# Marketing Campaign Analysis

The report provides a comprehensive analysis on campaign Ads condcucted on Facebook, Instagram, Pinterest during summer, fall and spring season across three locations in the United Kingdom. By analyzing data on various factors to determine how effective the Ads are.

**Channel**
- ☐ Facebook
- ☐ Instagram
- ☐ Pinterest

**Month**

| Mar | Apr | May |
| Jun | Jul | Aug |
| Sep | Oct | Nov |

**GLOSSARY**
- Click-Through Rate (CTR): Measures the percentage of people that see your ads and actually click on it.
- Conversion Rate: (CVR): Tells the percentage of people that take desired action after clicking your ads.
- Engagement Rate : Measures how much people interact with your ad post e.g (likes, comment, clicks).
- Impressions : Refers the the rate in which your contents are displayed to users. Its counts to the number of times your contents is viewed.
- Return on Ad Spend (ROAS): Measures the profitability of your advert campaigns. It tells how much revenue you generate from our advert

**1.** Channel Performance : The report provides a comprehensive assessment of the campaign ads conducted on Facebook, Instagram, and Pinterest during the Fall, Summer and Spring season across the three locations in the United Kingdom.

### Total Revenue
£1.73M
Prev month rev 1.47M
▲+17.6%VS PM

### Ad Spend
£163.25K
Prev Ad Spend 137.69K
▲+18.6%VS PM

### Total Clicks
122.19
Prev Mnt Clicks 107.78
▲+11.8%VS PM

### Net Profit
£1.57M
Prev Mnt Profit 1.34M
▲+17.5%VS PM

### Conversion
40.252K
Prev Mnt Conv % 35K
▲+15.3%VS PM

### Total Impressions
14.65M
Prev Mnt Imp 12.53M
▼0.0% VS PM

### Total likes
608K
Prev Mnt likes 535.486K
▲+13.6%VS PM

### Total comments
71.53K
Prev Mnt comnt 62.79K
▲+13.9%VS PM

### ROAS
10.61
Prev mont ROAS 10.70
▼-0.8%VS PM

### Total Shares
119K
Prev Mnt shares 104K
▲+14.9%VS PM

## Daily Average Cost Per click by location
City/Location ● Birmingham ● London ● Manchester

| | Birmingham | London | Manchester |
|---|---|---|---|
| Facebook | £1.2K | £1.1K | £1.2K |
| Instagram | £1.1K | £1.1K | £1.1K |
| Pinterest | £0.7K | £0.7K | £0.7K |

## Total Conversion by Channel
Campaign ● Fall ● Spring ● Summer

| | Fall | Spring | Summer |
|---|---|---|---|
| Instagram | 6K | 5K | 5K |
| Facebook | 4K | 4K | 5K |
| Pinterest | 5K | 4K | 3K |

## Total Conversion by Month
(line chart: Mar Apr May Jun Jul Aug Sep Oct Nov)

## Ad Spend, Revenue and Net Profit by Channel
● Total spending ● Total revenue ● Net Profit
(bar chart: Facebook, Instagram, Pinterest)

