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Problem Statement

Samsung has launched three search engine ad campaigns:

- **Local Search Ad**
- **Shopping Ad**
- **Video Ad**

To promote two of its latest products

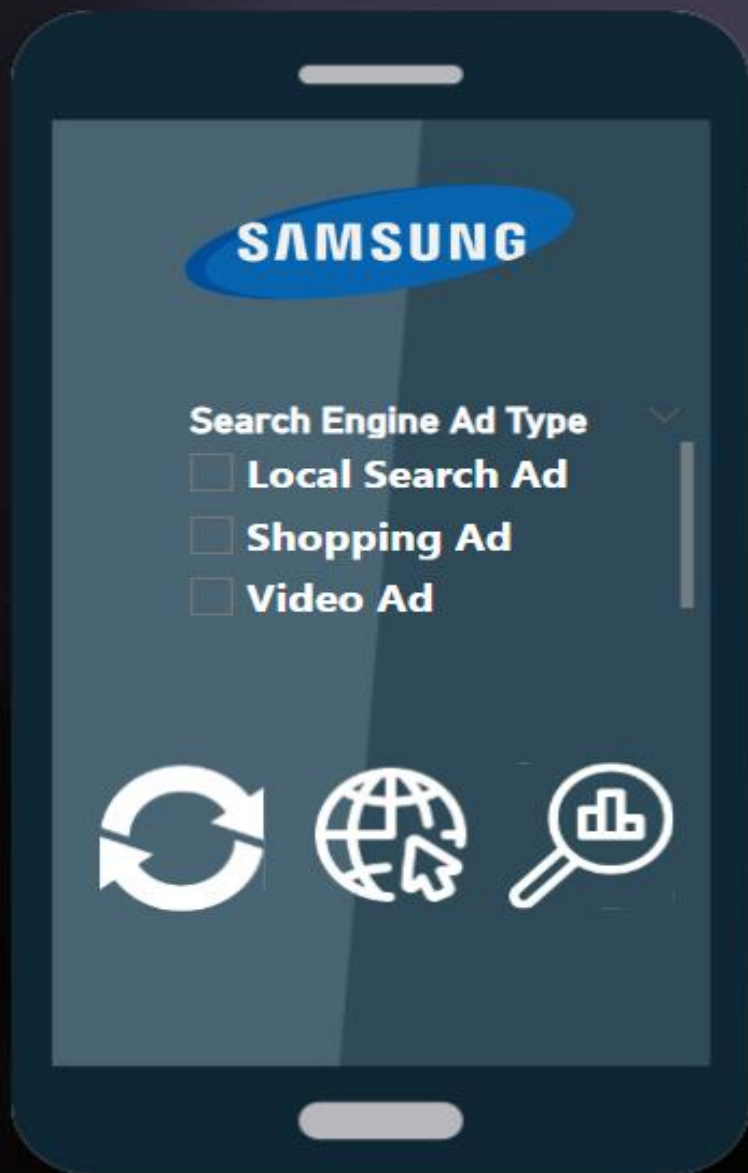
- **Samsung Galaxy Z Flip 6**
- **Samsung Galaxy Z Fold 6**

We need to monitor success of each of these campaigns for these given products and gain insights and scope of improvement.



