Campaign Analysis Report

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Focus Campaign: Holiday Sale
Date: 7 July 2025
Github Link: https://github.com/adhitizki/campaign-analysis-gr

1. Executive Summary

The **Holiday Sale** campaign delivered high user engagement at low cost, yet failed to generate strong revenue or ROI. The root problem lies **after the click** specifically in converting engagement into actual sales. This report analyzes campaign performance, customer behavior, and product trends, and offers actionable strategies to improve future outcomes.

2. Campaign Performance Overview

2.1. Engagement Metrics
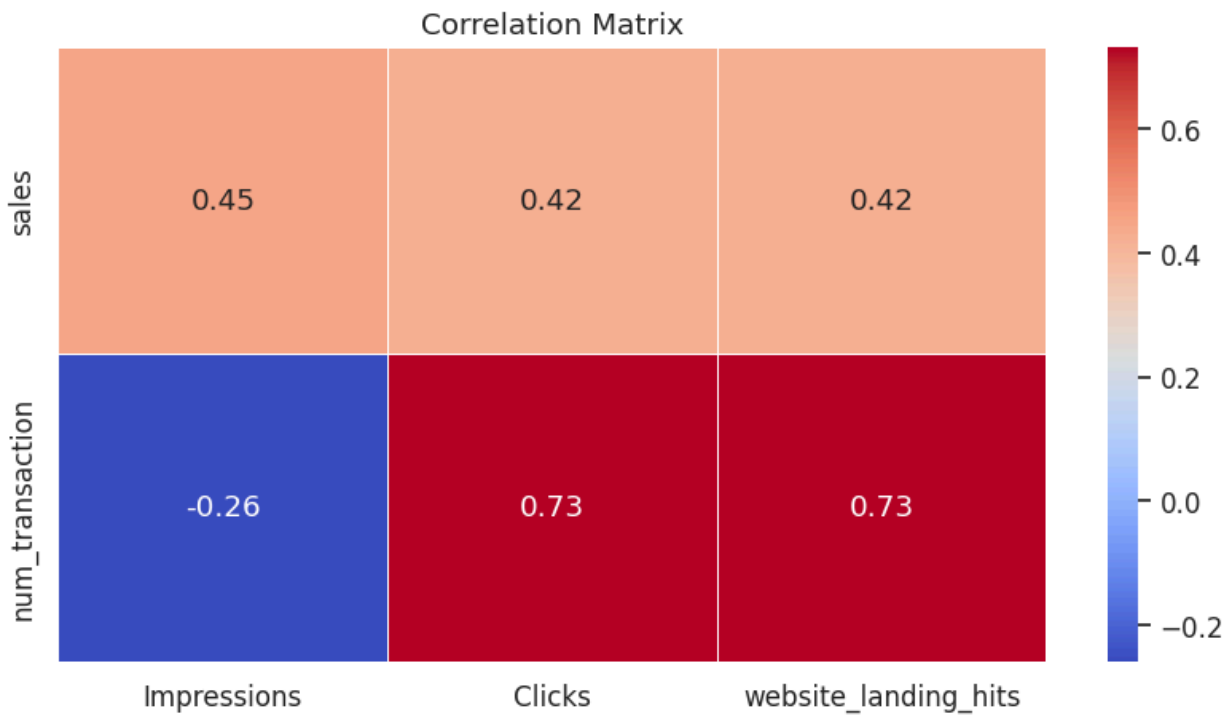
- Clicks and website landing hits show a strong positive correlation (0.73) with the number of transactions, indicating that **driving user engagement directly increases sales**.

- Impressions have a weak correlation (–0.26) with transactions, suggesting that **exposure alone does not lead to conversions**.

- Sales show only a moderate correlation (0.42–0.45) with impressions, clicks, and website landing hits, indicating **limited revenue per transaction despite user engagement**.

- Future efforts should focus on **boosting clicks and website visits** to drive more conversions.

- Combine engagement strategies with **upselling or high-value offers** to increase revenue per transaction.

