Optimizing Digital Ad Engagement: Which Strategies Yield the Highest Click-Through Rates Across Apps, Demographics, Time Slots and Banner Position?

Background: I am currently involved in a pivotal project for BMW, focusing on the digital advertising campaign of the New BMW iX1. My role entails analyzing ad performance data to assess the effectiveness of our current strategies. This involves delving into metrics such as Click-Through Rates (CTR), audience engagement across different demographics, timing, device usage and banners position.
The objective is to glean actionable insights on whether the ads are successful or not, and give suggestions on how to proceed. This analysis is crucial for BMW's decision-making on future ad placements and optimization, ensuring that the campaign for the New BMW iX1 is impactful and reaches its intended market segment efficiently.

Business Questions: What are the primary platforms and demographics currently targeted in our ad campaign? Are we focusing too heavily on specific age groups or device types? On which days of the week and times of day is BMW displaying more Ads? When are they achieving the highest click-through rates? How does ad engagement vary across different income Level? Which devices are currently the focus of our ad campaign, and how does their performance compare? How does the position of the banner ads on different platforms affect the click-through rate? Have we identified any high-performing segments or strategies that yield 100% CTR?

Target Audience: My presentation is aimed at a Consumer Insights Specialist from BMW, who focuses on understanding consumer behavior and preferences in the automotive sector. The insights from my analysis of the New BMW iX1's digital advertising campaign are particularly relevant to their work. We have explored ad performance across various demographics, platforms, and time slots, uncovering key patterns in consumer engagement. These findings are crucial for the specialist to refine BMW's marketing strategies, ensuring they align closely with customer responses and preferences.
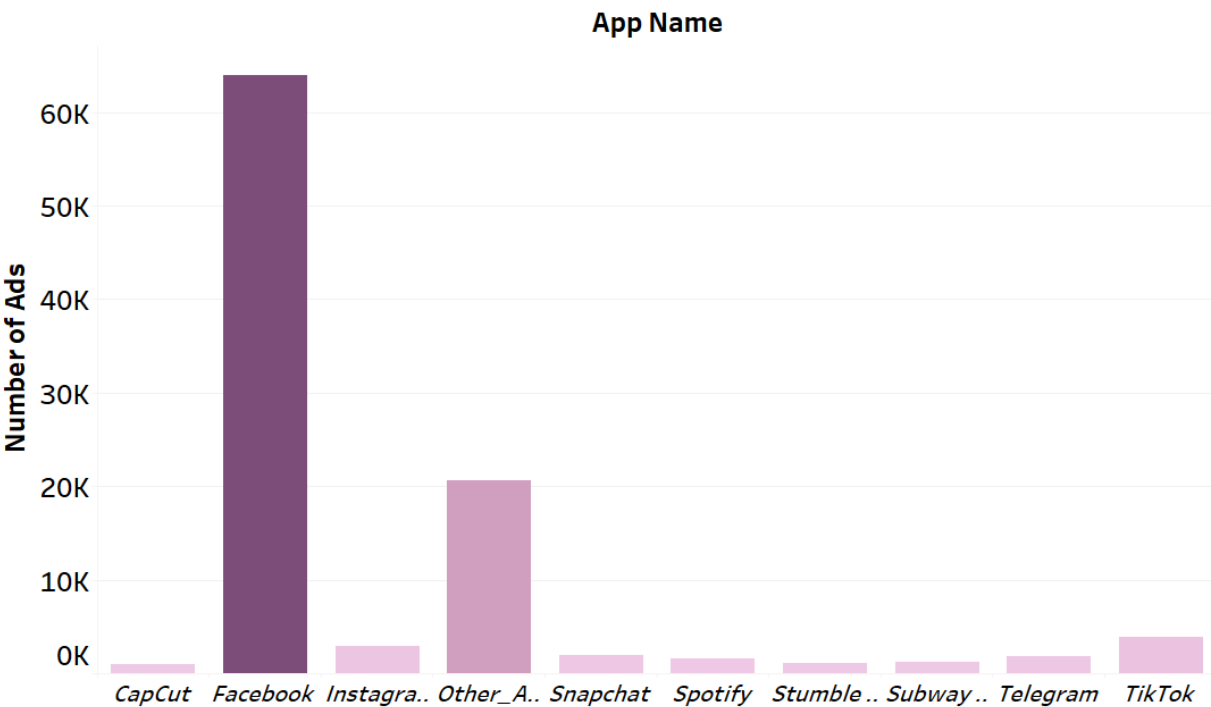
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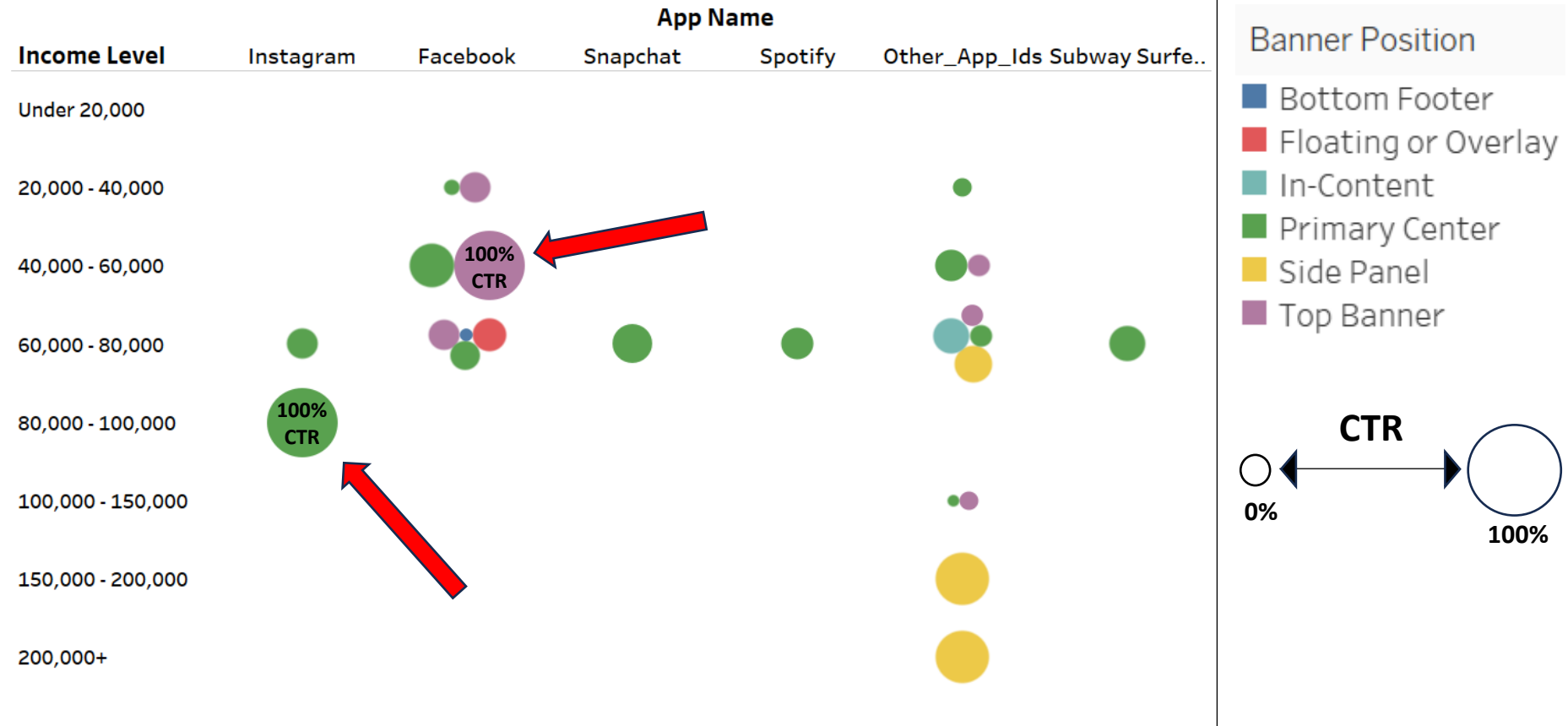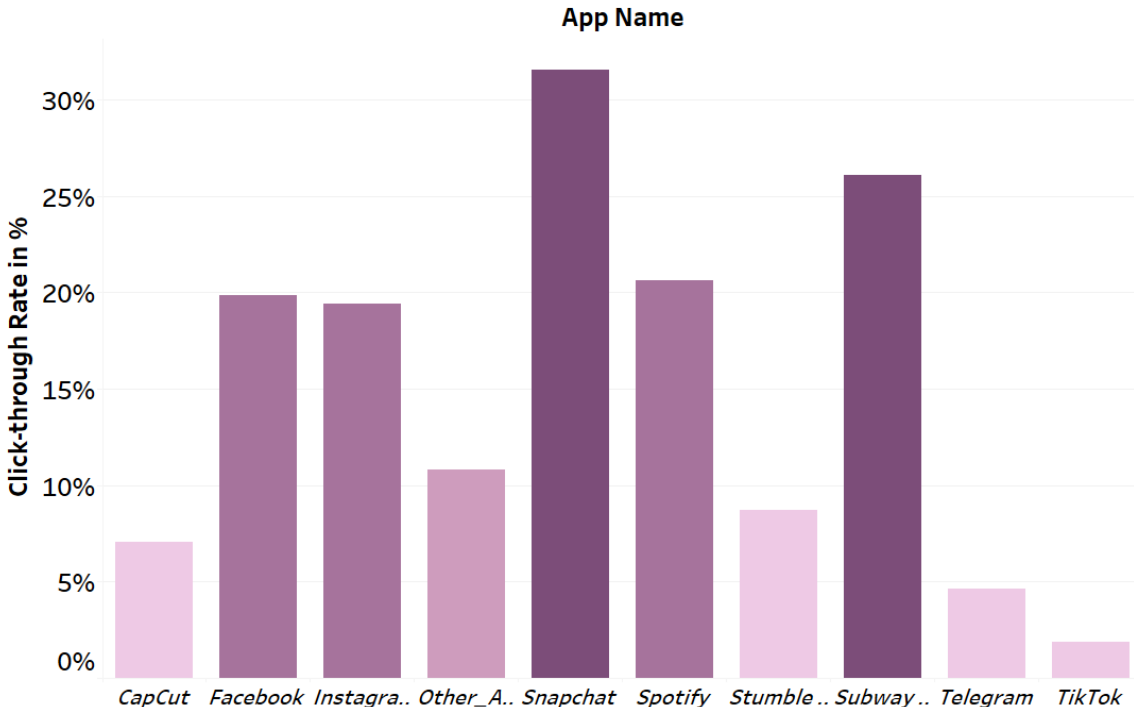
Ads distribution and performance across Apps: strategic insights

