

COOP Capstone Project



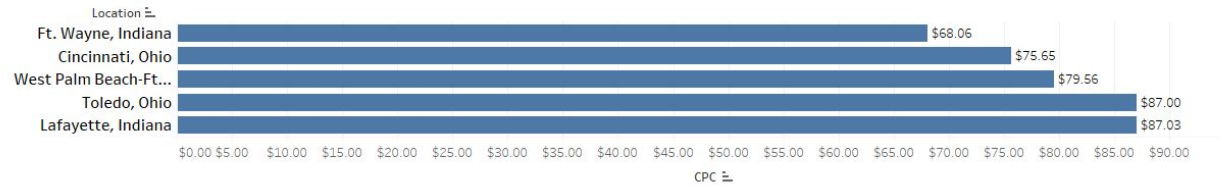
SQRL

By: Armando, Robert, Sytiva

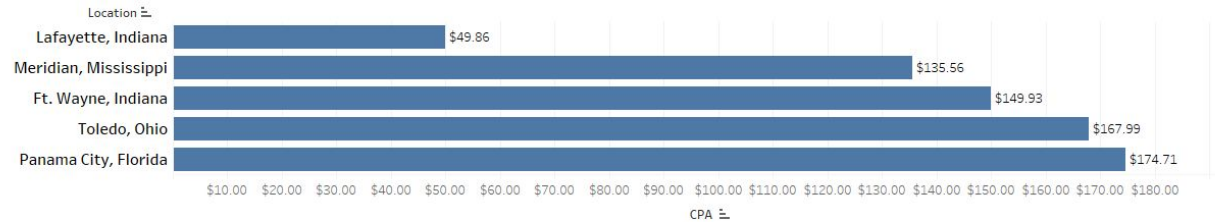
Most Cost Effective Locations

- Ft. Wayne, Indiana appears often in the top 5 best performers for multiple KPIs.
- Other often appearing locations:
 - Panama City, Florida
 - Lafayette, Indiana
 - Toledo and Cincinnati, Ohio
 - West Palm Beach-Ft. Pierce Florida

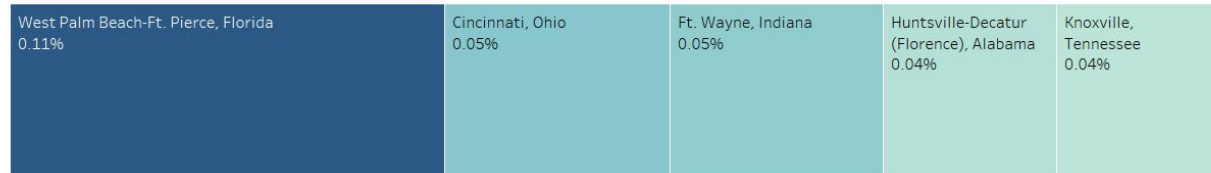
Cost Per Click



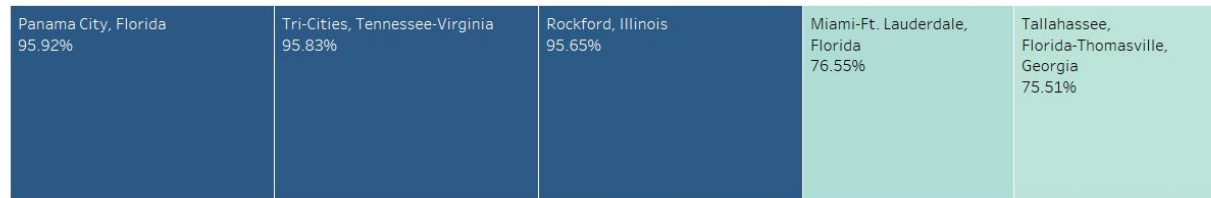
Cost Per Action



Click Through Rate



Conversion Rate

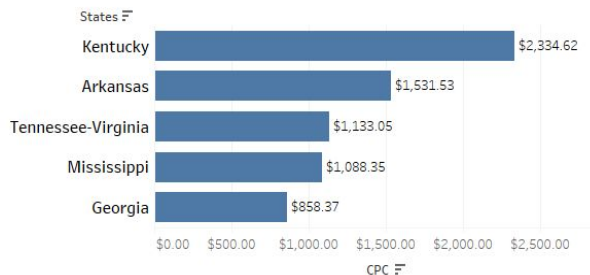


Best and Worst Performing States

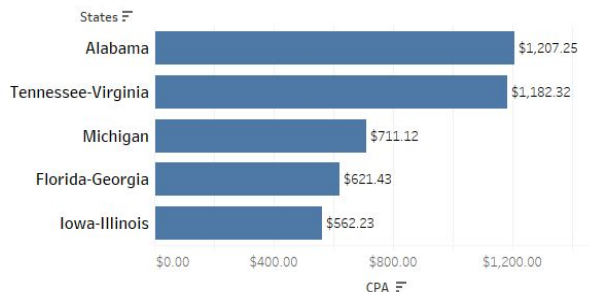
- The Michigan, Georgia, Iowa-Illinois and Tennessee-Virginia area often appear in the bottom 5 States with the worst KPIs.
- Ohio, Illinois and Indiana all often appear in the top 5 states with the best KPIs.

