

Digital Marketing Analytics Coursework 2 Question 1

A. For a/b testing, we tested if the addition of reviews would affect:

1. Page Views
2. Time the user spent on the page
3. Total number of clicks on the YouTube videos

INTERSTELLAR

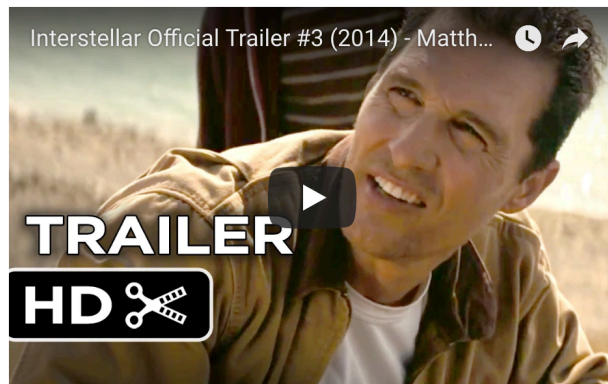
※ **Alert:** Before watching this movie with your partner, you'd better look at the interpretation on the Internet

If you'd like to show your partner what a smartass you are

Plot: must send former NASA pilot Cooper (Matthew McConaughey) and a team of researchers through the wormhole and across the galaxy to find out which of three planets could be mankind's new home.

New York Post ★★★★★

Genius director **Christopher Nolan** reaches for the stars in *Interstellar* — and delivers a soulful, must-see masterpiece, one of the most exhilarating film experiences so far this century.



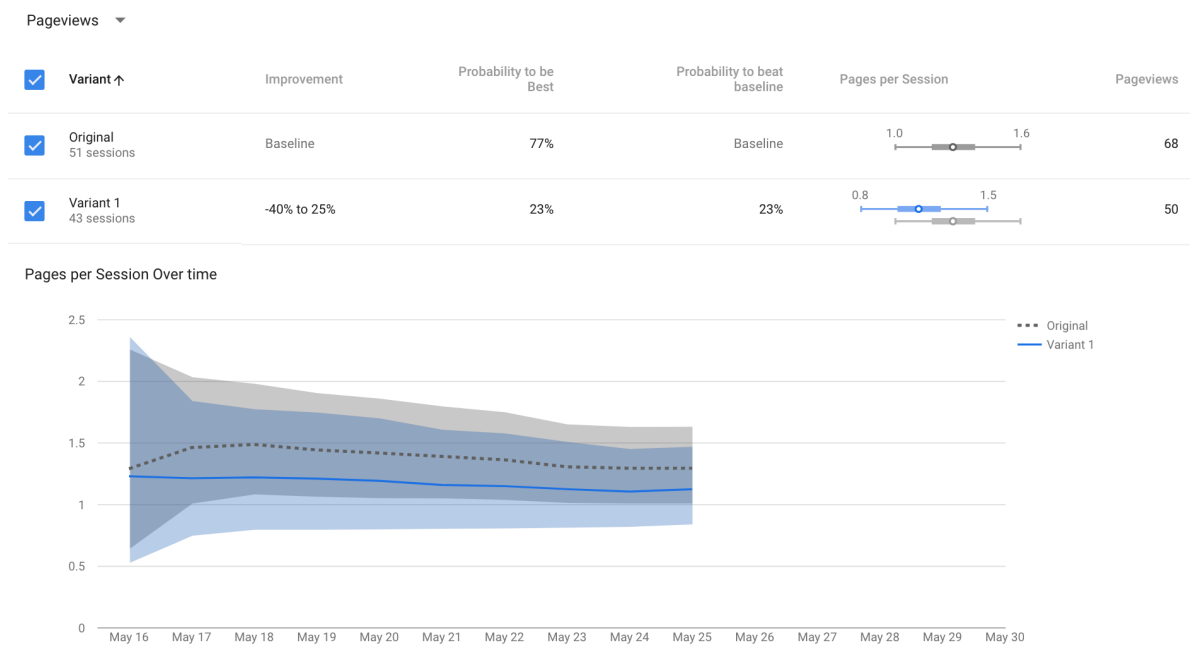
The “review” part which is highlighted with red frame in the above picture (one of the movie recommendations), only exists in the original page - in page version B, it is not shown to the users.

