

Ads Agency data analysis

Goal

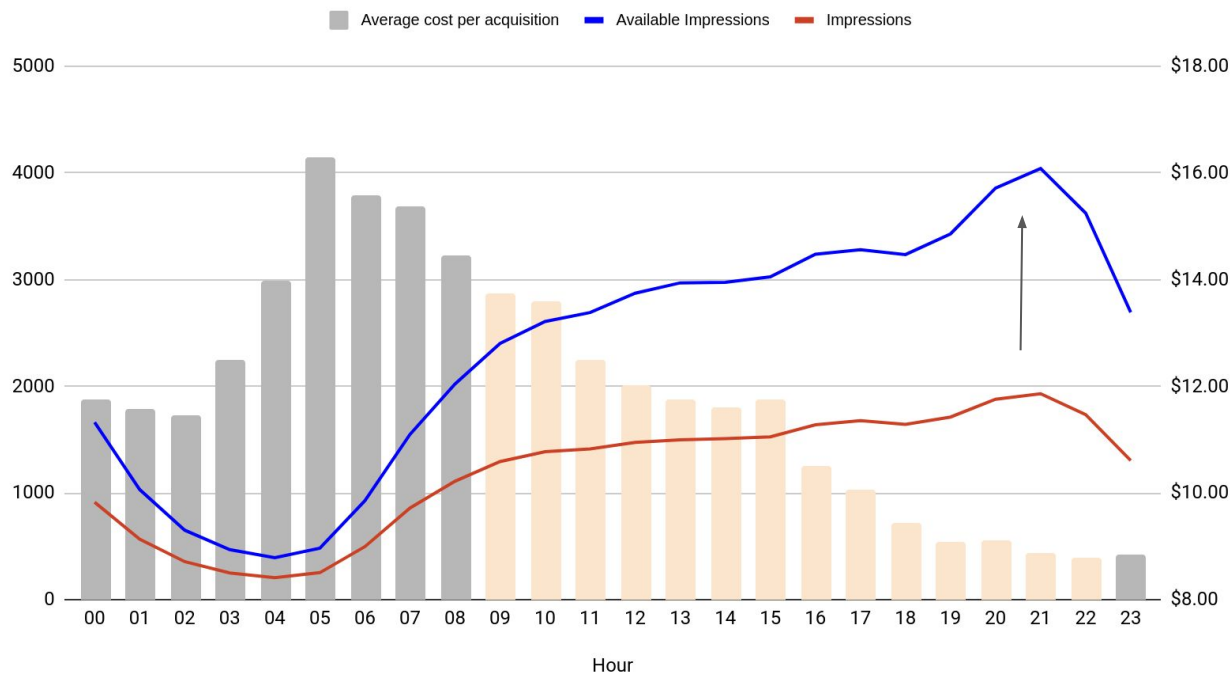
Find more efficient way to allocate resources

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Day vs. Night

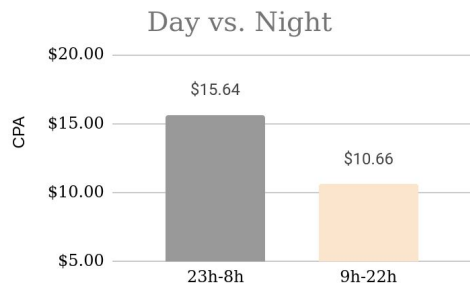
Average cost per acquisition and impressions

