Social Media Campaign Performance Analysis Report

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Tool Used: Microsoft Power BI
Duration Analyzed: 1 January 2022 – 31 December 2022

➢ **Introduction**

The purpose of this report is to evaluate the performance of social media advertising campaigns conducted across different platforms and regions.
The analysis focuses on key performance metrics such as ROI, engagement score, conversion rate, acquisition cost, and cost efficiency, helping marketing teams understand which channels and strategies drive the best outcomes.

This report provides data-backed insights that can guide budget allocation, content strategy, and audience targeting decisions.

Dashboard Link:
[View Interactive Dashboard](#)

➢ **Data Summary**

The dataset used contains campaign-level data, including:

- **Campaign details:** Campaign ID, Goal, Channel Used, Duration

- **Performance metrics:** ROI, Acquisition Cost, Clicks, Conversion Rate, Engagement Score, Impressions

- **Demographics:** Customer Segment, Language, Location, Target Audience

Total dataset covers **one year of social media advertising data** across **multiple platforms** (Instagram, Facebook, Twitter, Pinterest) and **regions** (Miami, Los Angeles, New York, Las Vegas, Austin).
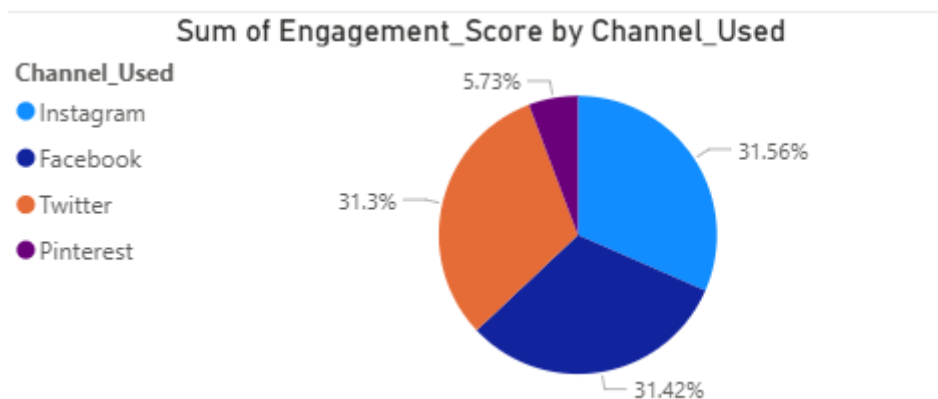
➢ **Overall Performance Snapshot**

Metric	Value	Observation
Total ROI	953.31K	Strong overall profitability
Acquisition Cost	$2.33bn	Major investment across campaigns
Impressions	17bn	High audience reach
Engagement Score	1M	Indicates consistent audience interaction

Metric	Value	Observation
Average Cost per Click	$0.46	Highly efficient cost structure
Total Conversion Rate	24K	Stable conversion performance

Insight: Despite significant ad spend, campaigns show strong engagement and ROI efficiency across platforms.

➢ **Engagement by Channel Used**

Sum of Engagement_Score by Channel_Used

Channel_Used
● Instagram
● Facebook
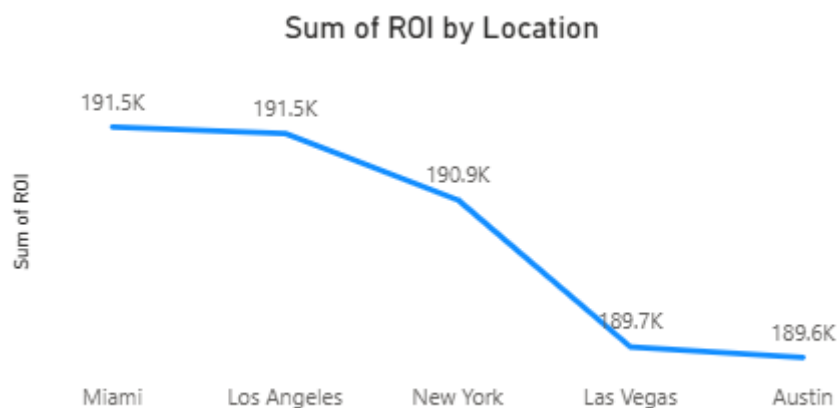● Twitter
● Pinterest

5.73%
31.56%
31.3%
31.42%

Instagram and Facebook emerged as the leading platforms, contributing to more than **60% of the total engagement** combined.

Twitter followed closely with a comparable share, while Pinterest recorded the lowest engagement levels.

This distribution indicates that **Instagram and Facebook drive the highest user interaction**, likely due to their visual and interactive content formats.