Optimizing Ad Engagement: Focusing on High-Performance Apps

App Name

Number of Ads chart (left): CapCut, Facebook (~64K), Instagra.., Other_A.. (~21K), Snapchat, Spotify, Stumble.., Subway.., Telegram, TikTok

CURRENT FOCUS

Ad Landscape: Dominance of [Facebook] in Ad Placement

App Name

Click-through Rate in % chart (right): CapCut (~7%), Facebook (~20%), Instagra.. (~19%), Other_A.. (~11%), Snapchat (~32%), Spotify (~21%), Stumble.. (~9%), Subway.. (~26%), Telegram (~5%), TikTok (~2%)

WHERE SHOULD WE FOCUS NEXT BASED ON CTR

Uncover High Engagement Opportunities on [Snapchat] and [Subway Surfers]

Ad Timing Analysis: Aligning Display with Engagement

Strategic Timing for Maximum Impact: Realigning Ad Schedules
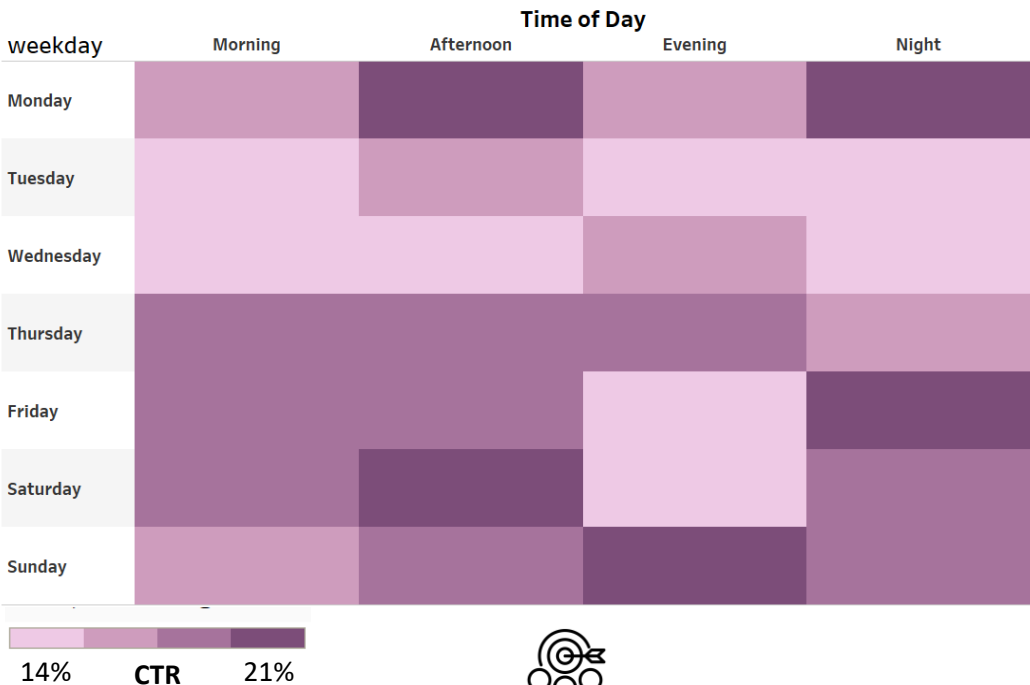

On which days of the week and times of day are we displaying more Ads?
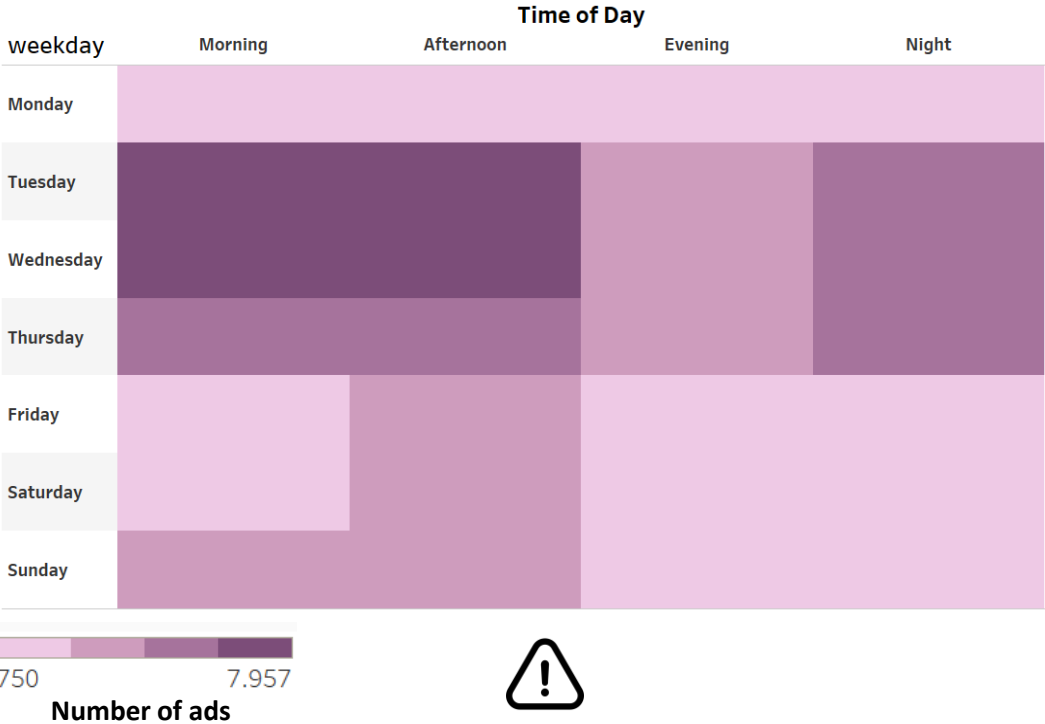
CURRENT FOCUS

