Marketing Performance Analysis in the Amusement Park

Visitor Profiling, Revenue Strategies and Digital Marketing Optimisation.

Global Mundo Parks is one of the world's leading operators of regional leisure parks and one of the few with a truly global presence. With a diversified portfolio that includes more than 50 entertainment centres, the company has a significant presence in Europe, the Americas and Australia.

Purpose of the study

This study aims to analyse Global Mundo Parks' leading revenue park to identify the key factors behind its success. It seeks to uncover the business strengths to boost and the critical points to review, with the aim of improving their digital marketing strategies.

To do so, we will compare the parks based on their economic performance and select the one that generates the most revenue between 2018 to the present:

W amusement park.

Total Park Performance
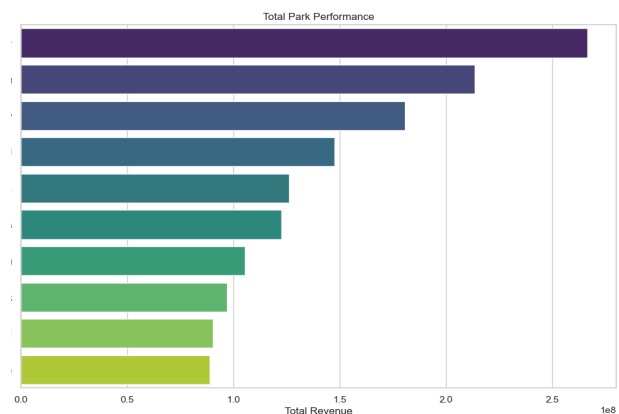
Effects of seasonality on visitor numbers and revenues:

By studying how monthly revenues vary, we can identify if there are consistent peaks during these key months and adjust marketing strategies according to seasonality.
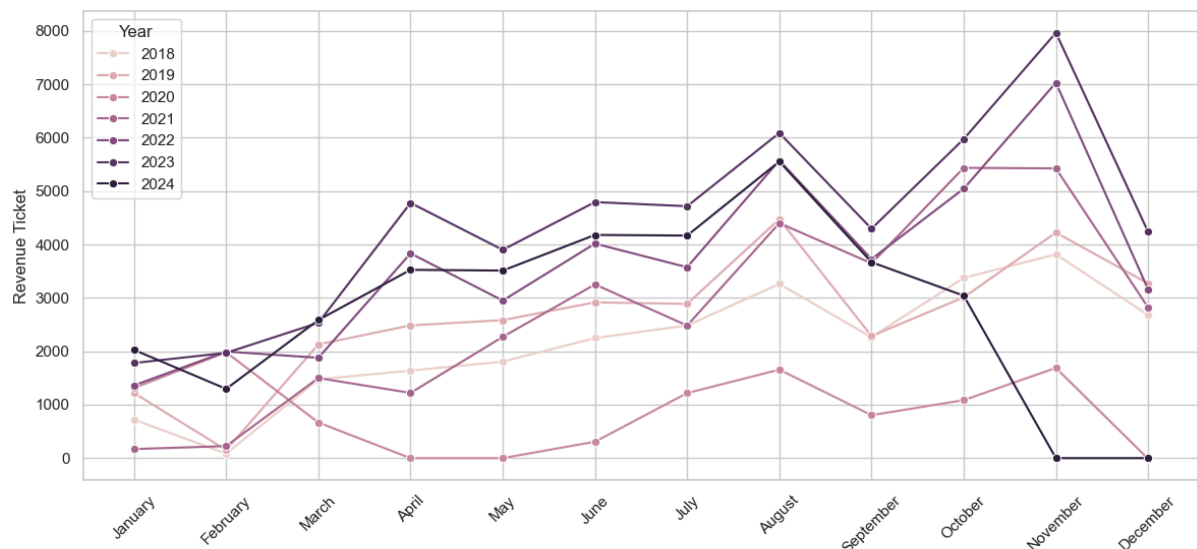

- **Revenue peaks in key months**: The graph shows significant peaks in recent years in the months of **April, August and November.** This confirms the positive impact of seasonality on holiday periods (Easter, summer holidays), as well as themed events such as Halloween.
- **Trends in annual growth**: There is also a gradual increase in income from one year to the next, especially in the last months of the year.

