Ramadan Digital Marketing Campaign Report

Prepared by:

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INTRODUCTION

Digital Marketing: The landscape of future

In today's digitally connected world, having a strong online presence is no longer a luxury but a necessity for businesses to thrive. Digital marketing has become an

essential tool for companies to reach, engage, and retain customers in a cost-effective and measurable way. By leveraging social media, search engines, email, and other digital platforms, businesses can increase brand awareness, drive website traffic, generate leads, and ultimately boost sales. Effective digital marketing strategies also enable companies to gather valuable customer insights, monitor their online reputation, stay competitive in a crowded market landscape, and ultimately drive long-term business growth.

Importance of Digital Marketing

The rise of digital marketing has dramatically transformed the way businesses approach marketing and advertising. Gone are the days of relying solely on

traditional channels such as print, radio, and television to reach customers. Digital marketing has shifted the focus from interruptive advertising to more interactive and engaging experiences that cater to individual preferences and behaviors. As a result, marketers now prioritize data-driven decision making, personalization, and real-time measurement and optimization. This shift has led to a more customer-centric approach, where businesses prioritize building relationships and providing value over traditional branding and sales pitches.

About the project

Social media advertising has become an essential component of any marketing strategy. With millions of active users across various platforms, advertisers have a vast opportunity to reach their target audience. However, with so many options available, it can be challenging to determine which platform is best suited for specific advertising goals.

This report aims to provide insights into the performance of ads on three popular social media platforms: **Facebook, Instagram, and TikTok**. By analyzing key metrics such as average reach, engagement, and cost per click (CPC), click through rate (CTR) and cost per mille (CPM), this study seeks to identify patterns and trends that can inform advertisers' decisions when selecting a platform for their ad campaigns.

Data cleaning

1. **Data Inspection**: The first step was to inspect the data for any obvious errors, inconsistencies, or missing values.
2. **Handling Missing Values**: Checked to see if there are any missing values, i.e. empty rows/ columns.
3. **Data Standardization**: Converted all data types to an appropriate format, such as converting numbers , texts and percentages. Set up the numeric values into a standardized decimal place.
4. **Remove Duplicates**: Identified and removed any duplicate records that may have been present in the data.

5. **Correcting Data Entry Errors**: Skimmed the data for any obvious errors or inconsistencies and corrected them if possible.
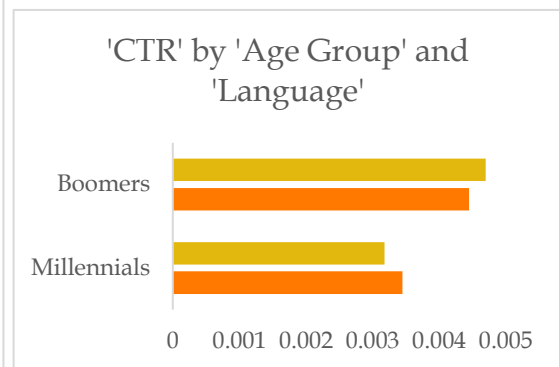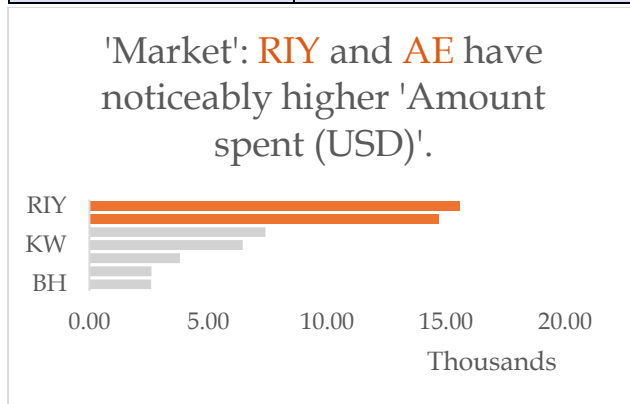
Pivot Tables & Key Insights

Meta:

Sum of Impressions	Market							
Creative variations	AE	RIY	JED	KW	QA	OM	BH	Grand Total
16x9	14406933	12669461	9130766	6654747	4781321	4649320	2708465	55001013
1x1	11060004	9264268	7622061	7195407	5732486	4046429	3757658	48678313
9x16	229499	739178	202006	375133	484559	971920	268208	3270503
Carousel	890							890
Grand Total	**25697326**	**22672907**	**16954833**	**14225287**	**10998366**	**9667669**	**6734331**	**106950719**