Current Ad Schedule: Peak Display on Tuesdays and Wednesdays (morning / afternoon)

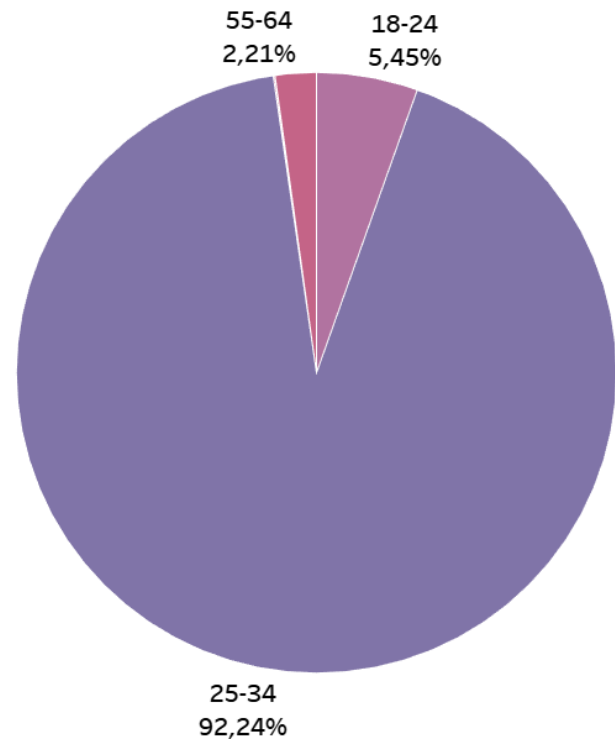**When are the ads achieving the highest click-through rates?**

WHERE SHOULD WE FOCUS NEXT BASED ON CTR

Optimal Engagement Opportunities: High CTRs on Monday(Afternoon and night), Friday evening , Saturday afternoon and Sunday Evenening.
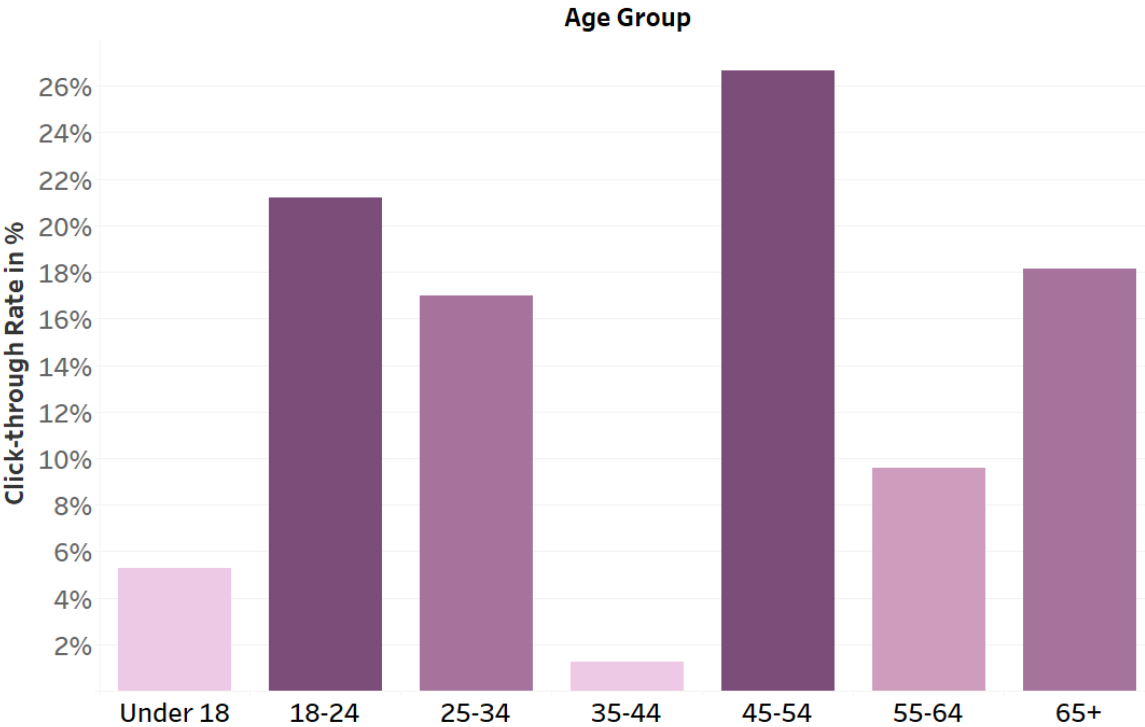
Age Group Targeting vs. Engagement: Reassessing Our Focus

