	25583	2593	46804.67	0.101356369
2	72031	7480	149550.16	0.103844178
Apr	27136	2956	59146.92	0.108932783
May	22699	2302	47892.08	0.101414159
Jun	22196	2222	42511.16	0.100108128
3	81770	7966	148203.21	0.097419592
Jul	25523	2308	44660.69	0.090428241
Aug	28773	3006	53759.77	0.104472943
Sep	27474	2652	49782.75	0.096527626
4	71234	6869	140541.63	0.096428672
Oct	21422	2213	40098.57	0.103305014
Nov	25458	2322	54631	0.09120905
Dec	24354	2334	45812.06	0.095836413
Grand Total	301918	29805	579931.26	0.098718857

Insight:

Q2 (Apr–Jun) showed the **highest conversion rate at 10.38%**, outperforming all other quarters despite having the second-lowest click volume. This suggests high-quality targeting or compelling mid-year campaigns like **spring_sale** or **product_launch**.


Q1 and Q3 delivered steady performance with similar CVRs (~9.74%), but Q3 led in volume (highest clicks and conversions).

Surprisingly, **Q4**, typically expected to peak due to **black_friday** or holiday promotions, had the **lowest CVR (9.64%)**, indicating a potential disconnect between increased marketing pressure and user conversion behavior.

Recommendation:

- **Double down on what worked in Q2** — replicate campaign timing, targeting, or creative elements that may have boosted mid-year efficiency.
- **Investigate Q4 campaigns** to uncover whether lower CVR stemmed from audience fatigue, offer mismatch, or creative underperformance — especially since revenue stayed strong.
- Use monthly trends to **fine-tune timing** of future campaigns around April–May and late summer (August), both of which showed micro-performance spikes.

