

01 – Jan – 2023 ----- 31 – Aug – 2023



# BlueCart

## Campaign Performance Dashboard

Analyzing and Optimizing Digital Ad Spend  
Across Platforms

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Platform Analysis

Campaign Analysis

Insights

Reccomendation

# Platform Analysis

Home

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Insights

Reccomendation

Select Platform

All

\$97,517

Revenue

\$28,497

Cost

35404

Clicks

6.24%

Conversion Rate

\$12.89

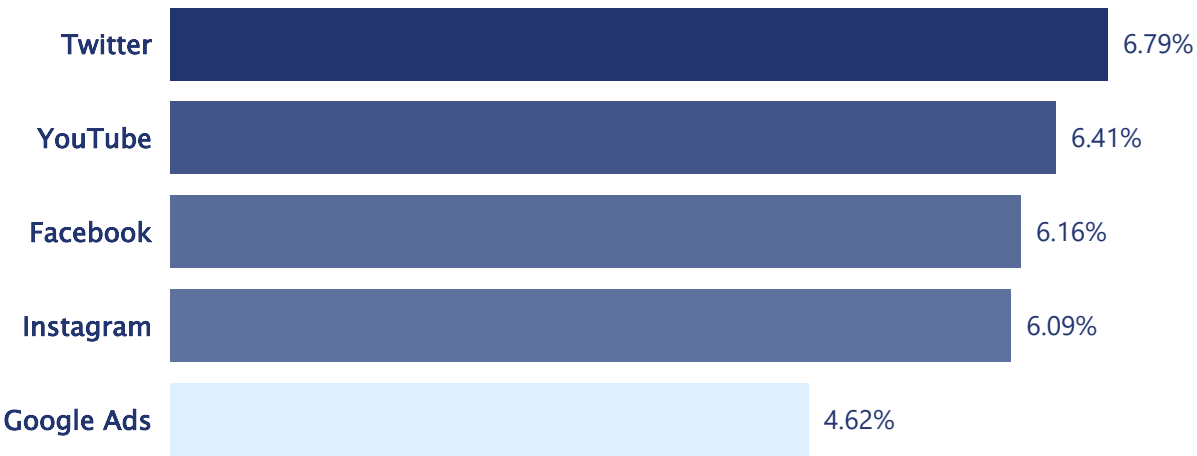
Cost Per Conversion

342.20%

ROAS

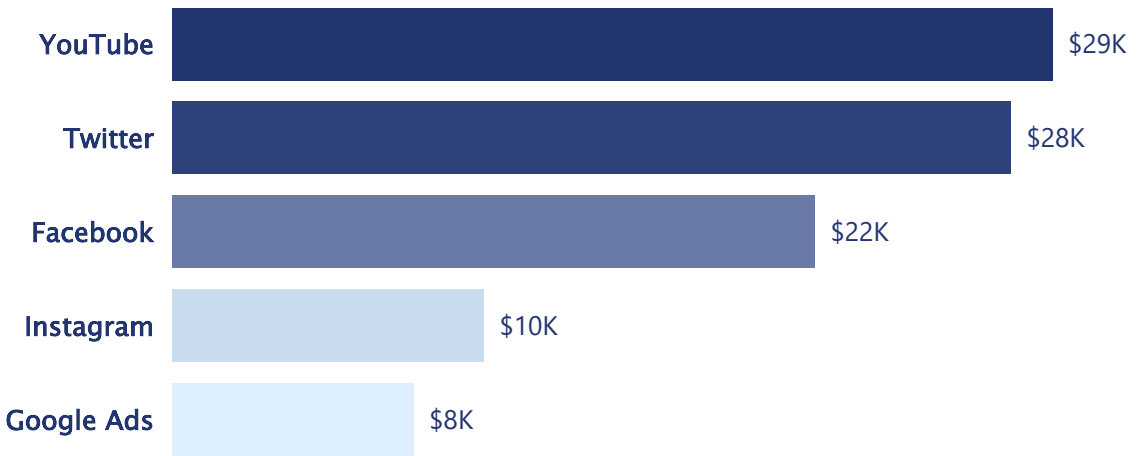
Twitter had the highest Conversion Rate at 6.79%, followed closely by YouTube at 6.41%. Google Ads recorded the lowest at 4.62%. Overall, Conversion Rates across platforms ranged between 4.62% and 6.79%.

