

Campaign of Orizon project



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Summary

01. Choice of Key Performance Indicators (KPIs).

02. Analysis of the data.

03. Assessment of strategies.

CHOICE OF KPI

The number of views

1



3

The sum total of donation

The number of reposts

2

Correlation between views, likes and comments and reposts ?

With our set of data we find :

The correlation coefficient between views and likes : 0.76

The correlation coefficient between views and comment : 0.77

The correlation coefficient between views and reposts : 0.005

If the correlation coefficient is greater than 0.7 we can conclude there is a correlation.

2. Analysis of data

Who ?

Is there a correlation between the socio-economic characteristics of an user and the number of views they obtain ?

Gender : no correlation

Age : no correlation

Location : interesting phenomena



Keys values

Men :

Average number of views per post : 82.7

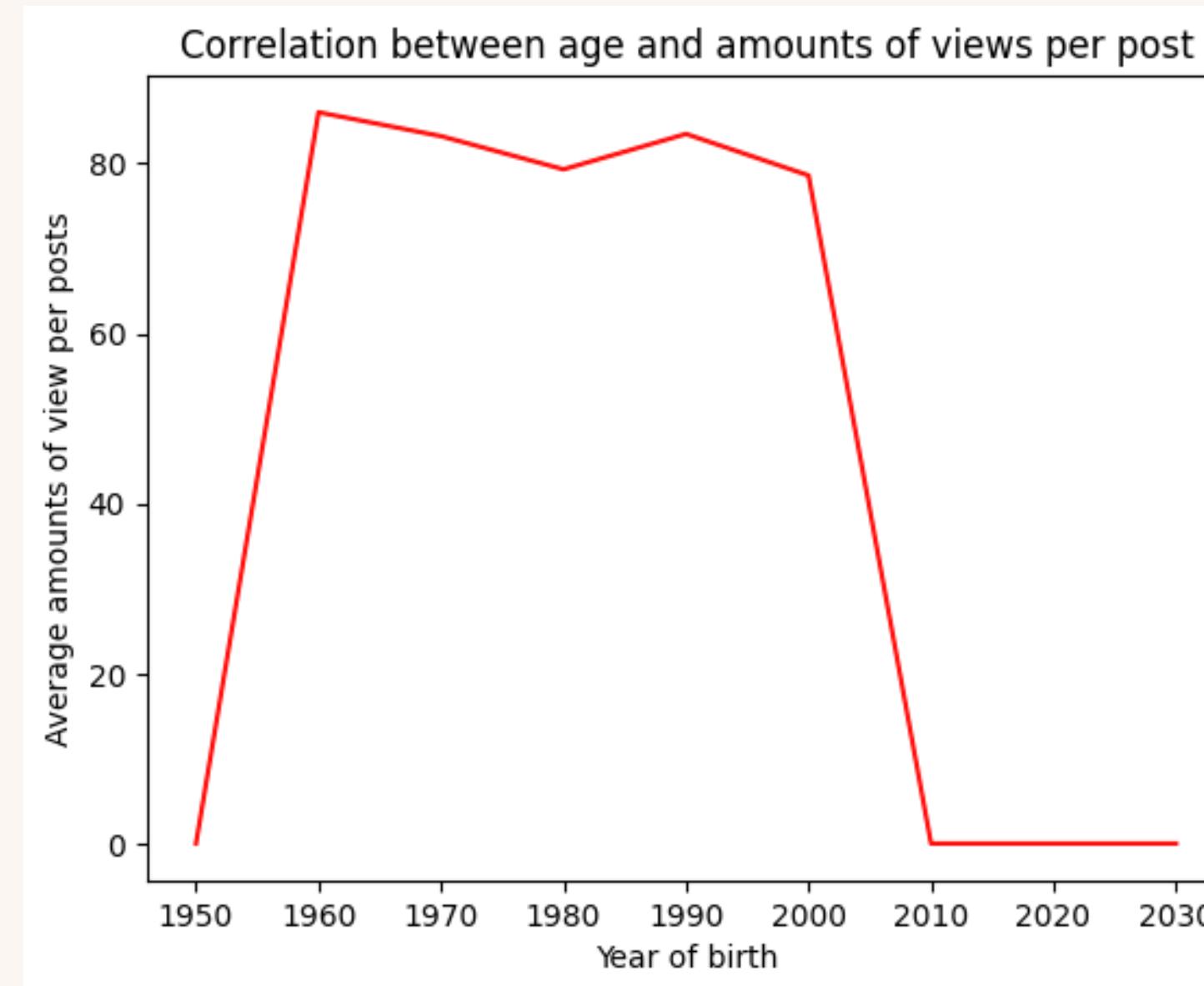
Number of posts : 599

Women :

Average number of views per post : 82.5

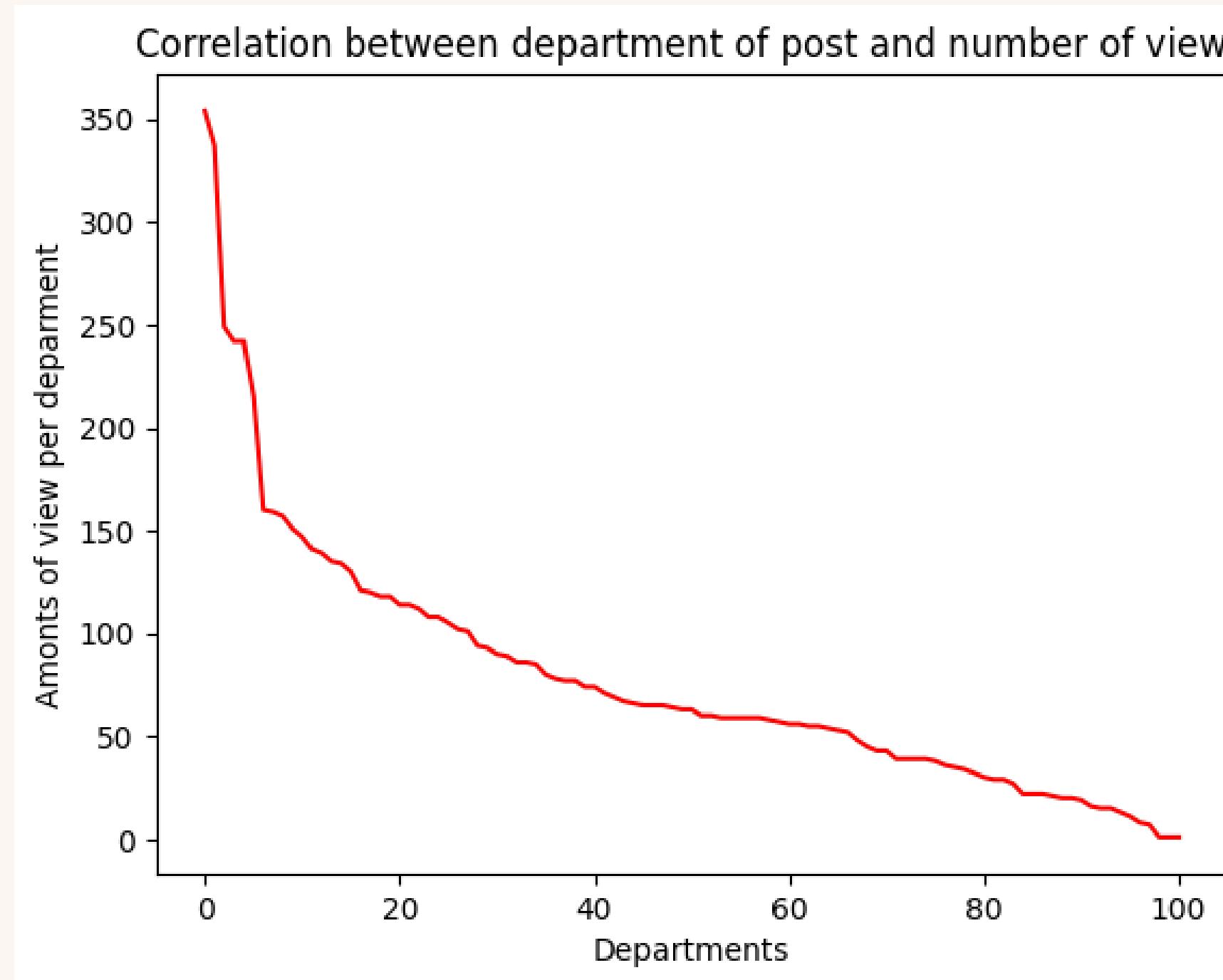
Number of posts : 596

Graphs showing the correlation between age and the number of view



No correlation !