Average cost per acquisition by hour of day



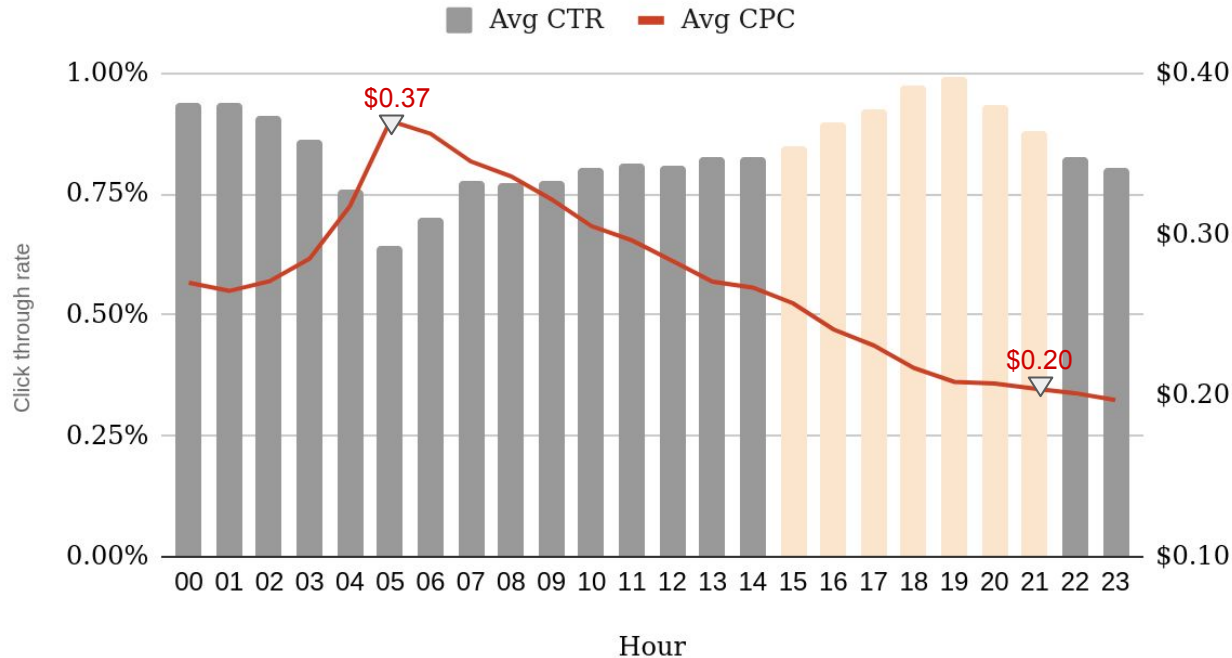
Average cost per acquisition is lower during day hours and early evening and there is a gap to explore between available impressions and impressions to optimize the cost.

Average cost per acquisition during day vs night



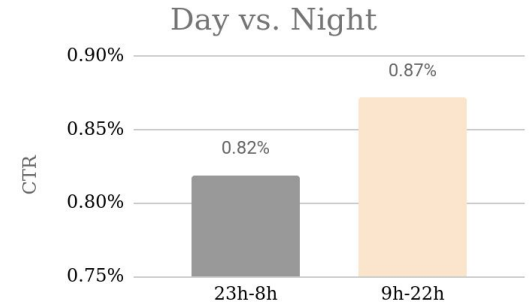
Day vs. Night

Average click through rate and cost by hour of day



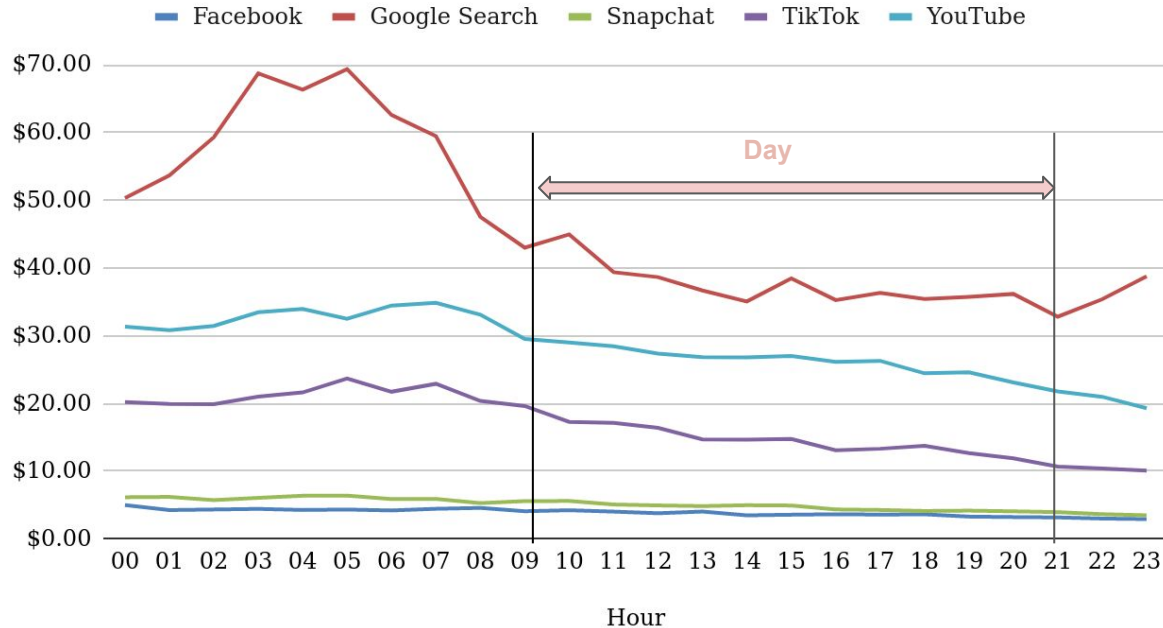
Cost per click decrease sharply during the day and early evening. Average click through rate is at it's high in the after work hours. An opportunity to maximize the reach.