Average of CTR	Language		
Age Group	AR	EN	Grand Total
Boomers	0.47%	0.45%	0.46%
Millennials	0.32%	0.34%	0.33%
Grand Total	**0.36%**	**0.37%**	**0.37%**

Market	Sum of Amount spent (USD)
RIY	15580.71
AE	14692.65
JED	7397.15
KW	6441.14
QA	3808.15
OM	2601.70
BH	2592.03
Grand Total	**53113.53**

Age Group	Average Engagement Rate
Boomers	51%
Millennials	26%
Grand Total	**33%**

'Market': RIY and AE have noticeably higher 'Amount spent (USD)'.

'CTR' by 'Age Group' and 'Language'

TikTok:

Average of CTR	Language		
Age Group	**AR**	**EN**	**Grand Total**
Boomers	0.13%	0.12%	0.13%
Millennials	0.08%	0.08%	0.08%
Grand Total	**0.10%**	**0.09%**	**0.09%**

Market	**Sum of Amount spent (USD)**
RIY	20588.28
AE	11788.13
JED	9672.00
KWT	4955.03
QAT	3130.51
OMA	1031.32
BAH	1027.30
Grand Total	**52192.57**

Age Group	**Average Engagement Rate**
Boomers	0.70%
Millennials	0.31%
Grand Total	**0.43%**

'CTR' by 'Age Group' and 'Language'

'Market': RIY has noticeably higher 'Amount spent (USD)'.
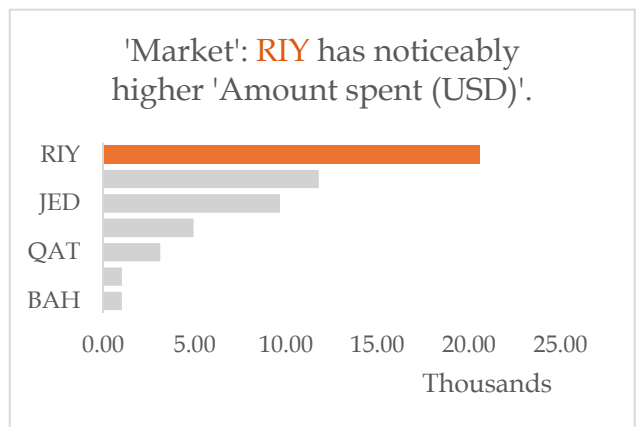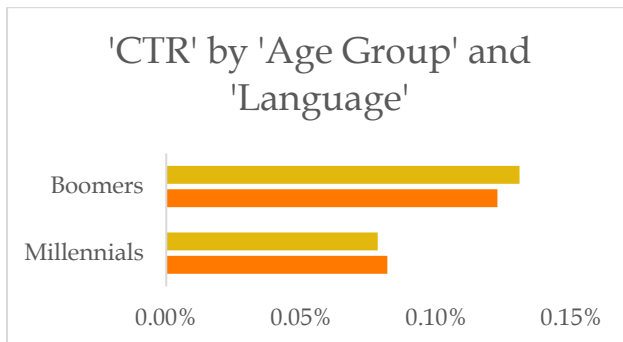
Snapchat:

Age Group	Sum of Clicks
Millennials	46829
Boomers	7965
Grand Total	**54794**

Age Group	Sum of Video Completions
Millennials	49309
Boomers	6750
Grand Total	**56059**

Age Group	Average Engagement Rate
Boomers	0.70%
Millennials	0.50%
Grand Total	**0.56%**

'Age Group': Millennials accounts for the majority of **'Clicks'**.