2.2. Engagement Trend Over Time
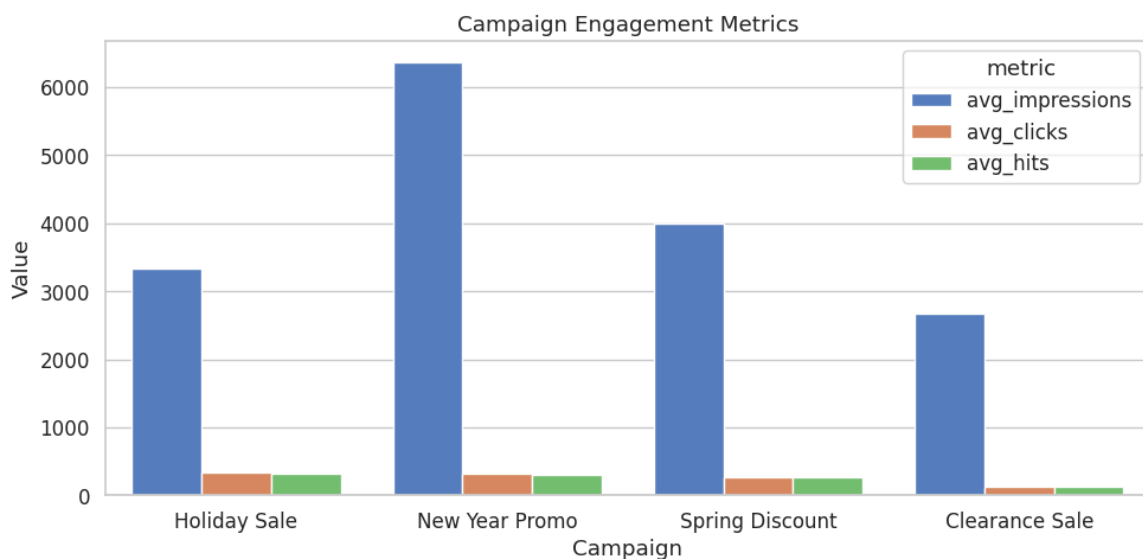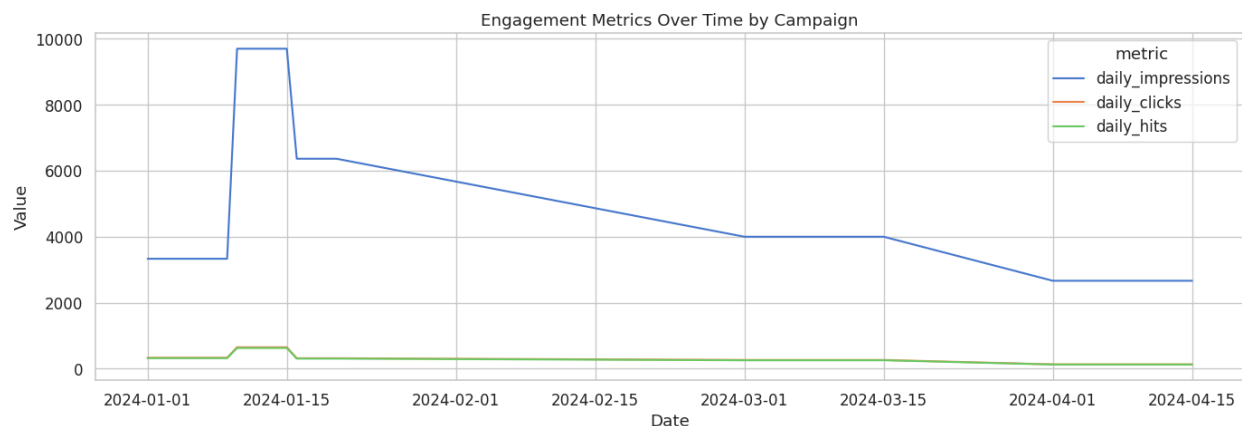
- The period from **January 10 to 15, 2024** marked the **peak in engagement**, driven by overlapping campaigns (*Holiday Sale* and *New Year Promo*).

- The **Holiday Sale** campaign recorded the **highest engagement overall**.

- **Recommendation:** Schedule major campaigns in **January (Q1)** to capitalize on proven high-engagement periods.