## INSIGHTS
Insights derived from channel performance

- Facebook has the highest cost-per-click compared to Instagram and pinterest.
- The overall campaign shows that Sep, Oct, Nov outperformed other months in terms of conversion rate.
- Manchester city also outperformed other cities in terms of conversion. and sales.
- Instagram channel outperformed other channels used for the Ad. Despite Facebook having the highest clicks, and cost per clicks, More actions were taken on Instagram after ad click. The company should focus more on using Instagram for Ads.
- Fall is seen to generate the highest conversion. That is, the company should focus more on creating more ads during fall season.
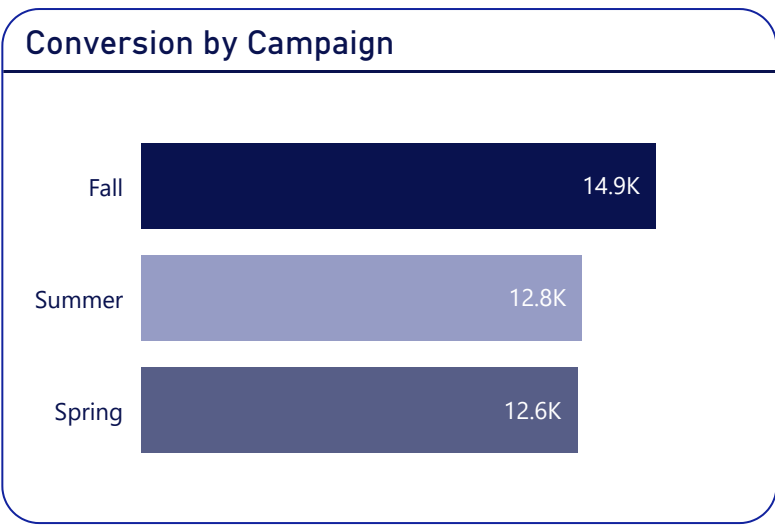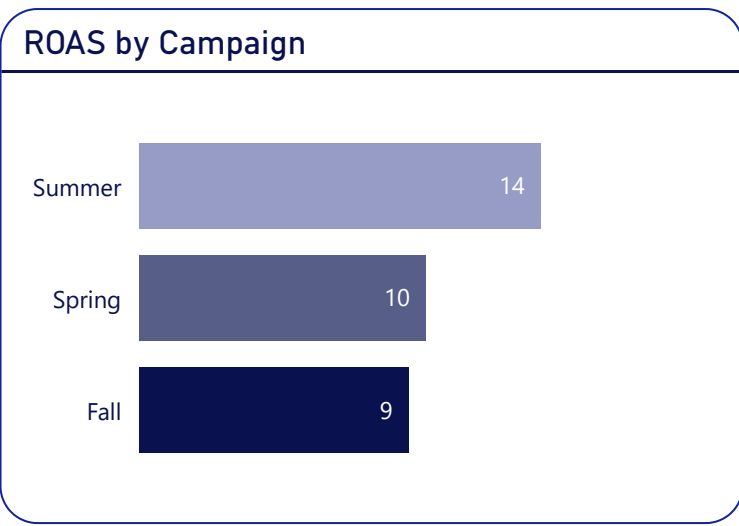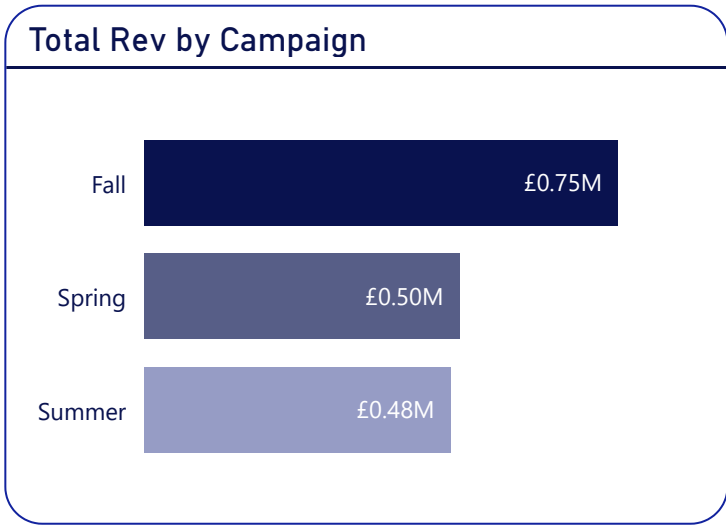- Instagram and pinterest generated the

### Facebook
| | |
|---|---|
| £3,443.99 Daily Avg Cost Per ... | 5,439,590.60 Total Impressions |
| £412,225.96 Total revenue | 13132 Total Conversions |
| 49541 Total Shares | 42.65 Total Clicks |
| 220411 Total likes | 25,550.00 Total Comments |

