**Summary of Marketing Campaign Analysis**

We recently conducted a marketing campaign across several Polish cities to evaluate the effectiveness of our new advertising strategies. Our approach involved selecting cities where we actively promoted our services (referred to as "treatment cities") and cities where no specific campaign activities were undertaken (referred to as "control cities"). This method allowed us to measure the campaign's impact by comparing results between these two groups.

**Cities Involved:**

Treatment Cities: Warsaw, Krakow, Poznan, Wroclaw

Control Cities: Gdansk, Lublin, Szczecin, Rzeszow

**Analysis Method:**

We used a statistical method called Difference-in-Differences (DiD) to compare the average daily rides before and after the campaign between treatment and control cities. This method helps isolate the campaign's effect from other external factors that could affect the results.

**Findings:**

Warsaw saw a decrease in rides post-campaign, indicating a potential negative impact of the campaign or other external negative influences.

Krakow, Poznan, and Wroclaw showed resilience or slight positive trends, suggesting that the campaign might have helped sustain or slightly increase the ride numbers in these cities compared to the control group.

**Financial Outcomes:**

We calculated the cost-effectiveness of the campaign by comparing the costs of acquiring additional rides (Cost per Acquisition, CPA) against the revenue generated from these rides. The CPA was considered at two levels: low (€6) and high (€12).

Costs vs. Revenue: In Krakow, Poznan, and Wroclaw, the campaign costs at low CPA were almost equal to the revenue, achieving break-even. At high CPA, the return was half of the cost, indicating reduced efficiency.

Efficiency: The campaign was efficient at low CPA levels in all treated cities, where the cost was fully covered by the revenue. At higher CPA levels, the efficiency dropped, suggesting a careful evaluation of spending is required.

**Impressions and Reach:**

Based on the advertising spend and the cost per thousand impressions (CPM), we estimated reaching between 1.25 million to 2.5 million people, depending on the CPM rate used (€2 at low and €4 at high).

**Conclusions and Recommendations:**

The campaign demonstrated variable success across different cities, highlighting the need for tailored strategies that consider local preferences and conditions. Warsaw's results suggest a need for further investigation into local market conditions or campaign adjustments.

**For future campaigns:**

Tailored Strategies: Adapt campaigns to fit local market conditions and preferences more closely.

Financial Efficiency: Monitor CPA levels closely to ensure that marketing spend translates into profitable growth.

Real-Time Adjustments: Implement real-time monitoring to make quick adjustments to the campaign based on immediate feedback and data analysis.