

**Case Study: Analyzing a Ramadan Digital Marketing Campaign**

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## **Ramadan Digital Marketing Campaign Report**

This case study is about a digital marketing campaign launched by a notable company during Ramadan across Snapchat, Meta ( Instagram and Facebook), and TikTok. On these popular platforms, the company used different ads and strategies, targeting them to differing age groups. The intended goal of the campaign was to attract new customers and to increase brand popularity and awareness. The aim of analyzing the data provided by the results of the campaign is to see which factors contributed to increased customer rates and company popularity. Moreover, the analysis will reveal trends in the campaign, such as the relationship between the type of ad, amount spent on advertising it, and its total reaches. Lastly, the analysis will show the company where they lack, and the areas in which they can improve.

### **Data Preparation:**

1. Firstly, the data of all three platforms was checked for duplicate values
2. Then, all of the data was thoroughly checked for any missing values
3. Any wrong spellings were corrected
4. Extra spaces in columns were also checked using the trim function
5. To make the data more readable, the data was formatted by autofit row height and column width.
6. In all 3 of the campaign data, the columns ‘Campaign Name’, ‘Ad group name’, and ‘Ad Name’ were split into columns using the delimiter function. The important values were joined into one column using concat. The rest of the splitted columns contained data that was the same as in other existing columns, so they were deleted.
7. All of the columns were explored to see the relationship between them.

### **Pivot Tables**

Row Labels	Sum of Click	Sum of Total Impressions
FBIG_MKRIY_TG	31766	16873762
Tiktok_MKAE_TG	12769	11363327
Tiktok_MKBAH_TG	3613	2098862
Tiktok_MKJED_TG	17744	15307011
Tiktok_MKKWT_TG	6936	5882789
Tiktok_MKOMA_TG	0	2567839
Tiktok_MKQAT_TG	6429	4128788
Tiktok_MKRIY_TG	131	56264
Grand Total	79388	58278642

### 1. TikTok Pivot Table (sums of impressions and clicks by campaign names)

Row Labels	Sum of Impressions	Sum of Engagement Rate	Average of Post engagement	Sum of VTR	Sum of CTR (all)
CDP	3736428	58.94012803	3767.730435	16.38198593	52.81691505
Interests	103214291	80.21817115	34884.84887	44.86828155	102.7939403
Grand Total	106950719	139.1582992	26484.68779	61.25026748	155.6108553

### 2. MetaPivot Table (performance of ads targeted to different age groups)

From the TikTok pivot table, “FBIG\_MKRIY\_TG” is the campaign having the highest sum of clicks and total impressions. The higher the amount spend on this campaign, the higher the number of clicks and impressions. Higher spending also led to increased paid reach, CTR, and total engagement rates. The campaign was launched in Arabic, which is the native language of Riyadh, the area where it was targeted. This meant that a majority of the population could easily interact with the ad, leading to more clicks.

From the TikTok data, the campaign “Tiktok\_MKAE\_TG” has the highest Clickthrough rate (CTR). This means that out of all the campaigns, this is the one with the most viewed ads and most clicked on ads. This can be attributed to the high amount spent on ads, leading to higher paid reach and clicks. The high amount spent on this campaign further led to high impressions, and a higher CTR than the other campaigns. Moreover, the ad was launched in both Arabic and English. The English ads target the English using population in UAE, while the Arabic ads targeted the Arabic speaking population. Therefore, the ads were viewed by both demographics.

Regarding the Meta data, the interests audience have more conversions (higher impressions, engagement rates, post engagement rates, CTR and VTR rates) than CDP audiences. Also, Interests audiences have higher rates of 3 second videoplays and less 100% video plays, hinting that these customers belong to a young age group due to their increased short attention spans. Therefore, in the future, ads can be catered more towards attracting and keeping the attention of these younger age groups, while also garnering attention of older age groups. Ads can be centered around trends that are popular among the younger age groups in order to have more full video plays.