Worst KPIs by State

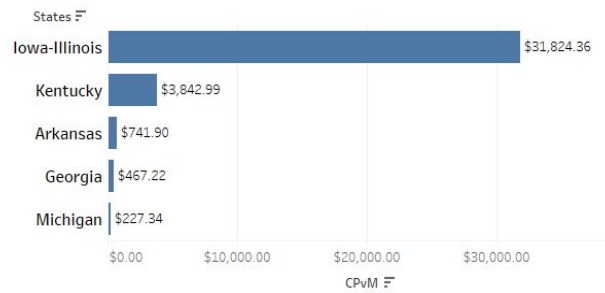
Worst Cost Per Click



Worst Cost Per Action

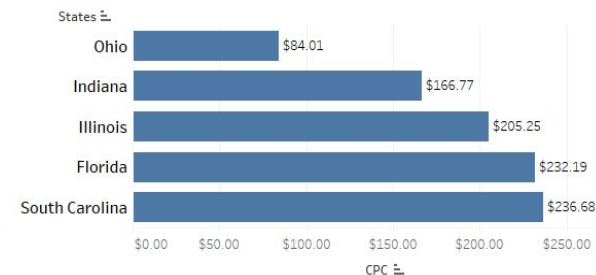


Worst Viewable CPM

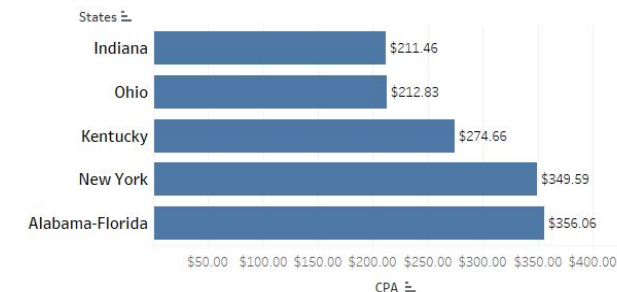


Best KPIs by State

Best Cost Per Click



Best Cost Per Action

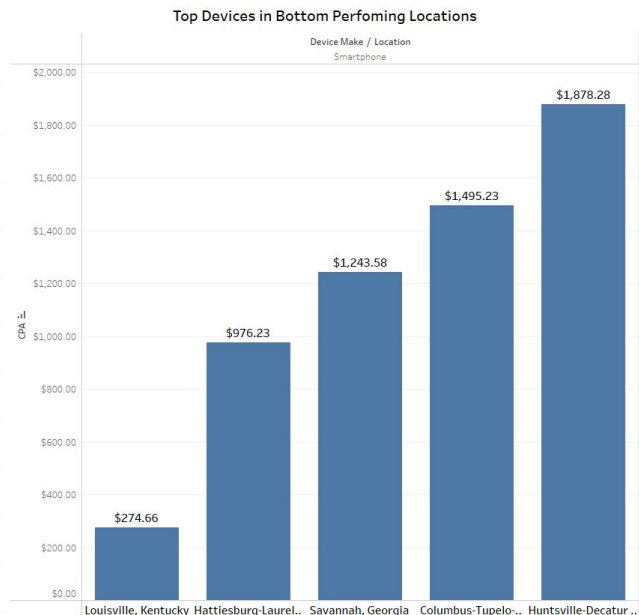
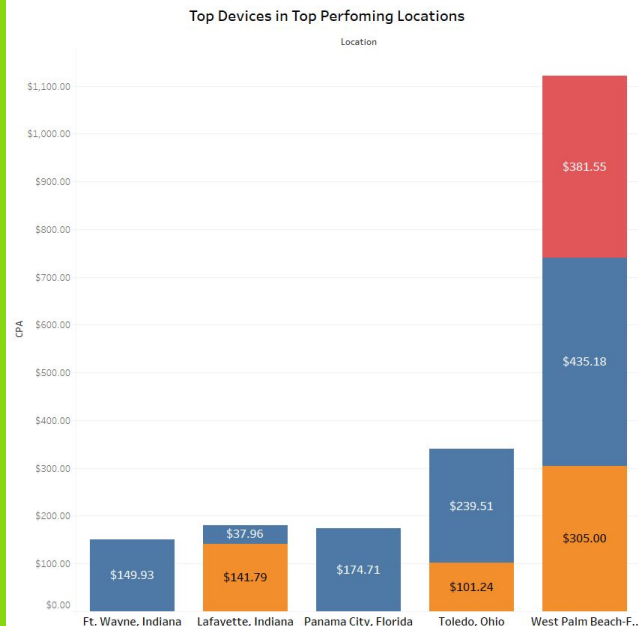


