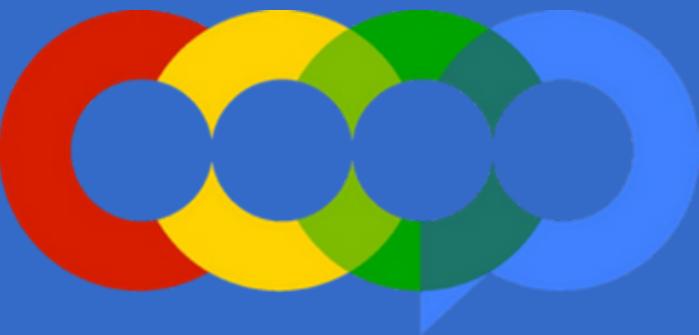


# COOP TELECOMS

Captains: Angela B., Christine G., Christopher G., & Diego O.

Presented by: C522

Data Analytics | COOP Careers | Spring 2025 | C522

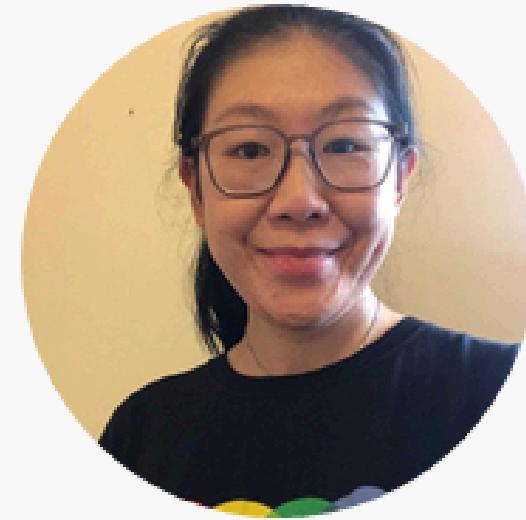


# Key Stakeholders



## Maritza

Sr. Director of  
Marketing  
Analytics, Location



## Kaiwen

Director of  
Marketing  
Analytics, Audience



## Winnie

Director of  
Marketing  
Analytics, Creative



## Chris

Director of  
Marketing  
Analytics, Inventory

# KEY STAKEHOLDERS

**Telecommunications Client (Global):** Outsources reporting needs; seeks insights on Location, Audience, Creative, and Inventory

**Other Agencies:** Collaborate on multi-channel media activation; data integration may be required.

**End Audience:** Targeted consumers influenced by the campaigns.

**Marketing Agency (Our Team):** Responsible for campaign reporting, data analysis, and strategic recommendations.

**Goal:** Deliver actionable insights via KPIs, visualizations, and dashboards to optimize future strategies

# TABLE OF CONTENTS

01

## SPATIAL ANALYST

- AKA “Geographic Information Systems (GIS) Analyst”
- Geographic data & spatial visualizations

02

## CREATIVE ANALYST

- AKA “Creative Strategist/Director”
- Performance data & trend analysis

03

## AUDIENCE ANALYST

- AKA “Market Researcher”
- Audience segmentation & behavior/preferences/engagement analysis

04

## INVENTORY ANALYST

- AKA “Logistics/Supply-Chain Analyst”
- Supply & demand trend and KPI analysis

# PERFORMANCE METRIC INDICATORS

- **Click:** When a visitor interacts with an advertisement.
- **Viewability:** The measurement of whether or not an ad has the opportunity to be seen by a user.
- **Cost Per Acquisition (CPA):** Indicates how much it costs to acquire one customer or lead.
- **Cost Per Click (CPC):** The cost paid for each click on the ad.
- **Click-Through Rate (CTR):** Represents the percentage of people who clicked on the ad out of the total who viewed it.
- **Conversion Ratio (CVR):** Indicates the percentage of users who take a desired action (e.g., making a purchase or signing up).
- **CPM (Cost Per Mille/Thousand):** Represents the cost of 1,000 advertisements
- **vCPM (Viewable Cost per Mille/Thousand):** Measures how frequently an ad is seen by users, as opposed to the # of times it's placed by the seller

# SPATIAL ANALYST

TUFAYEL  
AHMED



KURK  
FISHER



JOHN  
ISIK



JAÑELLE  
BARNES



WEI  
CHEN



# SPATIAL ANALYST TEAM

Our main objective was to analyze the campaign's performance based on state location, to increase conversions, inform, budget allocation, and boost its overall performance.