2.3. Cost Effectiveness

Cost-Per-Click (CPC) per Campaign

Return-On-Investment (ROI) per Campaign
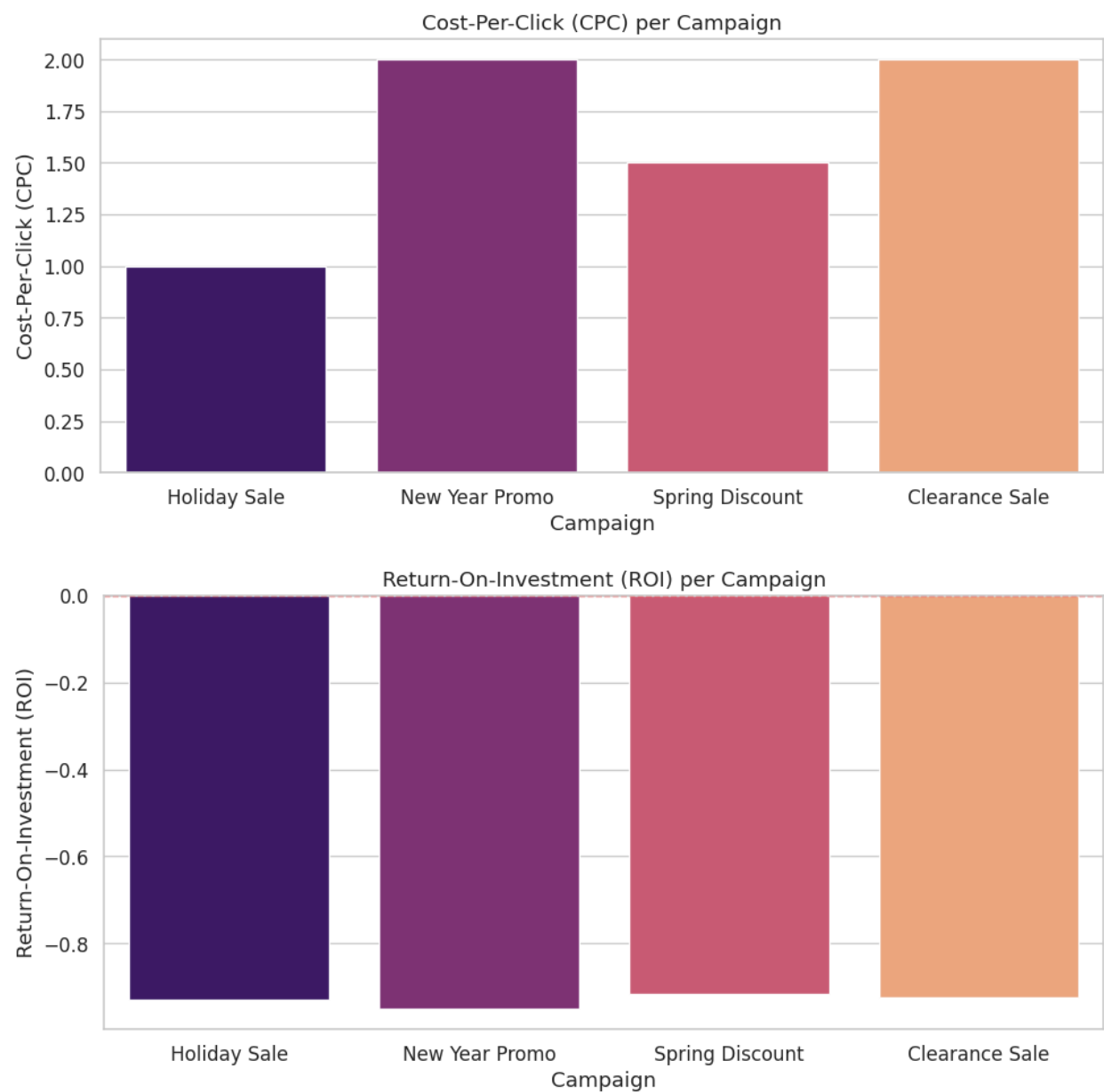
- The **Holiday Sale** campaign had the **lowest Cost Per Click (CPC)** at 1.0, indicating efficient use of the ad budget to drive engagement.

- However, it still resulted in a **highly negative Return on Investment (ROI)** of –0.93, showing that clicks did not translate into sufficient revenue.

- This suggests **conversion issues after the click**, potentially due to poor offer relevance, low purchase intent, or lack of interest in the landing page.

- Compared to other campaigns, **Holiday Sale was efficient in driving traffic (CPC)** but **ineffective in generating returns (ROI)**.

- The consistently low ROI across campaigns implies that **improving the post-click funnel is more critical than adjusting media spend**.

- It is essential to **maintain low CPC performance** like that of the Holiday Sale, but significantly **enhance the post-click experience** to improve conversions and ROI.

