



METRIC
MINDS

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We think in data, so you can act with confidence.



Agenda

- Introduction
- Key Insights:
Location
Audience
Creative
Inventory
- Conclusion &
Recommendations

Meet Our Team



Arely Herrera
Creative & Inventory
Analyst



Modupe Williams
Audience Analyst



Justice West
Spatial Analyst

Our Challenge

To maximize our client's future strategies by analyzing their report for location, audience, creative and inventory insights and provide recommendations.

Goal type	Primary goal	Secondary goal
Audience	\$250 CPA	0.015% CTR
Desktop conversion	\$350 CPA	0.015% CTR
Smartphone conversion	\$400 CPA	0.015% CTR
Viewability	60%	\$80 vCPM

Methodology

- Used Excel to clean and prepare raw data for analysis
- Applied key functions and tools:
 - Find & Replace to correct symbols and values
 - TRIM to remove extra spaces
 - Conditional Formatting to highlight anomalies
 - Removed special characters for consistency

Glossary

Term	Definition
Audience	Selecting specific groups most likely to engage with the message.
Desktop/Smartphone Conversion	Visitor completes a key goal on desktop or phone (purchase, form, etc.)
Viewability	Ad is 50 % visible on-screen for at least one second.
CPA (Cost Per Acquisition)	Average cost paid each time a desired customer action occurs.
CTR (Click-Through Rate)	Share of impressions that result in an ad click.
vCPM	Cost per thousand ad impressions that were actually viewable.

Calculated Metrics

CPC	Cost per Click	Low is GOOD
CTR	Click through rate	High is GOOD
CVR	Conversion rate	High is GOOD
CPA	Cost per action <small>7</small>	Low is GOOD
CPM	Cost per mille	Low is GOOD



SPATIAL INSIGHTS

Top/ Bottom States

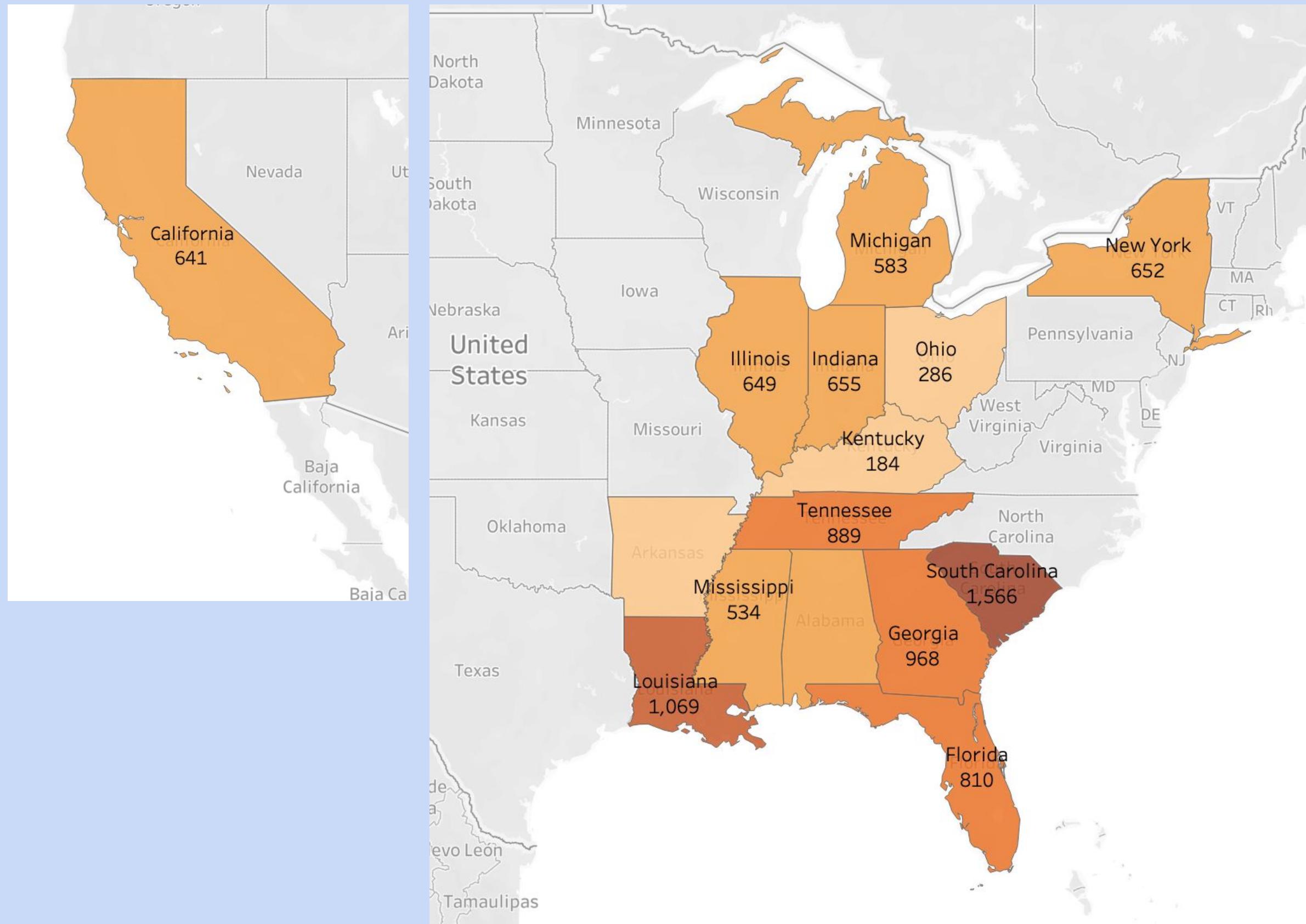
State	AVERAGE of Impressions	AVERAGE of Clicks	AVERAGE of Gross	AVERAGE of Viewers	Weighted CPA	CTR	CVR	vCPM
Indiana	118825.4375	300.6875	\$3,117.35	49144.9375	\$158.34	0.25%	6.55%	\$63.43
Kentucky	68114	174	\$2,753.71	569	\$183.58	0.26%	8.62%	\$4,839.56
Ohio	85508.66667	235.6666667	\$1,622.08	57922.66667	\$243.31	0.28%	2.83%	\$28.00
New York	122669.8812	347.9306931	\$4,110.69	51994.86139	\$276.79	0.28%	4.27%	\$79.06
Illinois	170905.1902	424.392638	\$4,182.31	87828.58896	\$302.05	0.25%	3.26%	\$47.62
Mississippi	78037	215.4	\$2,702.97	34816.4	\$329.63	0.28%	3.81%	\$77.64
Florida	76450.96774	228.5225806	\$3,502.86	37181.14839	\$350.74	0.30%	4.37%	\$94.21
Georgia	80347.75	224.8125	\$3,569.48	19796.125	\$363.77	0.28%	4.36%	\$180.31
Tennessee	82657.33803	228.6619718	\$4,042.31	44839.32394	\$365.61	0.28%	4.84%	\$90.15
California	143964.9	398.2571429	\$3,810.59	75518.55714	\$371.25	0.28%	2.58%	\$50.46
Arkansas	9319	30	\$4,594.60	6193	\$382.88	0.32%	40.00%	\$741.90
Michigan	60602.025	186.4	\$3,369.69	19980.95	\$440.48	0.31%	4.10%	\$168.65
Alabama	33546.5	121	\$3,018.13	13899	\$503.02	0.36%	4.96%	\$217.15
Louisiana	117444.5	326	\$1,662.37	37331	\$554.12	0.28%	0.92%	\$44.53
South Carolina	102808.6	286.2	\$3,349.27	42375.6	\$577.46	0.28%	2.03%	\$79.04
Tennessee-Virginia	91584.75	237.75	\$3,474.37	52709.75	\$631.70	0.26%	2.31%	\$65.92

IN-best performer

Indiana, Kentucky, and Ohio beat the \$250 CPA audience goal by 27 %-37 % and still meet or exceed the branding goal for CTR.