'Age Group': Millennials accounts for the majority of **'Video Completions'.**

Macros

```
Sub CondFormatting()
'
' CondFormatting Macro
'
' Keyboard Shortcut: Ctrl+w
'
    Range(Selection, Selection.End(xlDown)).Select
    Selection.FormatConditions.AddIconSetCondition
    Selection.FormatConditions(Selection.FormatConditions.Count).SetFirstPriority
    With Selection.FormatConditions(1)
        .ReverseOrder = True
        .ShowIconOnly = False
        .IconSet = ActiveWorkbook.IconSets(xl3TrafficLights2)
    End With
    With Selection.FormatConditions(1).IconCriteria(2)
        .Type = xlConditionValueNumber
        .Value = 0.3
        .Operator = 7
    End With
    With Selection.FormatConditions(1).IconCriteria(3)
        .Type = xlConditionValueNumber
        .Value = 0.5
        .Operator = 7
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```
End With
Range("F3").Select
Range(Selection, Selection.End(xlDown)).Select
Selection.FormatConditions.AddIconSetCondition
Selection.FormatConditions(Selection.FormatConditions.Count).SetFirstPriority
With Selection.FormatConditions(1)
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    .ShowIconOnly = False
    .IconSet = ActiveWorkbook.IconSets(xl3TrafficLights2)
End With
With Selection.FormatConditions(1).IconCriteria(2)
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    .Value = 5
    .Operator = 7
End With
With Selection.FormatConditions(1).IconCriteria(3)
    .Type = xlConditionValueNumber
    .Value = 8
    .Operator = 7
End With
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Selection.FormatConditions(Selection.FormatConditions.Count).SetFirstPriority
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    .ShowIconOnly = False
    .IconSet = ActiveWorkbook.IconSets(xl3TrafficLights2)
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End With
With Selection.FormatConditions(1).IconCriteria(3)
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    .ShowIconOnly = False
    .IconSet = ActiveWorkbook.IconSets(xl3TrafficLights2)
End With
With Selection.FormatConditions(1).IconCriteria(2)
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```