Graphs showing the correlation between location and the number of view



The top 5 departments :
Tarn et Garonne
Orne
Loire
Haute-Savoie
Hauts-de-Seine

2. Analysis of data

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Age : no correlation

Location : no correlation

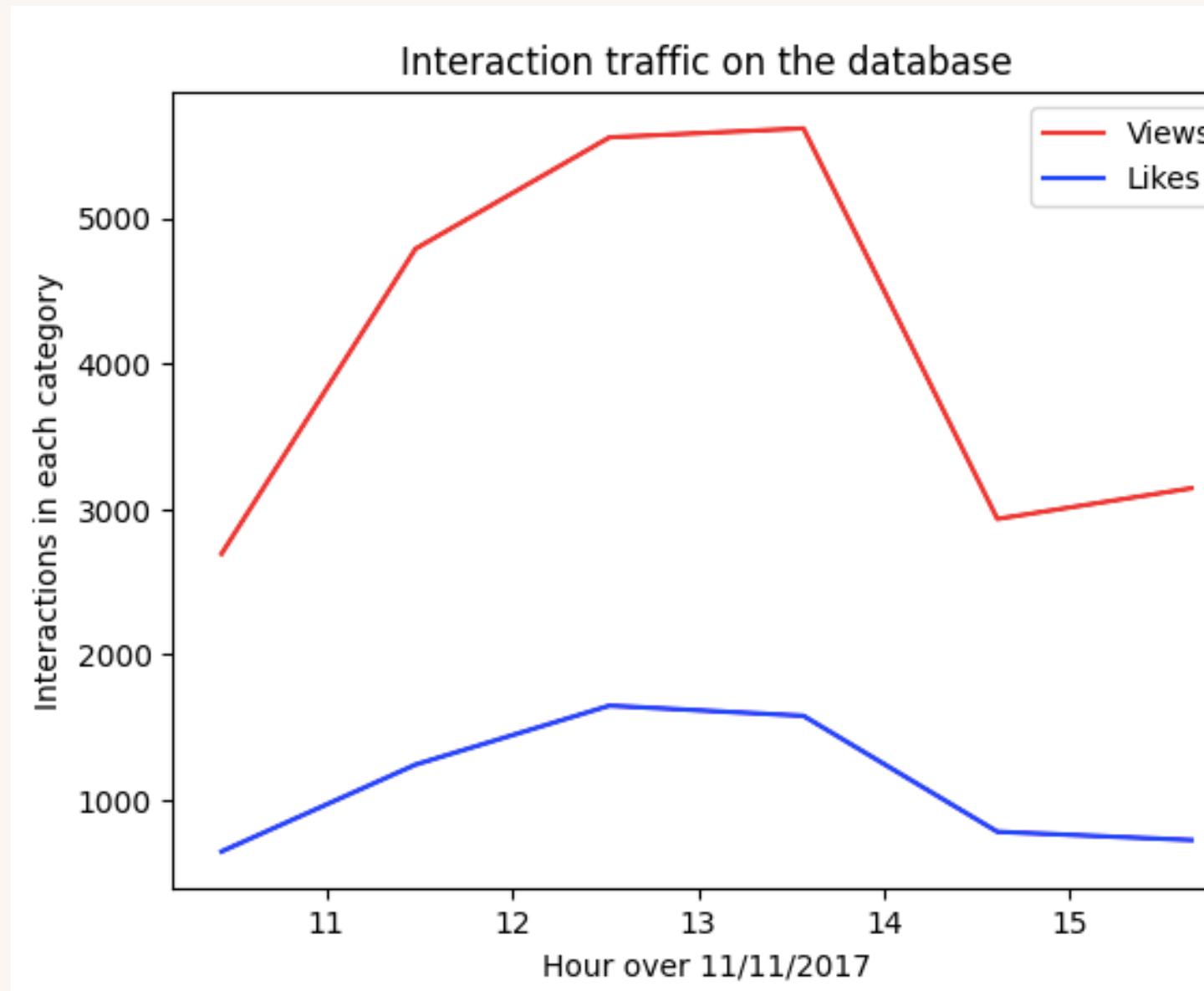
When ?

When is the best timing to post on Instagram to get the most views and reposts ?

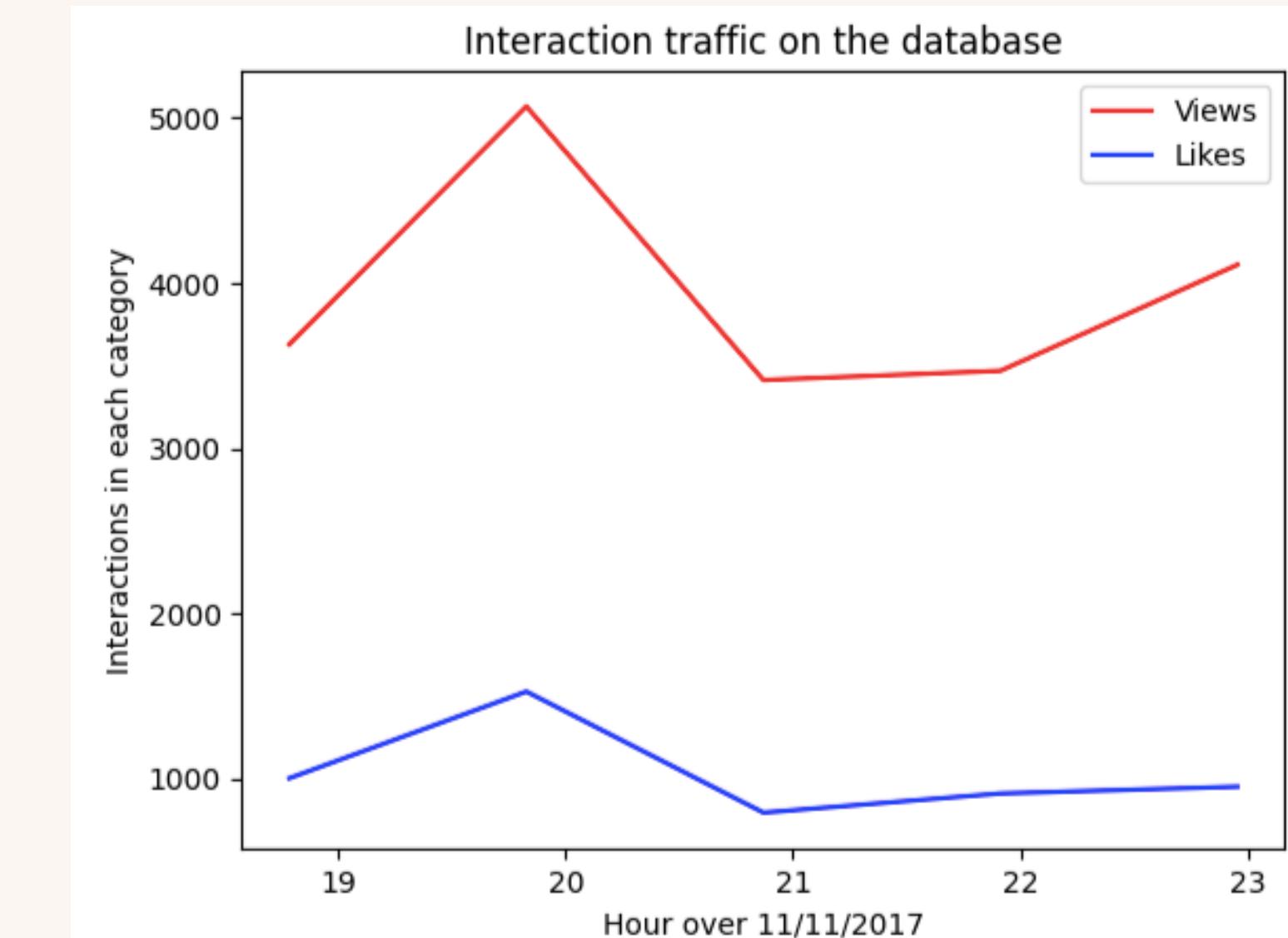
Result :