Average click through rate during day vs night

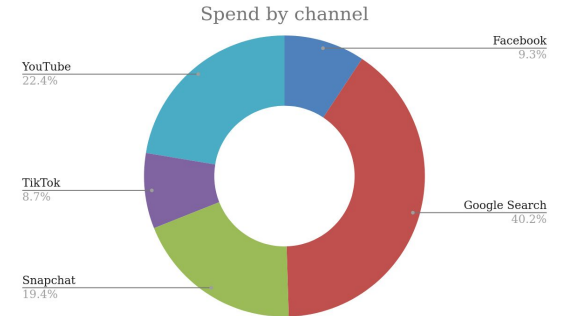


Day vs. Night

Average cost per acquisition by channel type

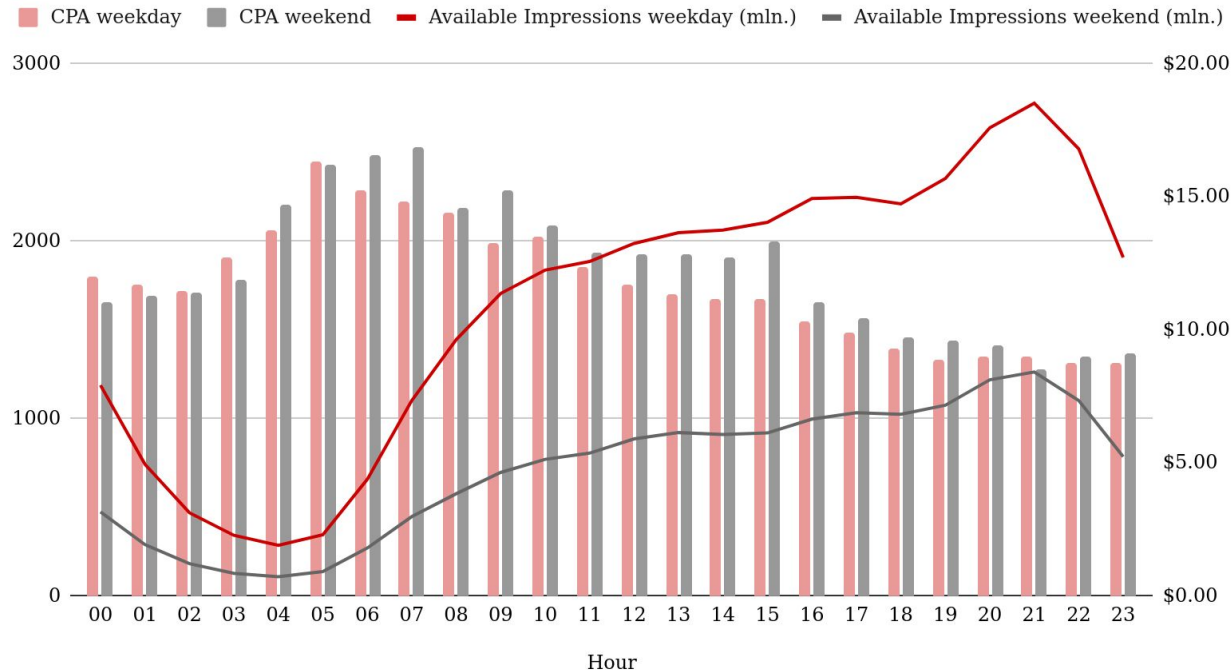


Google is the most expensive in the early morning hours and it has the biggest spending. By optimizing this channel resources could be found.