## ANALYSIS GOALS

### 1. PERFORMANCE

We analyzed the top and bottoming states based on conversions, clicks, impressions, CTR, CVR and viewability rate.

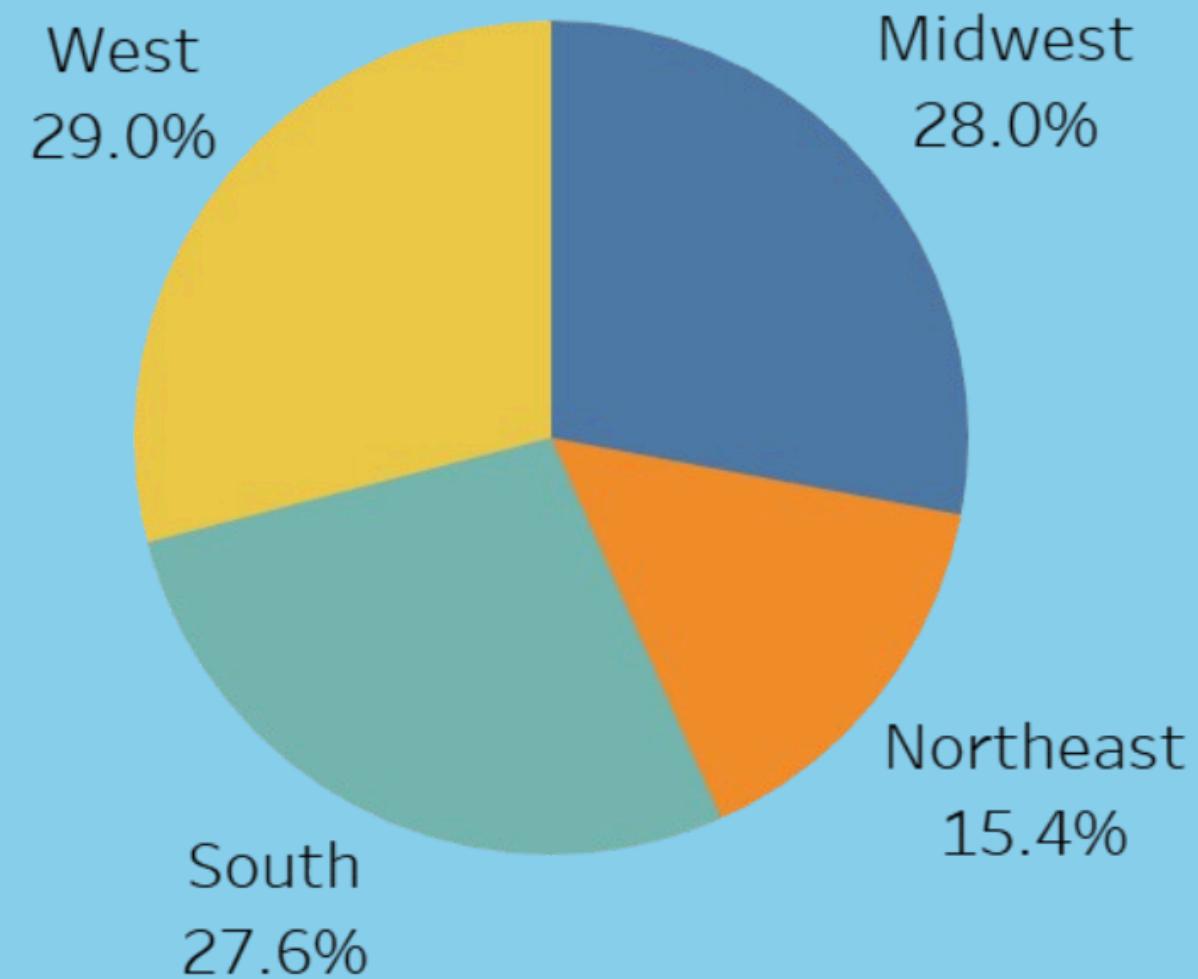
### 2. COST EFFICIENCY

Our team focused on identifying the most cost efficient states using metrics such as CPM, CPC, CTR, CPA, CVR and vCMP.