2.4. Bounce Rate


Bounce Rate per Campaign
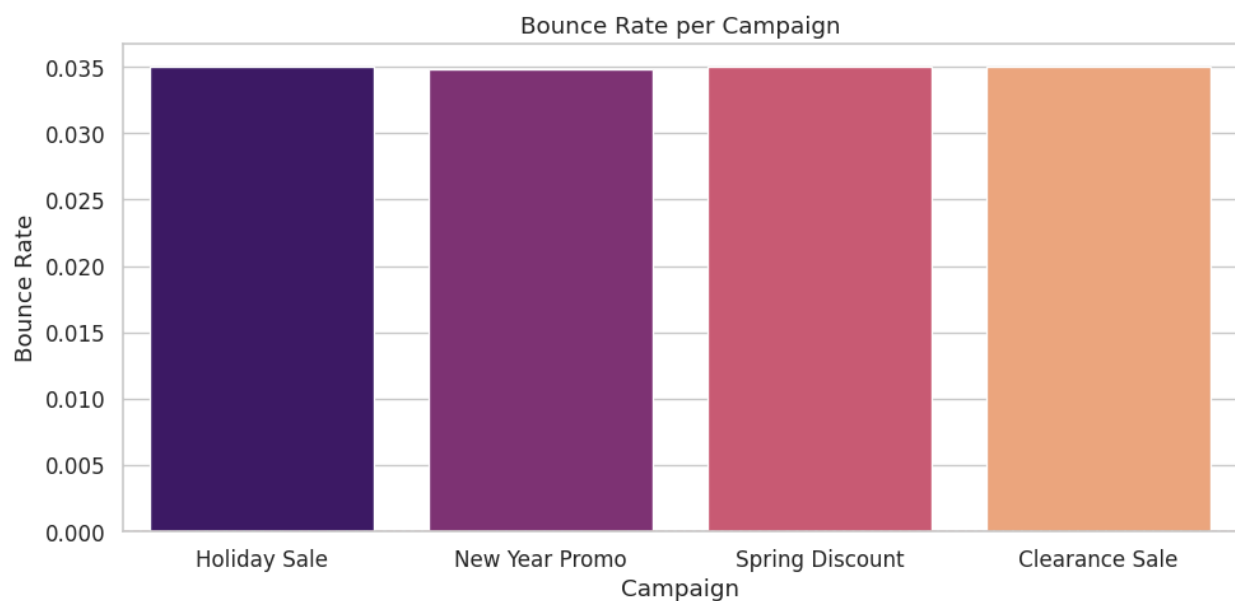
- The **Holiday Sale** campaign had a **low bounce rate of 3.5%**, indicating that the vast majority of users who clicked the ad successfully reached the landing page.

- This suggests that **technical factors**, such as page load speed or link accuracy, were **not an issue**.

- Despite strong technical performance, the campaign still delivered a **poor ROI**, implying that the **problem occurred after the landing page**—likely due to weak content, irrelevant offers, or an ineffective conversion strategy.

- The bounce rate was consistent with other campaigns, confirming that **user drop-off did not occur at the point of access**.

- Going forward, the technical setup should be **maintained**, but the **landing page content, design, and offer clarity** must be improved to better convert incoming traffic into sales.