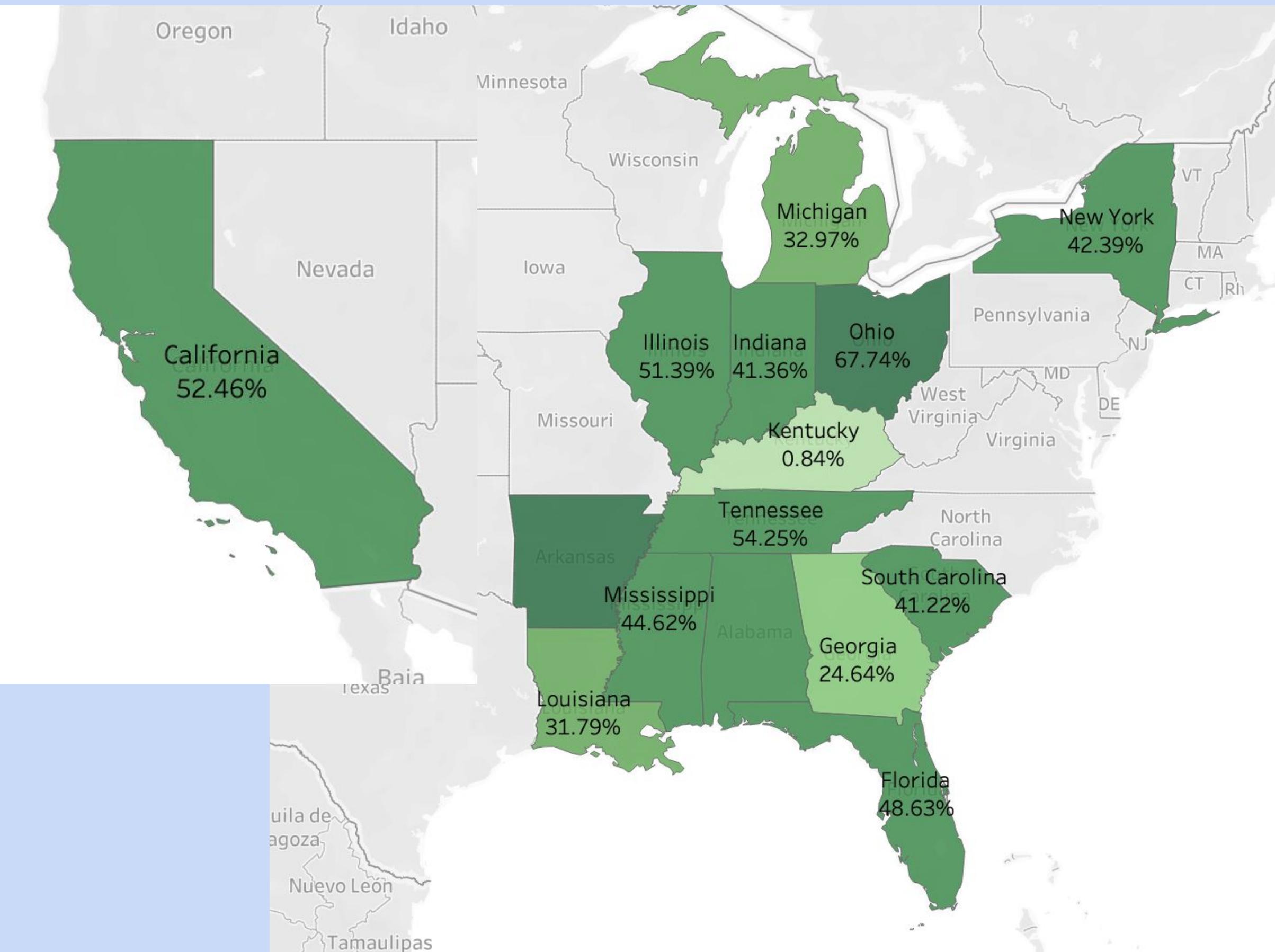
New York and Illinois sit just above the \$250 line but under \$350 desktop goal

State vs CPA



**Most cost efficient states:
Kentucky and Ohio**

Viewability % per State



State	AVERAGE of Viewability
Alabama	37.54%
Arkansas	66.46%
California	45.54%
Florida	49.77%
Georgia	33.74%
Illinois	46.44%
Indiana	44.72%
Kentucky	0.84%
Louisiana	23.26%
Michigan	42.33%
Mississippi	47.81%
New York	43.57%
Ohio	67.92%
South Carolina	44.97%
Tennessee	49.91%
Tennessee-Virginia	67.84%
Grand Total	46.43%

Top/ Bottom states devices

Weighted CPA- Devices			
State	Apple PC	Smartphone	Windows PC
Alabama		\$651.19	\$206.69
Arkansas		\$382.88	
California	\$424.00	\$367.87	\$348.38
Florida	\$320.56	\$369.69	\$249.76
Georgia		\$420.57	\$113.05
Illinois	\$372.39	\$298.09	\$280.99
Indiana	\$616.82	\$144.97	\$141.79
Kentucky		\$183.58	
Louisiana		\$296.68	\$1,841.36
Michigan	\$345.68	\$466.25	\$368.73
Mississippi		\$329.63	
New York	\$159.68	\$286.07	\$271.41
Ohio		\$243.31	
South Carolina	\$116.71	\$951.82	
Tennessee	\$360.57	\$391.40	\$215.97
Tennessee-Virginia		\$631.70	
Grand Total	\$346.46	\$334.19	\$275.29

State performance tier	Overall weighted-CPA	Best device per state	Worst Device
Top-performing states			
Indiana	\$158	Windows PC – \$142 (also Smartphone \$145)	Apple PC \$617
Kentucky	\$184	Smartphone – \$184	(Apple & Windows -no weight)
Ohio	\$243	Smartphone – \$243	(Apple/Win volume tiny)
Illinois	\$302	Windows PC – \$281	Apple PC \$372
New York	\$277	Apple PC – \$160	Smartphone \$286
Bottom-performing states			
Tennessee–Virginia	\$632	(none – only Smartphone traffic)	Smartphone – \$632
South Carolina	\$577	Apple PC – \$117	Smartphone – \$952
Louisiana	\$554	Smartphone \$297	Windows PC – \$1 841
Alabama	\$503	Windows PC – \$207	Smartphone \$651
Michigan	\$440	Apple PC \$346	Smartphone \$46



AUDIENCE INSIGHTS

Top 10 Performing Audiences

Audience Segment	CPA < 250 (Primary Goal)	CTR > 0.015% (Secondary Goal)
Retail	\$68.78	0.29%
US Travel	\$95.77	0.33%
US Mail Order Buyer	\$100.78	0.26%
Tech Enthusiasts	\$120.07	0.26%
Mobile Audience	\$158.24	0.27%
Real Estate	\$209.39	0.47%
Travel ¹⁴	\$238.29	0.32%
Travel and Tourism	\$239.37	0.29%
US Interest	\$269.54	0.25%
US Technology	\$310.19	0.27%



Top 3 Audience Personas

Marlene Carla

Interest (Food) - Restaurants

Charles Green

Interest (Sports) - Basketball

Jasmine Lopez

Interest (TV Genres) - Drama

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Persona 1: Food Connoisseur

Name: Marlene Carla

Gender: Female

Age: 35

Location: Houston, Texas

Occupation: Marketing Manager

Income: \$120,000

Education: Bachelor's Degree in Communications

Family Status: Married, No Children

Lifestyle:

Tech-Savvy and digitally active. Shops online frequently, values convenience and brand transparency

Segment:

Restaurants > Food > Style > Desserts

Interests:

Streaming content, online shopping, and Social media (e.g Instagram and Tiktok)



Persona 2: Sport Enthusiast

Name: Charles Green

Gender: Male

Age: 28

Location: Los Angeles, California

Occupation: Sales Rep for a tech company

Income: \$85,000

Education: Bachelor's in Sport Management

Family Status: Single

Lifestyle:

Watches NBA games religiously, follows sports influencers, podcasts, buys sports gear online and attends live sporting events

Segment:

Sports > Team Sports > Basketball

Interests:

Sneaker culture, NBA trades, local rec leagues and YouTube highlight reels



Persona 3: Drama Series Lover

Name: Jasmine Lopez

Gender: Female

Age: 38

Location: Atlanta, Georgia

Occupation: Senior HR Manager

Income: \$98,000

Education: Bachelor's Degree in Psychology

Family Status: Single mom, 1 child

Lifestyle:

Loves winding down in the evenings with emotional and suspenseful TV dramas, subscribes to multiple streaming services (Netflix, Hulu, Max) and shops online during or after watching shows.

Segment:

Viewership > Television > TV Genres > Drama

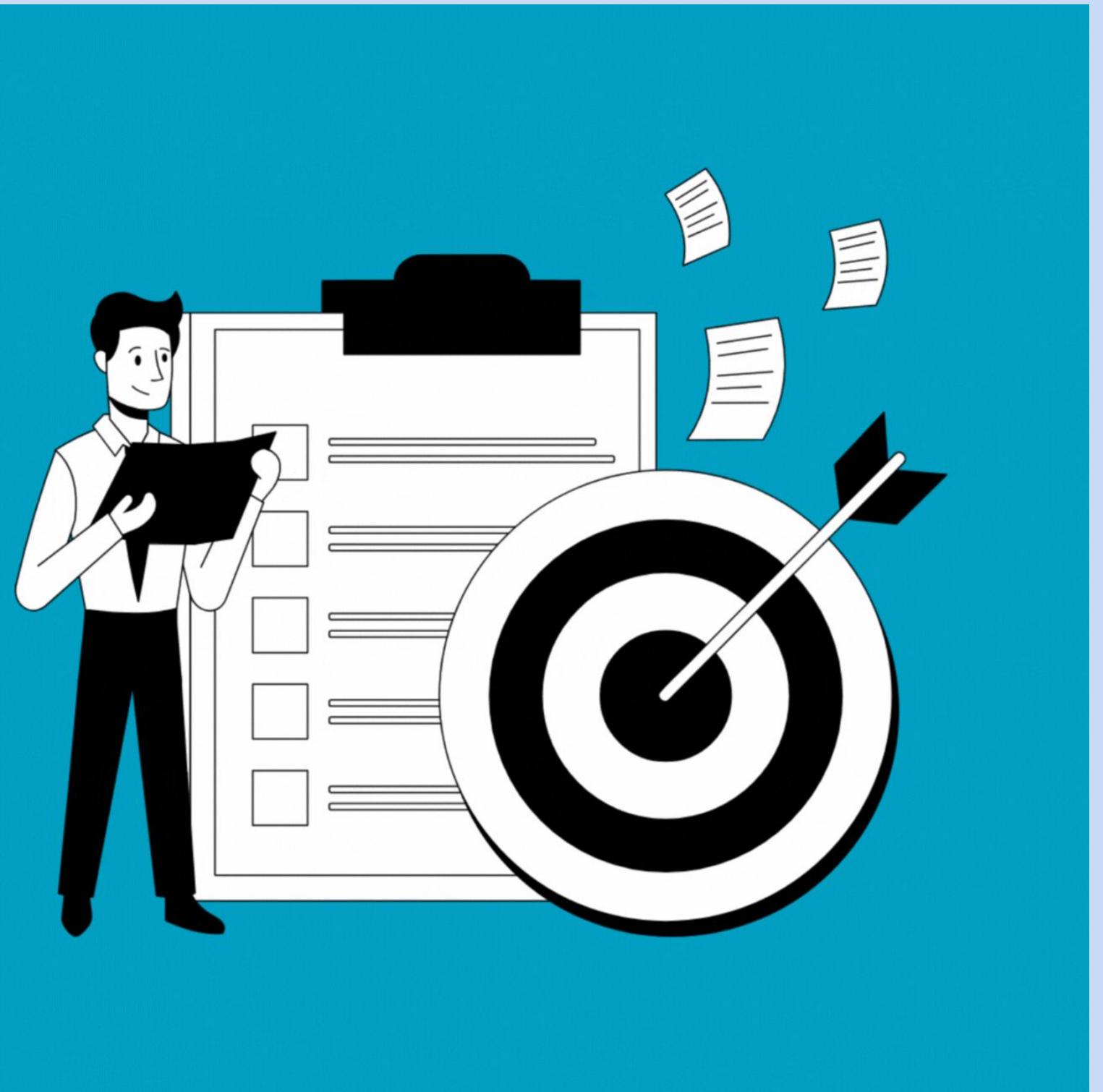
Interests:

Binge watching shows like Grey's Anatomy, Bridgeton, This is Us. and celebrity interviews



Testing Strategy Recommendation

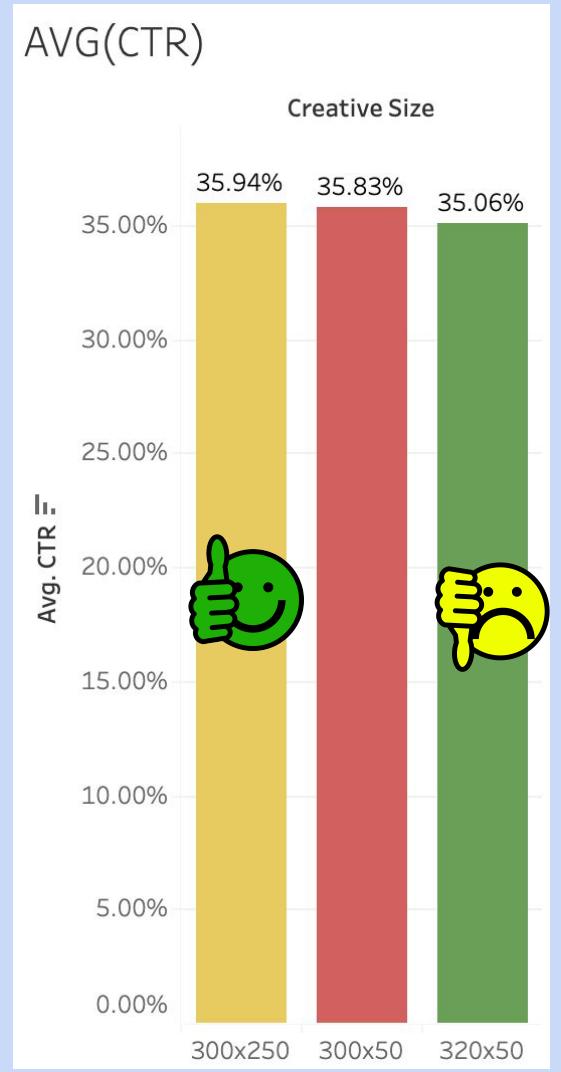
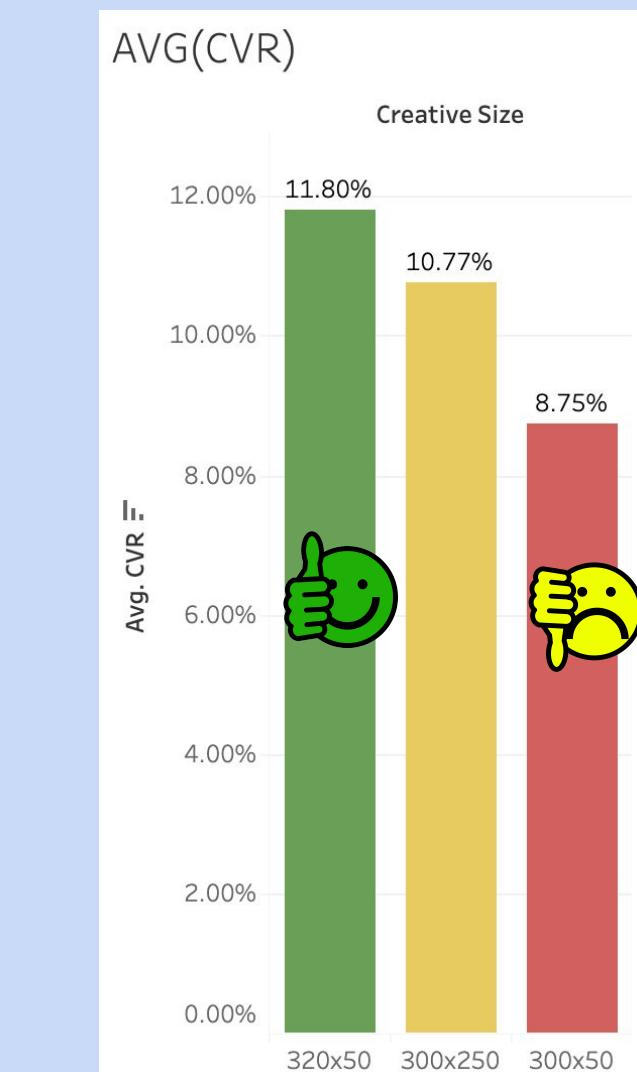
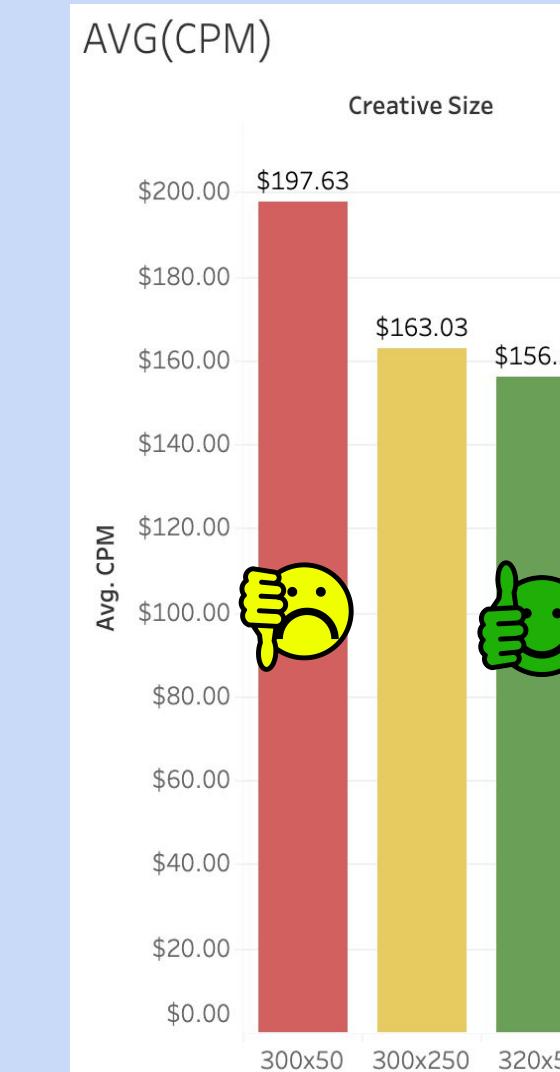
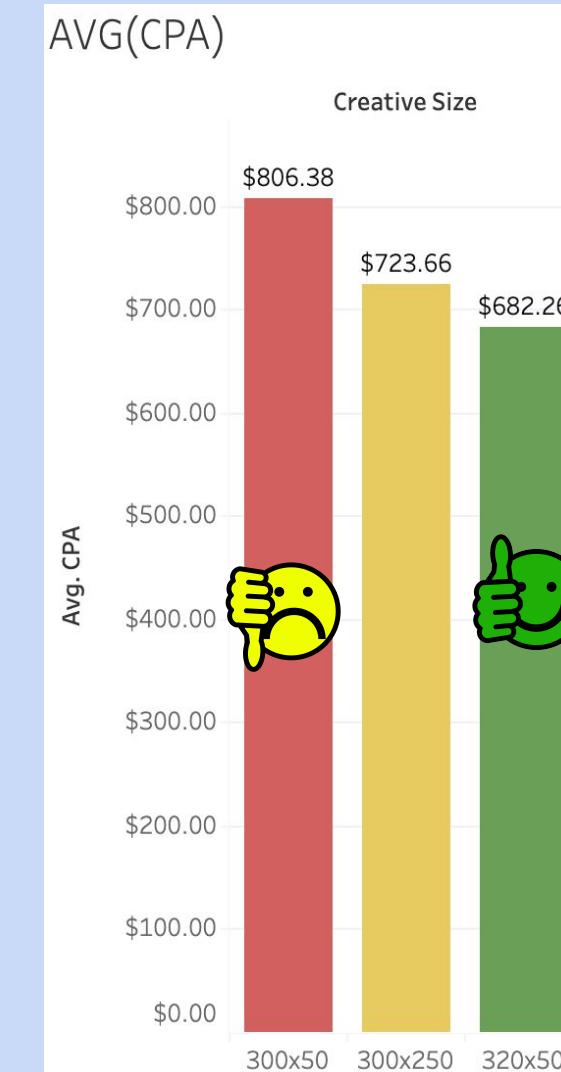
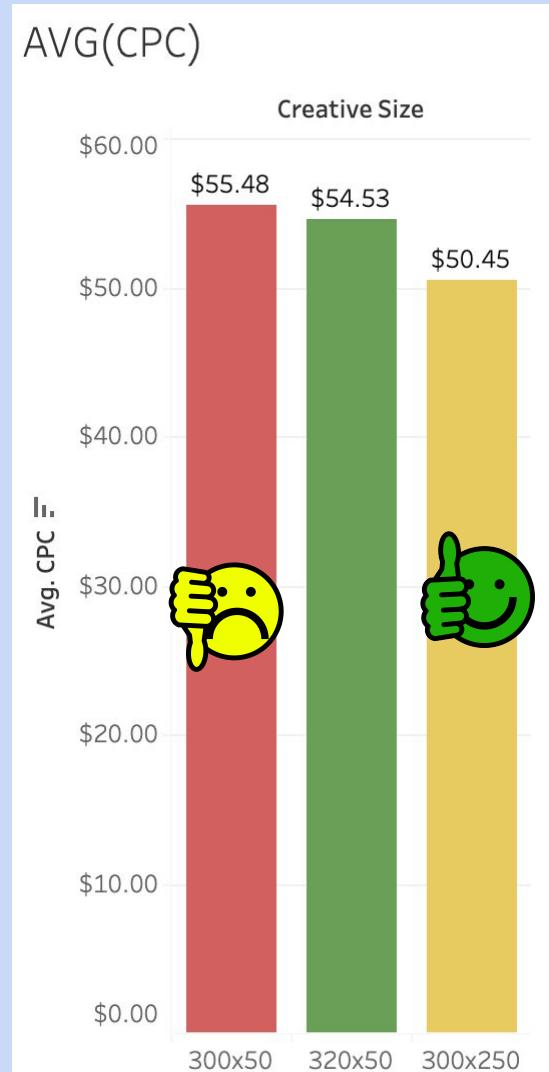
- A/B testing for personalized ad creatives
- Test short-form video ads vs static images
- Compare rational vs emotional messaging - e.g “Save \$50” vs “Feel Great”
- Test interactive content (quizzes, swipeable product tours)