### Instagram
| | |
|---|---|
| £3,295.31 Daily Avg Cost Per ... | 4,840,638.10 Total Impressions |
| 15590 Total Conversions | £684,760.68 Total revenue |
| 35132 Total Shares | 46.83 Total Clicks |
| 214675 Total likes | 29,696.00 Total Comments |

### Pinterest
| | |
|---|---|
| £2,210.04 Daily Avg Cost Per... | 4,365,220.10 Total Impressions |
| 11530 Total Conversions | 34618 Total Shares |
| 32.71 Total Clicks | 173399 Total likes |
| 16,284.50 Total Comments | £634,713.80 Total revenue |

# Marketing Campaign Analysis

The report provides a comprehensive analysis on campaign Ads condcucted on Facebook, Instagram, Pinterest during summer, fall and spring season across three locations in the United Kingdom. By analyzing data on various factors to determine how effective the Ads are.

**2.** Campaign Season Performance : The report provides a comprehensive assessment of the campaign ads conducted during the fall, spring and summer season across the three locations in the United Kingdom and the channels in which these ads were communicated
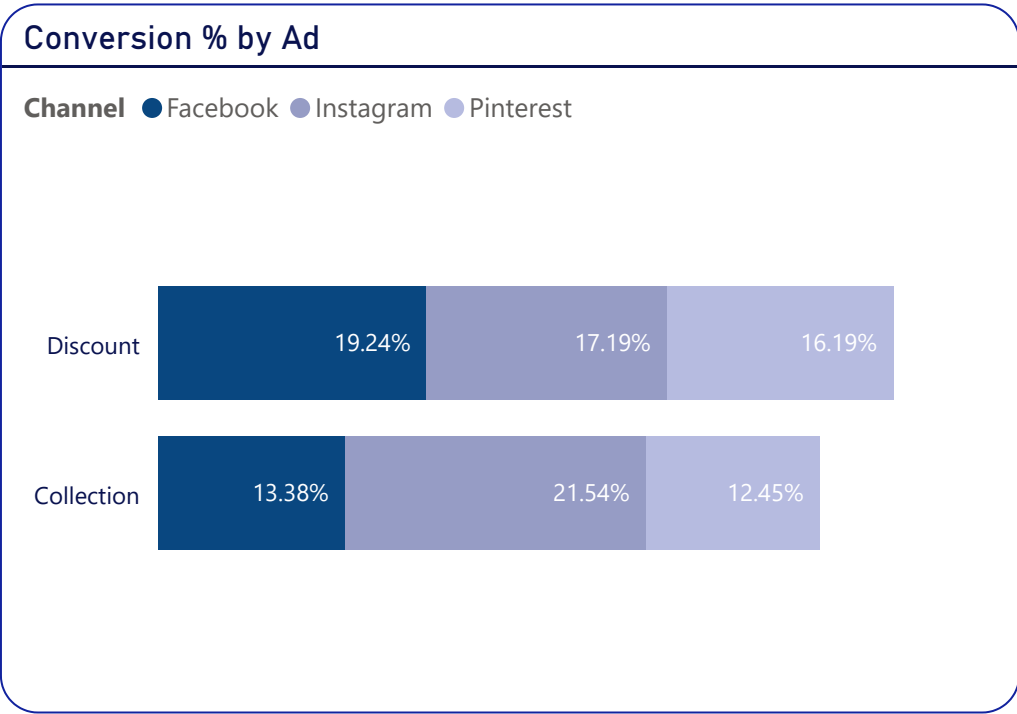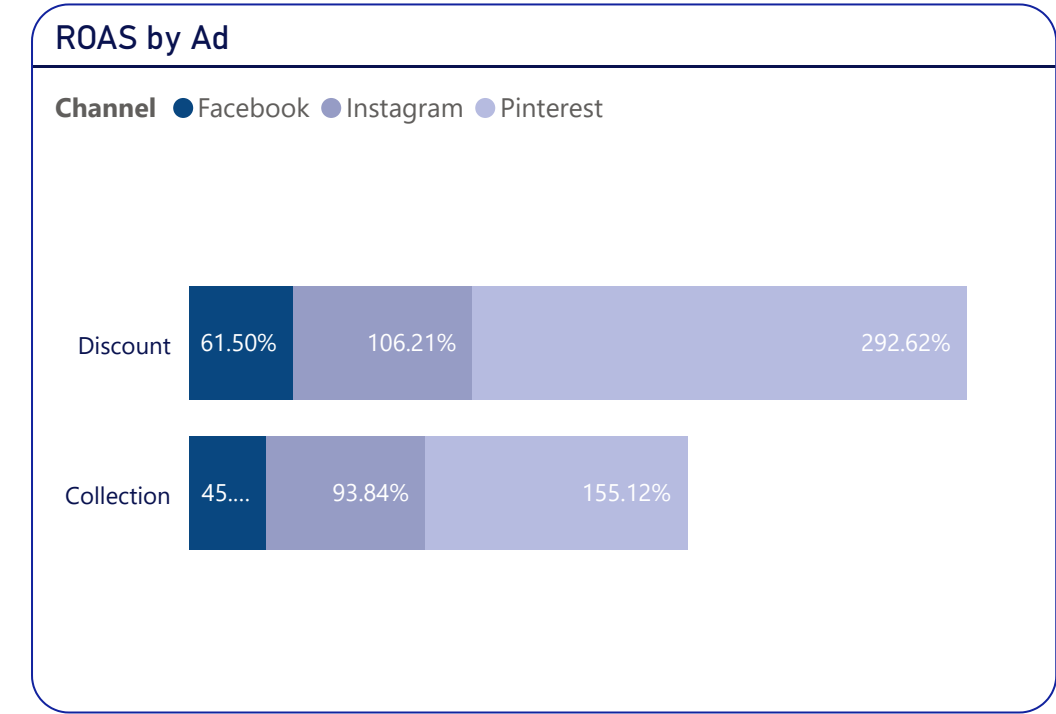
### Total Rev by Campaign
- Fall — £0.75M
- Spring — £0.50M
- Summer — £0.48M

