Meta Ad Campaign Performance Analysis

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Meta Ads Data Analysis Report: 📊 Meta Campaign Performance Analysis

Context:

Overview: Analysis on 11 live Meta Ad Campaigns to determine high/low performing campaigns, optimal demographic segmentation, engagement/retention, and cost efficiency at the campaign level.

Purpose: To provide recommendations for next steps regarding allocating ad spend, cutting campaigns, and re-evaluating target audiences.

TL;DR:

Top-performing campaigns: The top three performing campaigns (Students Apart from India and US, students in Nigeria, and Students in India) produced high results (1,594, 1,074, and 984 respectively) but also took up the most ad spend at nearly a 1:1 ratio ($1,579, $942, and $955 respectively). Despite the high ad spend, the cost per result is at its lowest, indicating that these campaigns were successful and cost-efficient. Additionally, these campaigns held the highest click rates with a lower ratio of unique clicks to clicks, signifying that existing audiences being retargeted are more engaged than users who are new to our brand.

Low-performing campaigns: For the five lowest performing campaigns, ad spend remains relatively consistent in the high $800s, but the total results dropped significantly, ranging from only 44-237 results. I found that these campaigns targeted students in predominantly English-speaking countries (US, Canada, UAE, UK, and Australia), suggesting misaligned targeting or creative.

Reach: I found variability in cross-referencing reach/impressions with results. Campaigns targeting Australia and Canada had the highest impressions (~22,000 imps each), but had low impact in terms of results (44 and 112 respectively). In contrast, the campaign targeting Students in Nigeria had low impression numbers (1,422 imps), yet yielded relatively high results (1,074).

Demographic Segmentation: SHU_6 (Educators and Principals) had an unusually high ad spend at $2,333.33 yet only generated 420 results, performing significantly worse compared to student campaigns. It had the lowest reach and impressions, likely due to high CPMs in a competitive market and narrow targeting. It also had a higher frequently suggesting the ad was repeatedly shown to a small audience.

In cross-referencing unique clicks and unique link clicks by age, I found that the top two demos with the highest engagement were ages 18-24 and 35-44. The campaigns with the highest ratio of ULC to Unique Clicks included ages 13-17, 18-24, and 55-64. This aligns with the consensus that younger audiences showed most interest in the ad. The spike in ULC/Unique Clicks could suggest that parents could be interested in purchasing the product for their kids.

Recommendation:

- Omit targeting educators and principals and test new audiences, such as parents.
- Investigate campaigns targeting students in Canada and Australia to find root cause for low results despite high reach. Conduct A/B testing to find gaps in creative. If no improvement is made, omit these two targets and test new geographic demographics.
- Our current ad does a great job of retargeting existing audiences (conversion-focused). Experiment with ad creatives that better resonate with potential customers who are unfamiliar with our brand to raise brand awareness campaigns (engagement-focused).