## Conversion Rate by Platform



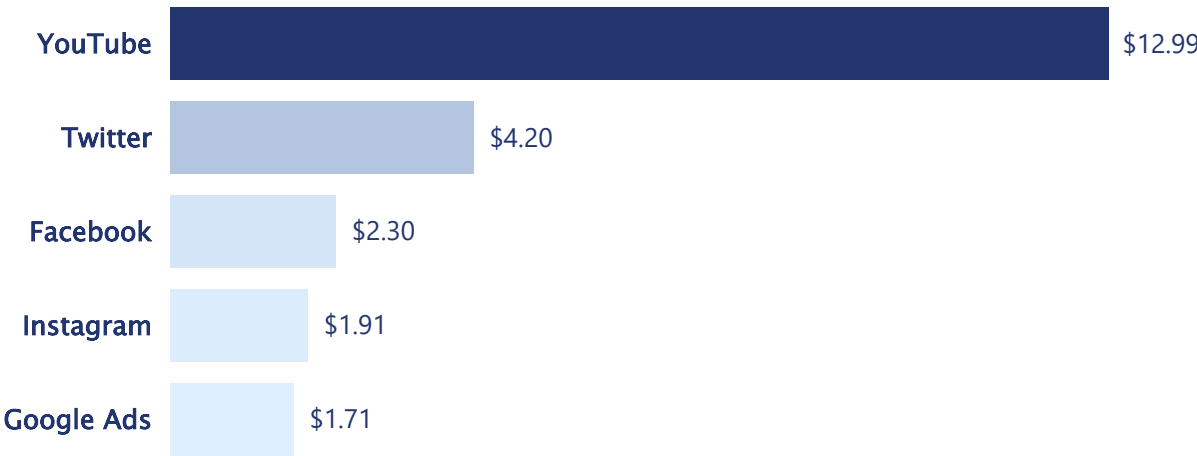
YouTube and Twitter led in revenue, generating \$29K and \$28K respectively. Google Ads and Instagram performed lowest, with \$8K and \$10K.

## Revenue by Platform



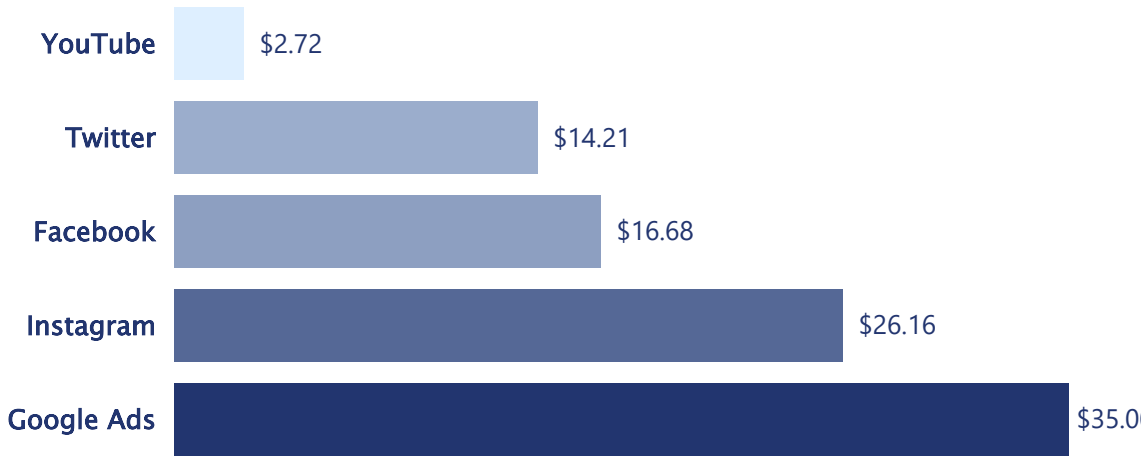
YouTube delivered the highest ROAS at \$12.99, significantly outperforming all other platforms. This means every \$1 spent on YouTube ads returned nearly \$13 in revenue — a strong indicator of its efficiency. In contrast, Google Ads had the lowest ROAS at just \$1.71.