### 3. INSIGHTS

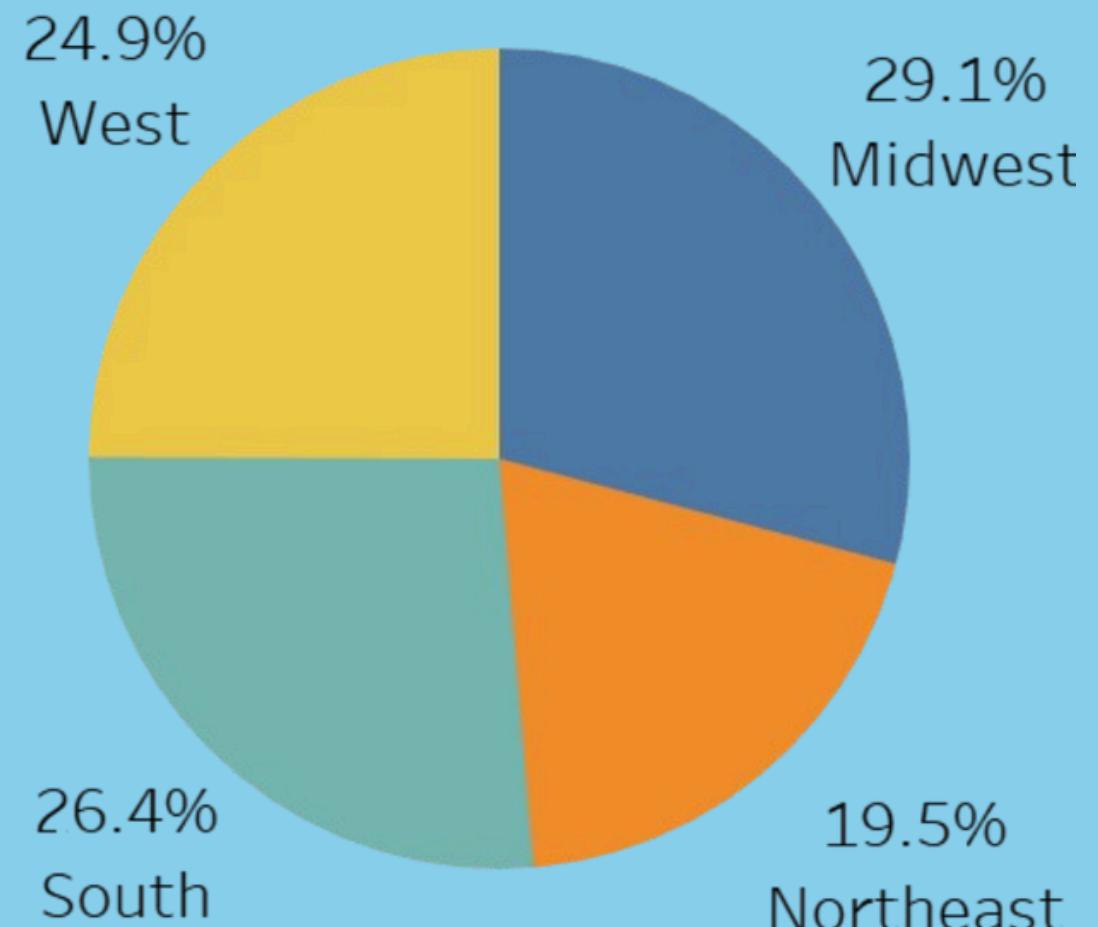
We analyzed the top and bottom performing exchanges, devices, and URLs by state.

## Regional Click Distribution



West (29%) is the highest-performing region with Midwest following close behind.

## Regional Conversion Distribution



Midwest (29.1%) is the top-performing region with the South being the 2<sup>nd</sup>-highest performer.

