

GOYAFACE (GYF) ADVERTISEMENT BUSINESS

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01 PROBLEM

Defining problem statement

03 EFFECT

Describing effect of the defined strategy

02 STRATEGY

Defining strategy to overcome problem

04 MEASUREMENT

Measuring the effect of the strategy

01. PROBLEM STATEMENT

- Facing advertisement difficulty due to ad blockers
- 1. Minimum reach or poor relationship to customers on the GYF's platform.
- 2. Unable to track end users behaviour.
- 3. Use of extensive coding by ad blockers, therefore, increases web page loading time.
- 4. Increase use of paywalls and low quality content therefore, decrease customer engagement.
- 5. Big financial setback to company.

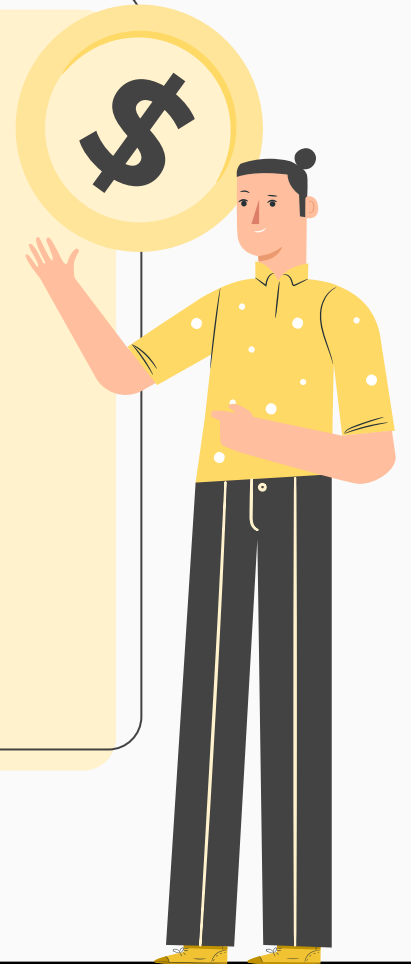




RESEARCH METHODS AND TOOLS

METHODS: Under the descriptive analytics types, **descriptive research** and **casual research** can be used. As the reason of the problem is already defined in the question, so no need of exploratory research.

TOOLS: Focus Groups, Internet Communities, Surveys (Mobile & Traditional), Mobile Data Analytics and Pricing Analytics



RESEARCH TOOLS

01 FOCUS GROUPS

Conducting a group interview of small number of people on the topic effect of ad blockers.

02 INTERNET COMMUNITIES

Asking a large group of audience through community platform like quora, stack overflow, etc., about effect of ad blockers.

03 SURVEYS

Conducting surveys through mobile or traditionally in order to gain user or customer perspectives.

04 MOBILE & PRICING ANALYTICS

As GYF's 70% income through digital service came from mobile and to estimate how much should be charged from customers and end users.