## Return on Ad Spent (ROAS) by Platform



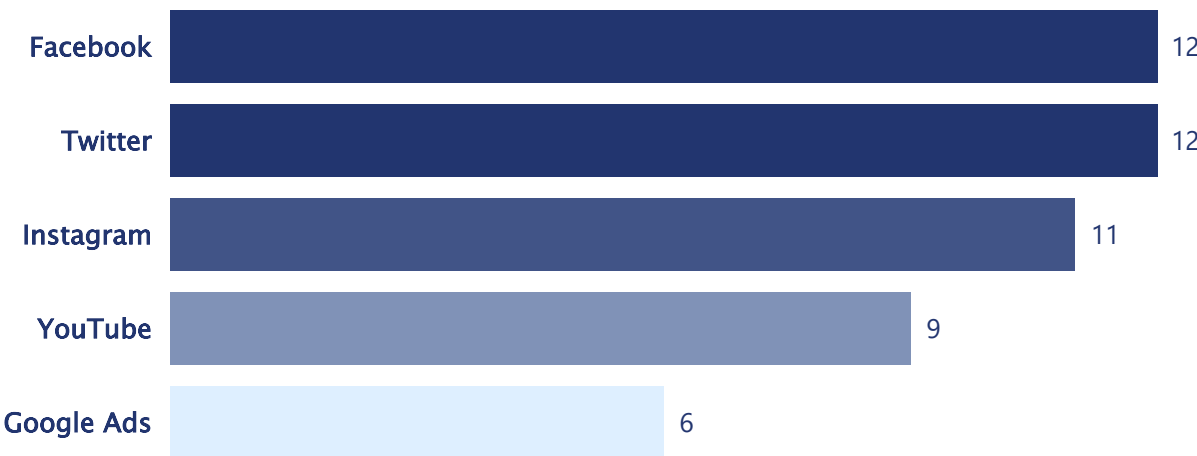
YouTube also led with the lowest cost per conversion at \$2.72, meaning it's the most affordable channel to generate real customer actions. Google Ads, had the highest CPC at \$35, making it the most expensive platform and less ideal for budget efficiency.

## Cost Per Conversion (CPC) by Platform



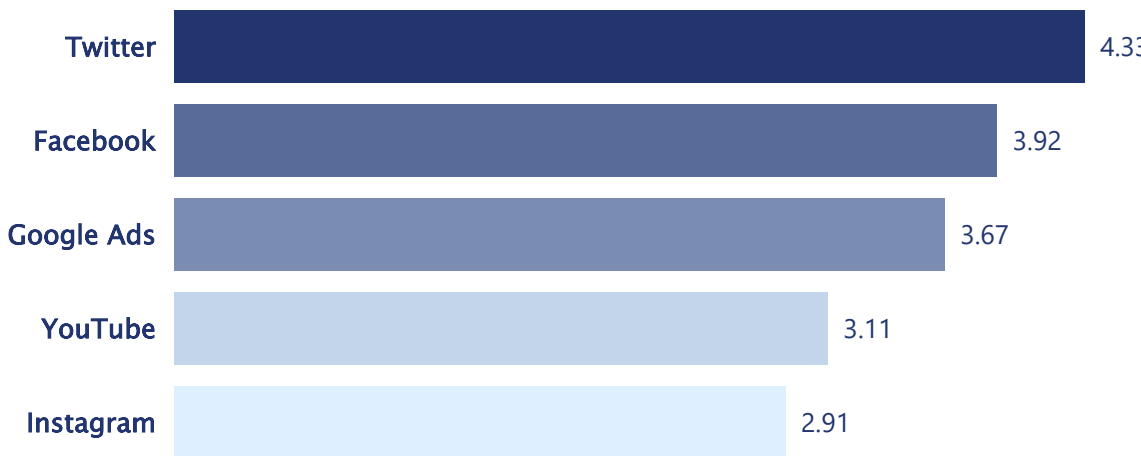
Facebook and Twitter each ran the most campaigns (12), showing strong usage. Instagram followed closely with 11. However, YouTube running fewer campaigns (9) outperformed all platforms in ROAS and CPC, indicating fewer but higher-quality campaigns.