# Regional Spend Allocation

\$747,806  
Midwest

\$512,042  
Northeast

\$751,777  
South

\$624,325  
West

South leads spending, slightly outpacing the Midwest and West.

# Regional Conversion Comparison

2,381  
Midwest

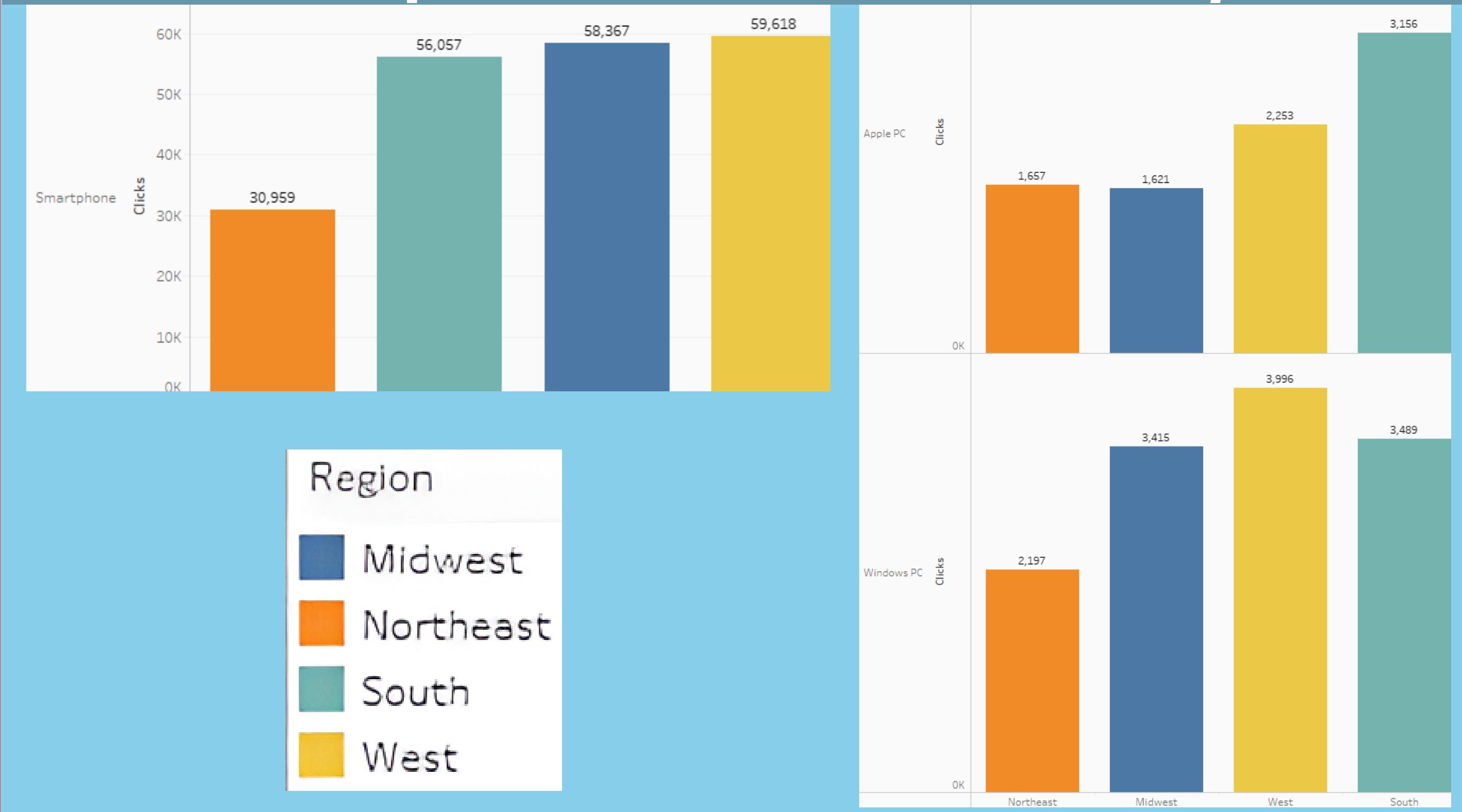
1,597  
Northeast

2,158  
South

2,039  
West

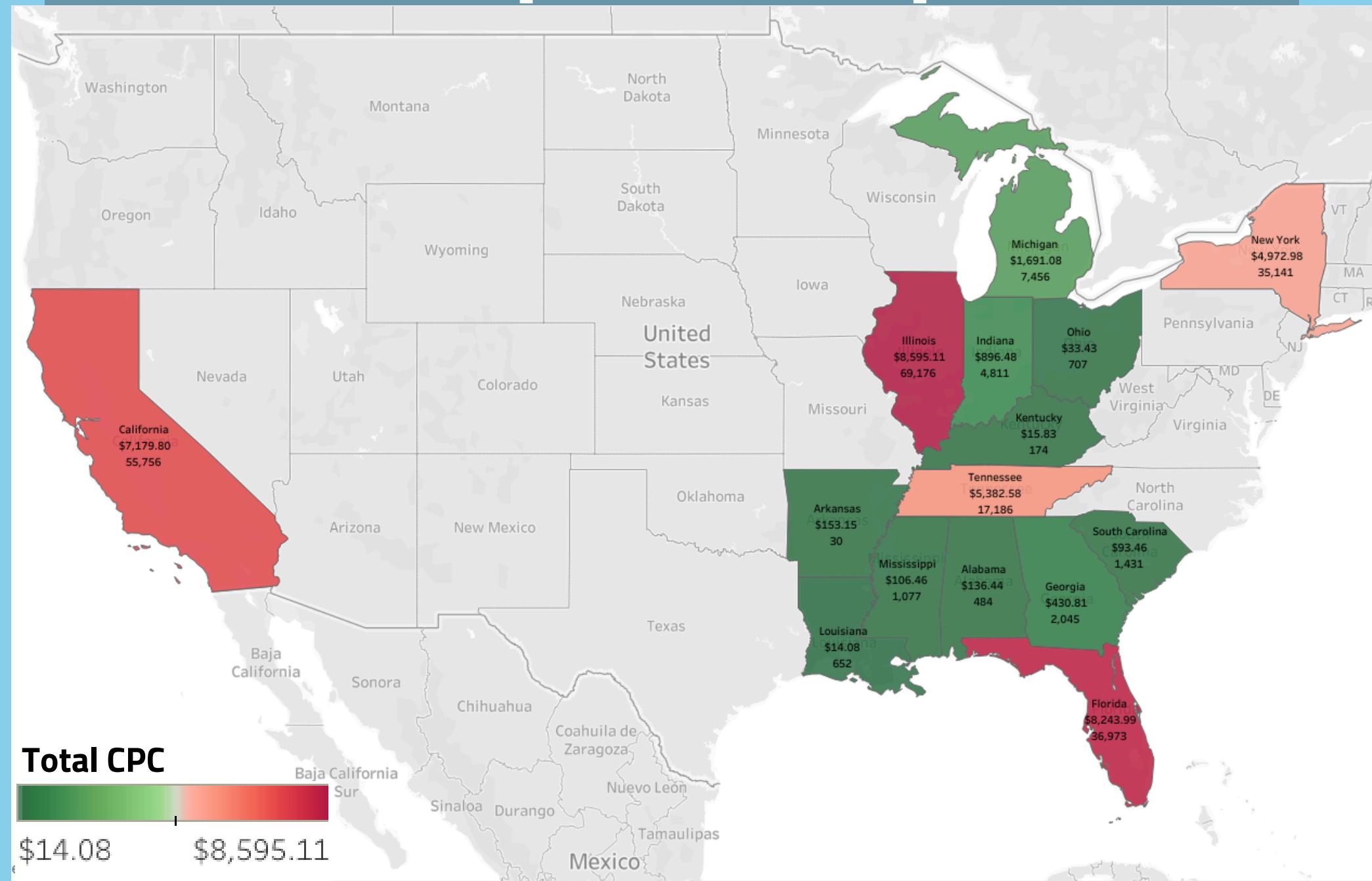
Midwest has the highest number of conversions, followed by South.