Impact of the day of the week on visits and types of tickets sold:

We suspect that **weekends** attract **more visitors**, especially **more children**. Also, a n**on-discounted type of pass is more frequent,** whereas weekdays are more oriented towards annual passes or group passes.
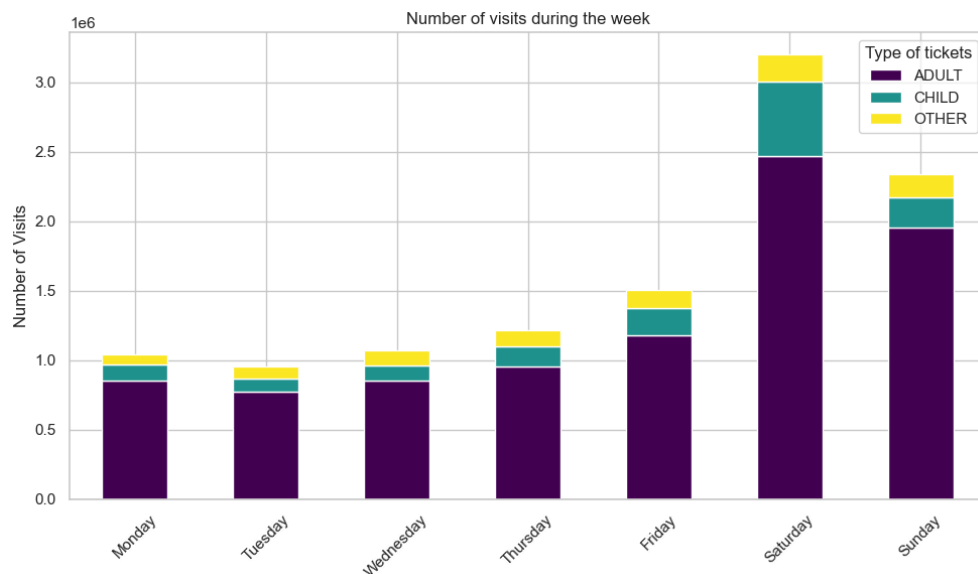

Higher number of visits at weekends: The graph shows a peak in visits on Saturdays and Sundays, especially for adult entries, although there is also an increase in children's entries.

Regarding the **analysis** of the **type** of **passes** and **tickets sold**:
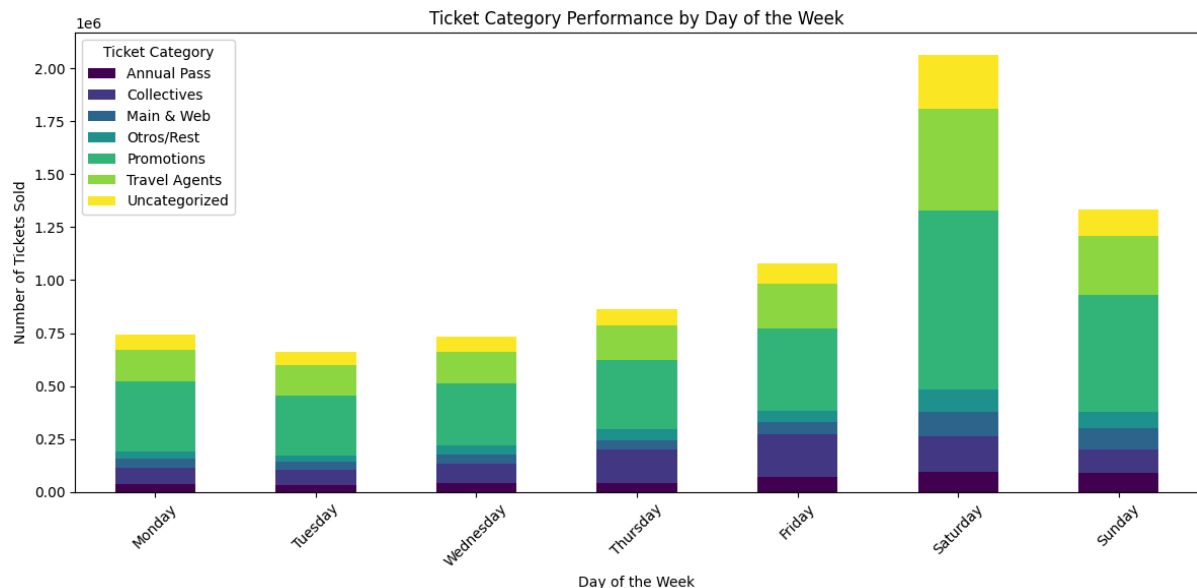
As a general trend, promotional passes and those purchased through **travel agencies** are the **most predominant**. Contrary to what we expected, the use of **annual passes increases** during the **weekend**, as well as the **sales** of **group passes**, being the **3rd most sold pass type**. As a note, non-discounted passes show a small increase in sales on Saturdays and Sundays.