- Saturday afternoon at 12h - 14h
- Saturday evening at 20h

Graphs showing the traffic of the Instagram activities



Saturday 12h-14h



Saturday 20h

2. Analysis of data

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When ?

When is the best timing to post on Instagram to get the most views and reposts ?

Result :

- Saturday afternoon at 12h - 14h
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How much ?

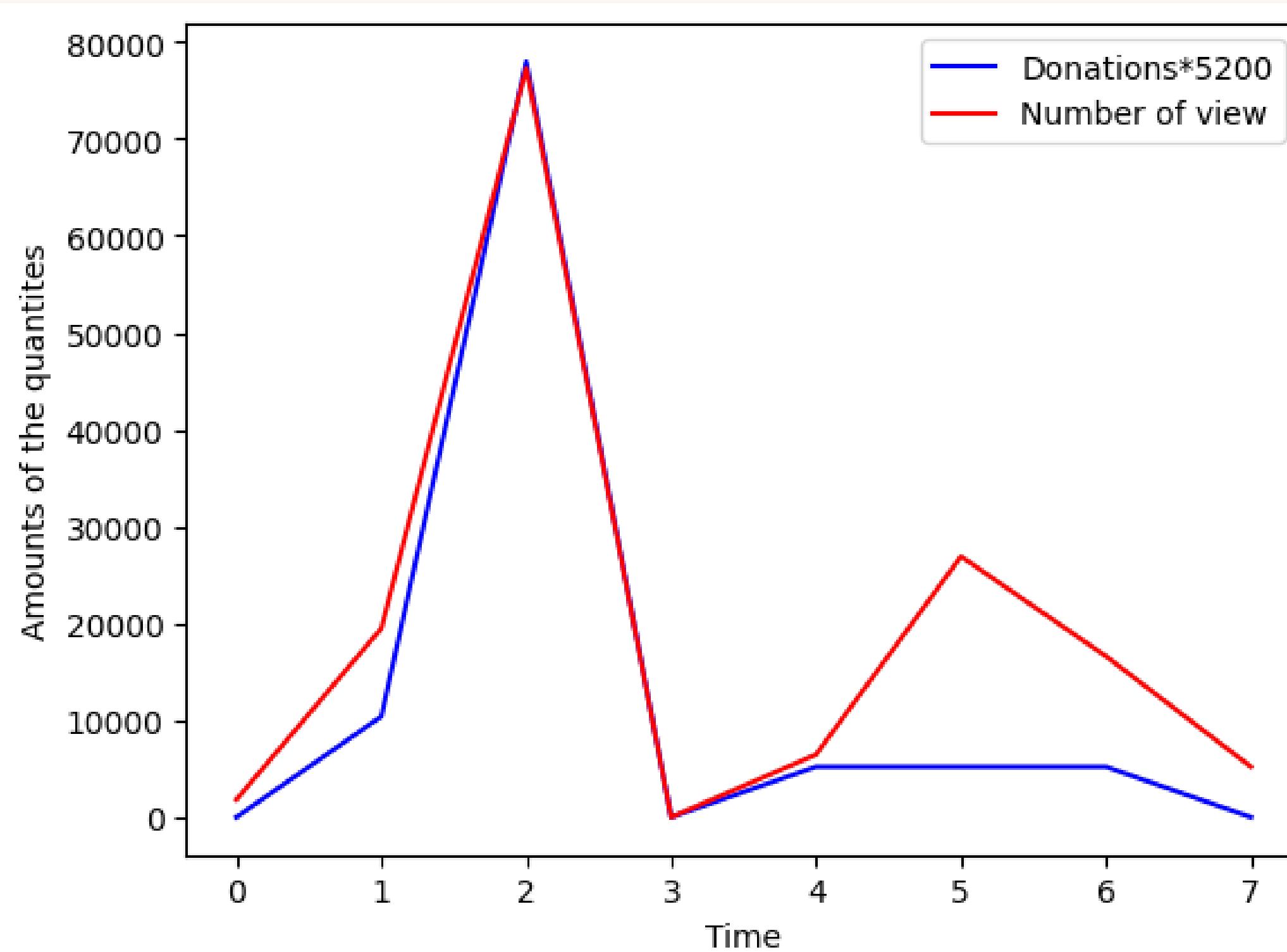
Is there a correlation between the number of views and the number of donation ?

Result :