### ROAS by Campaign
- Summer — 14
- Spring — 10
- Fall — 9

### Conversion by Campaign
- Fall — 14.9K
- Summer — 12.8K
- Spring — 12.6K

### Total Impression by Campaign
Ad ● Collection ● Discount
- Fall — 3.4M / 3.0M
- Spring — 2.6M / 2.2M
- Summer — 1.9M / 1.5M

### Total Ad Spend by Campaign
- Fall — 79K
- Spring — 50K
- Summer — 34K

### Click through Rate by Season
Channel ● Facebook ● Instagram ● Pinterest

| | Fall | Spring | Summer |
|---|---|---|---|
| Instagram | 9.81% | 8.91% | 8.06% |
| Pinterest | 13.75% | 12.74% | 11.83% |
| Facebook | 12.51% | 11.65% | 10.74% |

**Insights derived from campaign season performance**

- Fall season generated the highest revenue also indicates that Ads Spend was mostly allocated to Fall season.
- Despite having the lowest revenue generated during the summer season, summer performed well in terms of conversion rates and its ROAS. This shows that Ads should me focused more during the summer season.
- In terms of impression, fall season outperformed other seasons. Despite still having low conversion rate.
- In terms of impression, collection Ads also outperformed discount Ads during all the campaign seasons.
- Fall season outperformed other seasons in its CTRs. Tis could be as a result factors such as, ads copy, visuals, relevance to the audience, and channel used for the ad.
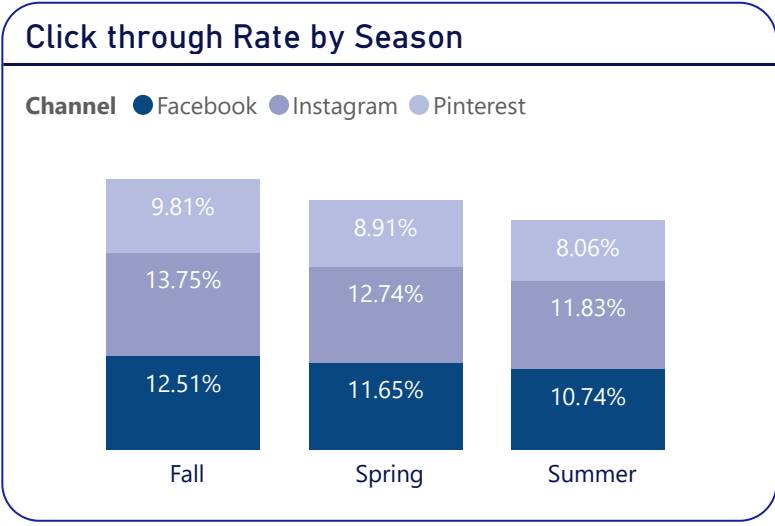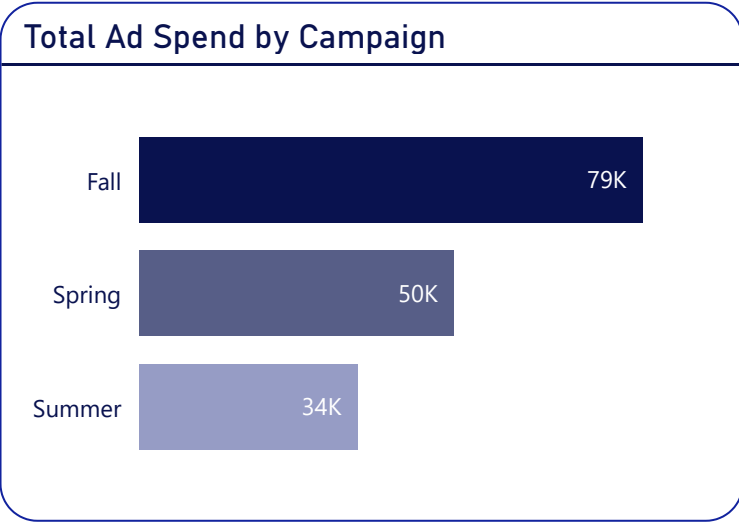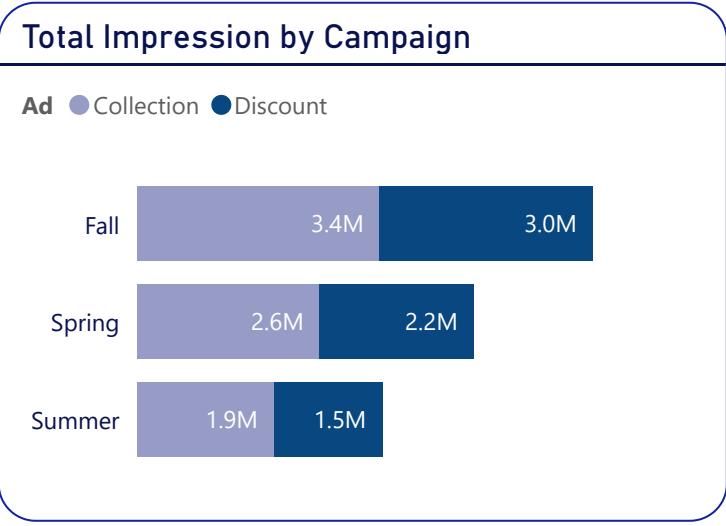
**3.** Ad Type Performance : The report provides a comprehensive assessment of Ad type (Discount, Collection) that drives more conversion

### ROAS by Ad
Channel ● Facebook ● Instagram ● Pinterest

| | Facebook | Instagram | Pinterest |
|---|---|---|---|
| Discount | 61.50% | 106.21% | 292.62% |
| Collection | 45.... | 93.84% | 155.12% |