B. For all three metrics, our original page performed much better than version B. This meant that user engagement would be higher if we included movie reviews. The detailed performance can be seen below:

Overall:

Improvement Overview				ADD OBJECTIVE	
Variant ↑	Pageviews (Primary)	Session Duration	×	Youtube	×
Original 51 sessions	Baseline	Baseline		Baseline	
Variant 1 43 sessions	-40% to 25%	▼ -92% to -27%		-79% to 58%	

Pageviews:

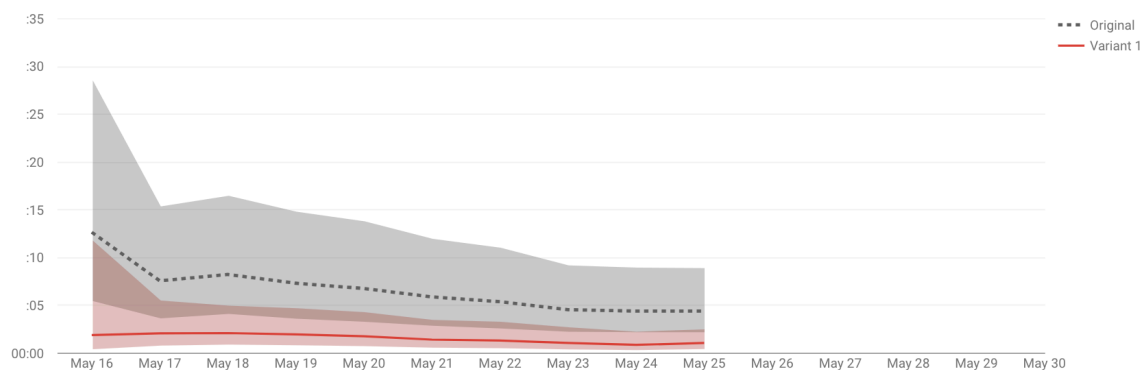


Session Duration:

Session Duration ▾

<input checked="" type="checkbox"/> Variant ↑	Improvement	Probability to be Best	Probability to beat baseline	Session Duration	Total Session Duration
<input checked="" type="checkbox"/> Original 51 sessions	Baseline	99%	Baseline	00:02:12 00:08:55	03:54:31
<input checked="" type="checkbox"/> Variant 1 43 sessions	-92% to -27%	<1%	<1%	00:00:27 00:02:31	00:44:38