## Number of Campaigns by Platform



Twitter had the longest avg duration (4.33 weeks), yet its ROAS (\$4.20) and CPC (\$14.21) were less efficient than YouTube's shorter campaigns (3.11 weeks) which yielded better ROAS (\$12.99) and lowest CPC (\$2.72) - campaign quality and targeting matter most

## Average of Ad Duration by Platform (weeks) by Platform



CAMPAIGN ANALYSIS

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Select Platform

All

Select State

All

50

Total Campaigns

\$28.50K

Cost

35K

Clicks

6.24%

Conversion Rate

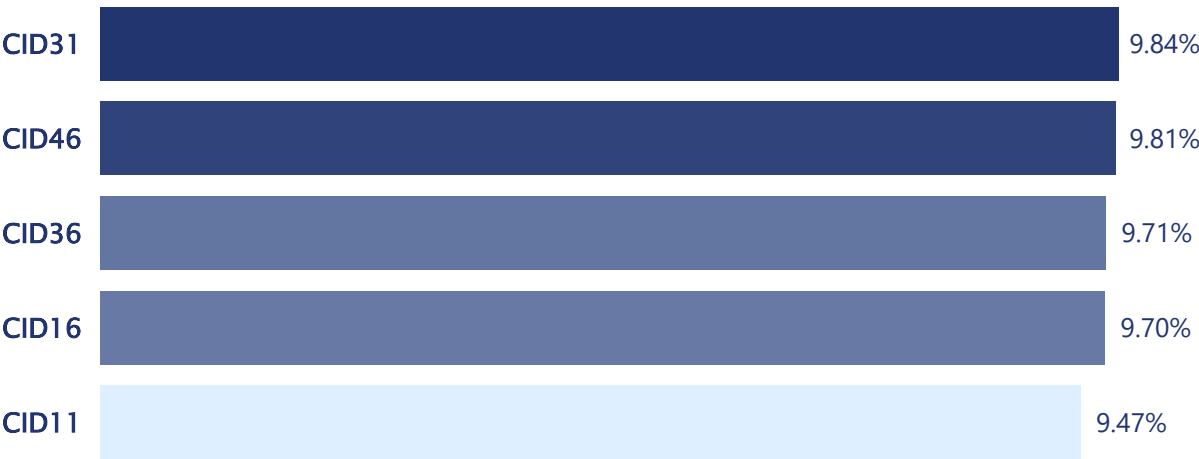
3.62

Avg. Duration (Weeks)

Q: Which campaigns converted the highest percentage of clicks into actions?

CID31, CID46, and CID36 had the top conversion rates, all above 9.7%, indicating strong targeting or landing page effectiveness.