Expanding Reach: Capturing High-CTR Age Segments

CURRENT FOCUS

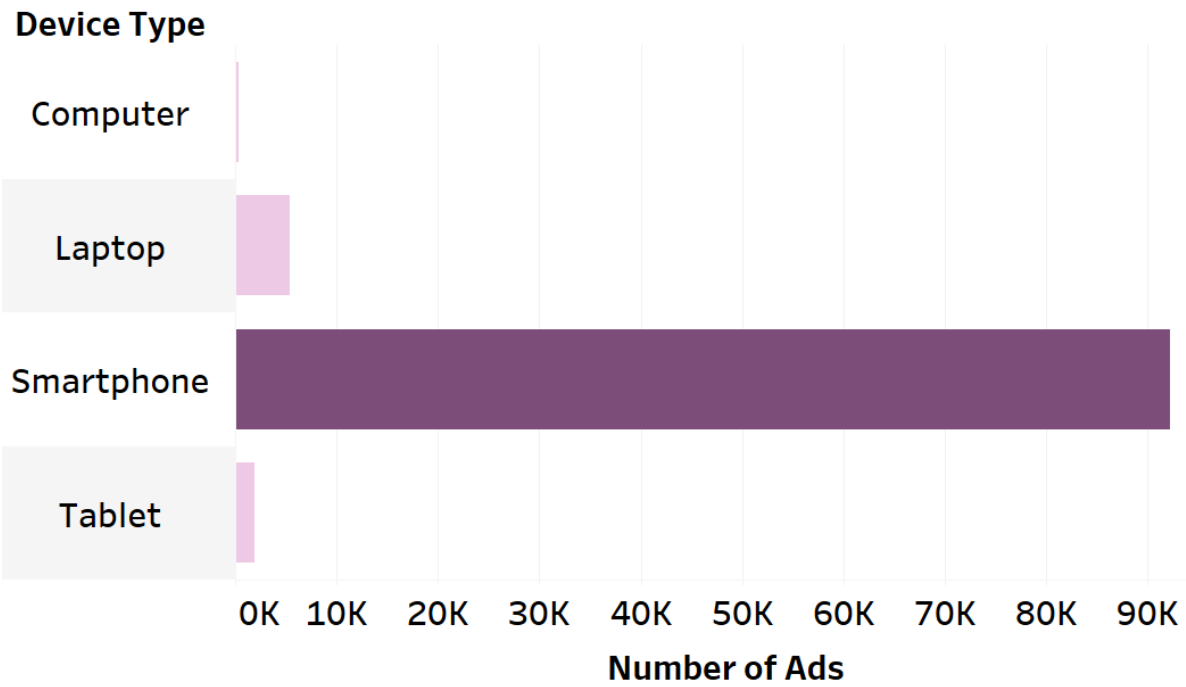**Current Focus: Dominant Ad Targeting on 25-34 Age Group**