Best Viewable CPM



Additional Insights

- Among the top performing locations, the top devices are smartphones and windows PCs.
- Among the bottom performing locations, the only devices smartphones.



Recommendations

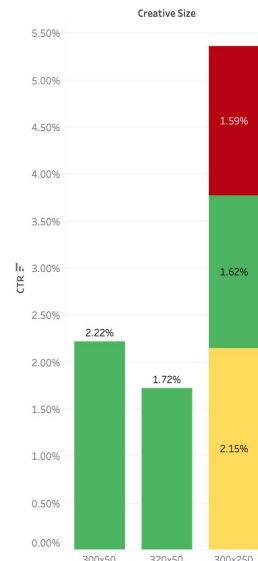


- Use a different program to track/count clicks or do some troubleshooting on the current one being used.
- Increase device advertisements for apple PCs and windows PCs in areas with only smartphone ads.
- Either decrease budget in areas with mostly poor KPIs and/or do research to find out why advertising there is not very effective and make improvements.
- Increase advertising/budget in locations with mostly good KPIs.

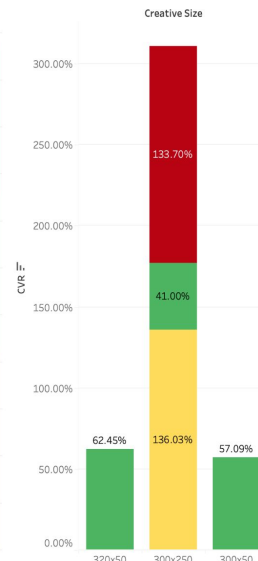
Performance Analysis for Creative Sizes and Device Make.

- Highest CTR: 300x50 on Smartphones with a CTR of 2.22%.
- Lowest CTR: 300x250 on Apple PCs with a CTR of 1.59%.
- Highest CVR: 300x250 on Windows PCs with a CVR of 136.03%.
- Lowest CVR: 300x250 on Smartphones with a CVR of 41%.
- Highest CPA: 300x50 on SmartPhone with a CPA of \$595.72
- Lowest CPA: 300x250 on Windows PCs with a CPA of \$355.72.

CTR by Creative Size and Device Make



CVR by Creative Sizes and Device Make



CPA by Creative Sizes and Device Make

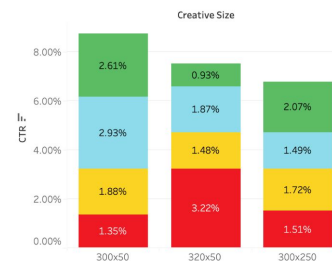


Device Make
■ Apple PC
■ Smartphone
■ Windows PC

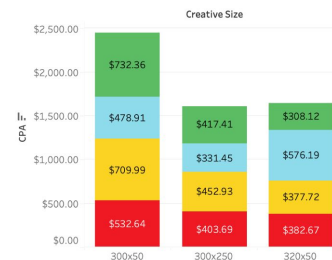
Analyzing Creative Messaging Across Different Sizes.

- Highest CTR: 320x50 with "Subscribe Today - 10% Discount" at 3.22%.
- Lowest CTR: 300x50 with "Subscribe Today - 10% Discount" at 1.35%.
- Highest CVR: 300x50 with "Subscribe Today - 10% Discount" at 158.27%.
- Lowest CVR: 300x50 with "Sign up Now- 10%..." at 26.26%.
- Highest CPA: 300x50 with "10% Discount- Ends..." at \$732.36.
- Lowest CPA: 320x50 with "10% Discount- Ends..." at \$308.12.