### Conversion % by Ad
Channel ● Facebook ● Instagram ● Pinterest

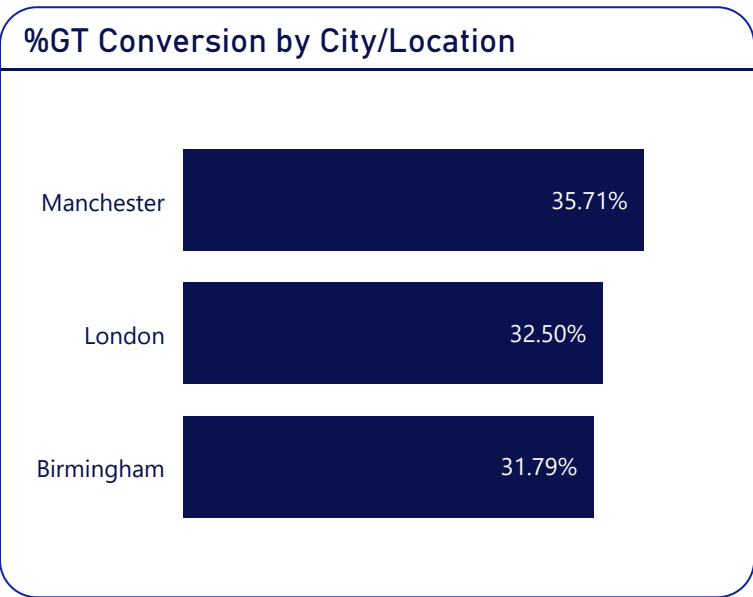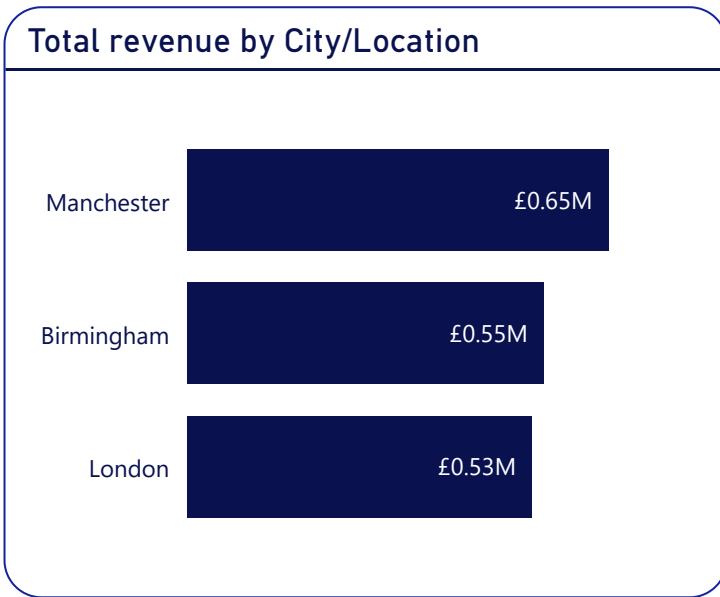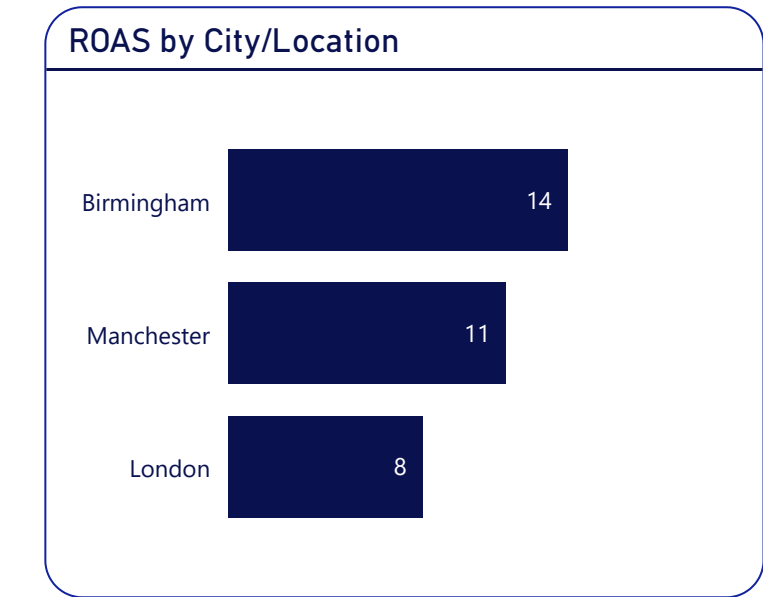| | Facebook | Instagram | Pinterest |
|---|---|---|---|
| Discount | 19.24% | 17.19% | 16.19% |
| Collection | 13.38% | 21.54% | 12.45% |