Ratio of ticket price to revenue by ticket type:
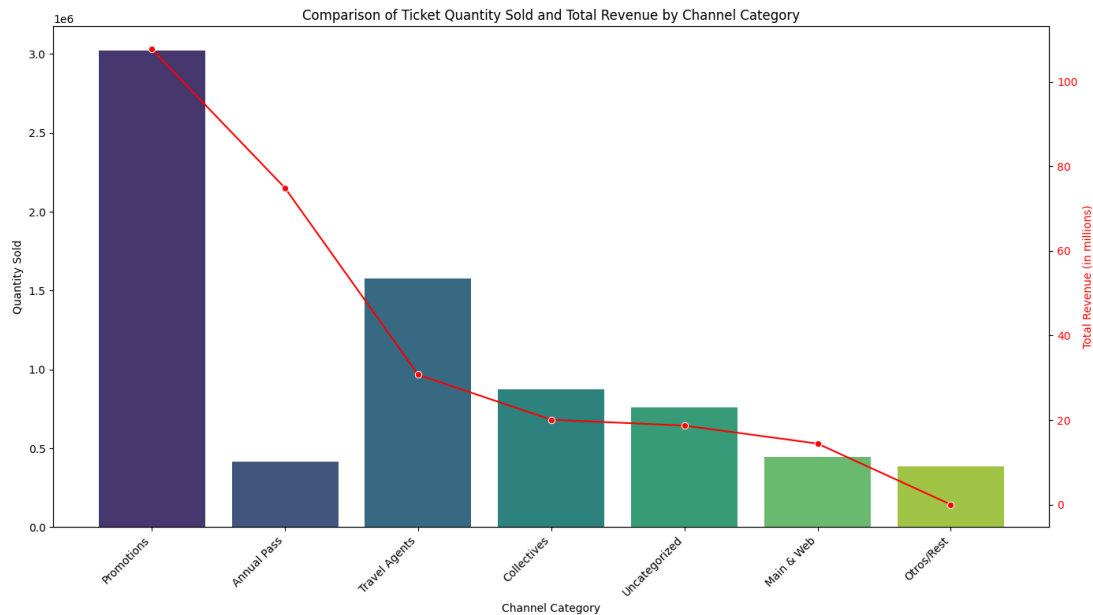
Promotional passes lead in both number of tickets sold and total revenue. In the **case** of **passes** mediated by **Travel Agencies**, we see that the **volume of tickets sold is significantly higher than the revenue generated**. **Annual Passes,** on the other hand, have a **relatively low sales volume**, but **generate** one of the **highest revenues after Promotions.**

|	ChannelCategory	totalRevenue	quantitySold	ticketPrice
4	Promotions	107,736,151.20	3,023,216.00	35.64
0	Annual Pass	74,898,923.69	418,207.60	179.10
5	Travel Agents	30,713,143.65	1,574,964.00	19.50
1	Collectives	20,068,534.42	875,127.00	22.93
6	Uncategorized	18,679,269.01	759,008.00	24.61
2	Main & Web	14,416,962.43	443,644.00	32.50
3	Otros/Rest	3,037.05	387,371.00	0.01

Al analizar la rentabilidad por tipo de pase, destacan los siguientes resultados:
El **Annual Pass** es el más rentable, con **179,10 €** por ticket, aunque queda pendiente conocer el promedio de usos anuales para evaluar su rentabilidad total.

In second place are **promotions**, with an earning of **€35.64 per ticket**, followed by **Main Gain & Web** passes, with **€32.50.**

Passes from **Travel Agents**, although the **second most used type**, have the l**owest return at €19.50 per ticket.**

Comparison between On-line and Off-line ticket purchase:
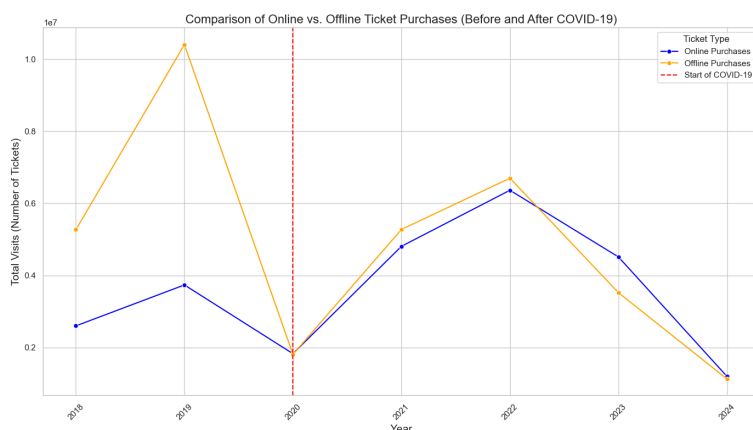
In the aftermath of the COVID-19 pandemic, online ticket purchases have experienced significant growth. Since the pandemic, online sales started to gain popularity, reaching a 50% balance between both channels.
In addition, we observe that in January 2023 investment in different online advertising channels started, the year where we observe that online ticket sales surpass offline sales. We can also see

that the highest peak in online sales occurred in 2022, which could be a response to both increased demand and the presence of competition on digital platforms, such as social media and paid advertising.

