Converting Facebook Members to Web Customers

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Do you want to know what are the most important variables for converting Facebook members to buying customers?

Applying supervised learning classification models to historical data is a proven method of detecting how marketing efforts can influence a customer to buy a product.

Study Constraints

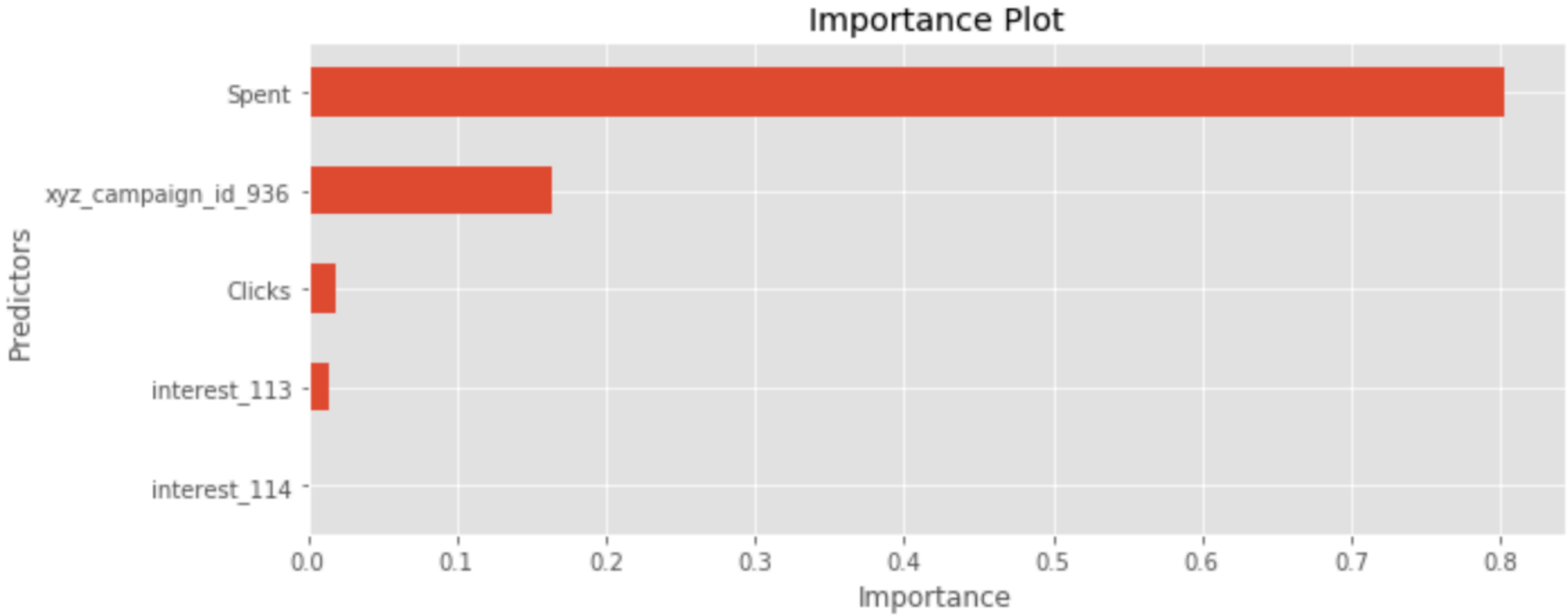
- 1000+ Facebook members
- 11 targeting predictors

Predictor Examples

- Dollars spent on ads
- Age and gender of customers
- Interests expressed by FB members

After trying 5 model types, the Decision Tree with Grid Search produced the most reliable result.

Predictors of Importance



High Correlation in 3 Predictors

Impressions	0.684249
Clicks	0.559526
Spent	0.593178

Recommendations

1. Invest a high amount in ads.
2. Replicate ad number 936
3. Focus on Interest 113

Future Work

1. Work with larger data sets.
2. Look at trends across seasonal time periods.
3. Translate Interest Codes

Thank you!

Any Questions?