

# Effectiveness of advertising channels and marketing campaigns

Date

Channel Used

Campaign Type

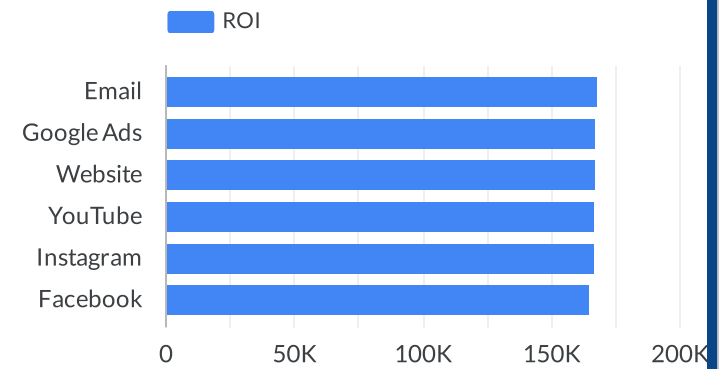
## Target Audience

CAC  
12.5K

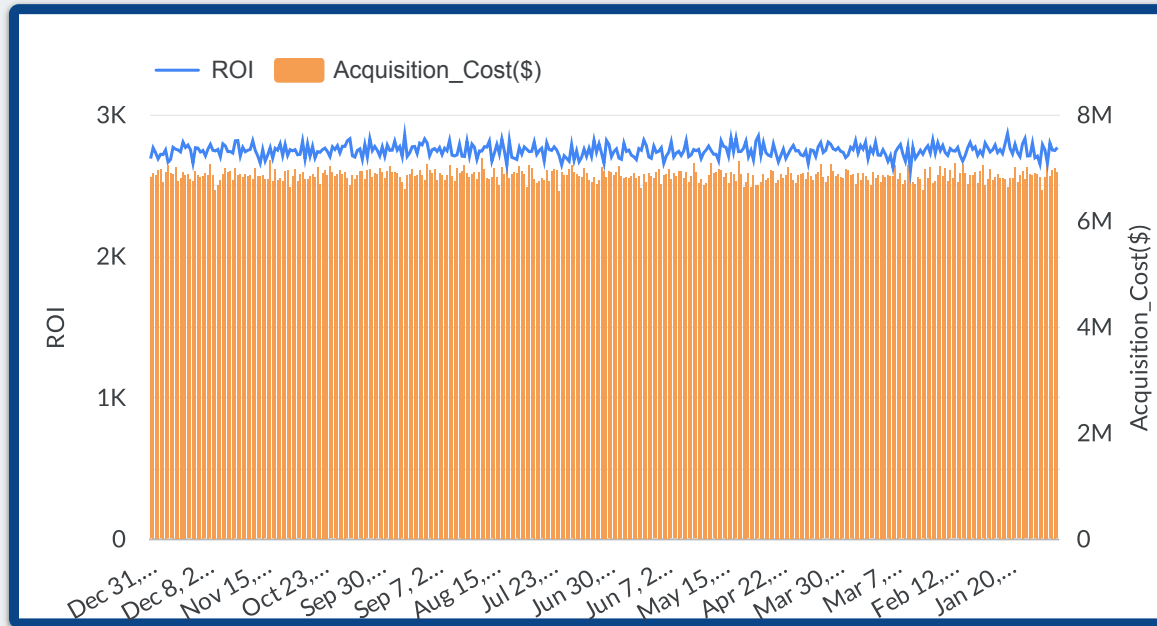
ROI  
5

CR  
0.08

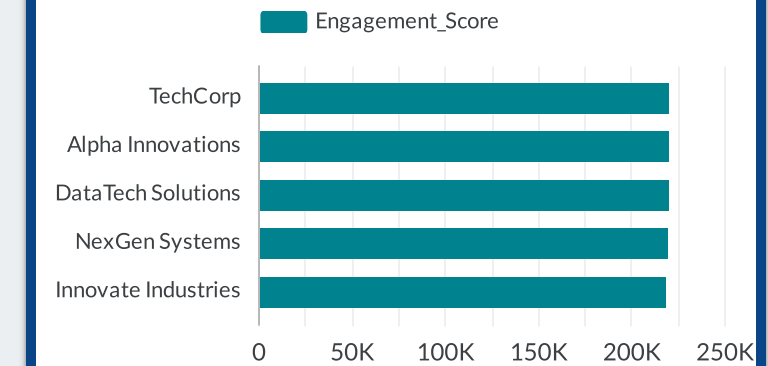
## ROI by channel



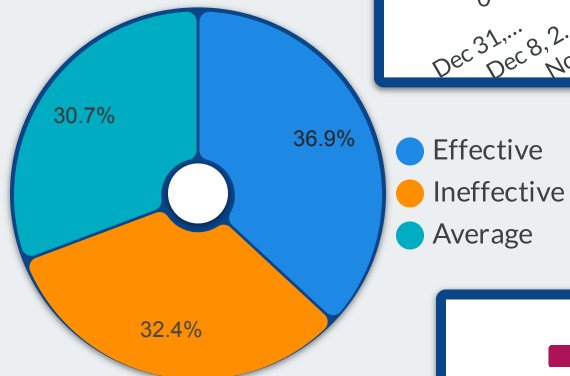
## Trend charts



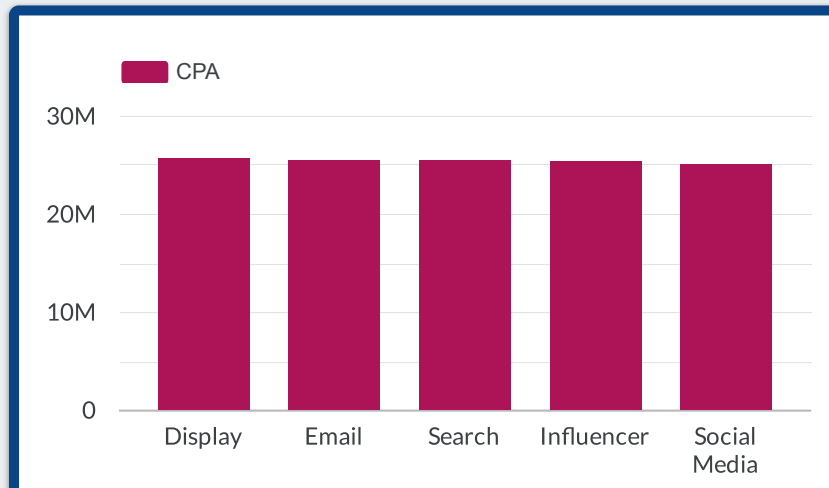
## Engagement score by companies



## Campaigns by segments



## CPA by campaign types



	Campaign_ID	CAC ▾	ROI	CR	CPA	CPM	CTR
1.	138026	\$20,000	3.25	0.05	800	3,109.94	0.08
2.	190323	\$20,000	5.01	0.03	785.24	3,768.61	0.16
3.	153568	\$20,000	6.33	0.05	952.38	4,136.5	0.09
4.	15697	\$20,000	2.26	0.15	229.89	2,983.74	0.09
5.	88252	\$20,000	2.66	0.02	1,964.64	2,616.77	0.07
6.	13539	\$20,000	4.13	0.11	256.08	5,698.01	0.2
7.	175136	\$20,000	3.28	0.03	685.17	5,557.1	0.27
					1 - 100 / 200000	<	>

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## Report and recommendations

### Project goals

Determining the most effective advertising channels.  
Calculating CAC, ROI and conversion rate for each channel.  
Studying seasonality and time dynamics of indicators.  
Analysis of campaign profitability and segmentation by effectiveness.

### A/B testing

Result: Campaign\_Type:  $F = 0.41$ ,  $p = 0.8031$

Channel\_Used:  $F = 1.53$ ,  $p = 0.1776$

There is no difference in profitability between campaigns and channels.

### Impact of target audience on acquasation cost

The graph and the result of the test ANOVA (Target\_Audience:  $F = 0.57$ ,  $p = 0.6847$ ) show that there is no difference in the influence of the target audience on CAC.

### Dynamics of indicators

Time dynamics of advertising channel indicators CAC: Gradual increase since June.  
ROI: Seasonal growth in April and August to December.  
Conversion Rate: Fall in April and rise from August (probably during holiday periods).

### Seasonality

CAC: There has been a gradual increase since May. Trend: up (0.97 \$)  
ROI and Conversion Rate: No significant growth is observed. Trend: (0.00 \$)

### Campaign Segmentation

By campaign type, Effective campaigns are 15.3% more effective than Average campaigns and 18.2% more effective than Ineffective campaigns. All companies have similar results.

### Recommendations

Focus budget across all channels during holiday periods for maximum ROI.  
Increase your use of video ads on Facebook and YouTube.  
Segment the target audience and develop individual strategies for young people and older generations.  
Reduce investment in used channels if CAC remains high. Monitor the dynamics of indicators monthly to identify new trends.

### Conclusion

Key insights will help you optimize your advertising costs and increase campaign profitability. It is recommended to continue regular monitoring of metrics and testing new strategies.