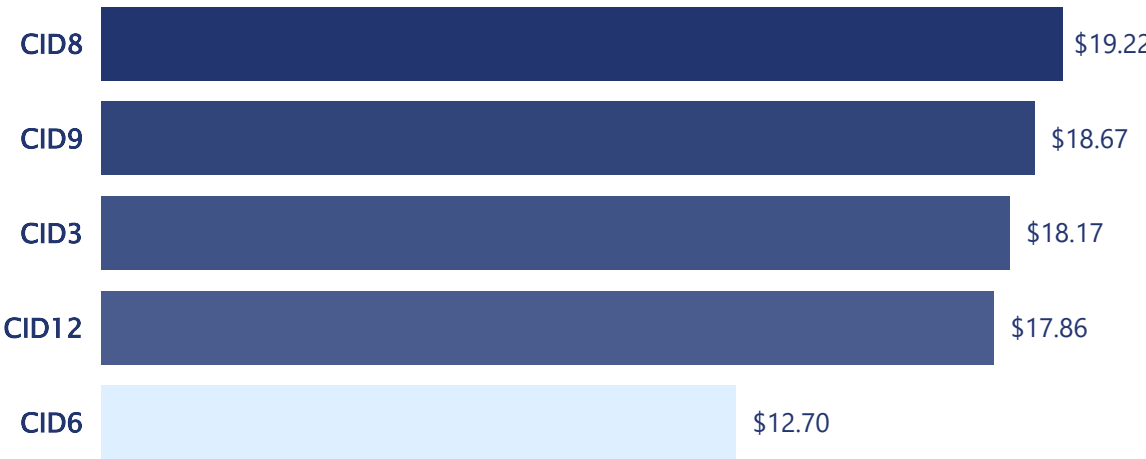
Conversion Rate by Campaign ID



Q: Which campaigns delivered the best return on ad spend (ROAS)?

CID8 and CID9 led with ROAS above \$18, suggesting these campaigns were highly cost-effective in generating revenue.

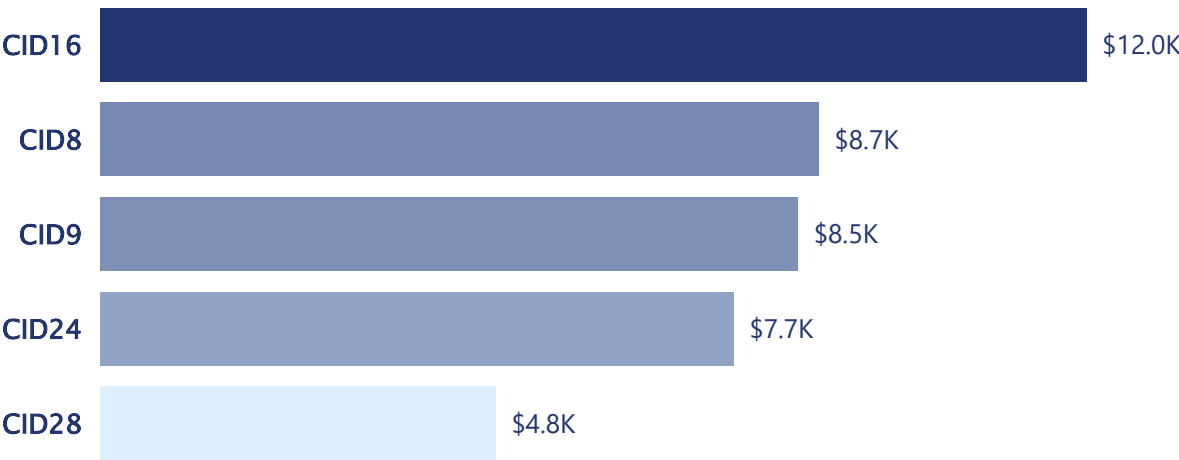
Return on Ad Spent (ROAS) by Campaign ID



Q: Which campaigns brought in the most revenue?

CID16 generated the highest revenue at \$12K, nearly 40% more than the next best (CID8), showing high output value regardless of ROAS.