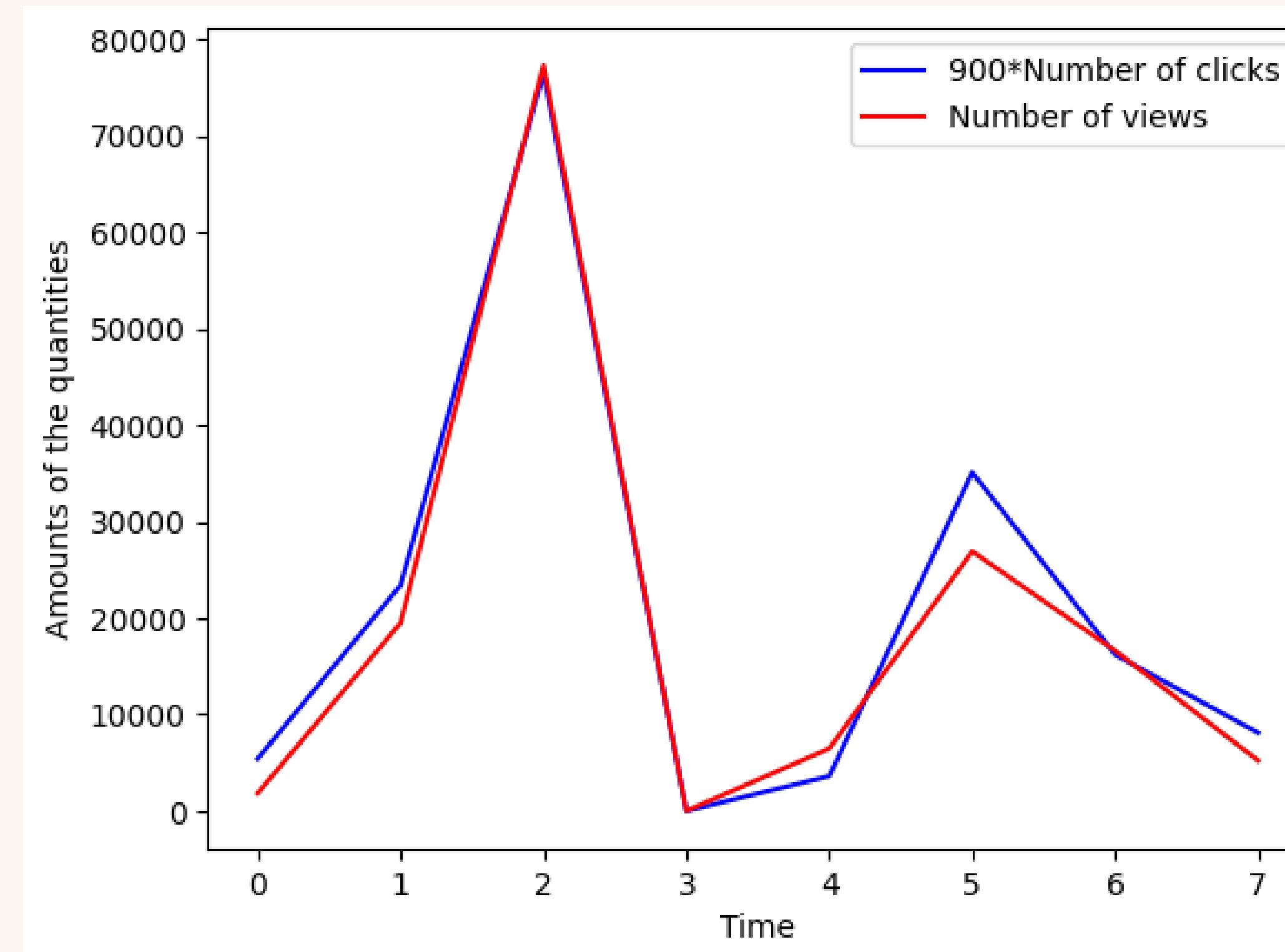
The number of donation depends on the number of views !

The number of clicks also depends on the number of views !

Graph showing the correlation between donation and views



Graph showing the correlation between clicks and views



Cost of campaign

- Cost of advertising :
 - The cost for 1000 views is between 5 to 6 euros, we fixe it at 5,5€
 - The cost per click is between 0,56€ - 0,72 €, we fixe it at 0,64 €
- Cost of influencers :
 - For influencers of less than 10K followers, we use this formula to calculate the cost : price (of a post) = number_of_followers * 165/1000

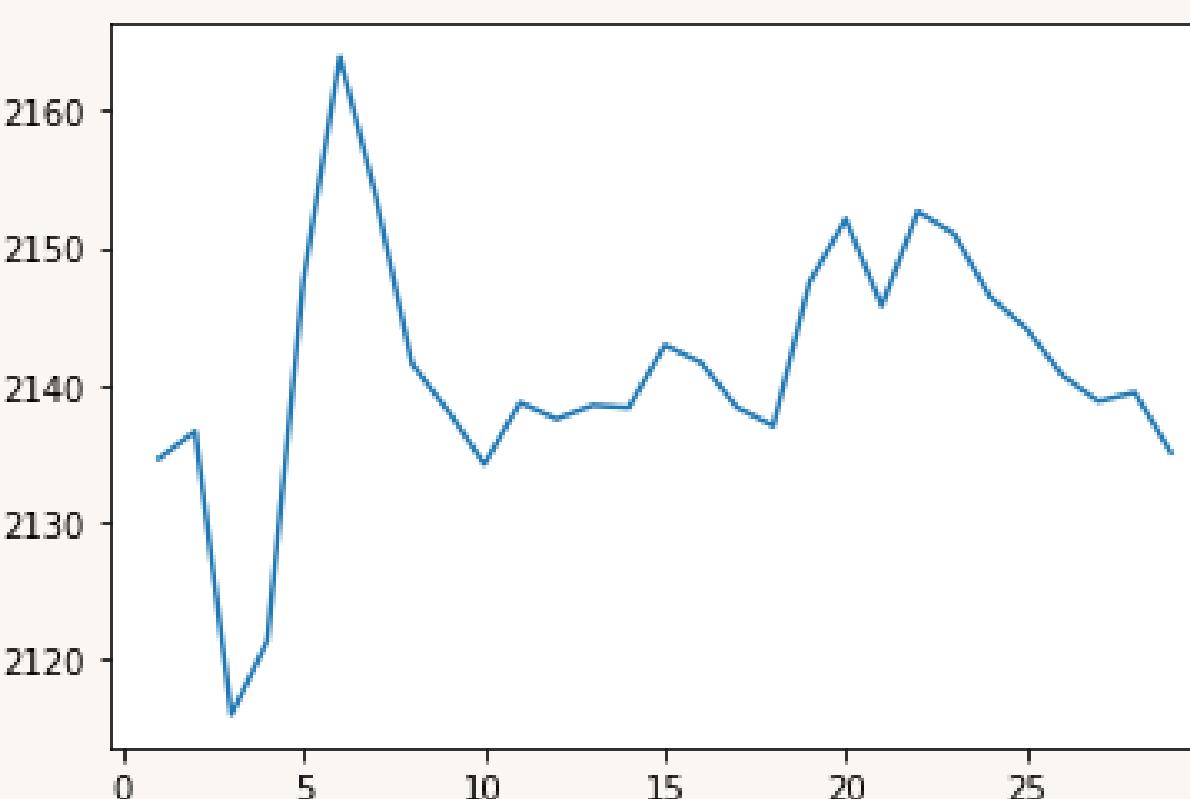
NANO (0-10K)	MICRO (10-100K)	MACRO (+ de 100K)	TOP (+ de 100K)	Au-delà de 3 MILLIONS d'abonnés	
 Instagram					
Post	0 - 165 €	155 - 1,900 €	1,900 - 5,000 €	5,000- 25,000 €	25,000 € à plusieurs centaines de milliers d'€

