

Summary

Social Ad Campaign Optimisation

This short summary/report contains observations and recommendations concerning the Social media campaigns by Company, XYZ.

The aim of this study is to optimize the social ad campaigns for the highest conversion rate possible by analyzing and identifying the features that are indicative of conversion.

1. Campaigns:

- a. Most Ads are from campaign_C. Around 54% of the ads are from campaign_C, 42% from campaign_B, and the remaining from campaign_A.
- b. More people have interacted with ads from campaign_C and it also has the highest average approved conversion, i.e, most people bought products in campaign_C.
- c. **campaign_C** has proved to be successful in terms of reach, especially with the female population.
- d. According to CTR and Conversion rate analysis,
 - i. It was **campaign_A** which was most effective considering the amount of money spent on this campaign. It has significantly higher *conversion rates*, *clicks-to-spent ratio*, and *conversion_rate-to-spent ratio*, all of which are highly desirable.
 - ii. Not surprisingly, campaign_C was able to reach more people because of the amount spent on ads in this campaign. campaign_A could have produced better results with the same quality and quantity of resources.

2. Gender:

- a. The percentage composition of Men is slightly more than Women. However, it looks like, on an average, women have made more clicks on ads than men.
- b. Even though the number of clicks made was more by women, the average approved conversions are almost the same for both groups.
- c. Even though CTR for men is relatively lower, they have relatively much higher conversion rates. So, clearly, women tend to click more on ads but it's men who enquire about the product later or buy it.

3. Age-group:

- a. According to the data, older people have clicked on more ads, but the average approved conversion has exactly the opposite order.

- b. There can be many reasons for this. The product that is advertised might be attractive to the older population but of practical use only to relatively younger adults.
- c. Interestingly, older people tend to interact more with ads but people from age-group 30-34 and 35-39 are the ones who are more likely to buy the products. These groups can be targeted in the next campaign.

4. Money-spent:

- a. There is a strong positive correlation between money spent and impressions. This is expected because more is the money spent more is the number of times it's seen.
- b. There is also a weak correlation between money spent and conversion. This indicates that the campaigns were not optimized enough to ensure a strong positive correlation.

5. Interests:

- a. people with interests in the range [100, 114] have interacted the most with the ads and also have relatively higher average approved conversion. These people with these interests can be targeted more.
- b. The average conversion count was more for interest codes in the range [100, 114] possibly because these were the most reached groups in previous campaigns. However, conversion rate of people with interest codes, {2,21,31,36,65,101,102} is the highest. People with these interests should be targeted in the next campaign.

6. Other insights and Recommendations:

- a. In age-group 30-34 and 35-39 specifically, men tend to enquire and buy more. This is true for all age-groups. Men in these age-groups should be targeted.
- b. It is observed that females have more CTR in all three campaigns but men have more conversion rates. Younger males specifically are more likely to convert than others. The next campaign should be more focused on men.

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