WHERE SHOULD WE FOCUS NEXT BASED ON CTR

Unlocking Potential: Higher Engagement in 45-54, 65+, and 18-24 Age Groups
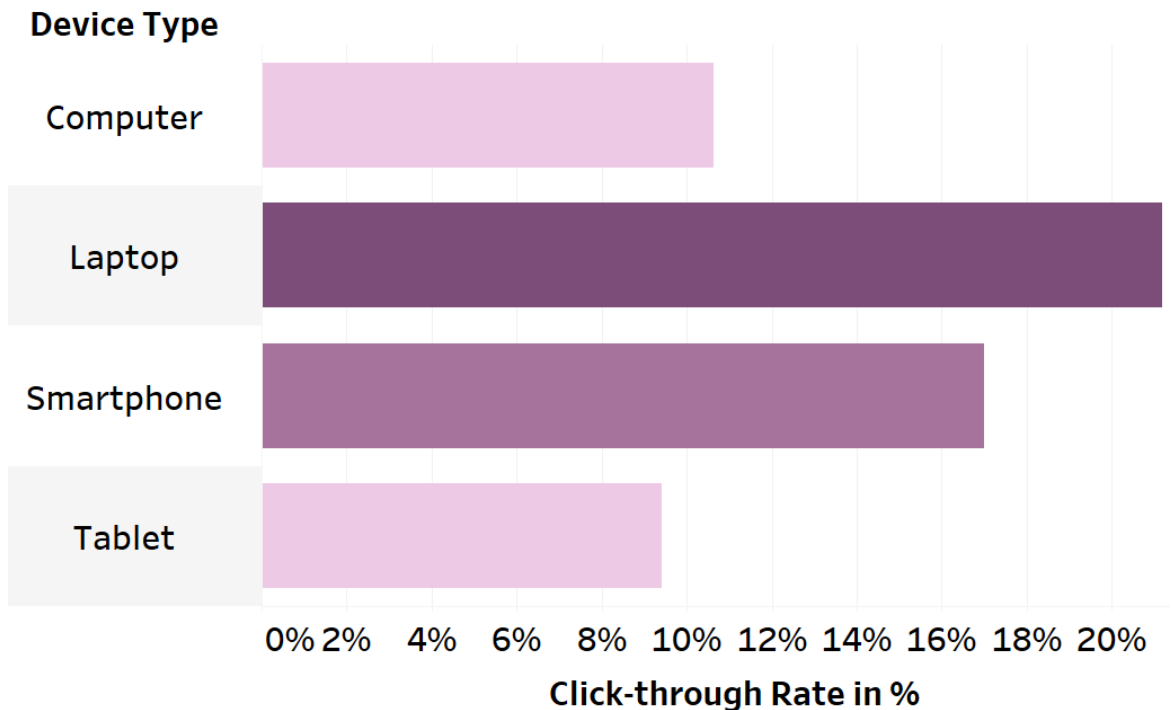
Device Strategy Analysis: Current Focus vs. Optimal Performance