```
End With
With Selection.FormatConditions(1).IconCriteria(3)
    .Type = xlConditionValueNumber
    .Value = 0.035
    .Operator = 7
  End With
End Sub
```

| Market	Campaign Name	Campaign Strategy	Audience	Age Group	Language	Playback Time	Format	Creative Variation	Amount spent	Impressions	Reach	Clicks	Engagement
QT	Social_MK~QT_TG	Awareness	Interests	Millennials	AR	30	Video	9x16	197.51	108534	95027	363	Low
QT	Social_MK~QT_TG	Awareness	Interests	Millennials	EN	30	Video	9x16	206.13	106530	94142	385	Low
QT	Social_MK~QT_TG	Consideration	Interests	Millennials	EN	45	Video	9x16	67.92	29807	13776	84	Low
QT	Social_MK~QT_TG	Consideration	Interests	Millennials	EN	30	Video	9x16	51.99	22399	12187	64	Low
QT	Social_MK~QT_TG	Consideration	Interests	Millennials	AR	45	Video	9x16	140.98	64602	24831	174	Low
QT	Social_MK~QT_TG	Awareness	Interests	Millennials	AR	45	Video	9x16	229.49	124438	106581	454	Low
QT	Social_MK~QT_TG	Awareness	Interests	Millennials	EN	45	Video	9x16	216.23	123775	105669	420	Low
QT	Social_MK~QT_TG	Consideration	Interests	Millennials	AR	30	Video	9x16	352.46	172400	49783	384	Low
JED	Social_MK~JED_TG	Consideration	CDP	Boomers	AR	45	Video	9x16	422.52	202095	96300	1160	High
JED	Social_MK~JED_TG	Consideration	CDP	Boomers	AR	30	Video	9x16	110.89	52865	30158	332	Low
JED	Social_MK~JED_TG	Consideration	CDP	Boomers	EN	30	Video	9x16	74.56	33156	18293	160	Low
JED	Social_MK~JED_TG	Awareness	CDP	Boomers	AR	30	Video	9x16	133.50	119099	108611	460	Low
JED	Social_MK~JED_TG	Awareness	CDP	Boomers	EN	45	Video	9x16	149.68	133533	119886	532	Low
JED	Social_MK~JED_TG	Consideration	Interests	Millennials	EN	30	Video	9x16	167.73	82659	60513	491	Low
JED	Social_MK~JED_TG	Awareness	Interests	Millennials	AR	45	Video	9x16	772.94	781394	717605	2083	High
JED	Social_MK~JED_TG	Awareness	Interests	Millennials	AR	30	Video	9x16	788.49	795075	758066	2269	High
JED	Social_MK~JED_TG	Consideration	Interests	Millennials	AR	45	Video	9x16	369.19	195379	117891	846	Low
JED	Social_MK~JED_TG	Consideration	CDP	Boomers	EN	30	Video	9x16	132.74	118775	106901	437	Low
JED	Social_MK~JED_TG	Awareness	Interests	Millennials	EN	30	Video	9x16	709.33	721174	663383	2005	High
JED	Social_MK~JED_TG	Consideration	CDP	Boomers	EN	45	Video	9x16	52.90	21897	12747	126	Low
JED	Social_MK~JED_TG	Awareness	CDP	Boomers	AR	45	Video	9x16	133.44	119321	104998	453	Low
JED	Social_MK~JED_TG	Consideration	Interests	Millennials	AR	30	Video	9x16	1365.04	797896	413254	2829	High
JED	Social_MK~JED_TG	Awareness	Interests	Millennials	EN	45	Video	9x16	788.90	796622	731982	2207	High
JED	Social_MK~JED_TG	Consideration	Interests	Millennials	EN	45	Video	9x16	181.90	106946	59957	436	Low
KW	Social_MK~KW_TG	Awareness	Interests	Millennials	AR	45	Video	9x16	574.09	379163	340284	1692	High
KW	Social_MK~KW_TG	Consideration	Interests	Millennials	AR	45	Video	9x16	780.32	406210	139795	1462	High