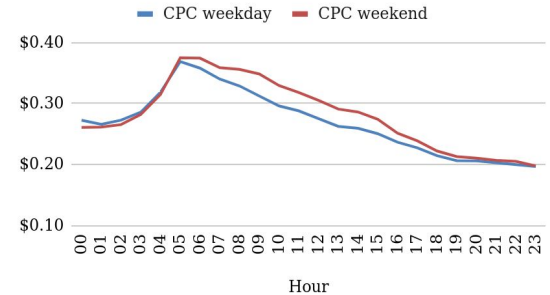
Weekdays vs. Weekend

Avg. cost per acquisition and available impressions

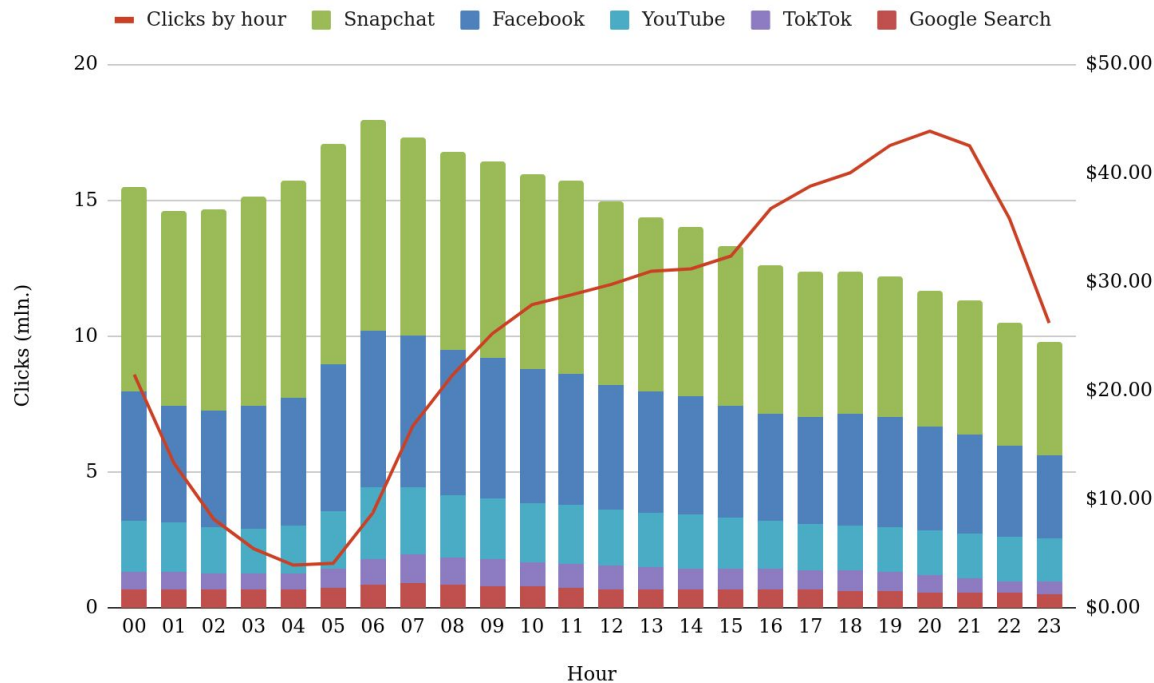


Average CPA, CPC by hour of day are lower during the weekdays than a weekend and there are twice as much available impressions.

Cost per Click weekday vs. weekend



CPM and clicks by hour of Day and channel



The majority of clicks happens during day and evening hours. Cost per thousand impressions is lower when number of clicks is at its peak.

Clicks



Cost and Opportunity by channel

Channels like Google has high cost and spending, but low CTR, when Facebook could be more explored. TikTok has a reach potential. Facebook and Snapchat seems to be best channel by avg. CPA, CPC and CTR.