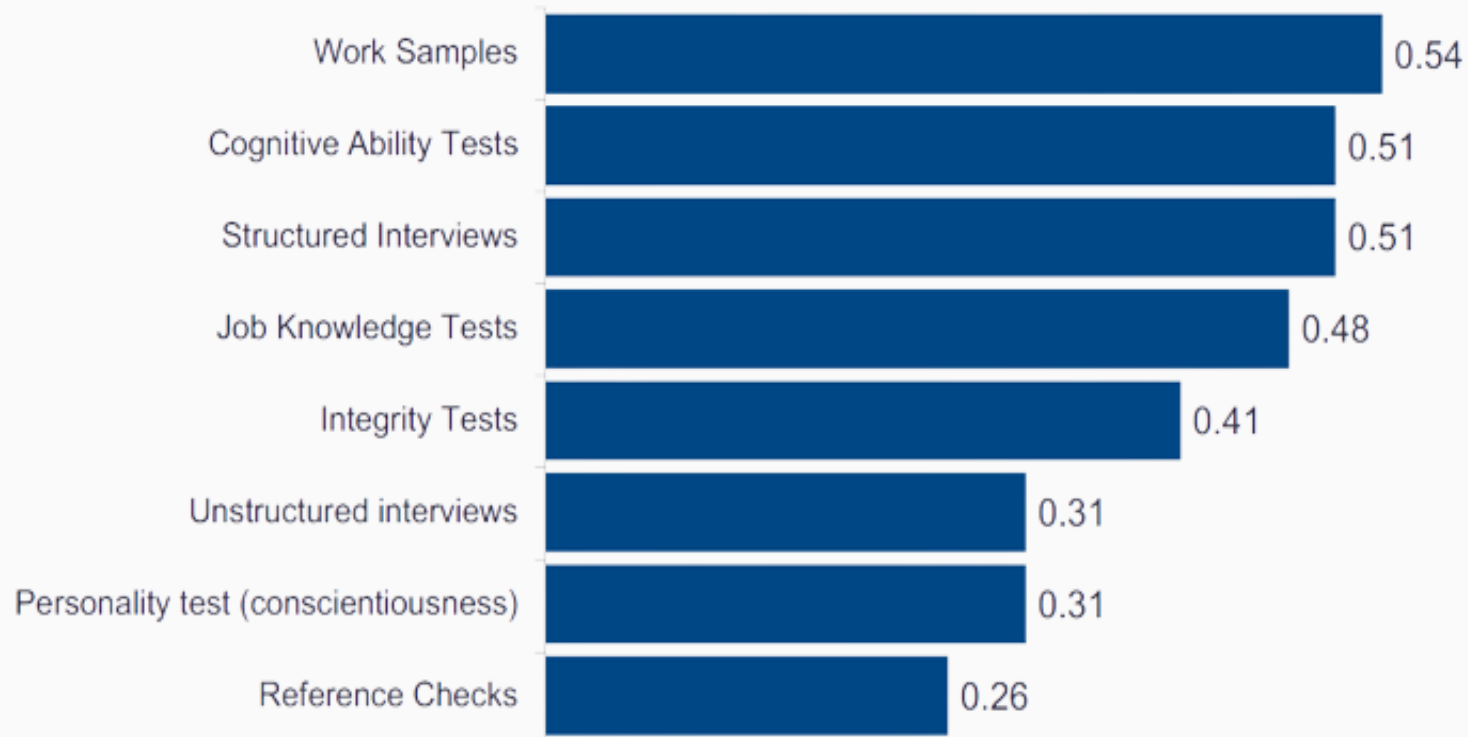
02. STRATEGY

- **Creating strategy based on problem statement**
- 1. Providing small amount of money as a reward for seeing and clicking the ads.
- 2. Letting end users know how will they be tracked and that it will not violate privacy.
- 3. Show ads relevant to the content they are searching like backpack ads in travel blog page.
- 4. Offering reduction of paywalls on premium contents with a condition to visit advertiser's website by click ads.



HIRING A LEADER

Correlation with subsequent performance (0-1)