Strategies

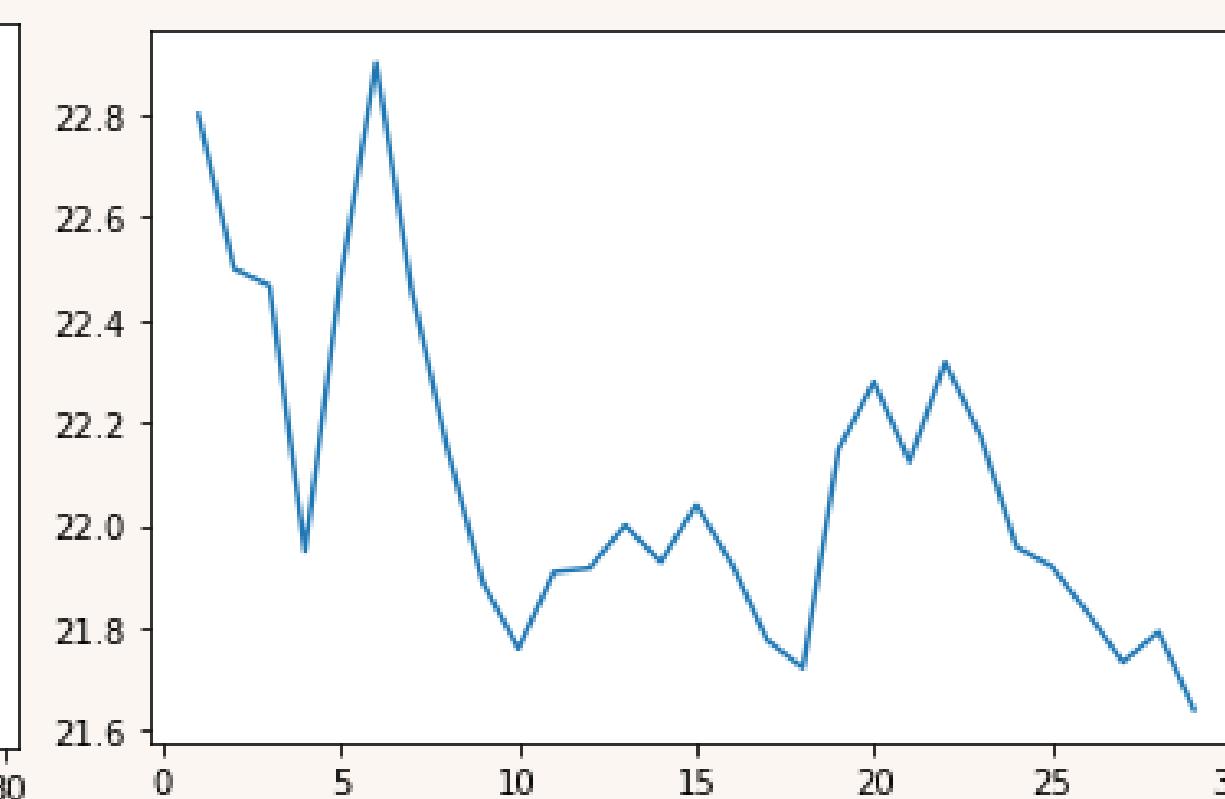
- The advertisement approach
- The small influencers approach
- The big influencer approach