# Cost Per Acquisition (CPA) Across Key States



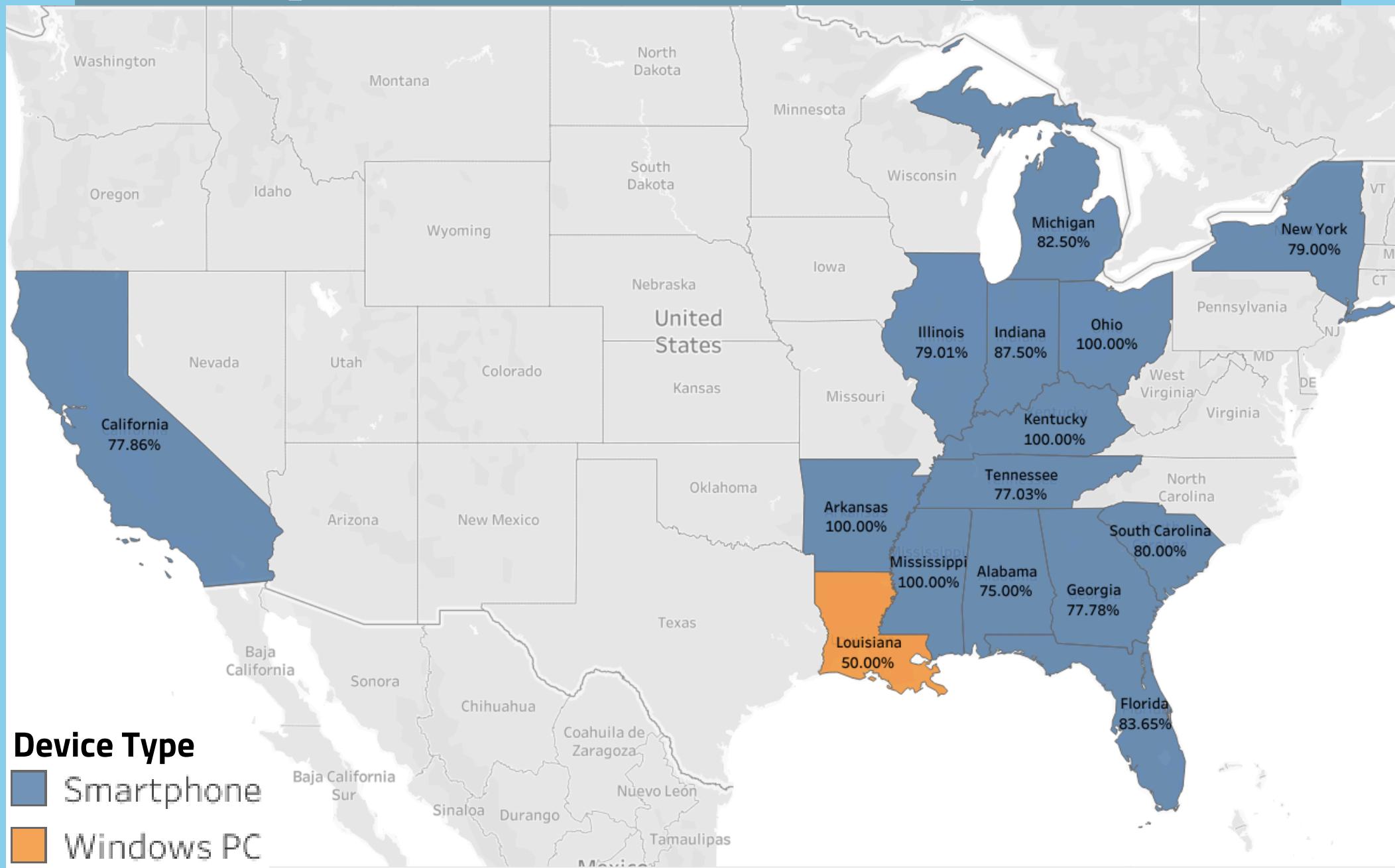
- West leads smartphone clicks (59,618) followed closely by Midwest (58,367) and South (56,057)
- Northeast consistently ranks last or 2nd-to-last across Smartphones, Windows PC, and Apple PC

