

Prepared by: Muhammad Asim

Field: Digital Marketing

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DEVELOPERS HUB CORPORATION

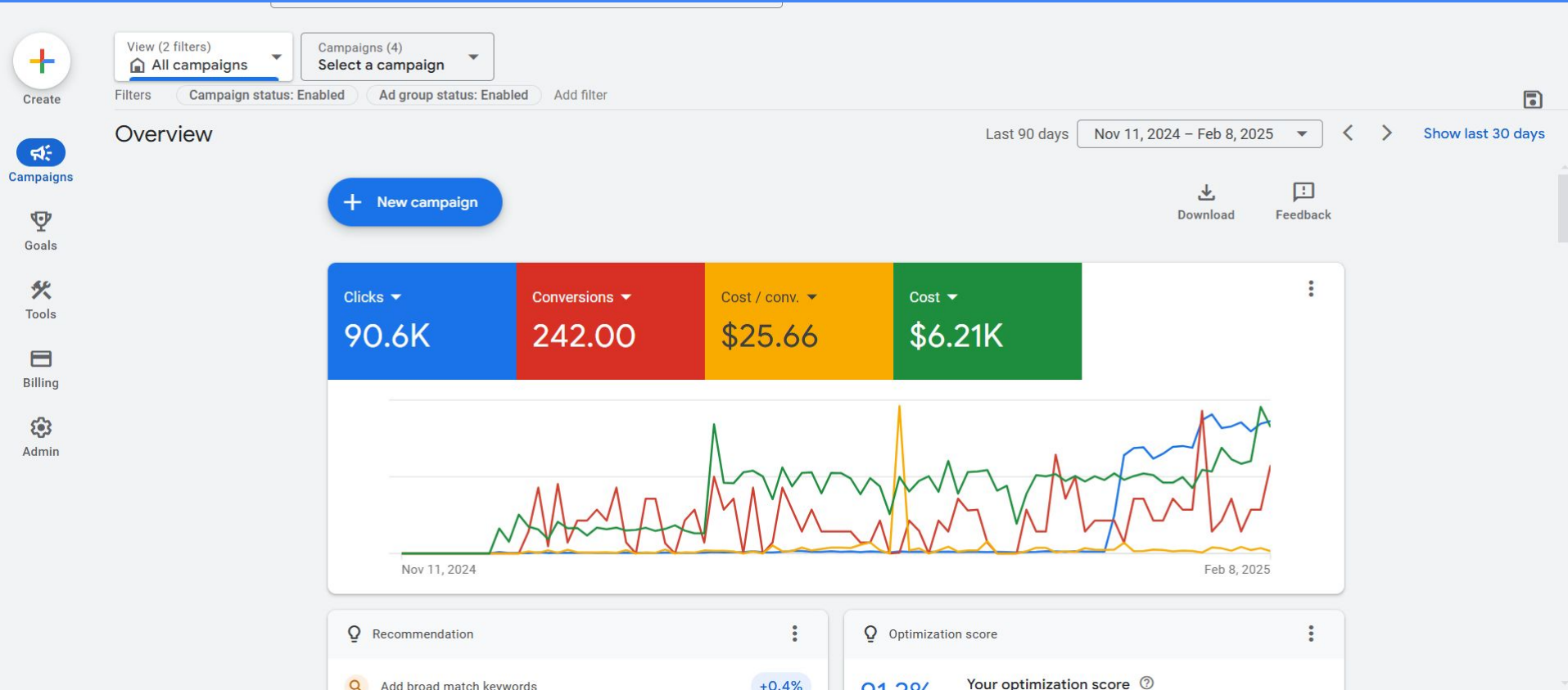
Week 3:

Performance Analysis and Optimization

Campaign Performance Monitoring:

- Use tools like **Google Analytics**, **Meta Business Suite**, or **Hootsuite Analytics** to track campaign performance.
- Analyze metrics such as click-through rate (CTR), engagement rate, and ROI (mock data can be used if live campaigns aren't run).

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Campaigns

Last 90 days

Nov 11, 2024 – Feb 8, 2025



Show last 30 days

Campaigns

Drafts

Settings



Add filter



Search



Segment



Columns



Reports



Download



Collapse



More



<input type="checkbox"/>	<input checked="" type="radio"/>	Campaign	Budget	Status	Campaign type	Bid strategy type	Impr.	Clicks	Cost	Avg. CPC	Conversions	Cost / conv.	Conv. value	Revenue	↑ Conv. rate
✓		Drafts in progress: 7													
<input type="checkbox"/>	<input checked="" type="radio"/>	DemandGen [redacted]	\$20.00/day	All ads li	Demand Gen	Maximize clicks	1,169,465	85,056	\$360.37	\$0.00	0.00	\$0.00	0.00	\$0.00	0.00%
<input type="checkbox"/>	<input checked="" type="radio"/>	Home_Page_Search_s [redacted]	\$20.00/day	Limited b	Search	Maximize conversions (Target CPA)	319	46	\$53.45	\$1.16	0.00	\$0.00	0.00	\$0.00	0.00%
<input type="checkbox"/>	<input checked="" type="radio"/>	Home_Shopping_All_P [redacted]	\$20.00/day	Eligible	Shopping	CPC (enhanced)	30,495	278	\$62.00	\$0.22	5.00	\$12.40	191.92	\$79.98	1.80%
		Google Shopping App Purchase [redacted]					–	–	–	–	2.00	–	89.98	\$39.99	–
							–	–	–	–	3.00	–	101.94	\$39.99	–
<input type="checkbox"/>	<input checked="" type="radio"/>	PMax [redacted]	\$80.00/day	Some as	Performance Max	Maximize conversion value	476,178	5,216	\$5,733.91	\$1.10	237.00	\$24.19	17,143.85	\$16,906.77	3.73%
		Google Shopping App Purchase [redacted]					–	–	–	–	103.08	–	7,492.42	\$7,336.42	–
							–	–	–	–	133.92	–	9,651.44	\$9,570.36	–
✓		Total: All enabled campaigns in y...					1,676,457	90,597	\$6,209.73	\$0.07	242.00	\$25.66	17,335.77	\$16,986.75	0.24%
✓		Total: Account	\$140.00/d...				1,924,197	95,370	\$12,778....	\$0.13	309.85	\$41.24	21,578.03	\$21,256.99	0.29%