STRATEGIES

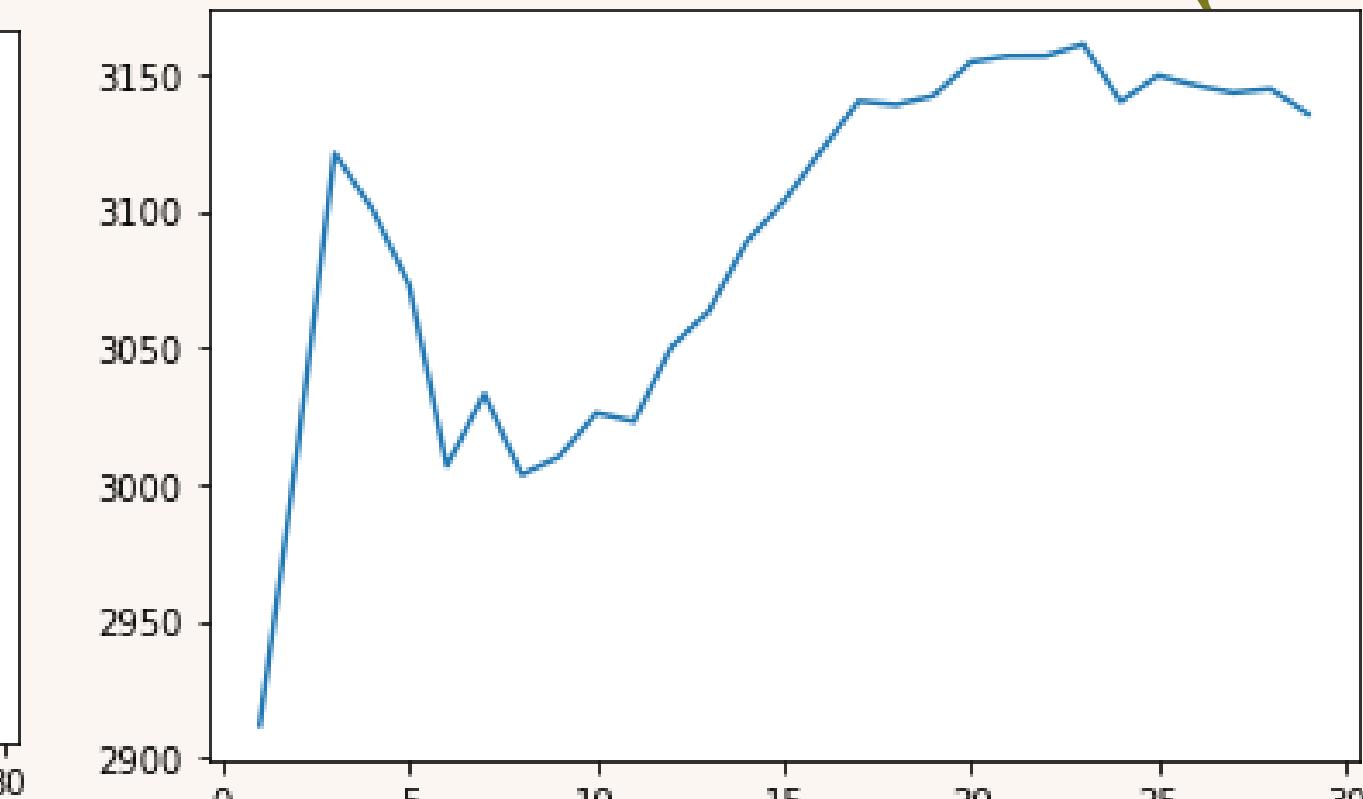
advertising



Number of people that have
viewed the post : 2150



Number of people that have
reposted the post : 23



Number of accumulated
views : 3050*16

T/B

STRATEGIES

Advertisement on 57% of the network



People that have viewed the post : 2140

People that have reposted the post : 23

Number of views accumulated : 80960



Amount of donations : 323,84€

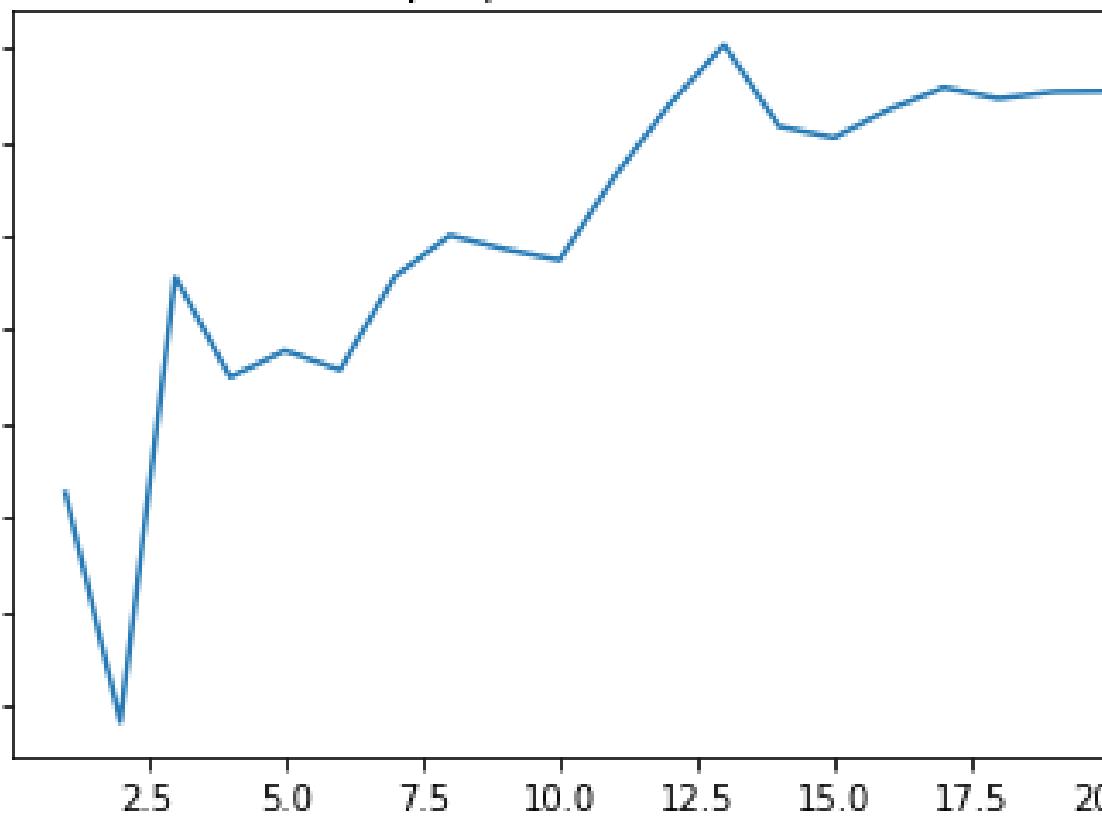
Cost of the campaign : 495,65€

Revenu : -171,81€

STRATEGIES

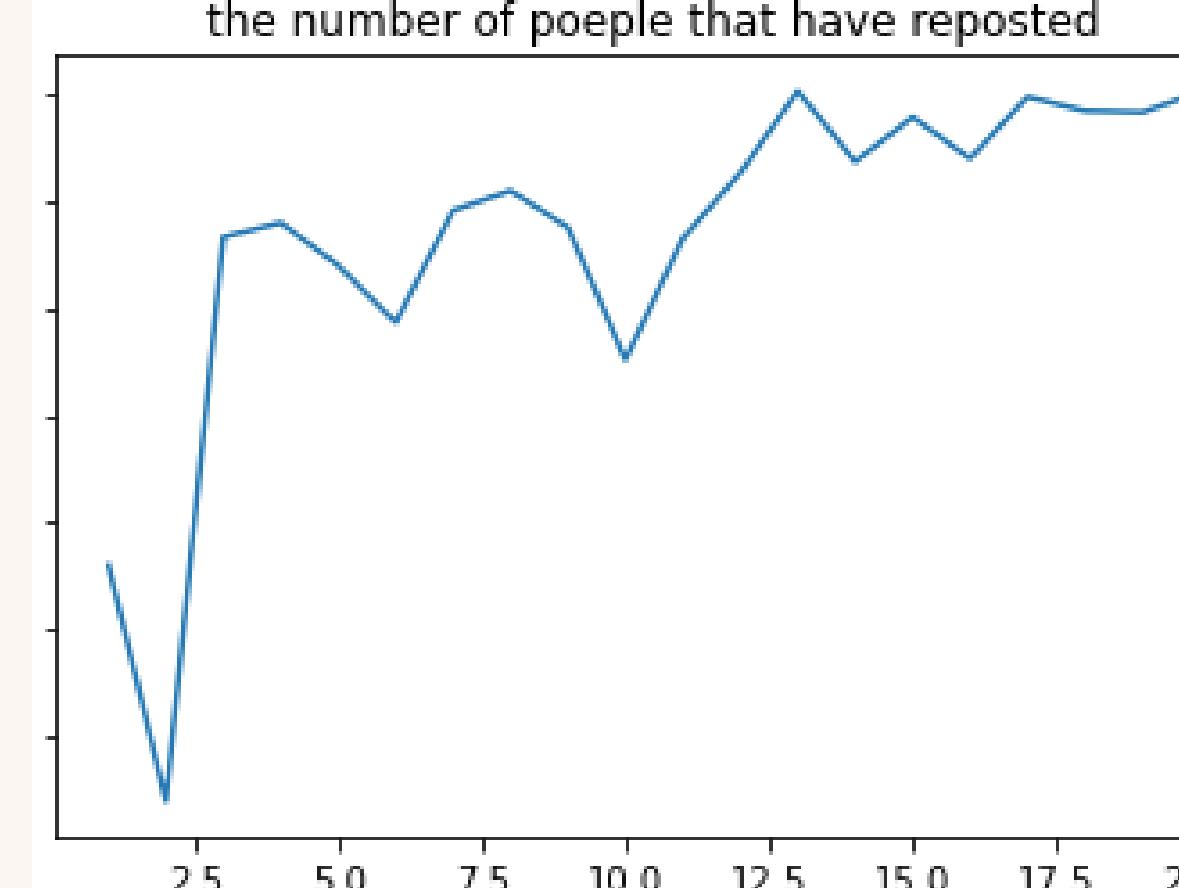
One big influencer of 2000 followers

the number of people that have seen the video



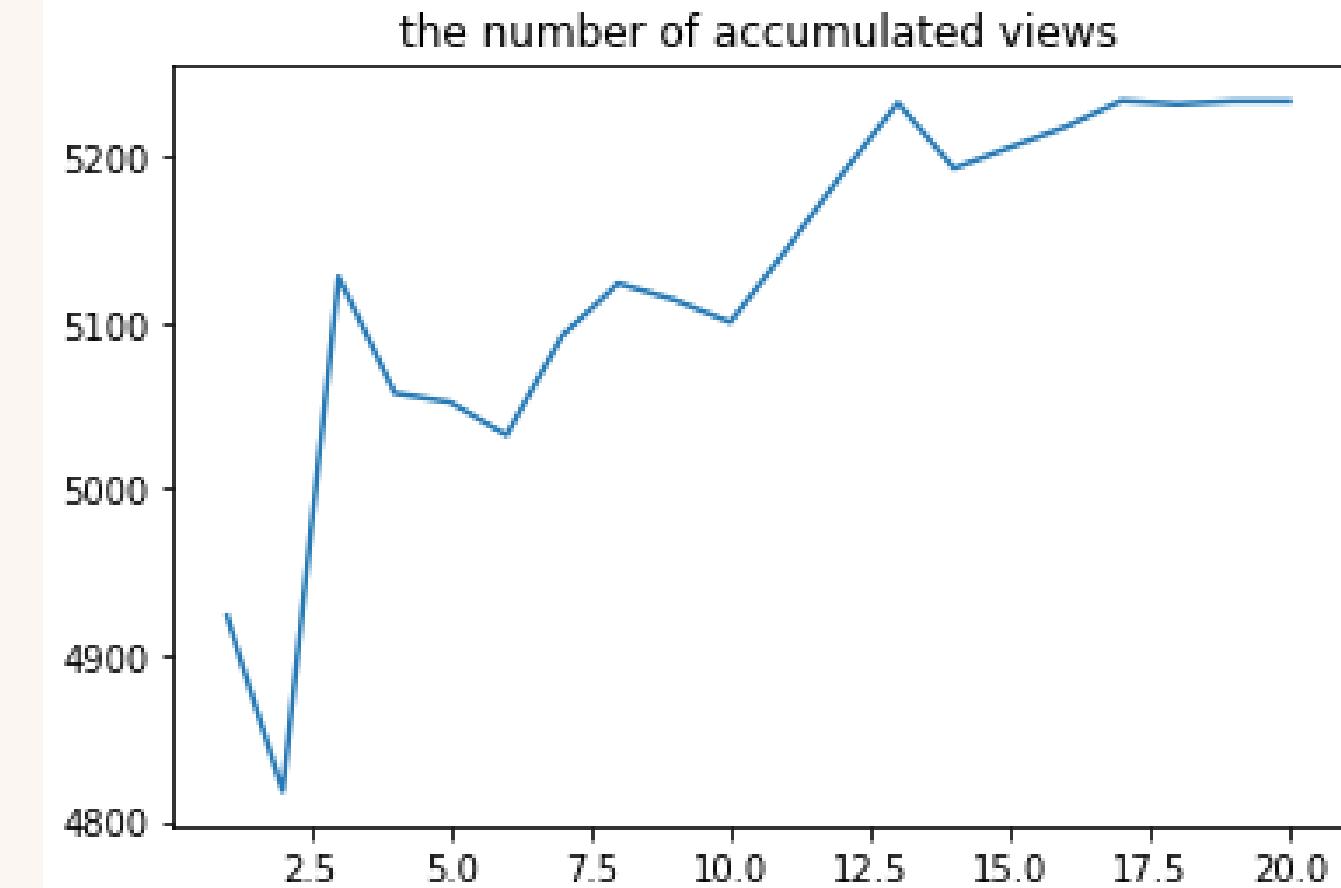
Number of people that have viewed the post : 2410