**Insights derived from Ad performance**

- While discount Ad generated the highest ROAS, Pinterest channel aided in this result.
- While discount Ad generated the highest conversion, The most effective channel for conversion is instagram. Prioritize Instagram for collection ad and facebook for discount for better conversion result.
- Discount ad generated more revenue and net profit.
- Discount ad had the highest amount of ad spend.
- Highest collection ads conversion% was generated during fall season, Fall season also generated highest conversion for

### CTR % by Ad
- Collection — 54.25%
- Discount — 45.75%
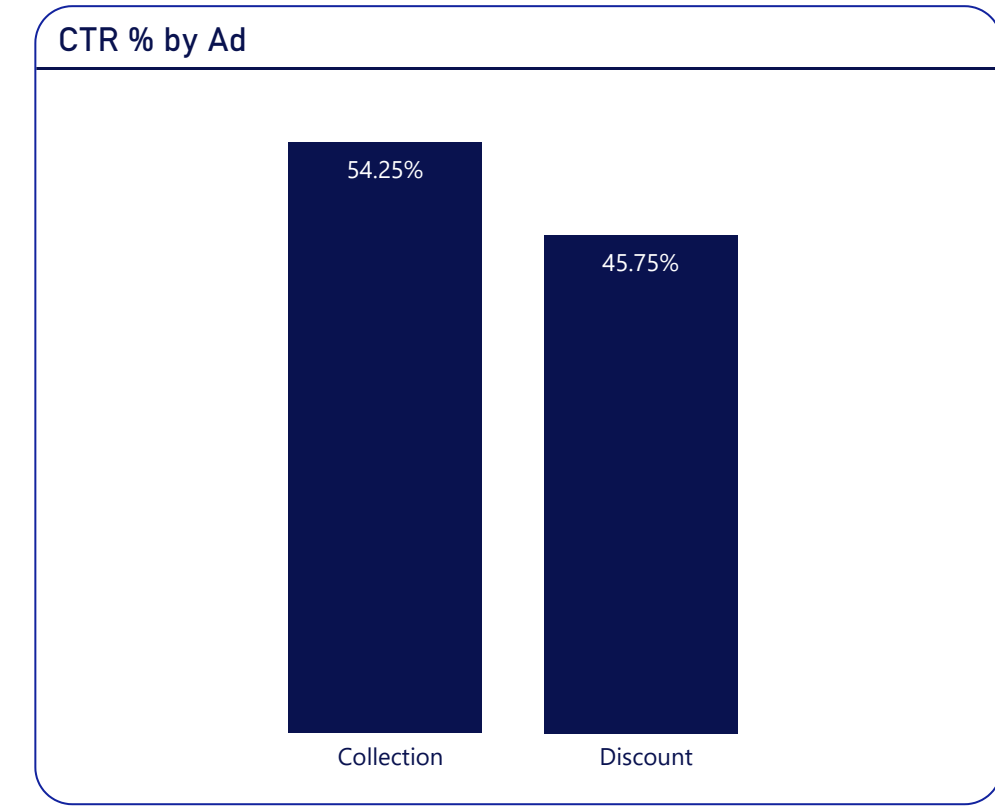
| Ad | ROAS | Total Impressions | Total Shares | Total likes | Total spending | Net Profit | Total revenue | %GT Sum of Convers |
|---|---|---|---|---|---|---|---|---|
| ⊟ Collection | 9.11 | 7,926,327.10 | 61829 | 243436 | £72,175.77 | £585,463.15 | £657,638.92 | 47. |
| ⊟ Desktop | 9.29 | 3,205,711.80 | 24214 | 111238 | £38,336.09 | £317,725.51 | £356,061.60 | 25. |
| Fall | 8.10 | 1,408,936.00 | 9102 | 40178 | £18,373.18 | £130,514.90 | £148,888.08 | 8. |
| Spring | 8.07 | 1,047,774.80 | 6890 | 33952 | £12,100.02 | £85,513.62 | £97,613.64 | 7. |
| Summer | 13.93 | 749,001.00 | 8222 | 37108 | £7,862.88 | £101,697.00 | £109,559.88 | 8. |
| ⊟ Mobile | 8.91 | 4,720,615.30 | 37615 | 132198 | £33,839.68 | £267,737.64 | £301,577.32 | 22. |
| Fall | 7.66 | 2,014,030.00 | 14505 | 48461 | £16,136.29 | £107,470.49 | £123,606.78 | 8. |
| Spring | 7.84 | 1,527,581.60 | 10725 | 38827 | £10,470.94 | £71,670.84 | £82,141.78 | 6. |
| Summer | 13.25 | 1,179,003.70 | 12385 | 44910 | £7,232.46 | £88,596.30 | £95,828.76 | 7. |
| ⊟ Discount | 11.79 | 6,719,121.70 | 57462 | 365049 | £91,074.30 | £982,987.22 | £1,074,061.52 | 52. |