KW	Social_MK~KW_TG	Awareness	Interests	Millennials	EN	30	Video	9x16	629.26	408399	363534	1820	High
KW	Social_MK~KW_TG	Consideration	Interests	Millennials	AR	30	Video	9x16	144.60	67198	36242	219	Low
KW	Social_MK~KW_TG	Awareness	Interests	Millennials	EN	45	Video	9x16	477.23	316220	288595	1360	High
KW	Social_MK~KW_TG	Awareness	Interests	Millennials	AR	30	Video	9x16	583.54	379261	335734	1767	High
KW	Social_MK~KW_TG	Awareness	Interests	Millennials	AR	30	Video	9x16	3.22	6742	6681	0	Low
KW	Social_MK~KW_TG	Consideration	Interests	Millennials	EN	30	Video	9x16	252.25	121854	54536	443	Low
KW	Social_MK~KW_TG	Consideration	Interests	Millennials	EN	45	Video	9x16	295.93	151566	72115	507	Low
RIY	Social_MK~RIY_TG	Awareness	CDP	Boomers	AR	30	Video	9x16	254.03	227289	212576	703	Low
RIY	Social_MK~RIY_TG	Consideration	CDP	Boomers	AR	30	Video	9x16	184.27	97212	46969	256	Low

# Summary and Conclusion

Comparing the graphical data:

The data was collected from 3 different social media platforms: Meta, TikTok and Snapchat respectively. After the process of cleaning and standardizing the data, we came up with some interesting insights.

CPC
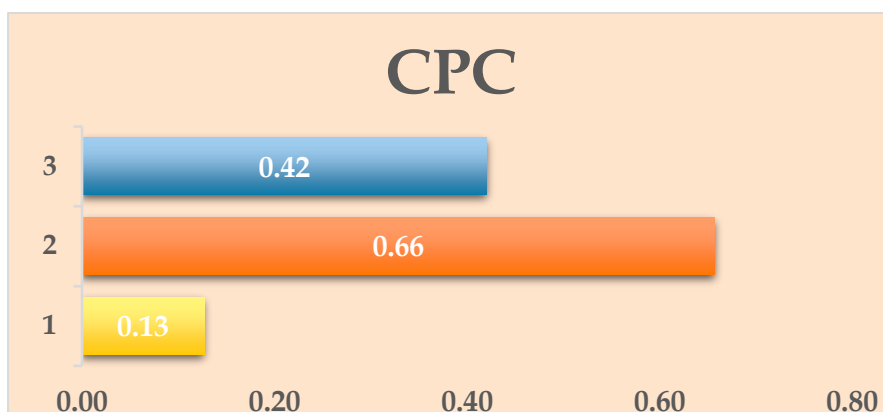
Looking at the data above, we can clearly see that the cost per click is the most for **TikTok** followed by **Meta** and finally **Snapchat,** which is greater than the average range of CPC for TikTok.
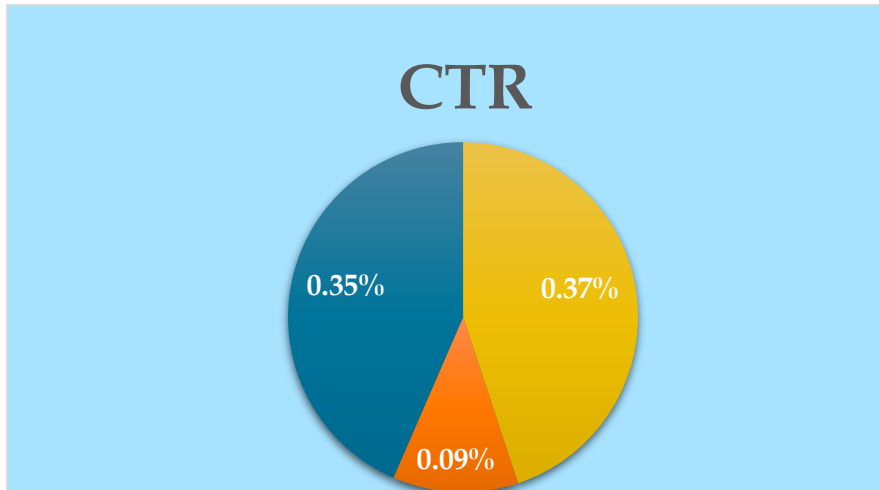
The best performing campaign in terms of click through rate CTC once again turned out to be the Meta campaign. TikTok campaign on the other hand has under performed quite a bit as compared to the other two platforms
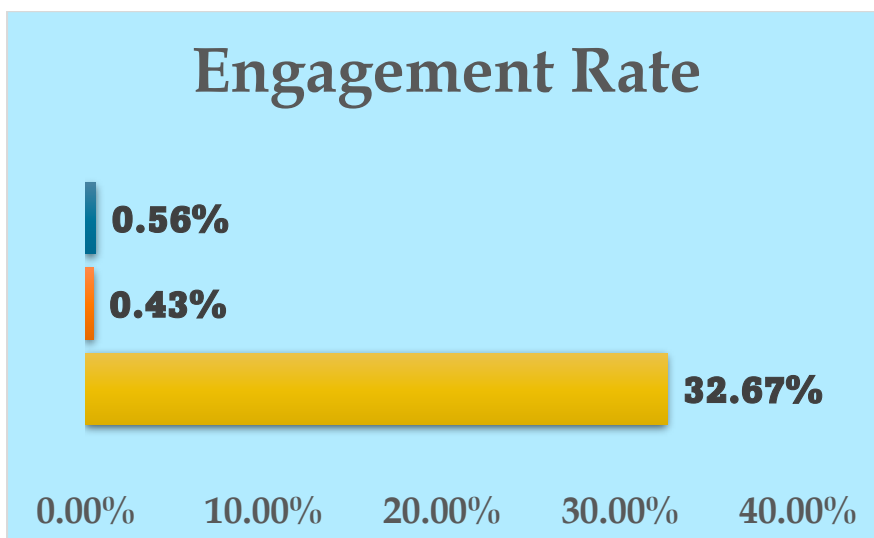
Meta once again takes the lead in terms of engagement rate, while the other two platforms, although relatively close to each other did not perform well at all, when compared Meta campaign.

Conclusion:

Ramadan Digital Marketing Campaign						
No.	Data	CPC	VTR	CPM	CTR	Engagement Rate
1	Meta	0.13	14%	1.12	0.37%	32.67%
2	TikTok	0.66	15%	1.89	0.09%	0.43%
3	Snapchat	0.42	16%	1.62	0.35%	0.56%

In conclusion, it is safe to assume that throughout **'Ramadan Digital Marketing Campaign', Meta** was the most successful in almost all the key metrics. Although a bit lacking in **CTR,** which requires further optimization such that the add is shown to a more targeted audience using advance filters. Snapchat had a higher **CPC,** but

 the **CTR** was almost comparable with Meta, which is a good indicator. However, the values of **CTR** for all three campaigns is much lower than the average range of **1.5% - 2%.**

TikTok campaign had a lot of discrepancies and requires a thorough revision for future campaigns. It underperformed in almost every key metric which emphasizes on the need for a serious revision.