the number of people that have reposted



Number of people that have reposted the post : 65

the number of accumulated views



Number of accumulated views : 5127*16

STRATEGIES

One big influencer of 2000 followers



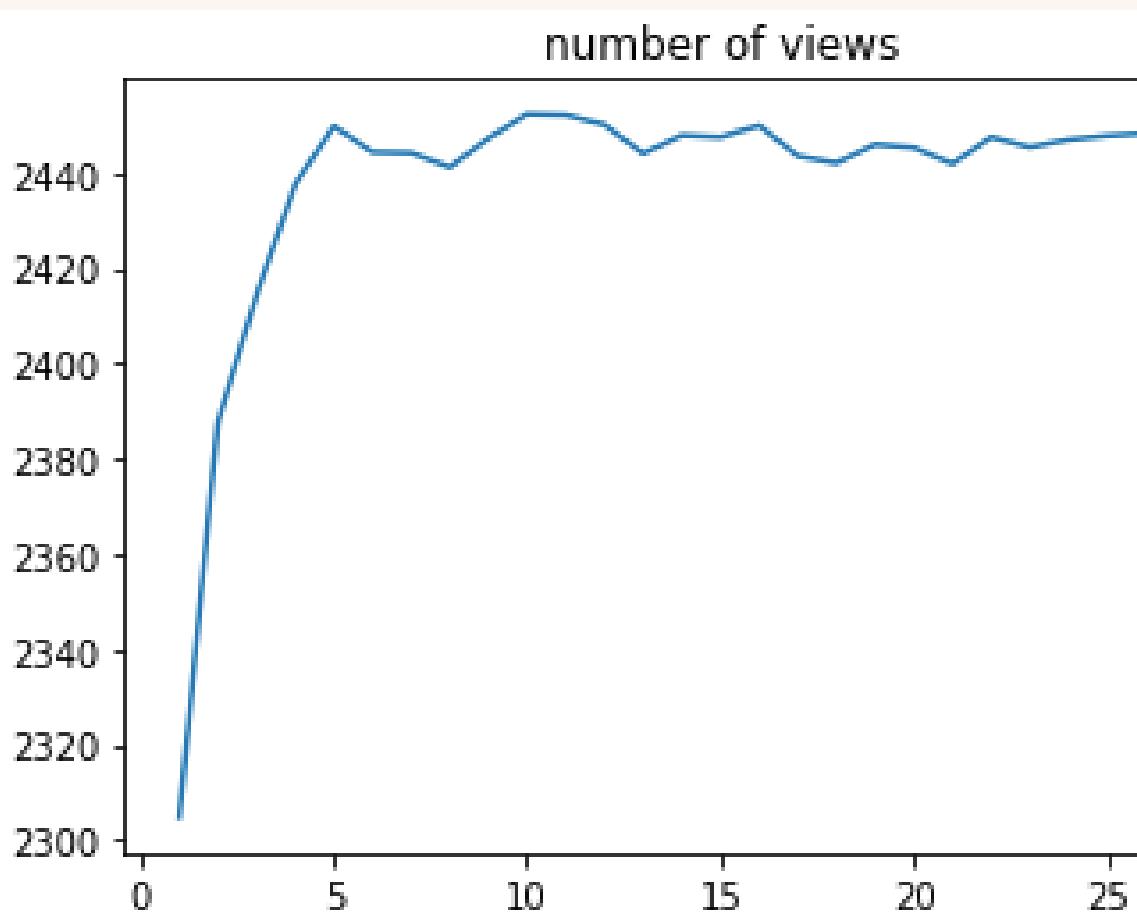
People that have viewed the post : 2410
People that have reposted the post : 65
Number of views accumulated : 82032



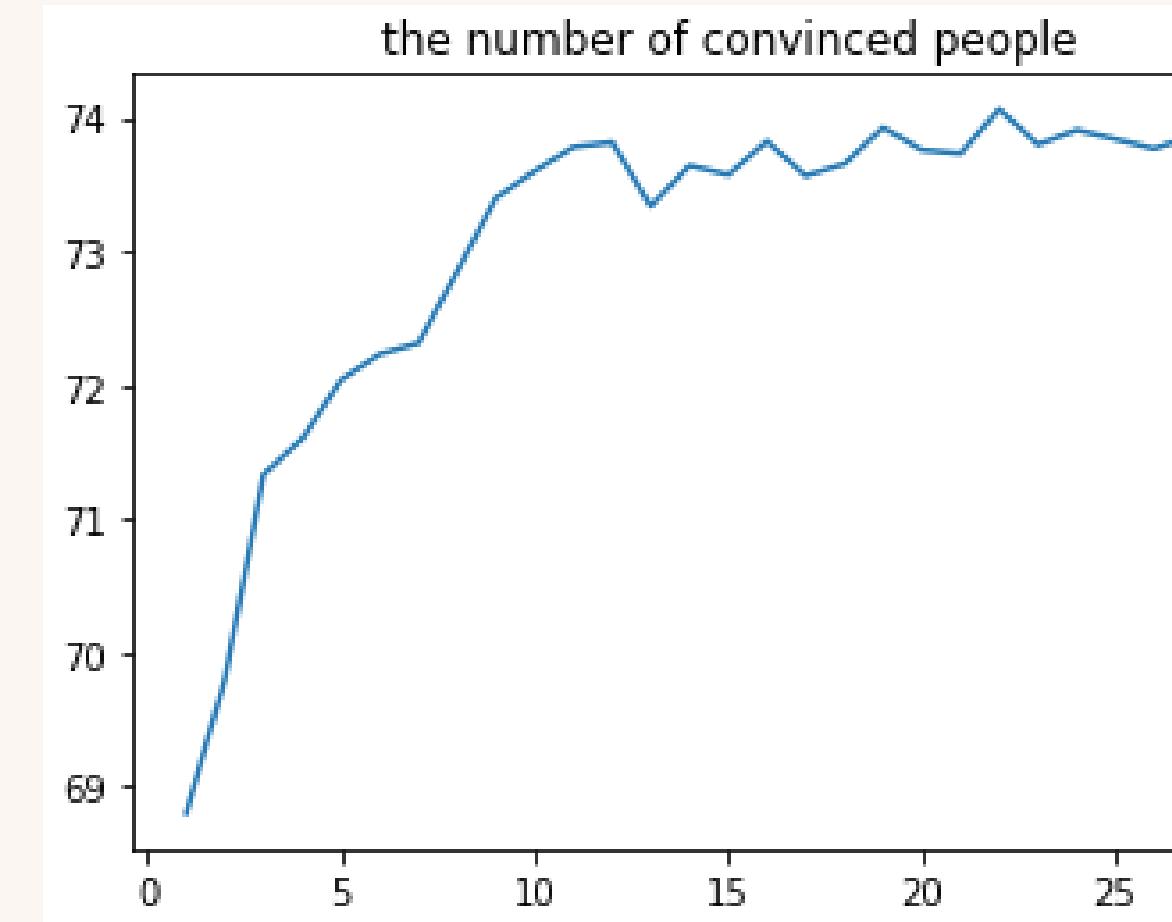
Amount of donations : 328,128€
Cost of the campaign : 118,8€
Revenu : 209,328€