5. Insight: Source–Medium Cohort Trends (Q1–Q3)

 **Question:** Which source–medium combinations performed best over time?

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T				
Column Labels																	RPC Q1	RPC Q2	RPC Q3				
Sum of clicks				Sum of conversions				Sum of revenue				Total Sum of clicks				Total Sum of conversions				Total Sum of revenue			
Row Labels	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4							
facebook/cpc	3277	2859	3020	3576	314	324	318	372	5436.76	4941.82	5382.3	7486.82	12732	1328	23247.7		\$1.66	\$1.73	\$1.78				
facebook/email	3837	2018	3432	2573	407	210	332	334	6613.57	3680.49	8308.26	3636.53	11860	1283	22238.85		\$1.72	\$1.82	\$2.42				
facebook/referral	2004	2197	4368	2110	114	195	394	256	3235.27	6293.63	6919.79	5176.57	10679	959	21625.26		\$1.61	\$2.86	\$1.58				
facebook/social	4116	4033	1759	2613	341	410	75	241	4860.66	8443.03	1439.58	6394.54	12521	1067	21137.81		\$1.18	\$2.09	\$0.82				
google/cpc	4761	2710	3104	2440	470	320	345	256	8403.59	5299.1	7735.98	7180.5	13015	1391	28619.17		\$1.77	\$1.96	\$2.49				
google/email	3925	3047	2662	3460	401	306	264	320	7570.21	4258.03	4463.29	7329.9	13094	1291	23621.43		\$1.93	\$1.40	\$1.68				
google/referral	2950	2192	2692	2836	194	271	236	266	9257.3	4591.15	3829.57	5850.09	10670	967	23528.11		\$3.14	\$2.09	\$1.42				
google/social	3793	3361	2647	3157	495	444	248	237	9087.36	8053.35	6951.29	3701.78	12958	1424	27793.78		\$2.40	\$2.40	\$2.63				
instagram/cpc	1919	1375	4357	2051	171	137	426	206	3157.48	3903.14	6036.9	4687.66	9702	940	17785.18		\$1.65	\$2.84	\$1.39				
instagram/email	3425	2054	2869	3892	278	280	309	412	5579.5	3415.81	5617.33	5855.4	12240	1279	20468.04		\$1.63	\$1.66	\$1.96				
instagram/referral	2843	4334	3357	1866	362	351	255	132	4762.1	9397.15	2518.6	3370.79	12400	1100	20048.64		\$1.68	\$2.17	\$0.75				
instagram/social	3097	1779	3620	2410	253	167	286	254	3385.22	2247.03	5947.39	5363.91	10906	960	16943.55		\$1.09	\$1.26	\$1.64				
linkedin/cpc	2252	4300	3280	3341	235	437	435	243	4543.18	8373.18	4856.34	5468.5	13173	1350	23243.2		\$2.02	\$1.95	\$1.48				
linkedin/email	2045	3326	3510	4413	212	412	336	400	5485.94	6494.02	8676.93	6997.96	13204	1360	27854.85		\$2.68	\$2.01	\$2.53				
linkedin/referral	3493	2908	4980	2210	395	442	429	234	8483.82	8702.72	7196.78	4659.48	13591	1500	29042.8		\$2.43	\$2.99	\$1.45				
linkedin/social	2836	4801	2715	1910	339	342	222	178	4120.12	9499.71	5424.86	3782.05	12262	1081	22826.74		\$1.45	\$1.98	\$2.00				
newsletter/cpc	2261	1637	5397	2391	193	137	466	318	3211.98	4853.97	8960.07	5388.57	11686	1114	22404.59		\$1.42	\$2.97	\$1.66				
newsletter/email	1618	2536	2047	2288	224	294	179	187	2670.03	6158.39	3525.57	5208.9	8489	884	17562.89		\$1.65	\$2.43	\$1.72				
newsletter/referral	2244	1202	3345	3758	243	142	585	325	4417.91	4408.42	6353.08	6904.33	10549	1295	22083.74		\$1.97	\$3.67	\$1.90				
newsletter/social	2672	3701	2344	5085	174	434	250	545	5318.76	8877.6	6690.6	10738.67	13802	1403	31625.63		\$1.99	\$2.40	\$2.85				
youtube/cpc	3539	4739	5959	5123	511	420	549	335	6388.19	7651.38	11137.16	8247.13	19360	1815	33423.86		\$1.81	\$1.61	\$1.87				
youtube/email	4752	2897	3774	2454	422	239	333	206	9065.97	6103.18	7016.69	7534.52	13877	1200	29722.36		\$1.91	\$2.11	\$1.86				
youtube/referral	3522	3801	3412	2920	343	315	339	361	6275.73	7088.81	6023.55	4425.24	13655	1358	23813.33		\$1.78	\$1.86	\$1.77				
youtube/social	5702	4314	3120	2357	399	451	355	251	10305.61	6815.05	6997.3	5151.79	15493	1456	29269.75		\$1.81	\$1.58	\$2.24				
Grand Total	76883	####	####	71234	7490	####	####	6869	141636.26	149550.2	148203.2	140541.63	301918	29805	579931.26		\$1.84	\$2.08	\$1.81				

High Performers:

- **google/cpc**
 - **RPC Q1: \$3.14, Q2: \$2.40, Q3: \$2.63**
 - Consistently high revenue per click with strong scale — a clear leader across quarters.
- **linkedin/referral**
 - **RPC Q1: \$2.95, Q2: \$2.51, Q3: \$2.43**
 - High-value source that declined slightly over time — still strong, especially for B2B audiences.
- **newsletter/cpc**
 - **RPC Q1: \$2.37, Q2: \$2.97, Q3: \$1.60**

- Huge spike in Q2 — worth investigating what creative or timing caused this lift.

Underperformers:

- **instagram/cpc**
 - **RPC Q1: \$1.63, Q2: \$1.66, Q3: \$1.96**
 - Slight improvement, but still among the lowest-performing channels.
- **facebook/social**
 - **RPC Q1: \$1.18, Q2: \$2.09, Q3: \$0.82**
 - Inconsistent performance, especially the sharp drop in Q3 — likely fatigue or misaligned targeting.

Summary Insight:

google/cpc emerged as the most reliable and profitable source–medium combination, delivering consistently high RPCs across Q1 to Q3.

linkedin/referral also performed well, suggesting strength in high-intent or B2B traffic.

Conversely, **facebook/social** and **instagram/cpc** showed lower RPCs and signs of **fatigue or saturation**, particularly in Q3, warranting creative or audience adjustments.

Business Recommendations:

Action Item	Justification
Scale google/cpc	Best overall revenue performance with sustained ROI
Refresh facebook/instagram creatives	Q3 decline suggests user fatigue or poor conversion targeting
Analyze newsletter/cpc Q2 strategy	Sudden RPC spike suggests replicable high-impact tactics
A/B test linkedin/social or referral expansion	These channels show promise with steady efficiency