

Streaming Ad Campaign - Summary Report

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Tools Used: Python (Colab), Plotly Dash, Pandas, Seaborn

Objective

Evaluate ad campaign effectiveness across multiple digital channels and creative formats using simulated performance data. Key goals included:

- Identifying which ad formats drive higher engagement
- Comparing CTR and conversion metrics by channel
- Uncovering which platforms yield the strongest ROI

Data Overview

The dataset contained the following fields:

- Ad Properties: Format (Static, Animated), Channel (Social, Display, Email, Referral)
- Performance Metrics: Impressions, Clicks, Conversions, Revenue
- User Info: Device type, session behavior
- Derived Metrics:
 - * $CTR = Clicks / Impressions$
 - * $Conversion\ Rate = Conversions / Clicks$
 - * $ROAS = Revenue / Cost$

Key Analyses & Insights

1. KPI Highlights (All Channels)

- Average CTR: 0.086
- Average Conversion Rate: 0.124
- Total Impressions: 75,000
- Total Clicks: 6,450
- Total Conversions: 800
- Total Revenue: \$45,600

2. Channel Comparison

- Referral campaigns delivered highest revenue and conversions
- Social Media had strong reach but lower ROAS
- Email performed best on conversion rate per click

3. Ad Format Impact

- Animated ads significantly outperformed static formats
- CTR: 0.092 vs 0.065
- Conversion Rate: 0.138 vs 0.104

- Animated creatives drove longer engagement sessions

4. Conversion Funnel Analysis

- Impression to Click drop-off: ~91%
- Click to Conversion drop-off: ~85%
- Suggests opportunity to improve landing page UX

Recommendations

- Prioritize animated creatives in future ad sets
- Invest further in referral-based promotions
- A/B test new social ad variants to improve ROAS
- Optimize landing pages for better post-click performance
- Segment retargeting by device and channel to boost effectiveness

Deliverables

- Python notebook with campaign KPIs
- Plotly Dash interactive dashboard
- GitHub Repository
- Case study and summary PDFs