CREATIVE INSIGHTS

Creative Size by Metrics



Highest Performer: 320x50²¹

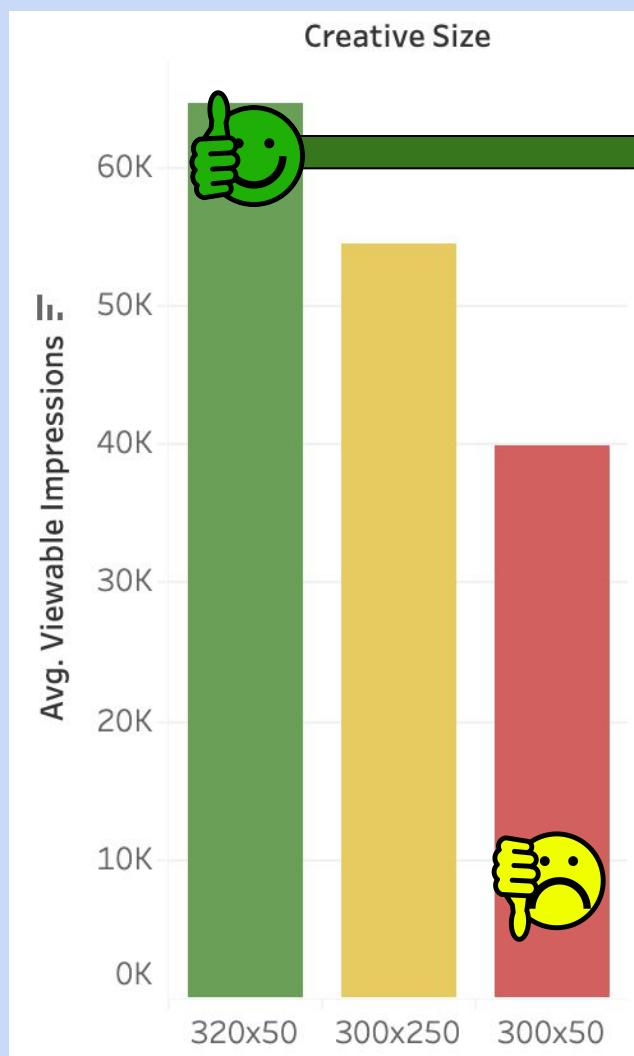
Most **efficient** and **cost-effective**