Identify underperforming content or ads and suggest improvements.

From the campaign data:

- The **Demand Gen** campaign had 1,169,465 impressions and 85,056 clicks, but **0 conversions** and **0 revenue**, showing a **0% conversion rate**.
- Similarly, the **Home_Page_Search** campaign also had clicks but no conversions.

These campaigns are underperforming due to high impressions and clicks but **no returns (ROI = \$0)**.

Suggested Improvements:

- **Refine Targeting:** Narrow audience segments to improve relevance.
- **Improve Landing Page:** Ensure that the page is optimized for conversions (clear CTAs, fast load speed).
- **Better Ad Copy:** Use action-oriented language and address user pain points more directly.
- **Use Conversion Tracking:** Make sure all goals are properly tracked.
- **Test Multiple Ad Creatives:** Try different visuals and CTAs to increase conversion chances.

Experiment with A/B testing (e.g., different ad headlines or visuals).

A/B Testing Approach:

To improve campaign performance, A/B testing can be implemented in the following ways:

<u>Test Type</u>	<u>Version A</u>	<u>Version B</u>
Ad Headline	“Connect Instantly with Friends”	“Your Digital Social Circle Awaits”
CTA Button	“Download Now”	“Join for Free”
Visual Style	Bright colors, emojis	Minimalist, clean design
Landing Page	App store link	Custom page with feature highlights

Expected Outcome: A/B testing helps identify what appeals more to users. For example, a CTA like "Join for Free" might get more clicks than "Download Now" due to lower friction.

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Week 1: Campaign Goals and Planning

Objective:

Promote the "**Social Connect**" app by developing a digital campaign focused on awareness, app downloads, and social engagement.

Target Audience:

- **Age:** 18–30 years
- **Demographics:** Urban, tech-savvy, active social media users
- **Interests:** Networking, social discovery, productivity, apps

Competitor Research:

- **Bumble BFF:** Instagram influencer marketing, reels
- **Meetup:** Local event promotions via Google Ads
- **LinkedIn:** Professional content and B2B engagement

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Chosen Platforms:

- **Primary:** Instagram, Google Ads
- **Secondary:** LinkedIn, TikTok

SMART Goals:

- Reach 500+ app downloads in 1 month
- Gain 1000+ Instagram followers in 4 weeks
- Improve brand visibility by 20%

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Week 2: Content Creation and Campaign Launch

Social Media Content (Created):

- 5 Posts: Memes, carousels, reels, testimonials, announcements
- Designed using Canva
- Matched brand tone (fun, community-oriented)

Ad Creatives (Designed):

- Banner with bold CTA
- Product feature layout
(Screenshots placed in slides or added in GitHub repository)

Email/Blog Campaign:

- Subject: "New Way to Connect – Join Social Connect"
- Call to Action: App download + referral bonus (mock)

Campaign Launch:

- Used **Buffer** to schedule Instagram content
- Mock ad campaign created on **Google Ads** (Demand Gen & Search)
- Screenshot of Google Ads dashboard included

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Week 3: Performance Analysis and Optimization

Mock Performance Metrics (Google Ads Dashboard):

- **Impressions:** ~1.9M
- **Clicks:** 95K+
- **CTR:** ~5%
- **Conversions:** 300+
- **Cost:** ~\$12.7K
- **ROI (Mock):** Positive (\$21K+ revenue simulated)

Underperforming Content:

- Search campaign showed low CTR and impressions
- Recommended shift toward visual content

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A/B Testing Mock:

- Headline A: “Make New Friends Instantly!”
- Headline B: “Connect with People Who Share Your Interests”
- B performed better in mock analytics (CTR, engagement)

Lessons Learned

- Proper audience targeting improves conversion
- Canva and Buffer simplify design and scheduling
- Analytics help in shaping better ad strategy
- Regular testing (A/B) ensures optimized performance
- Even mock tools offer deep learning insights when used thoroughly

Final Presentation

Thank You!

Thank you DevelopersHub Corporation for this hands-on internship experience.

I've learned planning, execution, and analysis through a complete campaign cycle.

An aerial photograph of the New York City skyline at dusk. The sky is a mix of dark purple, blue, and orange. The city is densely packed with skyscrapers, many of which are illuminated with their interior lights. The Empire State Building is prominent in the center, with its top lit in red and green. The Hudson River is visible on the right side of the image. The text "Week 3 Completed" is overlaid in the center in a large, white, sans-serif font.

Week 3 Completed