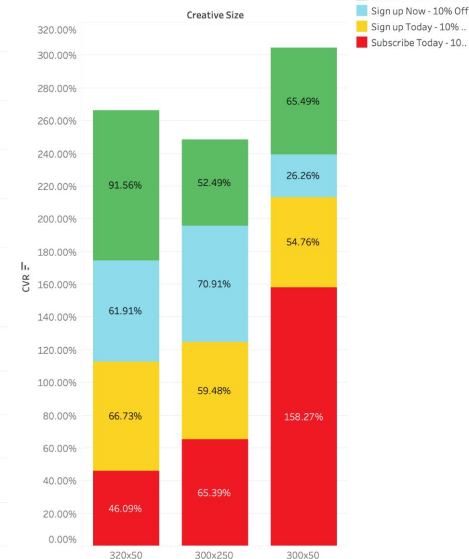
CTR by Creative Size and Messaging



CPA by Creative Size and Messaging



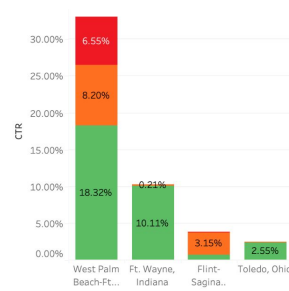
CVR by Creative Size and Messaging



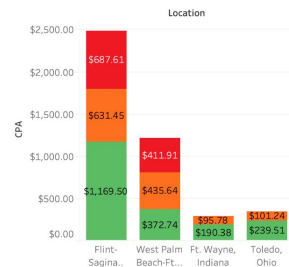
Analyzing Creative Size and Location.

- High Performance, Creative Size: 320x50 | Location: West Palm Beach-Ft. Pierce, FL | CTR: 18.32%
- Low performance, Creative Size: 300x50 | Location: Toledo, OH | CTR: 2.55%
- High Performance, Creative Size: 320x50 | Location: Flint-Saghiwa - Bay City, MI | CVR: 70.97%
- Low Performance, Creative Size: 300x50 | Location: West Palm Beach-Ft. Pierce, FL | CVR: 17.19%
- High Performance, Creative Size: 320x50 | Location: Flint Sagina... | CPA: \$1,169.50
- Lowest Performance, Creative Size: 300x50 | Location: Ft.Wayne,Indiana | CPA: \$95.78

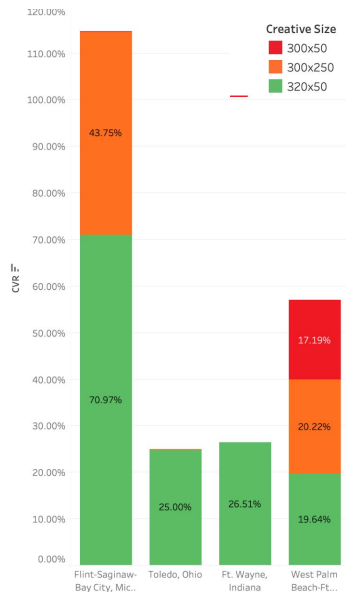
CTR by Creative Sizes and Location



CPA by Creative Sizes and Location



CVR by Creative Sizes and Location



Recommendations(Device, Messaging and Location)

- **Devices**

- **Increase Budget for High Performers:** Allocate more funds to 300x50 on Smartphones and 300x250 on Windows PCs, as these have high engagement and conversion rates.
- **Improve or Redesign Low Performers:** Focus on 300x250 on Apple PCs and 300x50 on Smartphones to enhance engagement and reduce costs.

- **Messaging**

- Increase budget for 320x50 ads with "Subscribe Today - 10% Discount" due to high CTR and CVR.
- Optimize 300x50 ads with "Sign up Now - 10% Off" to improve engagement and reduce CPA.

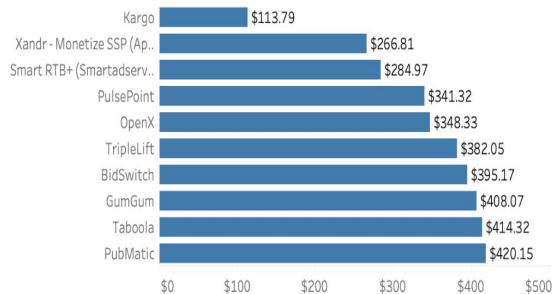
- **Locations**

- **Increase Investment in High-Performing Combinations:** Allocate more budget to the top-performing ad sizes and locations such as 320x50 in West Palm Beach-Ft. Pierce, FL, to maximize returns and engagement.
- **Optimize Low Performers:** Revise or reduce budget for low-performing ads such as 300x50 in Toledo, OH. This helps improve efficiency.