This shift reflects significant growth associated with the 'digitisation of business', which was intensified by the decision to invest in digital advertising. Investment in these paid channels appears to have been key to responding to demand and strengthening the presence of the business in digital environments.

Influence of marketing channels on online ticket sales:

The distribution of investment across different advertising channels is essential to identify whether some are receiving more budget than their results justify. If one channel is not generating the expected results, it may be necessary to reallocate resources to other channels with a higher **ROI**.

Comparison of Advertising Investment and ROI by Advertising Channel
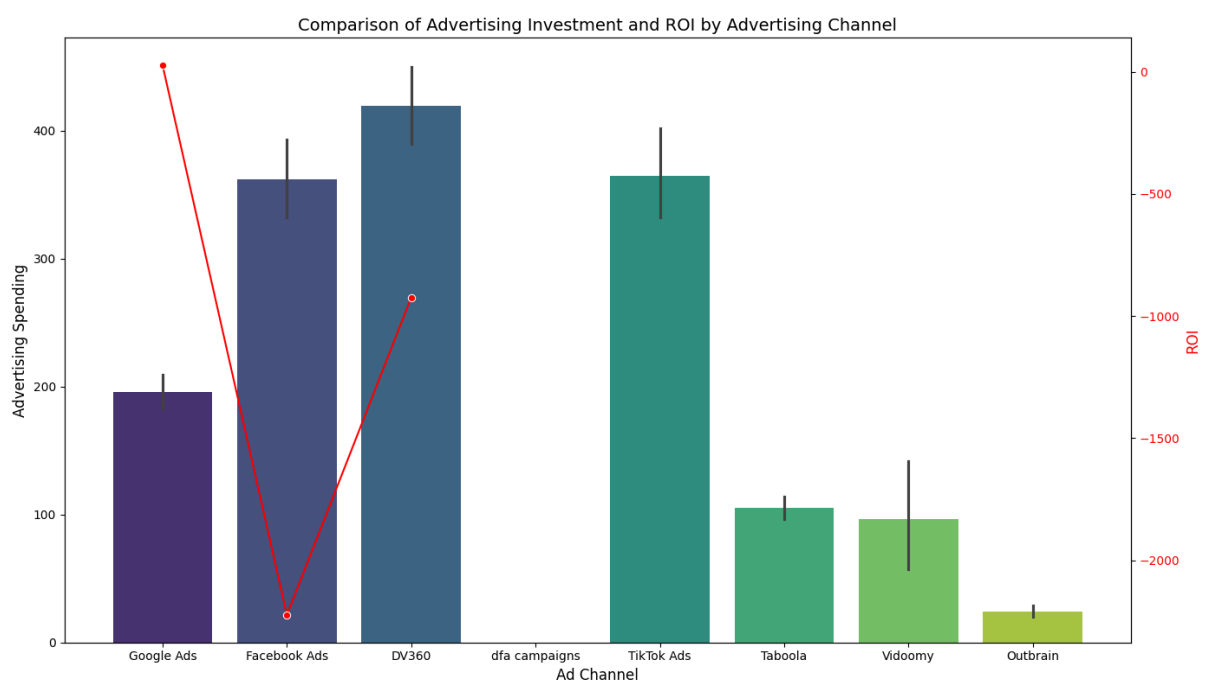
In the case of **Google Ads**, it is observed that it has the **only positive direct ROI**, not being the channel with the highest investment.

However, the high investment in **Facebook Ads, DV360 and TikTok Ads** could be more oriented to a brand positioning strategy, although their direct return seems negative in the short term.

As for dfa campaigns, although there is no clear data on investment, returns have been recorded, suggesting effectiveness in their use. At this point we have decided to focus on the main investments and analyse their performance, taking as parameters the ROI, to analyse the return on investment, and the CTR, the cost per click.