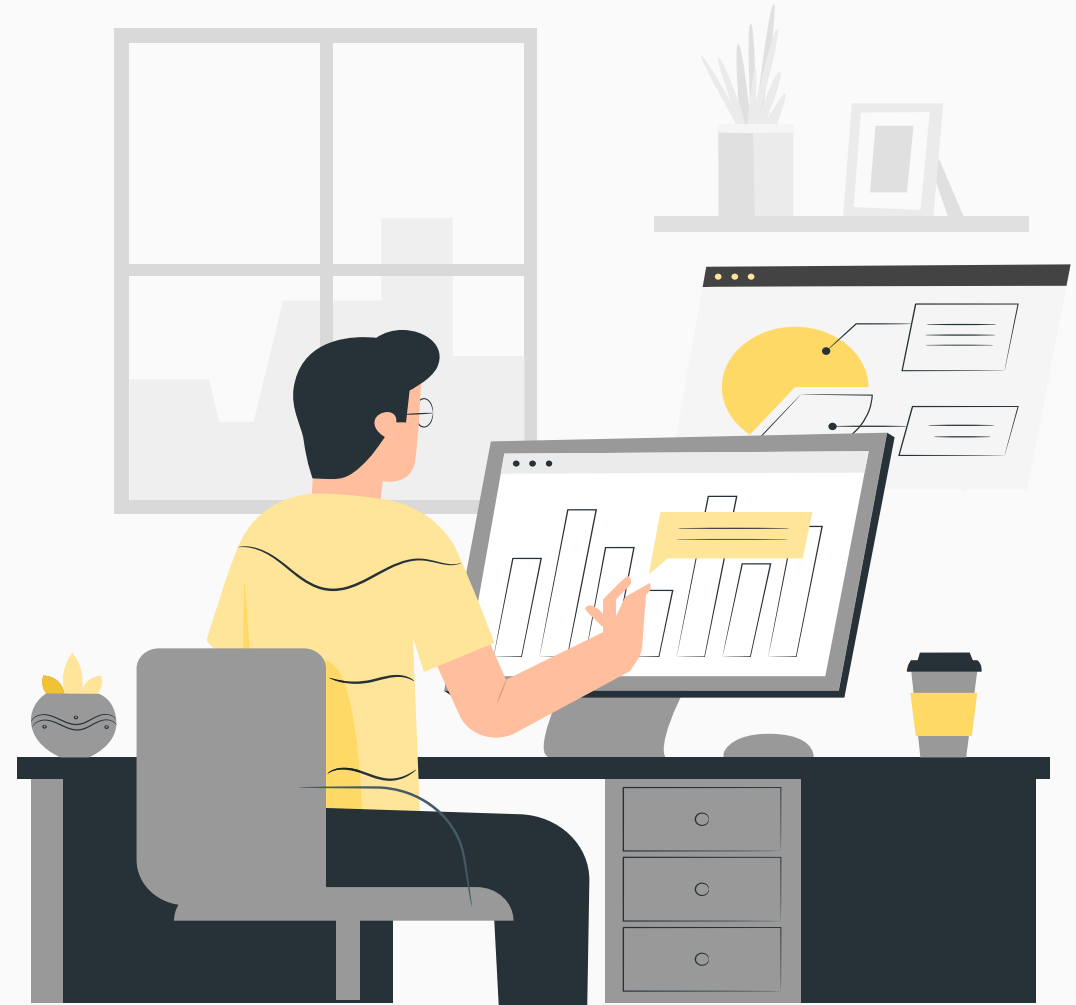


- Carrie Candidate outperformed Peggy Prospect in 2 parameters – Work samples and references.
- Peggy Prospect outperformed Carrie Candidate in 2 parameters – cognitive ability and structured interviews.
- For integrity test, it was a tie.
- From personality test and background experience, can't judge as they were judged in different aspects.

As per my view, **Peggy Prospect is better** as she has knowledge of ads selling and ad blockers. Also, she excelled in those skills which have high correlation score.

03. EFFECT

- **Effect of proposed strategy**
- 1. Very high chance on clicking the ads as everyone wants money.
- 2. Generates end user trust on the ads so that they can allow ads to be shown.
- 3. High probability that the user will take interest in the ads and not getting irritated.
- 4. Increase the traffic on the customer's website. Even, probability is there that end user will get converted to sales.



ALLOCATION OF RESOURCES

Hard Skill Internal = \$6,500

Hard Skill External = \$22,750

Soft Skill Internal = \$19,500

Soft Skill External = \$13,000

Total Productivity increase = \$61,750

Hard Skill

$$0.2 * 32500 + 0.7 * 32500 \geq 20,000$$

28,850 \geq 20,000 (TRUE)

Soft Skill

$$0.2 * 32500 + 0.7 * 32500 \geq 12,000$$

32,500 \geq 12,000 (TRUE)

Internal for Hard and Soft Skill

$$0.2 * 32500 + 0.6 * 32500 \geq 60\% * (0.7 * 32500 + 0.4 * 32500)$$

26000 \geq 21450 (TRUE)

OPTIMIZATION MODEL

Dividing total given amount \$65,000 into 2 equal halves i.e.

$$I = \$32,500$$

$$E = \$32,500$$

Where, I & E are Internal and External variables

Subject to

$$0.2 * I + 0.7 * E \geq 20,000 \text{ (Hard Skill)}$$

$$0.6 * I + 0.4 * E \geq 12,000 \text{ (Soft Skill)}$$

$$0.2 * I + 0.6 * E \geq 60\% * (0.7 * I + 0.4 * E) \text{ (Internal 60\% of external)}$$

I, E = Integer

$$I, E \geq 0$$

As given **atleast**, so greater than or equal to is used.

As, all the conditions are TRUE, I and E variable satisfy all constraints, therefore **feasible**.