Broadening Device Reach: Capitalizing on Laptop and Smartphone Engagement

CURRENT FOCUS

Primary Device Target: Dominance of Smartphones in Ad Placement
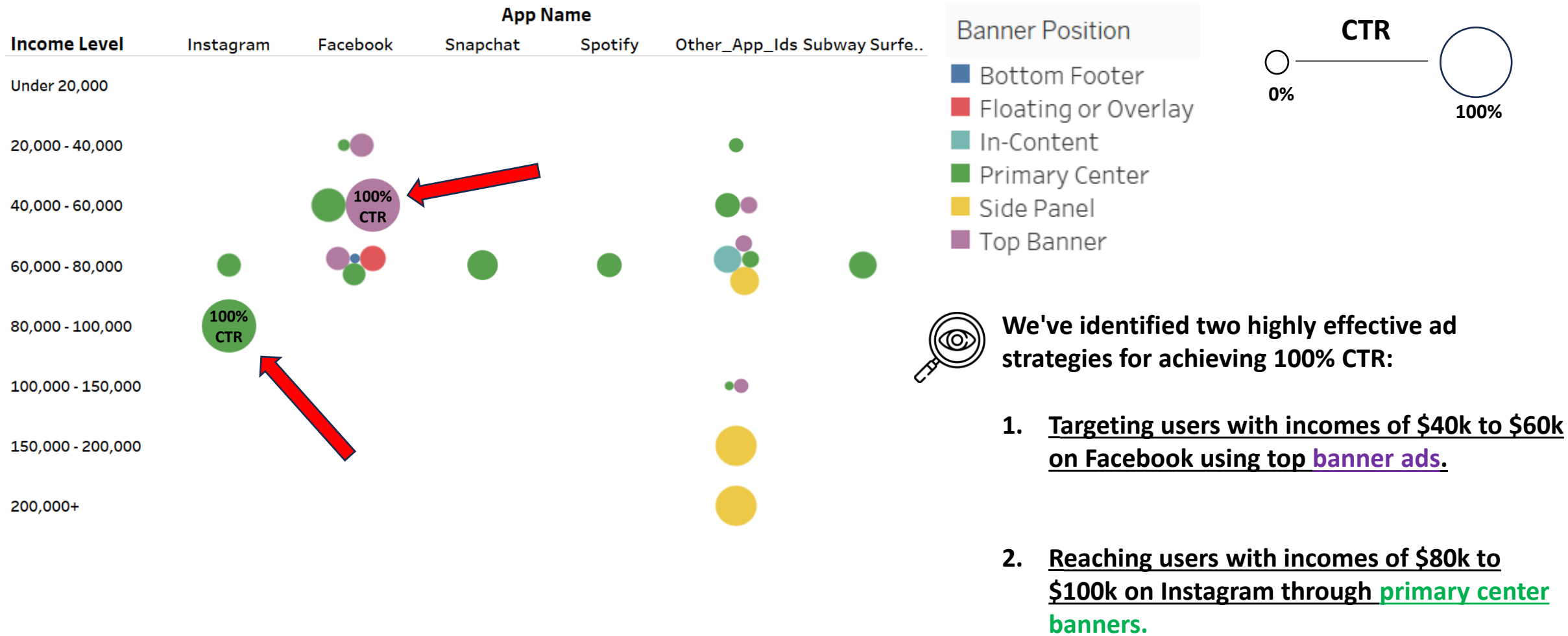
WHERE SHOULD WE FOCUS NEXT BASED ON CTR

Laptops Lead in CTR Followed by Smartphones

Maximizing CTR across income levels, apps and banner position.

Leveraging Precision Targeting: **Two highly effective ad strategies for achieving 100% CTR**

We've identified two highly effective ad strategies for achieving 100% CTR:

1. **Targeting users with incomes of $40k to $60k on Facebook using top banner ads.**

2. **Reaching users with incomes of $80k to $100k on Instagram through primary center banners.**

Strategic Insights and Path Forward: Conclusions and Recommendations for the BMW iX1 Campaign

Conclusions

Heavy concentration on Facebook, which is overlooking the potential of other platforms.

Timing of the ad displays does not align with the peak periods of user engagement.

The campaign's focus is predominantly on the 25-34 age group, which results in missed opportunities to connect with other age demographics.

Furthermore, the reliance on smartphones as the primary medium for ad displays is not tapping into the full spectrum of user behavior.

Recommendations

Expand Target Demographics

Device Strategy Optimization

Ad Timing Adjustment

Platform-Specific Strategies

Focus on the 2 highly effective strategies mentioned in Slide 7.

Limitations

Data Scope and Representativeness

Dynamic Digital Advertising Landscape

Quantitative vs. Qualitative Insights