STRATEGIES

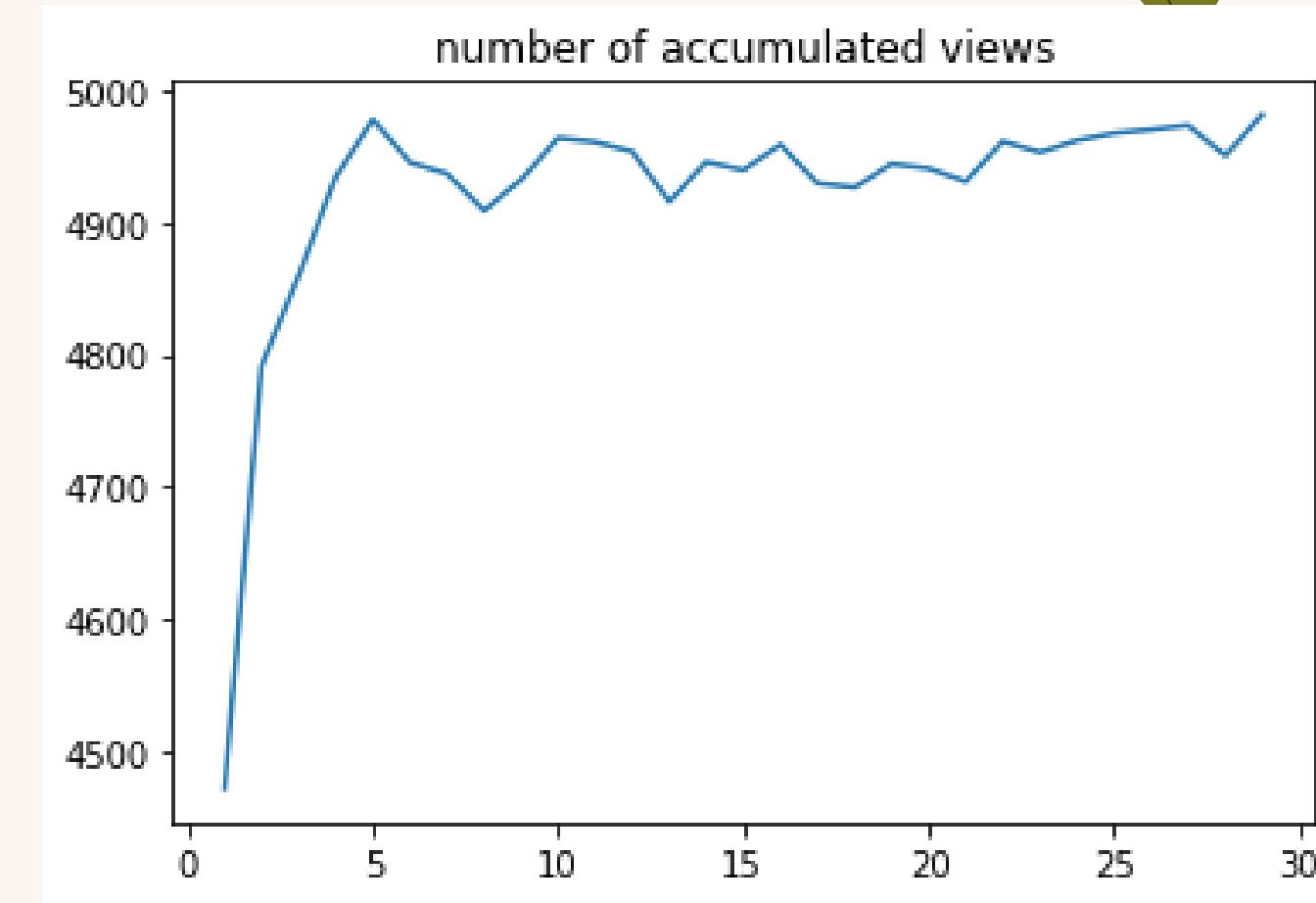
10 small influencers



Number of people that have
viewed the post : 2450



Number of people that have
reposted the post : 74



Number of accumulated
views : 4950*16

STRATEGIES

10 small influencers



People that have viewed the post : 2450
People that have reposted the post : 74
Number of views accumulated : 79200



Amount of donations : 316,8€
Cost of the campaign : 65,6€
Revenu : 251,6€



RECOMMENDATION



- 1 Timing of the campaign : Saturday afternoon or evening
- 2 Strategy of the campaign : target small influencers that have the most influenciable followers
- 3 But is this conclusion applicable to the real Instagram world ?

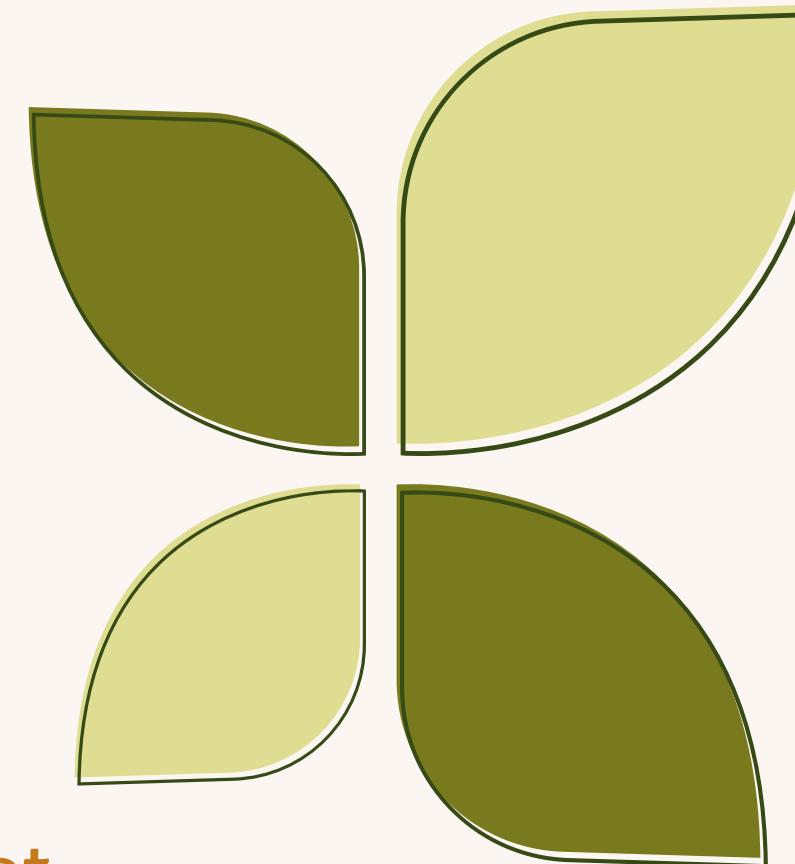
LIMITATIONS

Real influencers have more than 20 000 followers

Our database is not representative concerning influencers

Other solutions exist to raise money for Greenpeace

Organising great public events



The green path

Thank you very much!



T/B

THE BEST