3. Customer Insight

3.1. Comparison Customer Segment
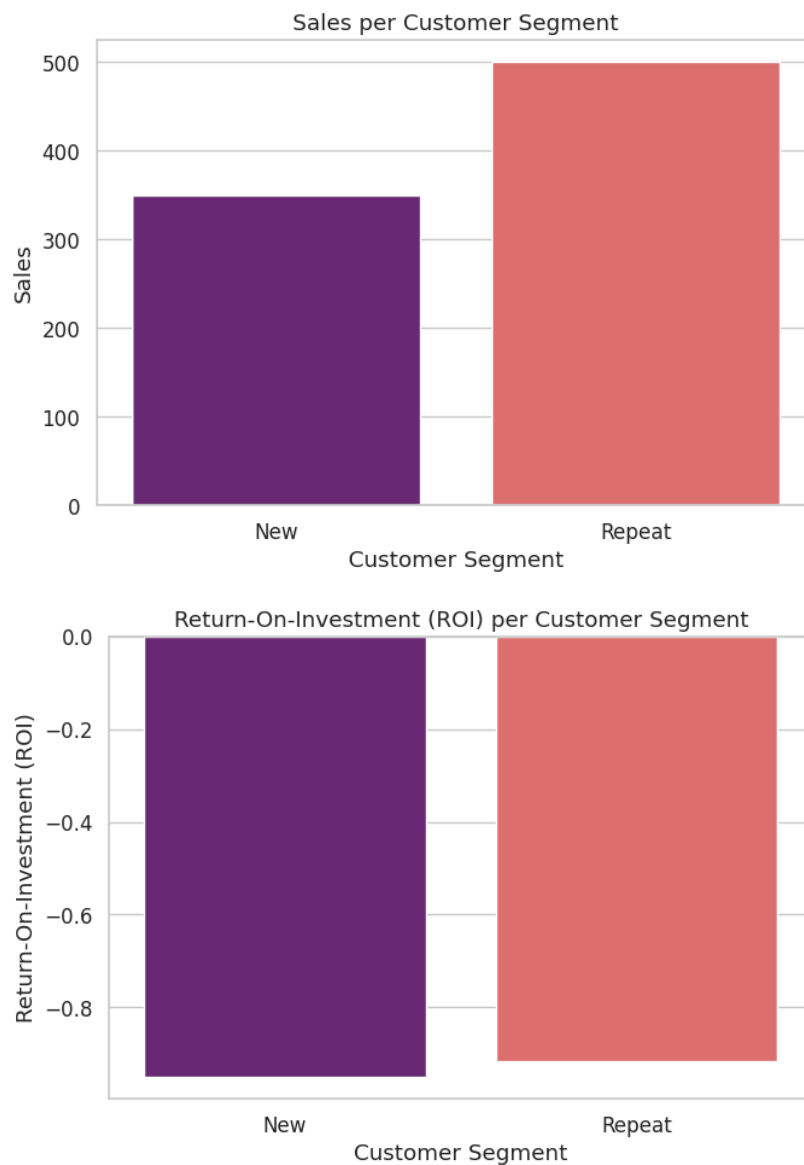
- **New customers** generated **350 in sales** with an ROI of **–0.95**, indicating **poor conversion** and the **least efficient use of budget**.

- **Repeat customers** generated **500 in sales** with a better ROI of **–0.92**, reflecting **stronger engagement** and a **higher return per dollar spent**.

- Repeat customers **outperformed new customers** in both revenue and ROI, despite likely representing a **smaller audience**.

- **Recommendation:** Focus future campaigns on **repeat customers**, who consistently deliver **better performance and higher returns** compared to new customer segments.

3.2. Product Category Preferences

Transaction Size per Product Category
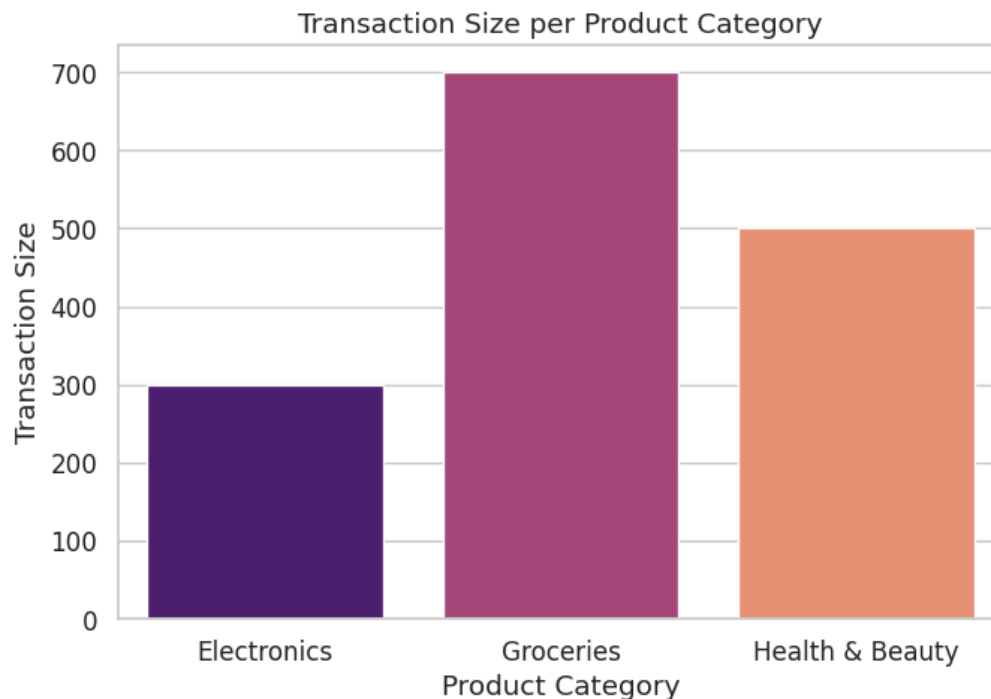
- **Health & Beauty** and **Groceries** were purchased across multiple campaign types and had the **highest purchase frequency**.