On the other hand, Pinterest's lower performance suggests that the platform may need **a revised content strategy or better audience targeting** to achieve similar engagement outcomes.
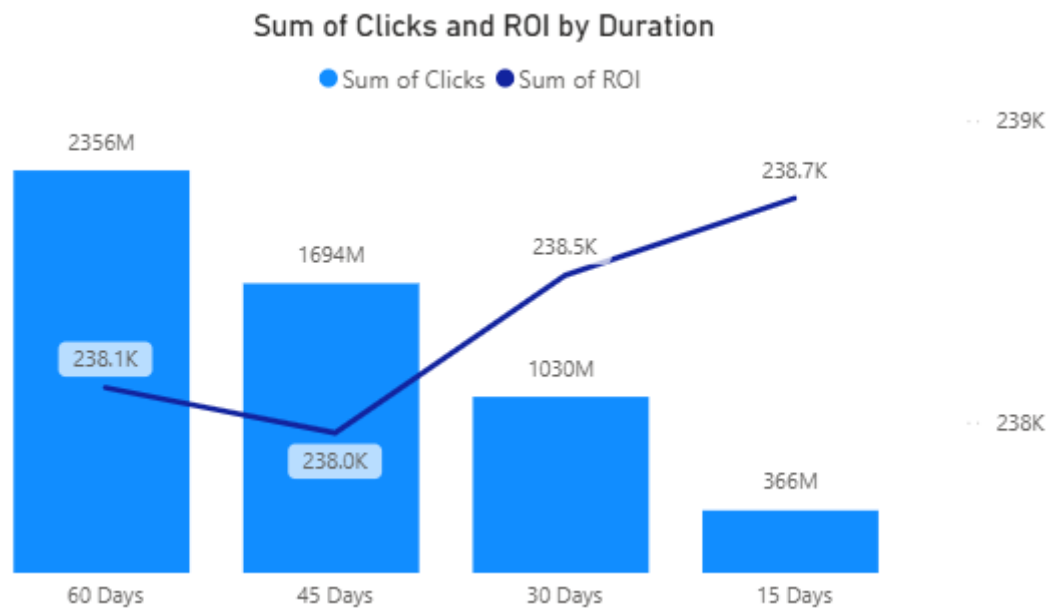
➢ **ROI by Location**

Sum of ROI by Location

191.5K 191.5K 190.9K 189.7K 189.6K
Miami Los Angeles New York Las Vegas Austin

Sum of ROI

From a geographic perspective, Miami, Los Angeles, and New York recorded the highest ROI figures, with values exceeding 190K. These regions consistently outperform others, demonstrating

a stronger response to marketing campaigns and higher purchasing potential. Conversely, Austin and Las Vegas exhibited lower ROI despite comparable impressions, suggesting a mismatch between audience demographics and campaign messaging. Therefore, focusing future ad investments in top-performing locations while refining the targeting strategy for underperforming ones can improve overall returns.

➢ Campaign Duration Performance

Sum of Clicks and ROI by Duration

● Sum of Clicks ● Sum of ROI

Campaigns that ran for **45–60 days** produced the best results in terms of ROI and engagement.
Longer campaigns sustained visibility and built trust over time, resulting in stronger audience interactions.
In contrast, **short-duration campaigns (15–30 days)** delivered lower ROI and fewer clicks, indicating that short bursts of exposure are less effective for conversion-driven goals.
This pattern shows that **campaign consistency and longevity play a crucial role** in maximizing performance and brand recall.

➢ Summary of Key Insights

Across all dimensions, it is evident that **Instagram and Facebook dominate channel performance**, and **longer campaigns generate stronger ROI and engagement levels**. Geographically, **urban regions like Miami and Los Angeles** outperform smaller markets, emphasizing the importance of regional targeting.
The consistent engagement trend throughout the year, with minor dips mid-year, also points to opportunities for **creative refresh or seasonal promotion planning** to maintain user interest.

➢ Recommendations

- **Increase investment in Instagram and Facebook**, which consistently deliver the best engagement-to-cost ratio.
- **Extend campaign durations** to 45–60 days for sustainable ROI performance.
- **Reassess strategies in low-performing locations** like Austin and Las Vegas to improve targeting precision.
- **Optimize creative strategy for Pinterest** to capture audience attention and raise engagement levels.
- **Introduce mid-year promotional content** to counter seasonal engagement dips.

➢ Conclusion

This analysis highlights clear patterns in how channel selection, campaign duration, and location impact marketing performance.
By focusing on high-performing platforms and maintaining consistent campaigns, marketers can achieve higher ROI, better cost efficiency, and improved audience engagement.
Implementing these data-driven recommendations can significantly enhance overall marketing impact and future campaign profitability.