Research on the Click Rate (CTR) of the advertising channels with the most investment, together with the ROI (Return on Investment):

We will use CTR as a value of generating user interest and validation of a targeted approach to increase brand visibility that, in the long run, could generate higher profits.

	sDesStage	total_clicks	total_impressions	total_spend	total_transactions	total_revenue	CTR	ROI
0	DV360	983657	192629232	266,157.69	262	38,445.03	0.51	-85.56
1	Facebook Ads	1338921	356339684	371,155.85	2322	261,945.69	0.38	-29.42
2	Google Ads	2973352	96663771	441,606.38	68864	8,450,641.85	3.08	1,813.61
3	TikTok Ads	442661	195840277	189,015.17	45	4,858.88	0.23	-97.43

Google Ads stands out as the most profitable channel, generating **€18.13 per euro** invested and achieving a **CTR of 3%,** indicating high efficiency in converting impressions into clicks and clicks into revenue.

Facebook Ads, on the other hand, shows a **negative ROI, losing €0.29 for every euro invested.** Its CTR of **0.38% is below the recommended threshold (>0.6),** suggesting the need for optimisation to improve its effectiveness and justify the investment.

DV360: With a negative **ROI of -85.56%,** this channel **loses €0.86 per euro invested.** Its **CTR of 0.51% is low,** but above the recommended threshold of **0.35%,** although adjustments would be advisable to improve conversion and achieve a positive return.

TikTok Ads: It is the least profitable channel, with an **ROI of -97.43%,** representing a significant loss of **€0.97 per euro invested.** Its **CTR is the lowest, at 0.23%,** indicating that it requires urgent optimisation in both conversion and profitability to justify its investment.

Analysis of campaigns within Google Ads:

The objective is to identify which factors contributed to the high returns on investment (ROI) observed in certain periods. By breaking down these high-performing campaigns, we will be able to discover whether we can optimise and/or exploit the most profitable sales channel.

	sDesPaidMediaChannel	total_clicks	total_impressions	total_spend	total_transactions	total_revenue	CTR	ROI
0	Brand Paid Search	2098023	3696325	69,193.68	59902	7,260,003.37	56.76	10,392.29
2	Non-Brand Paid Search	143540	3366480	110,463.64	7990	1,036,634.28	4.26	838.44
1	Display	393991	32017458	84,344.22	972	154,004.20	1.23	82.59
6	Video	337798	57583508	177,604.84	0	0.00	0.59	-100.00
3	Referral	0	0	0.00	0	0.00	NaN	NaN
4	Social Paid	0	0	0.00	0	0.00	NaN	NaN
5	Unknown	0	0	0.00	0	0.00	NaN	NaN

Brand Paid Search stands out with the best **ROI 10,392.29%,** generating a profit of **€103** for every euro invested and a **CTR of 56.76%,** making it the most efficient campaign by contributing a significant part of the revenue.

Non-Brand Paid Search has an **ROI of 838.44%**, which represents a profit of **€8.38** per euro invested and a **CTR of 4.26%.** Although the results are good, they are lower than those of brand campaigns and the investment is much higher than Brand Paid Search.

Display has an **ROI of 82.59%**, generating a **profit of €0.83** per euro invested and a **CTR of 1.23%**. With modest revenues, this campaign could benefit from adjustments to improve its effectiveness.

In the **Video campaign,** the balance is clearly negative, **with €0 return per euro** invested, making it the channel with the highest investment with no return whatsoever. It also has the lowest **CTR, with 0.59%**, which indicates a low effectiveness in attracting clicks and generating interest among users.

These results reinforce the importance of branded **campaigns within Google Ads**, showing a **clear superiority in profitability and conversion** compared to other types of campaigns.

Strengths to promote

- **Seasonality:** Revenue peaks during key months (April, August and November) due to holidays and themed events, ideal for intensive campaigns.
- **Online Sales Popularity:** Significant growth in digital sales after the pandemic, reaching a balance with offline sales.
- **Profitability in Advertising Channels:** Google Ads stands out with a positive ROI and high efficiency, indicating its potential as a priority channel.
- **Brand Paid Search in Google Ads:** Campaign with the highest ROI and CTR, consolidating as the most profitable and effective strategy for the park.

Weaknesses to Improve

- **Underperformance of other advertising channels:** Facebook Ads, DV360 and TikTok Ads show negative ROI, indicating a need for optimisation or investment adjustment.
- **CTR Below Threshold on Some Channels:** Facebook Ads and TikTok Ads have low CTRs, suggesting lack of effectiveness in converting impressions to clicks.
- **Low Return on Travel Agents' Passes:** Despite being the second most used type of pass, its return is the lowest.