- **Electronics** were only purchased during the **Clearance Sale**, with a single transaction indicating **low demand** in this category.

- **Recommendation:** Future campaigns should **prioritize Health & Beauty and Groceries**, as they align more closely with **current customer preferences and buying behavior**.

3.3. Demographics

Sales per Gender

Transaction Size per Gender
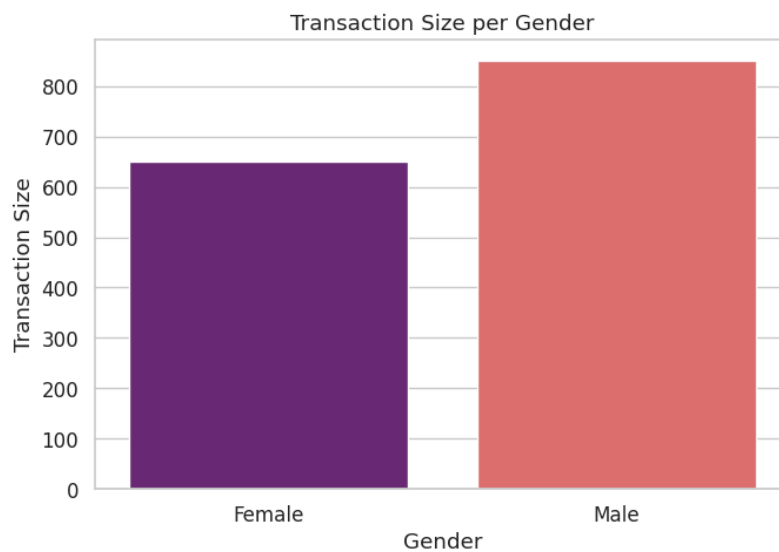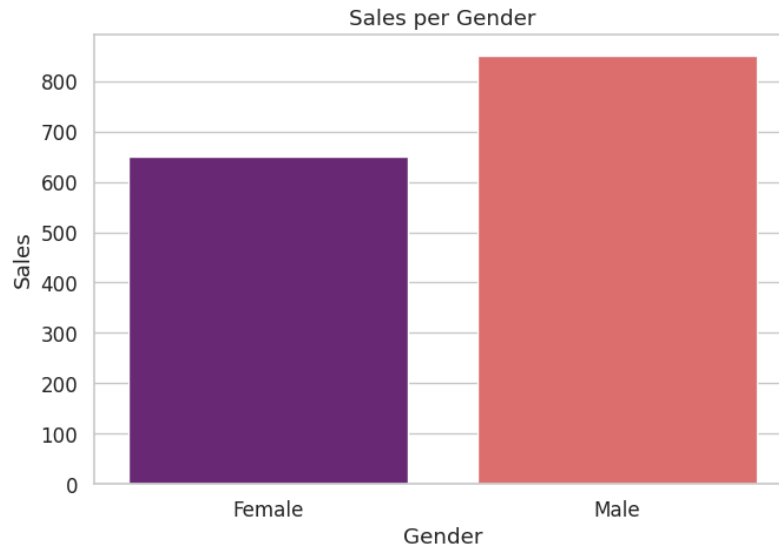
- **Female customers** made purchases more frequently, encouraging higher basket size through **bundling, add-on discounts, or loyalty rewards** to increase total spend.

- **Male customers** had higher average spend per transaction, use **upselling strategies or promote high-value products** to maximize revenue.

4. Recommendation

4.1. Optimizing Audience Targeting

- **Prioritize repeat customers**, who demonstrate higher ROI and stronger engagement than new customers; focus on **retargeting and loyalty-driven campaigns**.

- **Segment by gender behavior:** offer bundles and discounts to increase spend from frequent female buyers, promote premium or high-value items to male customers who spend more per transaction.

4.2. Enhancing Campaign Efficiency

- **Improve the post-click experience**: optimize landing pages, refine promotional offers, and simplify the checkout process to convert more of the engaged traffic.

- **Maintain low CPC** levels (e.g., as seen in the Holiday Sale), but reallocate budget toward channels with **higher engagement-to-conversion efficiency**.

- **Schedule campaigns during peak periods**, such as **early January**, to leverage historically high engagement without increasing costs.