

# Advertising Conversion Rate Analysis Report

## Executive Summary

This report evaluates advertising conversion rates and identifies key drivers of performance. Fitness Lovers (8.7%) and Young Adults (8.4%) emerge as the strongest segments, ahead of other audiences. Their response varies by device, format, and geography: Fitness Lovers convert best on tablet ads in the USA, while Young Adults respond most to text campaigns in India. Predictive modelling confirms that audience type, location, and device are the most important factors. We recommend tablet-based image/video ads for Fitness Lovers in the USA and Canada, and text-led campaigns for Young Adults in India and the UK.

## Approach

We used a three-step framework.

1. Segmentation performance – measured conversion rates across five audiences.
2. Distribution analysis – examined top segments (Fitness Lovers, Young Adults) by content, device, and geography.
3. Predictive validation – tested insights with a decision tree and feature importance.

This combined descriptive and predictive methods to ensure robust results.

## Key Findings

### Segment Performance

- Fitness Lovers lead with 8.7% (n=187).
- Young Adults follow at 8.4% (n=208).
- Other groups lag behind, with Family Oriented at 7.6%.
- Focus should stay on the top two segments.

### Distribution Insights

#### Fitness Lovers

- Content: Images (8.8%) and videos (8.7%) outperform text (8.6%).

- Device: Tablets dominate at 9.4%.
- Geography: USA (9.6%) and Canada (9.0%) outperform Germany (8.1%).
- Implication: Use tablet-led visual ads in USA/Canada.

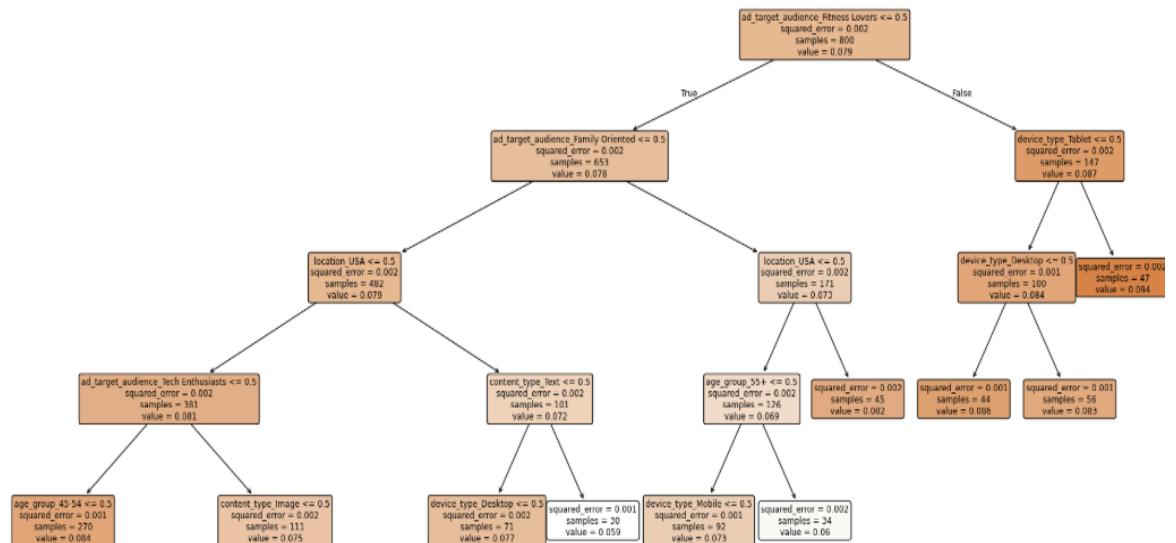
## Young Adults

- Content: Text ads excel (8.9%), stronger than images (8.5%) and videos (7.4%).
- Device: Tablets lead at 8.6%.
- Geography: India (9.6%) and UK outperform the USA (7.4%).
- Implication: Focus on text campaigns in India/UK; reduce US spend.

## Predictive Validation

- Decision tree confirms audience type as the main driver.
- Tablets and geography (USA, Canada, India, UK) act as strong predictors.
- Feature importance ranks location (20%) and audience type (17%) highest.
- Age and content matter less, video shows minimal independent effect.

The Figure of the Decision Tree.



## **Strategic Recommendations**

- Prioritise Fitness Lovers with tablet-based image/video ads in USA/Canada.
- Target Young Adults with text campaigns in India/UK, using tablets where possible.
- Reduce spend on underperforming audiences and markets.

## **Conclusion**

Fitness Lovers and Young Adults show the highest conversion potential. Tablets, text-led content, and key geographies drive results. Concentrating investment on these levers will improve efficiency and maximise return on investment.