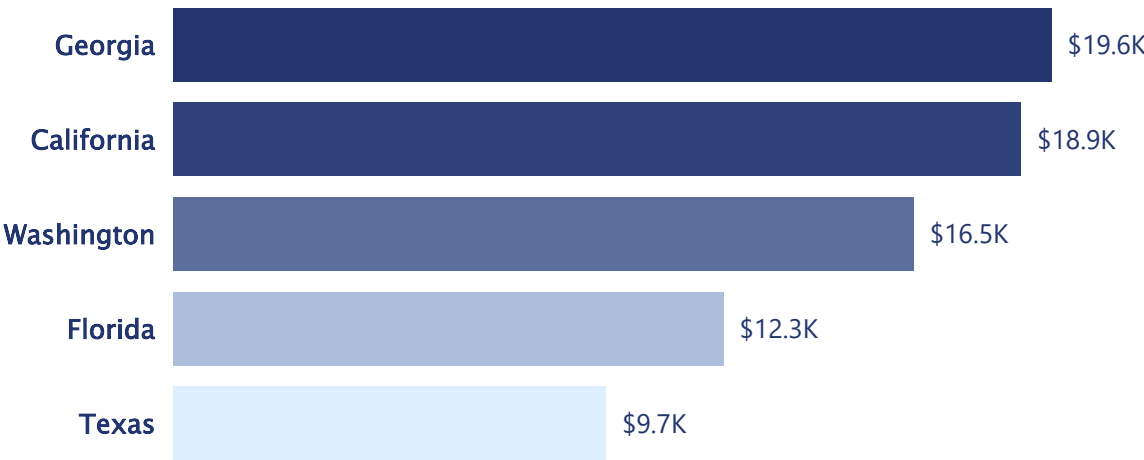
Revenue by Campaign ID



Q: Which states contributed most to total sales revenue?

Georgia and California topped the list, with Georgia slightly ahead at \$19.6K — key regions to prioritize for future targeting.

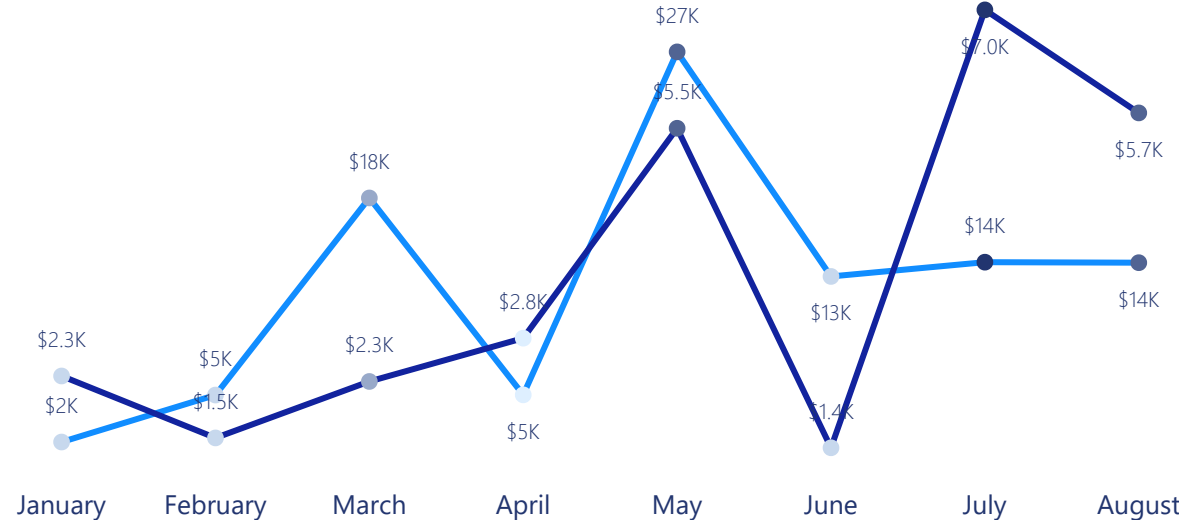
Revenue by State



Q: Did higher ad spend consistently lead to higher sales revenue?

Higher ad spend didn't always mean higher revenue. May and July performed well, but Feb and Aug saw low returns, highlighting the need for smarter, not just bigger, investment.