## Macros

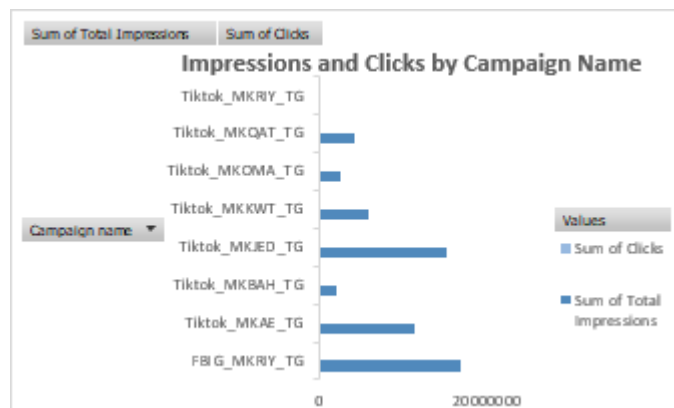
Highlight Top  
Campaigns

### 1. Macro that highlights campaigns with exceptional performance

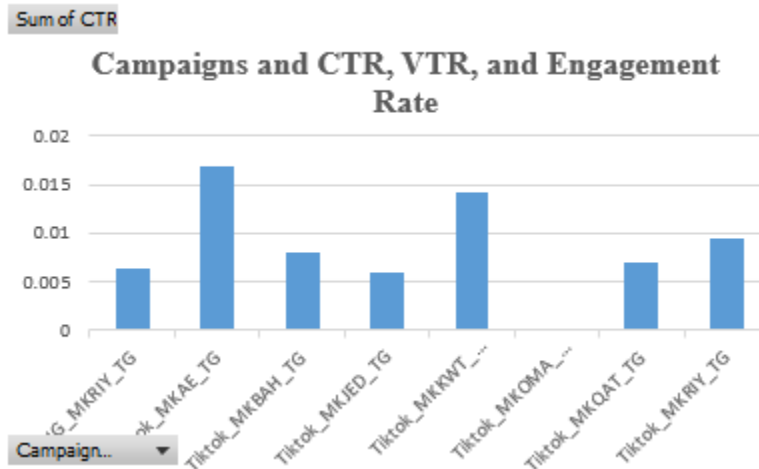
Refresh pivot Tables and  
find campaigns with

2. Macro that refreshes pivot tables and filters campaigns with “good” performance

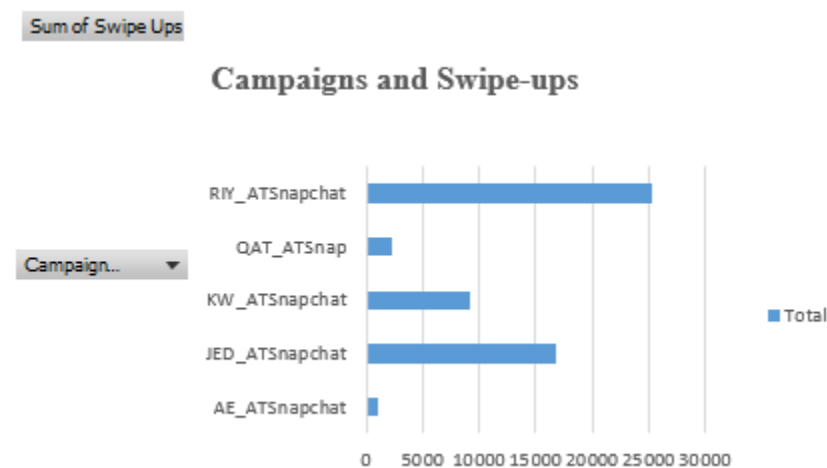
### Visual Representations of Key Metrics