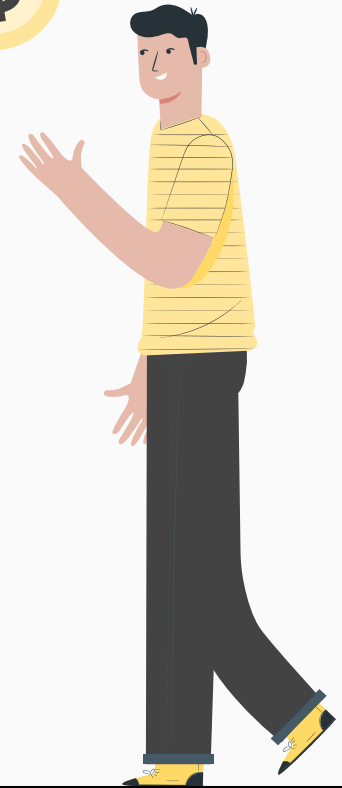
04. MEASUREMENT

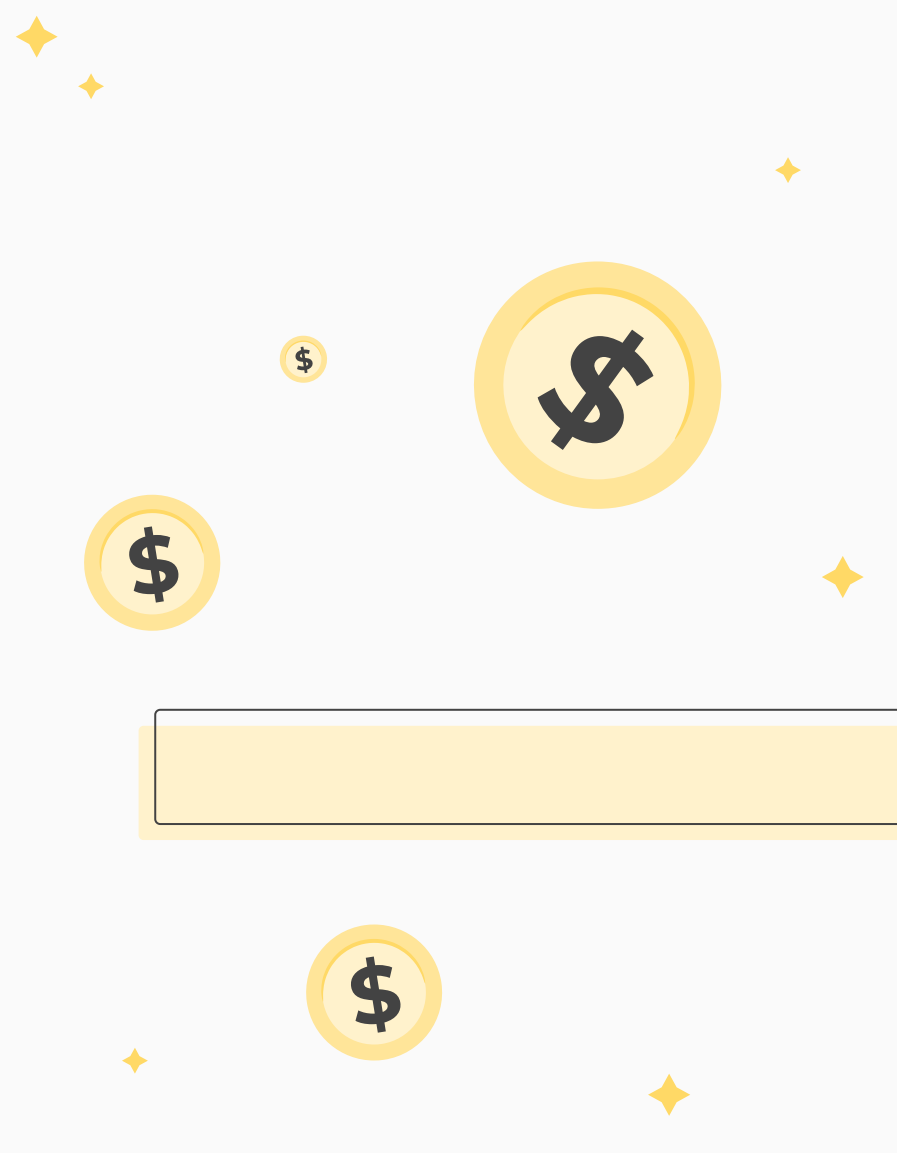
- **Measurement of effect of proposed strategy**
- 1. Amount of money awarded
- 2. Number of views
- 3. Click Through Rate (CTR)
- 4. Number of unique visitors on the website.
- 5. Conversion Rate by clicking on contact/subscribe
- 6. Sales Amount by convert user to customer
- 7. Customer satisfaction through reviews



CONCLUSION

1. Ad blockers are the serious threats not just to customer but also to end users.
2. Strategies like awards, generating users trust, relevancy, etc., can be used .
3. The strategies discussed can have productive effect on revenue and traffic.
4. Measurements where specified which can help to measure the strategy on specific parameters like unique visitors, CTR, surveys for customer satisfaction, etc.





Thank you for reviewing and marking. All the
best for your future endeavour.

—ADITYA KAKDE