Lowest Performer: 300x50

High engagement, but very **costly** and **inefficient** for conversions

Creative Size

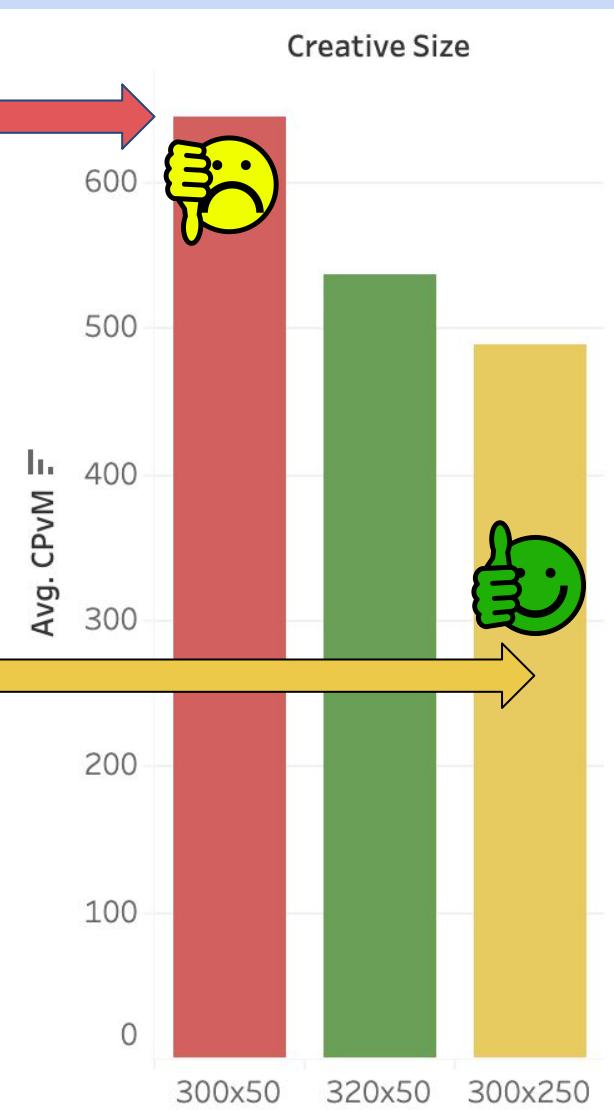
- 300x50
- 300x250
- 320x50



320x50 Highest Viewable Impressions

- ❑ Effective ad placement!
- ❑ Supports performance metrics results

300x50 Lowest Viewable Impressions & CPvM

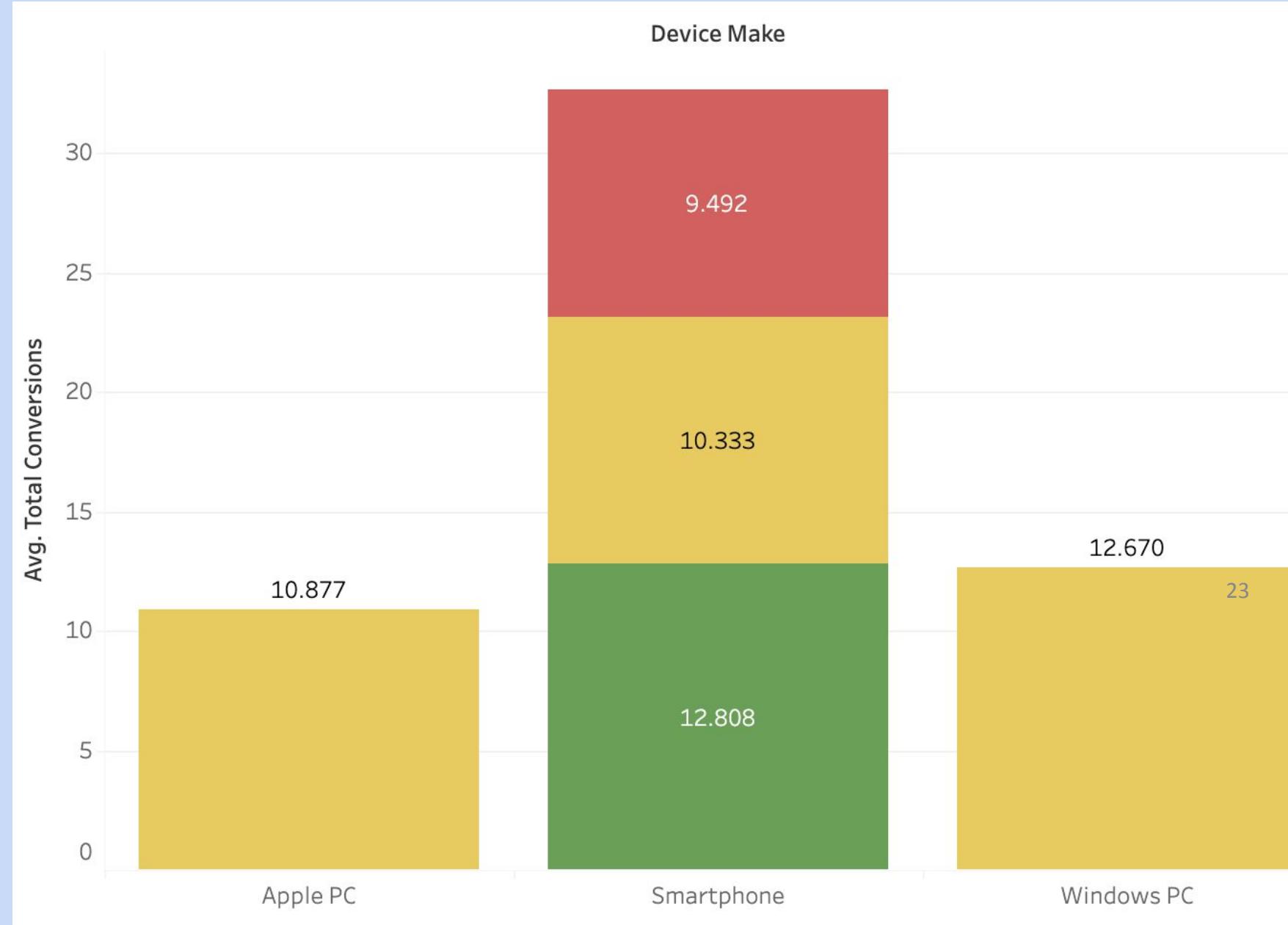


Overall, 320x50 is the **BEST** across performance & branding metrics.

300x250 Highest CPvM

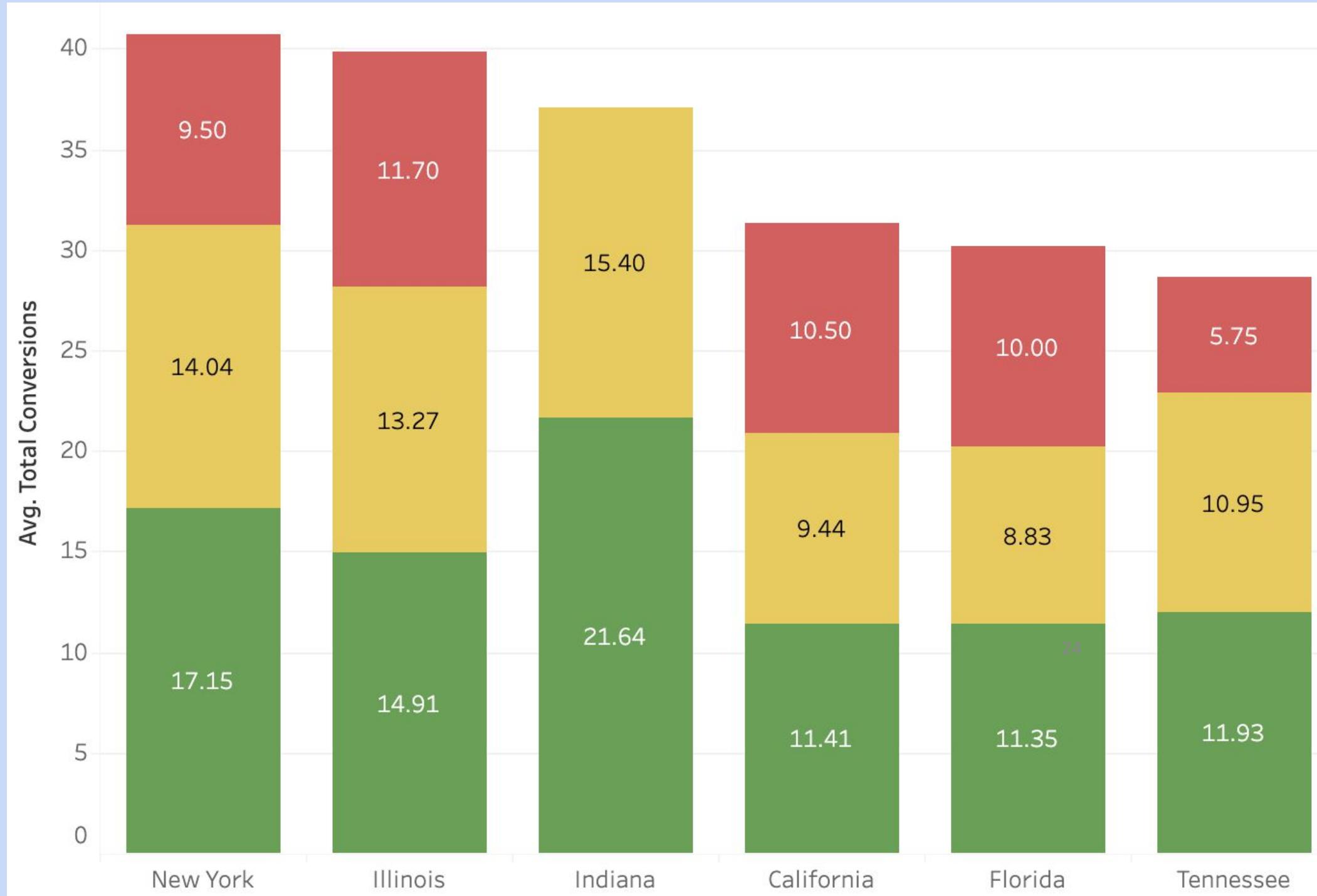
- ❑ Paying **less** per 1,000 viewable impressions
- ❑ Most **cost-efficient** creative size for brand exposure

Creative Size by Device Make & Conversions



- 300x250 across all devices
- Smartphone has the most conversions and with the most diversity in creative sizes
- Smartphone
 - 320x50 has the most conversions
 - 300x50 size had the least conversions

Location: Creative Size Conversions



Highest Performing State:
New York

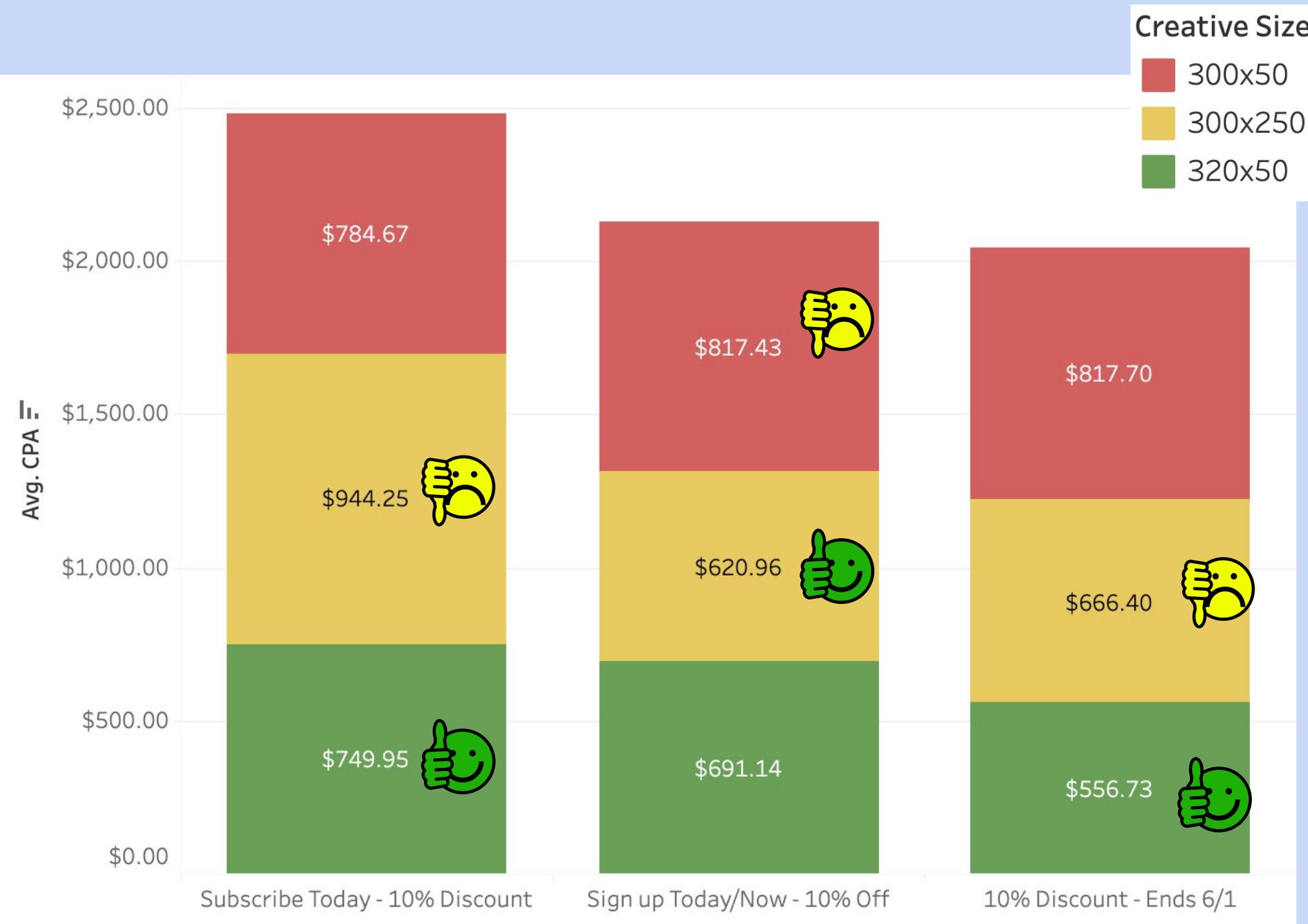
Highest Performing by Size:
320x50 across all top performing states, followed by:

300x250

300x50

Top 5 Performing States

Creative Size Performance by Creative Messaging & CPA



Most Cost Efficient:

- 320x50 “10% Discount - Ends 6/1”
- lowest total Avg. CPA at \$2,040.83

Least Cost Effective:

- 300x50 “Subscribe Today - 10% Discount”
- highest total Avg. CPA at \$2,478.87

Creative Size Strategy Recommendations

Creative Size	Performance Metrics	Branding/Exposure	Messaging Variant	Recommendation
320x50	Best (CPC, CPA, CPM, CVR, conversions)	Strong	10% Discount – Ends 6/1	Top priority
300x250	Good (especially CPvM)	Best for exposure	10% Discount – Ends 6/1	Secondary/Support
300x50	Poor (costly, low conversions)	Weak	10% Discount – Ends 6/1	Avoid

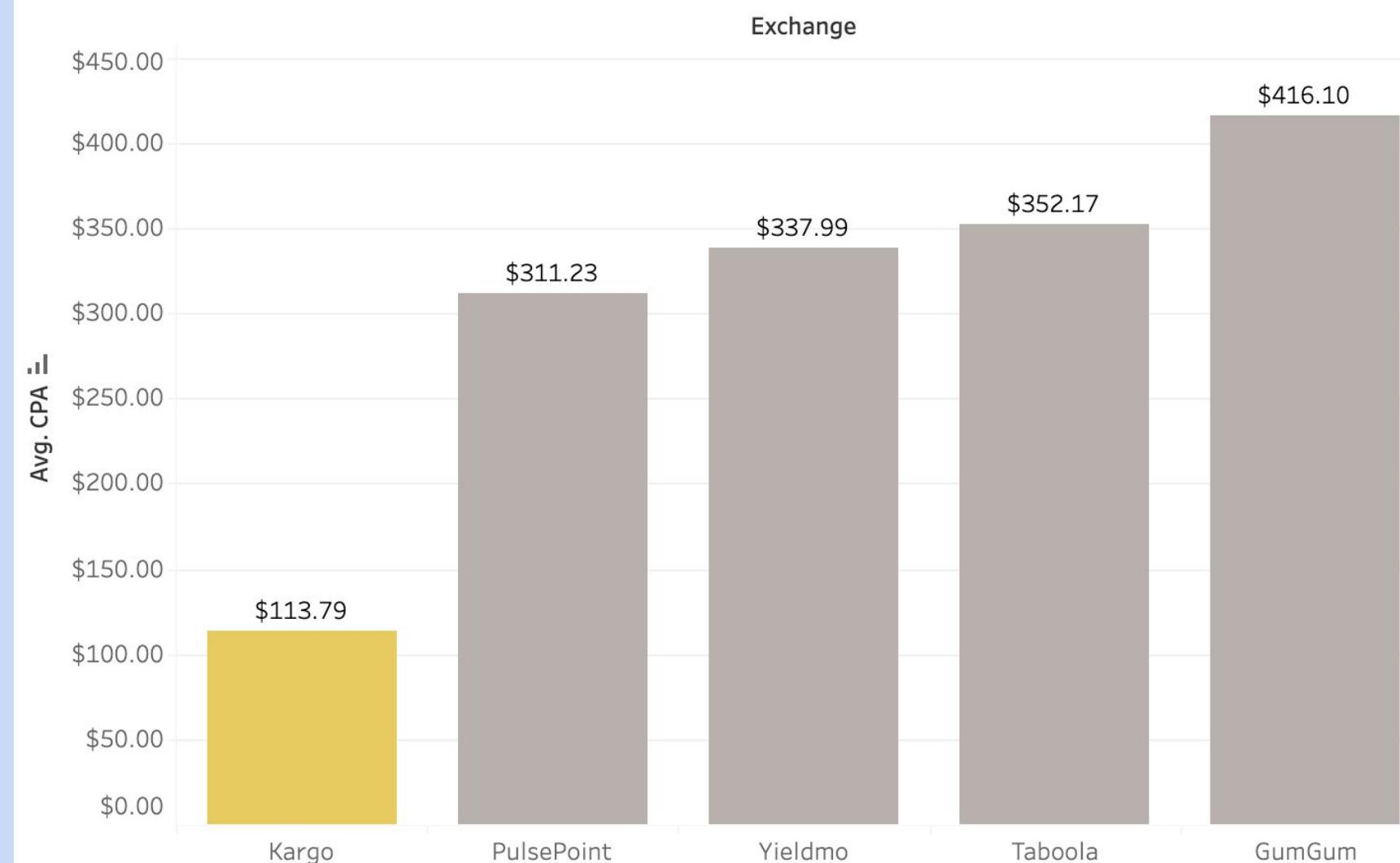
- **Prioritize 320x50 creative size** in future campaigns to maximize results and cost efficiency
 - especially with **time-limited discount messaging ("10% Discount - Ends 6/1")** to **maximize cost efficiency and conversions**



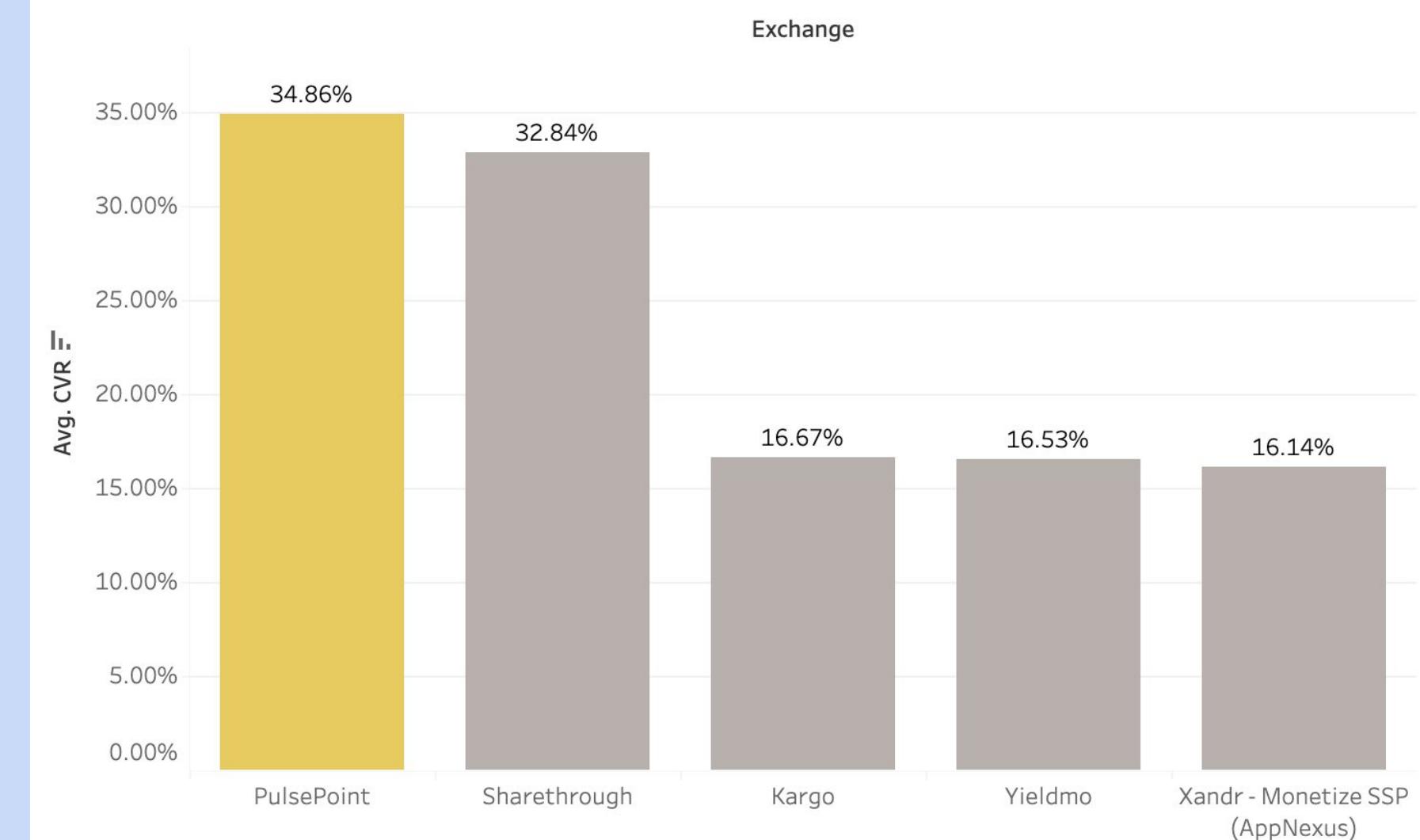
INVENTORY INSIGHTS

Comparing CPA, CVR, CPC, and CPM Across Inventory Exchanges

Top 5 Exchanges (Lowest CPA)