| ⊟ Desktop | 12.40 | 2,594,448.00 | 22959 | 165422 | £47,882.70 | £545,740.12 | £593,622.82 | 27. |
| Fall | 11.24 | 1,198,050.00 | 9021 | 58983 | £23,436.63 | £240,081.05 | £263,517.67 | 10. |
| Spring | 12.38 | 842,172.80 | 6068 | 49976 | £14,286.89 | £162,650.74 | £176,937.62 | 9. |
| Summer | 15.08 | 554,225.20 | 7870 | 56463 | £10,159.18 | £143,008.34 | £153,167.52 | 8. |
| **Total** | **10.61** | **14,645,448.80** | **119291** | **608485** | **£163,250.07** | **£1,568,450.37** | **£1,731,700.44** | **100.** |

**4.** Location Performance : The report provides a comprehensive analysis on ad performance in the three locations in the United Kingdom.

### ROAS by City/Location
- Birmingham — 14
- Manchester — 11
- London — 8

### Total revenue by City/Location
- Manchester — £0.65M
- Birmingham — £0.55M
- London — £0.53M

### %GT Conversion by City/Location
- Manchester — 35.71%
- London — 32.50%
- Birmingham — 31.79%

### Sum of Spendings by City/Location
- London — 67K
- Manchester — 57K
- Birmingham — 39K

### ROAS by month name and City/Location
City/Location ● Birmingham ● London ● Manchester

(line chart across Mar, Apr, May, Jun, Jul, Aug, Sep, Oct, Nov)

**Insights derived from Location performance**

- Birmingham generated the highest ROAS out of the the three cities.
- Despite the fact Birmingham generated the highest the ROAS, the city has the least conversion rate while Manchester has the highest conversion. This results in the ad spend allocation on the Birmingham low.
- Despite more amount of ad spend on London, the city has the least ROAS and revenue.
- Birmingham has the highest ROAS from March to November. Its peak increase took place between June and August.
- Ads should be focused more on Birmingham city and more more amount should be allocated for ad.