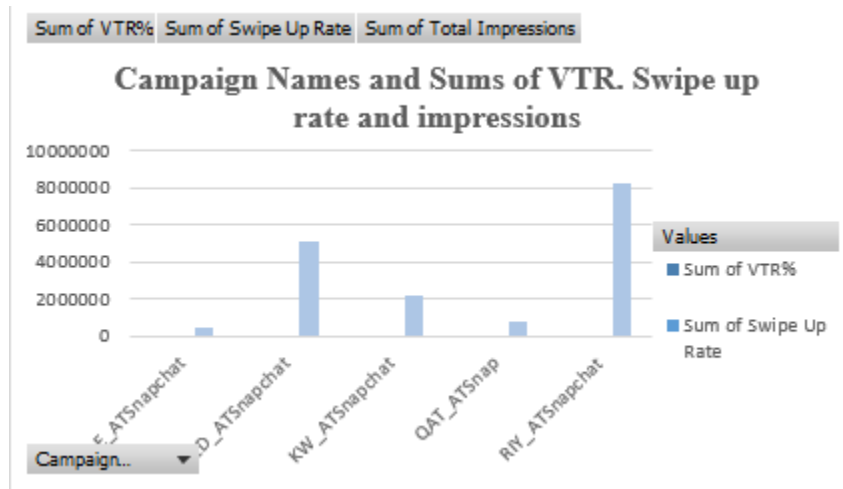
1. TikTok Campaigns- sums of impressions and clicks per campaign



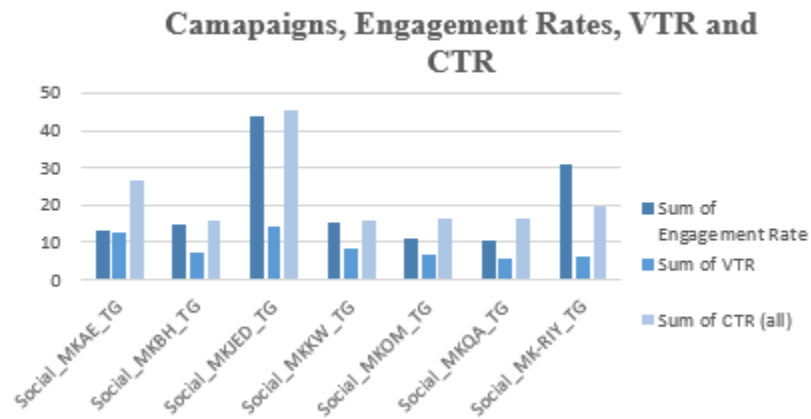
2. TikTok Campaigns- Sums of CTR, VTR, and Engagement Rate per campaign



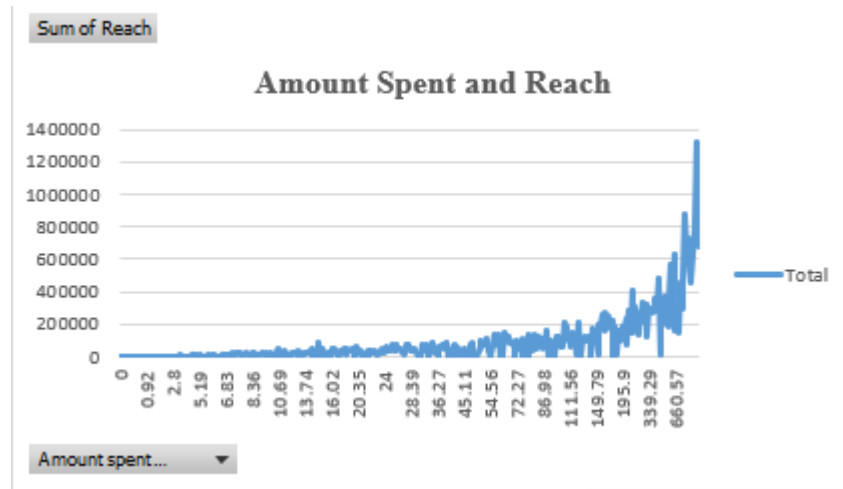
3. Snapchat Campaigns- Sum of Swipe-ups per campaign



#### 4. Snapchat Campaigns- Sums of VTR, Impressions, and Swipe up rates



#### 5- Meta Campaigns- sums of Engagement rates, VTR and CTR



#### 6. Meta Campaigns- sums of Amount Spent and Reach

## Analysis

### 1. Meta Campaign:

Most of the campaigns were launched in both English and Arabic, making them accessible and interactive to both Arabic speakers and English speakers. However, the campaign “Social\_MK-RIY\_TG” was launched only in Arabic, therefore it could have gained more traction if it was launched in English too. Campaigns were categorized “good” as having <50 CTR, <100 CTR being great, <150 CTR being excellent, and <200 CTR being phenomenal. 80.9% of campaigns have a “good” ctr according to these standards.