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Total Impressions

138



Unique Views

39



Clicks

20



New Customers

10



Cost Per Click

₹ 8.25K



Cost per Acquisition

₹ 16.50K



Conversion Rate

25.64%



Bounce Rate

25.64%



Click Through Rate

14.49%



Return of Investement

269.09%

REPORT



Search Engine Ad Type

All



Units Sold

Galaxy Z Flip 6 Galaxy Z Fold 6

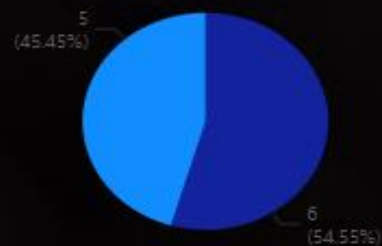


Total Revenue

Galaxy Z Flip 6 Galaxy Z Fold 6



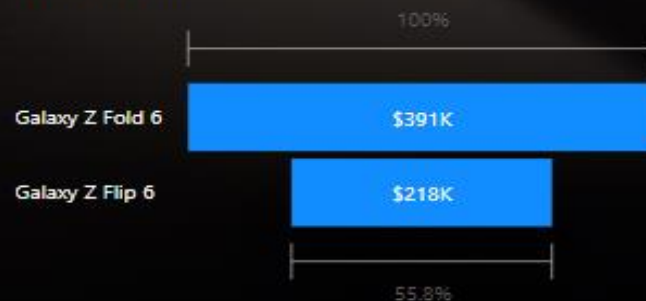
Units Sold



Galaxy Z Fold 6

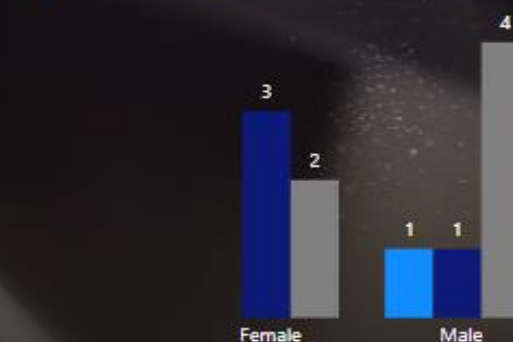
Galaxy Z Flip 6

Total Revenue



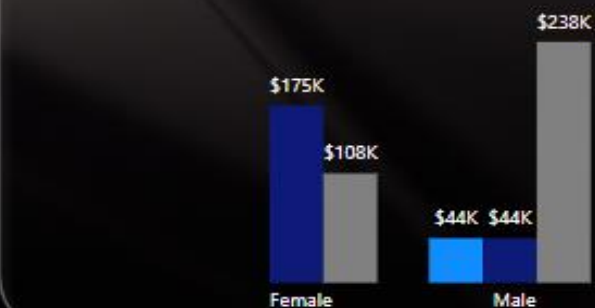
Units Sold

Local Search Ad Shopping Ad Video Ad



Total Revenue

Local Search Ad Shopping Ad Video Ad



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Campaign Insights

Video Ads: It achieved the highest success, with the highest click-through rate (18.60%) and conversion rate(41.67%) among all ad types. This indicates strong engagement and effectiveness in capturing the audience's attention and driving conversions.

Shopping Ads: It followed closely behind Video Ads in terms of success. While the CTR(11.48%) is lowest among all conversion rate(25.0%) were slightly lower than Video Ads, it still performed significantly better than Local Search Ads.

Local Search Ads: Local Search Ads had the least success among the three campaigns, with CTR(14.71%) higher than shopping ad but least conversion rate(9.09%). This suggests that improvements are needed in targeting and ad content to enhance performance.



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Video Ad Campaign Insights



Product Sales and Revenue:

More units of Samsung Galaxy Z Fold 6 were sold than Samsung Galaxy Z Flip 6 during the campaign indicating campaign presented features should be used in future if we want to promote this product.

Purchase Timing: Galaxy Z Fold 6 got sold through all days of campaign while sales for Flip 6 occurred for few days .

Gender and Age: Male customers contributed more significantly to the revenue, with middle-aged individuals (between 30-50 years old) being the largest contributors.

Marital Status: Married individuals were the largest contributors to the sales, highlighting a key target demographic for future campaigns.



Top Country: The USA emerged as the top country contributing to revenue, indicating a strong market presence and consumer interest in this region.



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Shopping Ad Campaign Insights



Product Sales and Revenue:

Same units of Samsung Galaxy Z Fold 6 and Samsung Galaxy Z Flip 6 were sold during the campaign .

Purchase Timing: Both Galaxy Z Fold 6 and Flip 6 though all days of campaign .

But Sale and revenue is less than that produced by Video Ad

Gender and Age: Female customers contributed more significantly to the revenue, with middle-aged individuals (between 30-50 years old) being the largest contributors.

Marital Status: Single individuals were the largest contributors to the sales, highlighting a key target demographic for future campaigns.



Top Country: The India emerged as the top country contributing to revenue, indicating a strong market presence and consumer interest in this region.



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Local Search Campaign Insights

Product Sales and Revenue:

Units of only Samsung Galaxy Z Flip 6 were sold during the campaign .

Purchase Timing: Customers were active only one day in the campaign.

Gender and Age: Middle Aged Male customers contributed to the sale.

Marital Status: Divorced individuals contributed to the sale.

Top Country: Only sale was made in USA.



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Consideration for Future Campaign



Samsung Galaxy Fold 6:

Features of Video Ads should be used in future for promoting it because , in this campaign there was a continuous sale of this product as people(mostly middle aged married men) specifically from USA were active throughout the whole campaign.

Improvement: Variant with more features can be added to attract more customer like:

Special Offers for Women can be added to attract more female customers.

More country oriented themed variant of campaign can be created to attract other country to buy this product also, video featuring Influencers having reach in India & China can attract their followers to this product .



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Consideration for Future Campaign



Samsung Galaxy Flip 6:

Features of Shopping Ads should be used in future for promoting it because , in this campaign there was a continous sale of this product as people(mostly middle aged single women) specifically from India were active throughout the whole campaign.

Improvement: Variient with more features can be added to attract more customer like:

Special Buy 2 , get Discount Offers for Couples can be added to attract both male & female customers.

More campaigns should be hosted on USA's domain as it could be the potential hub of customers.



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Thank You

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