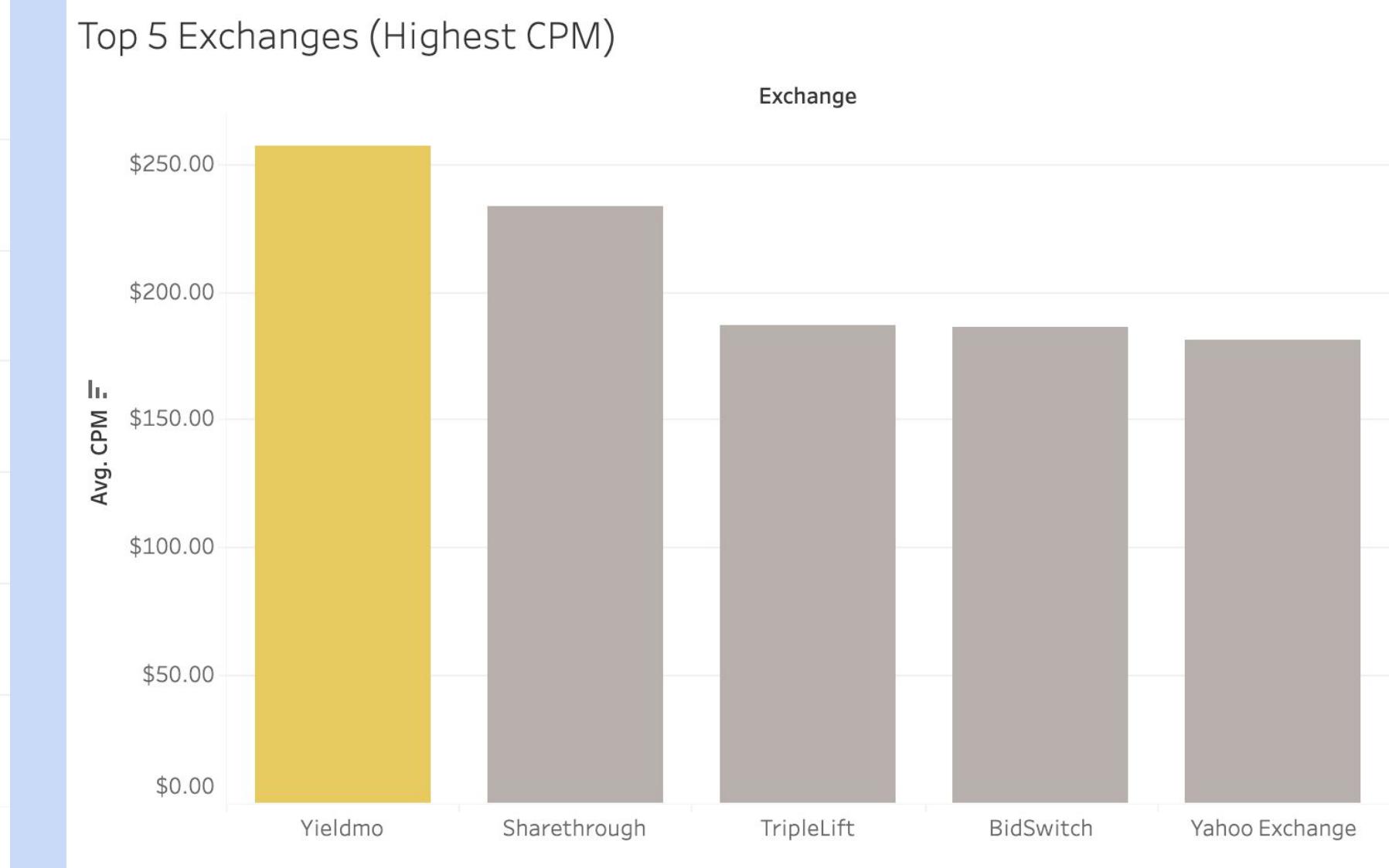
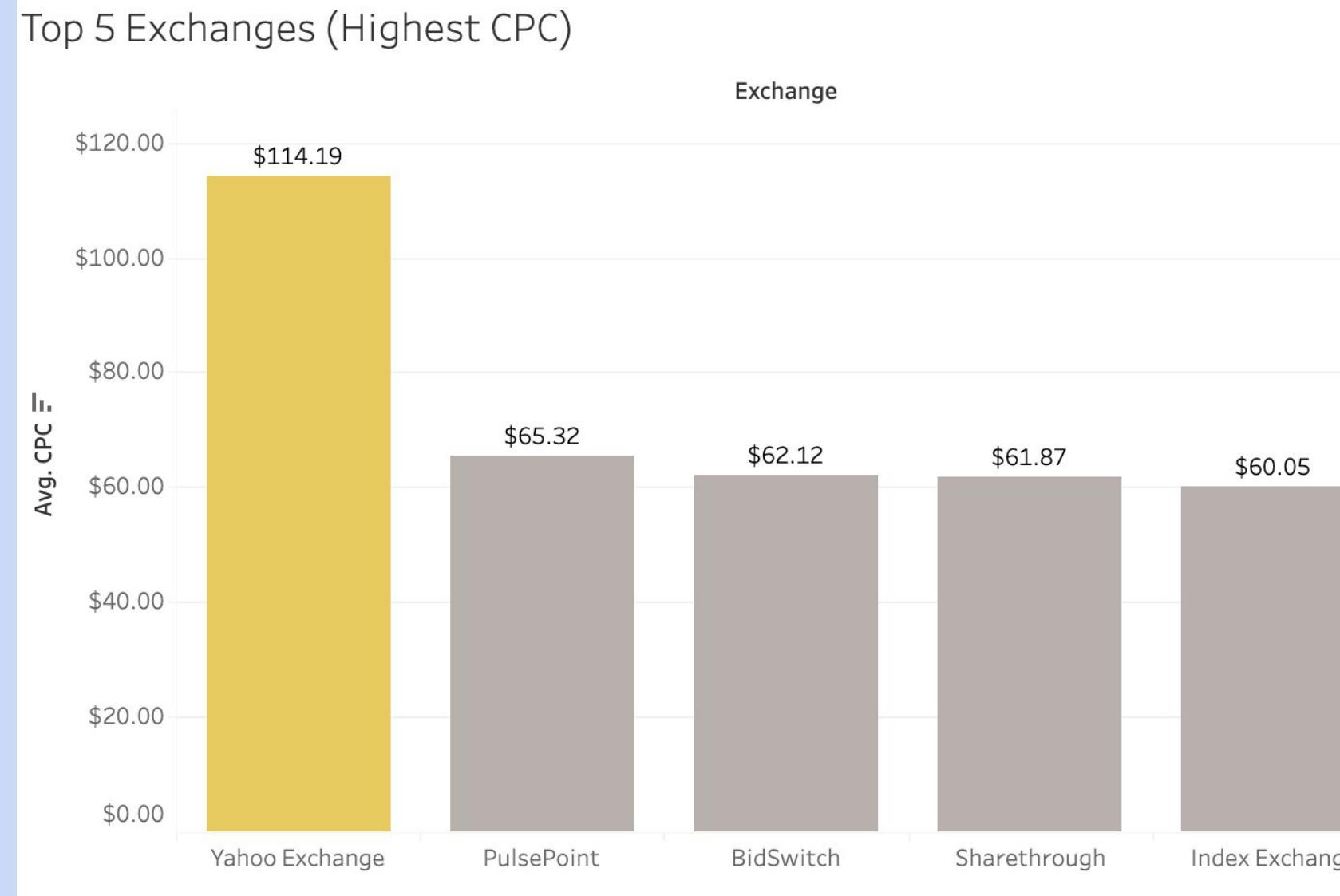


Top 5 Exchanges (Highest CVR)



- ★ *Kargo is the best choice for minimizing acquisition costs*
- ★ *PulsePoint is optimal for maximizing conversion rates*