“Social\_MKOM\_TG” is the campaign with the lowest sum of impressions, owing to the relatively lower amount of money spent on ads in comparison with other campaigns. This led to lower amounts of reach, lower link clicks and lower CTR and VTR. The campaign “Social\_MKAE\_TG” has the highest sum of amount spent on ads, resulting in more reach, impressions, 3 second video plays, and “good” to “phenomenal” CTR evaluations. The trend of spending more resulting in the campaign doing better is easily noticeable.

### 2. Snapchat Campaign:

Regarding engagement, 38 out of 53 campaigns had less than 1000 swipe-ups. Swipe-ups indicate how well a campaign does. The campaign strategy is a mix of awareness and consideration campaigns, out of which there are 18 Awareness campaigns and 22 Consideration campaigns. This shows that the consideration campaigns appear to be more boring or unappealing, leading to lower numbers of people clicking on them. Therefore, both types of campaigns, particularly consideration campaigns, should be rebranded in such a way as to make potential customers want to click on and view them more.

The campaign with the highest sum of swipe-ups, “RIY\_ATSnapchat” appeared on feeds only, while other ads appeared in feeds and on SnapAds. The average person is likely to skip ads, whereas if an ad appears on their feed, they are more likely to stay and watch the ad. Furthermore, “RIY\_ATSnapchat” is the campaign with the highest sum of amount spent. This resulted in higher paid reach and impressions. However, this ad was launched only in Arabic and did not target English speaking users in the area. The campaign with the lowest sum of swipe-ups “QAT\_ATSnap” appeared on SnapAds and had a much lower sum of amount spent, low engagement and low swipe-up rate.

### 3. TikTok Campaign:

From the TikTok data, the campaign with the highest sum of amount spent on it is “FBIG\_MKRIY\_TG”. A pattern can be seen here, as it resulted in the highest paid reaches, higher impressions and clicks. This campaign also had the highest sum of video completions. Hence, it can be said that the ads were appealing to all age groups of the target population.



The campaign "Tiktok\_MKRIY\_TG" has the lowest sum of total impressions, which can be owed to the low amount spent on ads and the campaign only being launched in Arabic. This led to lower interactions, as shown by the low amount of clicks. Had the campaign been launched in both English and Arabic, it may have gained a wide audience, and therefore, more clicks and impressions. Moreover, this campaign also had the lowest sum of video completions. This can mean that the ad was too boring to watch until the end or it did not appeal to the target audience.

## **Conclusion**

Therefore, it can be established that the higher investment into a campaign (high amount spent), the higher the return will be (more clicks and impressions).

In conclusion, the data analysis across the Meta, Snapchat, and TikTok campaigns highlights key trends in campaign performance, primarily emphasizing the correlation between ad spending and campaign success. Meta campaigns with higher ad spend, such as "Social\_MKAE\_TG," consistently demonstrated better outcomes in terms of reach, impressions, and CTR. Campaigns like "Social\_MKOM\_TG," which had lower investments, saw significantly reduced results. A similar pattern is observed across Snapchat and TikTok, where higher spending led to greater engagement and reach. However, many campaigns that were only launched in Arabic, such as "Social\_MK-RIY\_TG" and "Tiktok\_MKRIY\_TG," underperformed in terms of impressions and interactions compared to bilingual campaigns.

Based on the findings, several recommendations emerge. First, campaigns should be launched in both English and Arabic to increase their potential reach and effectiveness. Second, boosting ad spending can lead to better performance metrics, such as higher CTR, impressions, and video completions. Third, consideration campaigns, particularly on Snapchat, need rebranding to make them more engaging and appealing to users. Lastly, it is essential to optimize the placement of ads, favoring feed appearances over other formats, which tend to generate higher swipe-ups and interactions.