

# Digital Marketing Analysis Report

# Analysis Summary

- **Objective:** Evaluate the effectiveness of 2024 digital advertising campaigns in achieving marketing goals.
- **Approach:** Use Power BI to analyze campaign data from Facebook, Instagram, and TikTok, focusing on platform performance, audience behavior, and cost-efficiency.
- **Goal:** Identify opportunities to improve brand awareness, engagement, website traffic, and conversions by optimizing for platform effectiveness and audience targeting (by age group and region).

# KPIs

- **Reach:** 7 million users, with TikTok over 3 million.
- **Engagement Rate:** 10.76% overall, with TikTok leading over 22% in each age group and gender.
- **CTR – (Click-Through Rate):** 7.5% overall, **LOWEST** on TikTok 7.13% and **HIGHEST** on Facebook 7.98%.
- **CPC – (Cost per Click):** 0.43\$ overall, **LOWEST** on Facebook 0.39\$.
- **Conversion Rate:** total conversions is 6.57%, TikTok **leading** with 7.38%
- **Cost-Efficiency:** 50% budget use overall, **most efficient** was Facebook 36% of budget used.

# Insights & Recommendations

## **1- TikTok is a Reach and Engagement Powerhouse, but Not the Most Cost-Efficient**

- TikTok delivered the highest reach (over 3 million users) and an outstanding engagement rate (22%+ across all age/gender groups).
- However, its CTR (7.13%) is the lowest among platforms, and its cost-efficiency is not as strong as Facebook.
- **Recommendation:** Continue leveraging TikTok for brand awareness and engagement campaigns, but optimize creative and targeting to improve CTR and conversion efficiency.

## 2- Facebook Delivers the Best Cost-Efficiency and Highest CTR

- Facebook achieved the highest CTR (7.98%) and the lowest CPC (\$0.39), while using only 36% of its allocated budget.
- **Recommendation:** Consider reallocating more budget to Facebook, especially for performance-driven campaigns, as it provides the best value for clicks and conversions.

### 3- Overall Budget Utilization is Low—Opportunity to Scale

- Only 50% of the total budget was used, indicating significant room to scale campaigns without overspending.
- **Recommendation:** Review pacing and delivery settings. If performance remains strong, gradually increase spend, especially on high-performing platforms like Facebook.

## 4- Exceptional Engagement Among 55+ Audience on TikTok

- The 55+ age group demonstrates the highest engagement rate on TikTok across all regions, defying typical expectations about platform demographics.
- **Recommendation:** Increase investment in TikTok campaigns targeting the 55+ segment. Develop creative content tailored to their interests to further boost engagement and maximize returns from this high-performing audience.

## 6- 25-34 Age Group Leads Overall Engagement

- The 25-34 age group achieves the highest engagement rate overall, regardless of platform or region, making them the most responsive segment in your marketing efforts.
- **Recommendation:** Prioritize budget allocation and campaign optimization for the 25-34 age group across all platforms. Craft messaging and creatives that resonate with their lifestyle.



# Important Notes

- Impressions in 5 campaigns has less total than Reach which indicates wrong data entry.
- Relationship limitations while creating visuals between columns in different tables:
  - Ex: I couldn't link ad type with either platform, region or age group to be able to determine more detailed insights about which ad type exactly influenced each age group for instance.

Thank you