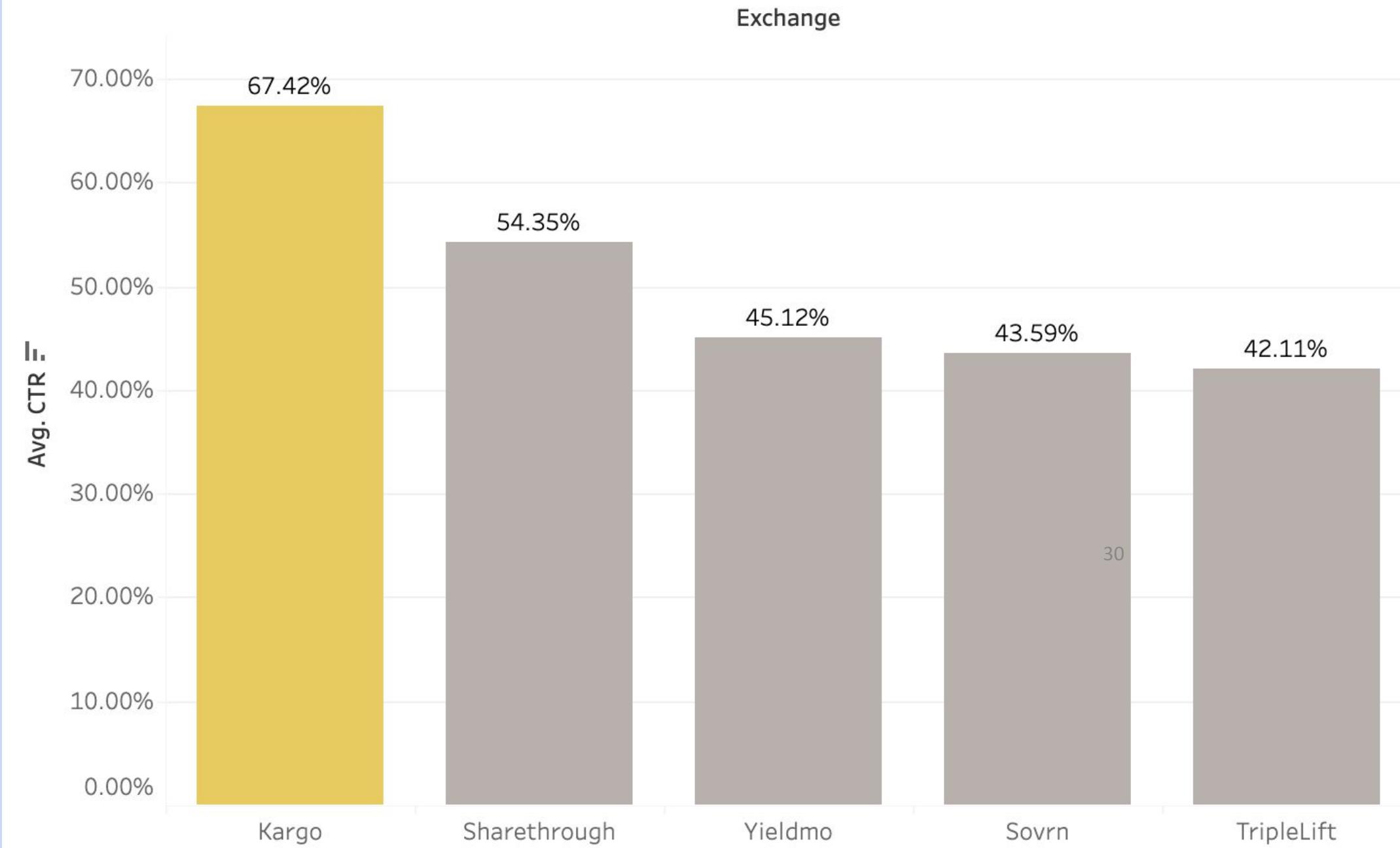
Comparing CPA, CVR, CPC, and CPM Across Inventory Exchanges



- ★ Yahoo Exchange stands out for the highest cost per click,
- ★ Yieldmo delivers the highest cost per thousand impressions
- ★ Lowest CPM and CPC: GumGum

Branding Metrics by CTR

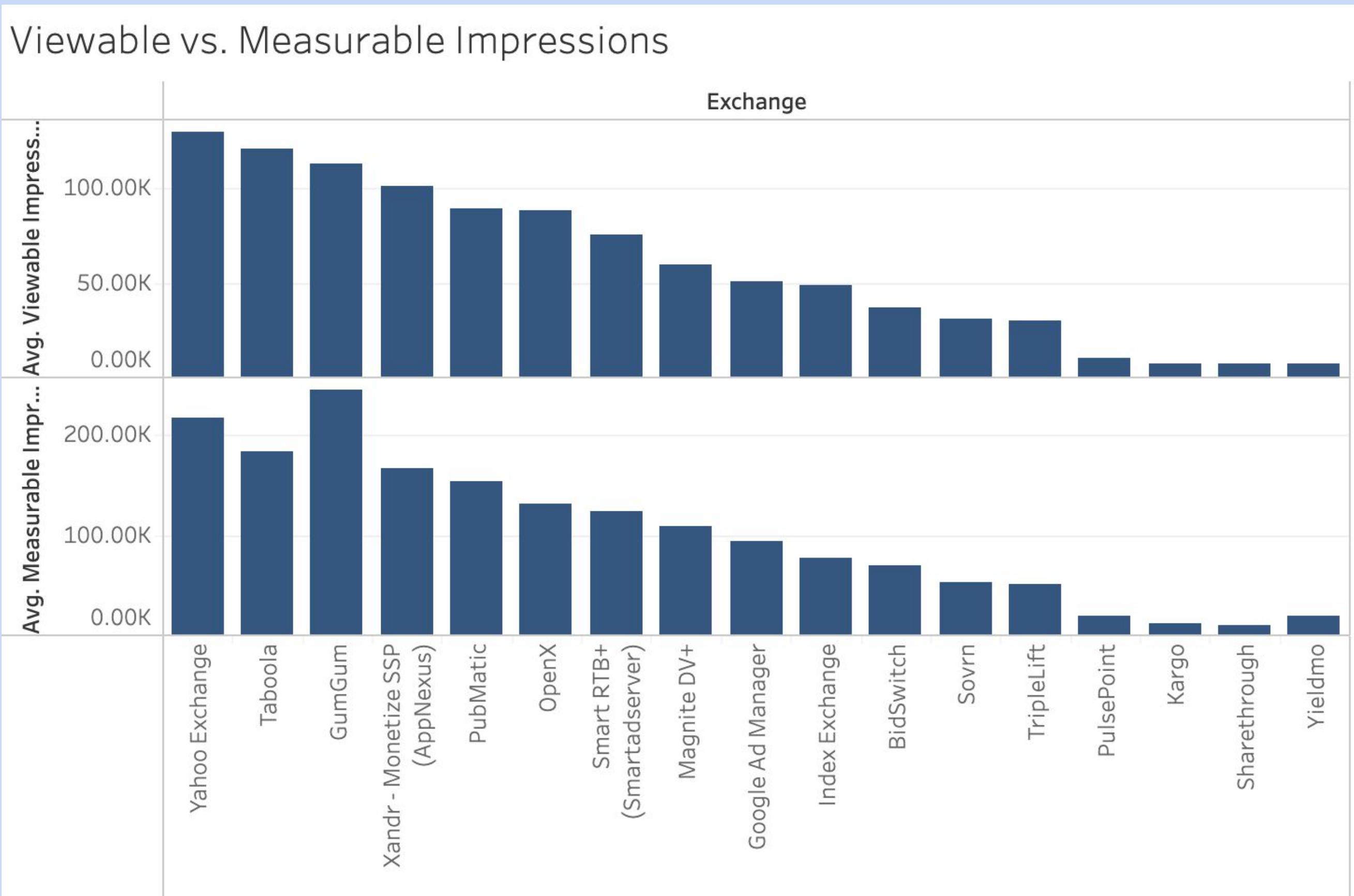
Top 5 Exchanges (Highest CTR)



★ **Kargo is the best exchange for maximizing CTR and overall branding impact**

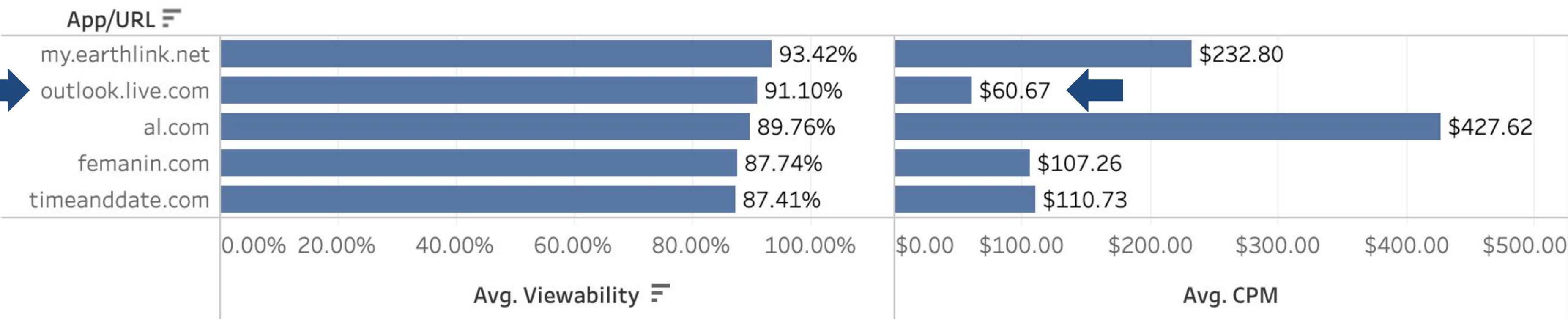
★ **Sharethrough and Yieldmo also delivering strong results for viewability and engagement**

Viewable vs Measurable Impressions



Top 5 Websites: CPM and Viewability

Top 5 Publishers



Inventory Strategy Recommendations

- The 5 recommended exchanges are **Kargo**, PulsePoint, Yieldmo, Sharethrough, and Yahoo Exchange due to their ideal performance metric values.
- The 5 recommended publishers are my.earthlink.net, outlook.live.com, al.com, femanin.com, and timeanddate.com.
- These top platforms excel in delivering high viewability rates, offering inventory with engaged audiences, and providing diverse targeting opportunities across news, productivity, lifestyle, and reference content.

Key Recommendations

Spatial

Pause spending in the under performing states and shift the budget to the states that are performing better. Prioritize desktop inventory over smartphones in every state.

Audience

Focus future strategies on audience that show a strong balance of cost-efficiency and engagement. Prioritize audience segment like Marlene for quick wins and volume. Conduct more testing on audience like Charles to capture high-value conversions. Create premium content driven experiences for audience like Jasmine to improve brand loyalty.

Creative

Prioritize the 320x50 creative size with time-limited discount messaging to maximize cost efficiency and conversions. Use 300x250 to extend reach, but avoid 300x50 due to higher costs and lower performance.

Inventory

Leverage Kargo for cost efficiency, PulsePoint and Sharethrough for high conversions, and Kargo/Sharethrough for branding, while focusing on highly viewable impressions and diversifying across top-performing exchanges and publishers to maximize ROI and campaign impact.



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Thank you!