Session Duration Over time

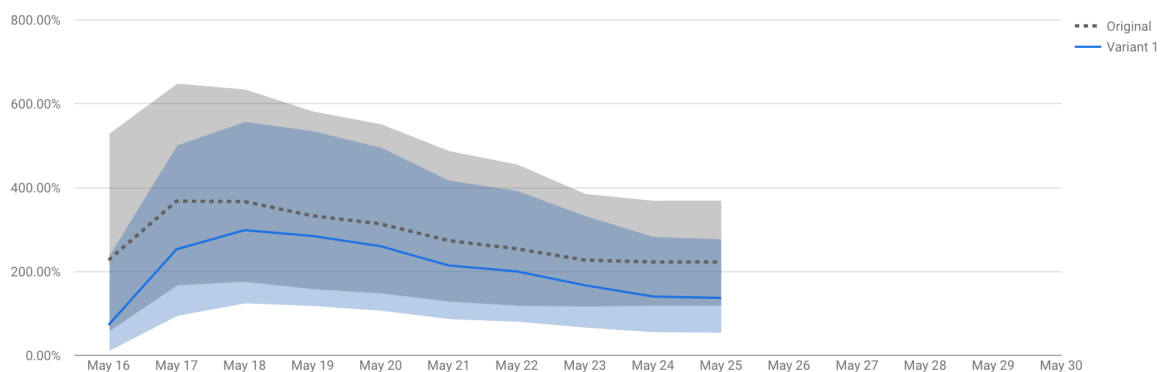


YouTube Clicks

Youtube ▾

<input checked="" type="checkbox"/> Variant ↑	Improvement	Probability to be Best	Probability to beat baseline	Conversion Rate	Conversions
<input checked="" type="checkbox"/> Original 51 sessions	Baseline	84%	Baseline	118.4% 368.8%	120
<input checked="" type="checkbox"/> Variant 1 43 sessions	-79% to 58%	16%	16%	54.0% 276.4%	64

Conversion Rate Over time



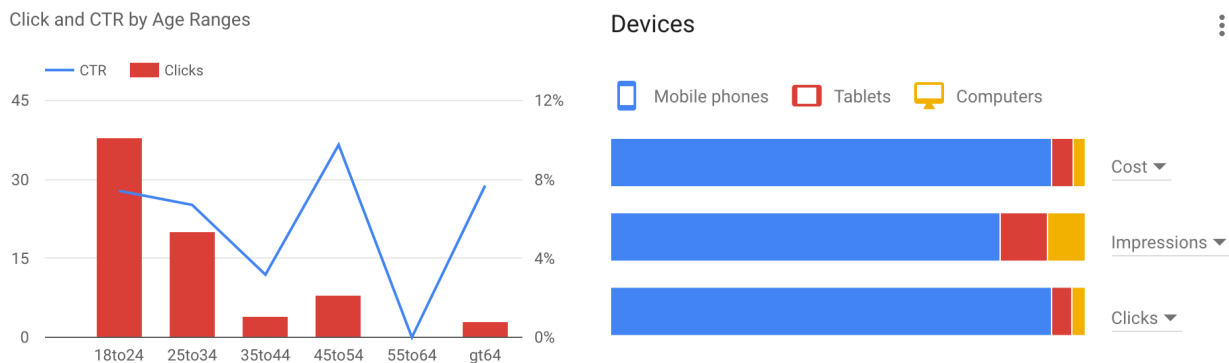
C. The keywords we used and the bid-amounts are as below:

<input type="checkbox"/> ● Keyword	Campaign	Ad group	Status	Max. CPC	Policy details	Final URL	Clicks	Impr.
<input type="checkbox"/> ● free movie sites	Movie	Ad group 1	Campaign paused	auto: £0.16	Approved	—	85	1,294
<input type="checkbox"/> ● date movie	Movie	Ad group 1	Campaign paused	auto: £0.16	Approved	—	11	177

We only chose two keywords because our website focus specifically on a specific type of movie recommendation and thus if we use lots of keywords they would be quite repetitive. The budget is limited so it would be better to only invest in smaller amount of keywords while maximising the upper budget limit

for each word and thus the possibility of increasing their adrank and hence the chances that more people would see our ad.

In terms of effectiveness, we believed that we were effective in terms of increasing awareness about our website as we had total impressions of 1.47. Given that we only incurred a cost of 14.05 pounds and had an average CTR of around 6%, we felt that our ad was quite effective.



Looking at the age demographics (Figure: Click and CTR by Age) of those who clicked on our ad, we can see that the group that had the highest CTR is the 45-54 age group, but they did not have as many impressions compared to the rest. The second highest group in terms of CTR was the 18-24 age group and they also had the highest amount of impressions. Hence, we should target these two age groups to increase the effectiveness of our campaign.

Looking at the devices used (Figure: Devices), the highest percentage came from mobile phones for both impressions and clicks at 82% and 93% respectively. Hence, we could increase the effectiveness of our campaign by having a mobile-only campaign and making our website look better on mobile to increase our conversion rate.

According to recommendations, we could have improved our CTR by adding callouts and site links to our ad to make it more prominent and improve the effectiveness of our campaign.