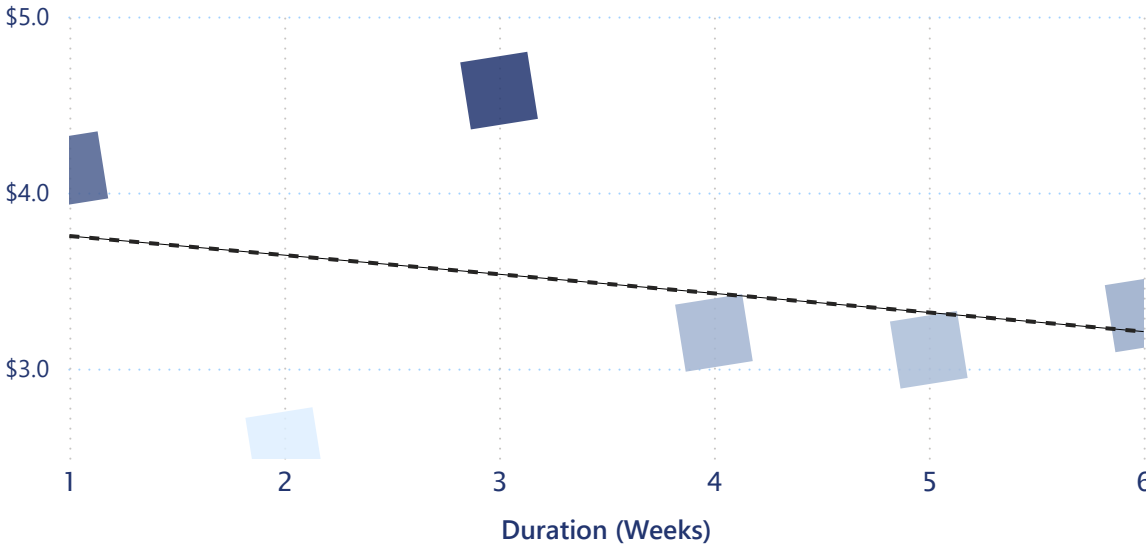
Trend showing Ad Returns vs Ad Spend



Q: Does a longer campaign duration improve ROAS?

No — ROAS declined as duration increased. Shorter campaigns (1–3 weeks) delivered better returns, showing that targeted ads are more efficient.

Scatter Plot Showing ROAS vs Duration (Weeks)



## Key Insights

### 1. YouTube Offers the Best ROI Across Platforms

- Highest ROAS at \$12.99 and lowest Cost Per Conversion at \$2.72
- Shorter campaign durations (~3.1 weeks) yielded strong returns Indicates that targeted, lower-cost, short-form video ads on YouTube are highly effective

### 2. Twitter Leads in Conversion Rate but Not in Efficiency

- Highest Conversion Rate (6.79%) but significantly higher CPC (\$14.21) and lower ROAS (\$4.20) than YouTube
- Suggests high engagement but potentially expensive audience or suboptimal ad formats

### 3. Google Ads Underperformed

- Lowest ROAS (\$1.71) and highest CPC (\$35)
- Despite consistent ad spend, revenue and conversions were low, This signals a need for platform-level review

### 4. Sales Revenue Does Not Always Scale with Spend

- In months like February and August, ad spend remained high, but revenue fell
- May and July saw peak returns with controlled spend, suggesting timing and creative quality matter more than budget alone

### 5. Longer Campaigns Don't Guarantee Better Performance

- ROAS declined as ad duration increased
- Campaigns lasting 1–3 weeks had significantly higher ROAS than 4–6 week campaigns

### Overall Insight Summary

YouTube and Twitter consistently outperformed other platforms in return, cost-efficiency, and conversions. Campaign success was driven more by timing, targeting, and duration than by spend. Finally, Short, focused campaigns and high-performing regions delivered the best results.

## Recommendations

### 1. **Reallocate Budget Toward High-Performing Platforms**

- Increase investment in YouTube campaigns (especially short-duration)
- Limit or reassess spend on Google Ads until cost-efficiency improves

### 3. **Adopt a Shorter, Focused Campaign Strategy**

- Design most campaigns to run between 1–3 weeks
- Short bursts with tailored messaging perform better and cost less

### 4. **Refine Twitter Targeting or Bidding Strategy**

- High conversion rate is promising, but cost needs to be reduced
- Test different audience segments, bidding models, and creatives

### 5. **Target High-Performing States**

- Focus budget on Georgia, California, and Washington, which together contributed the bulk of revenue
- Align regional creatives with local preferences

### 6. **Implement Campaign Testing Framework**

- Use A/B testing to compare creatives, durations, and platforms
- Track ROAS, Conversion Rate, and CPC weekly to guide dynamic adjustments

## **Overall Recommendation Summary**

Prioritize budget on YouTube and Twitter, Focus on shorter, high-impact campaigns.  
Cut spend on low-performing platforms and target proven regions for better ROI.