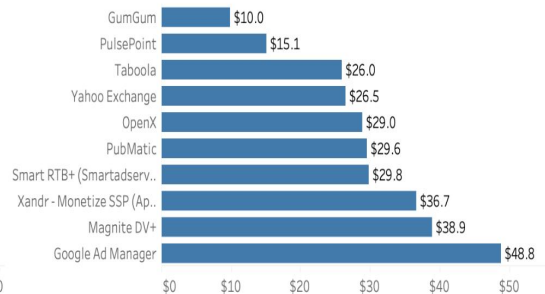
Greatest Performance by Inventory Source (Exchanges)

- Greatest yield by CPA: Kargo at \$113.79
- Greatest yield by CPC: TripleLift at \$69.20 * (Kargo Excluded)
- Greatest yield by CPM: GumGum at \$10
- Greatest yield by CPVM: GumGum at \$23

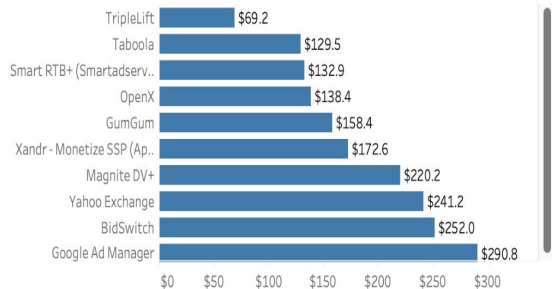
CPA



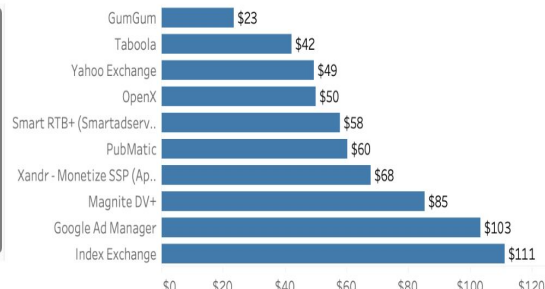
CPM



CPC



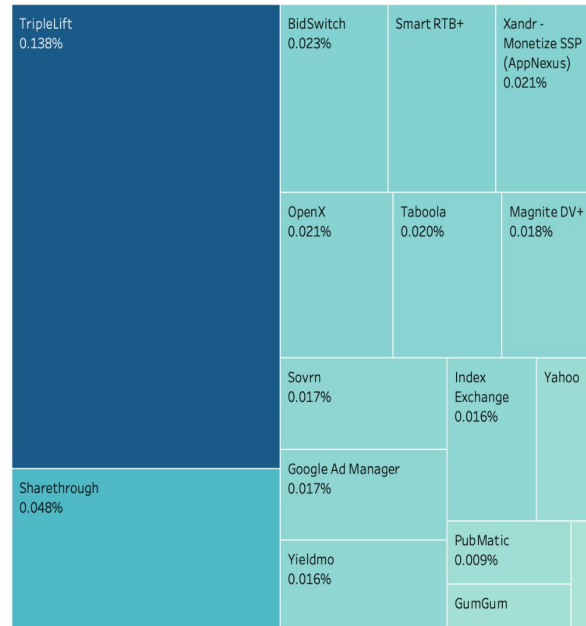
CPVM



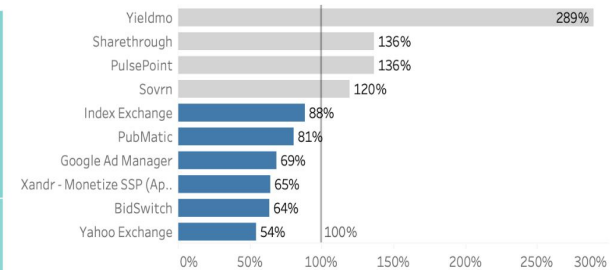
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- **Greatest yield by CTR:**
TripleLift at 0.138%
- **Greatest yield by CVR:**
Index Exchange at 88%
- **Greatest yield by Viewability:**
Sharethrough at 69.70%

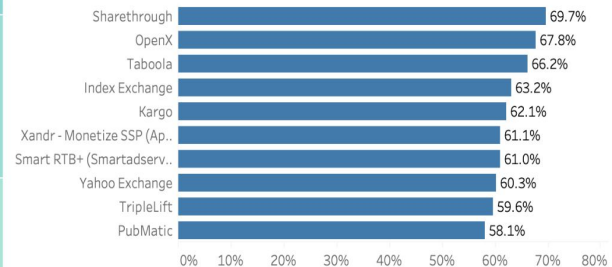
CTR



CVR



Viewability



Recommendations



- biblegateway.com - Viewability (65.14%) & CPVM (\$73.15)
- factable.com - Viewability (62.81%) & CPVM (\$88.97)
- mail.yahoo.com - Viewability (64.65%) & CPVM (\$14.19)
- msn.com - Viewability (71.78%) & CPVM (\$12.43)
- nbcnews.com - Viewability (63.53%) & CPVM (\$77.38)