# Total Cost-per-Click per State



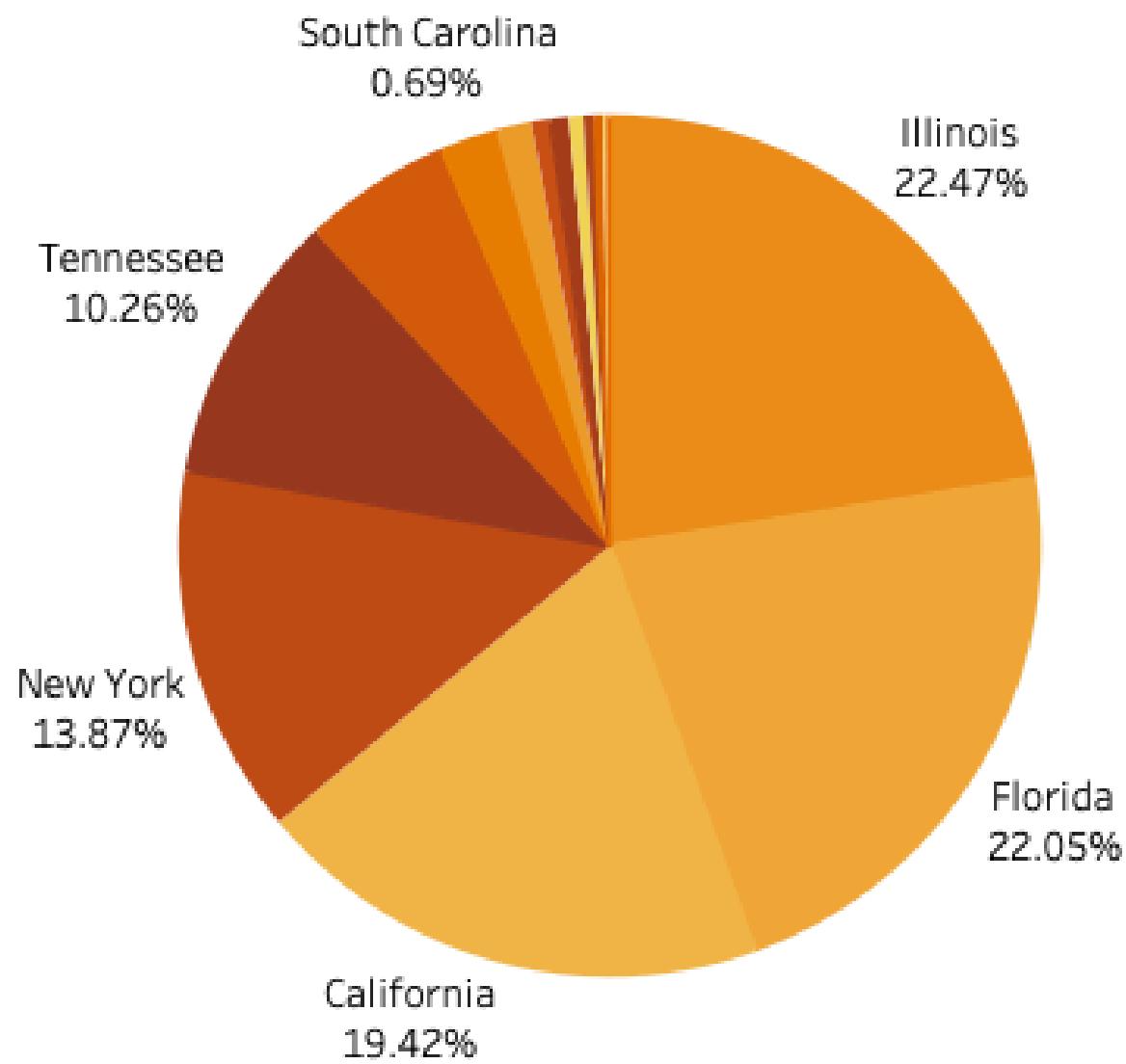
The lower a state's CPC, the greener the state appears on the map. And the higher a state's CPC, the redder it appears.  
As we can see, states like FL and CA have high CPCs, while states like OH and KY have low CPCs.

# Top Device Used by State



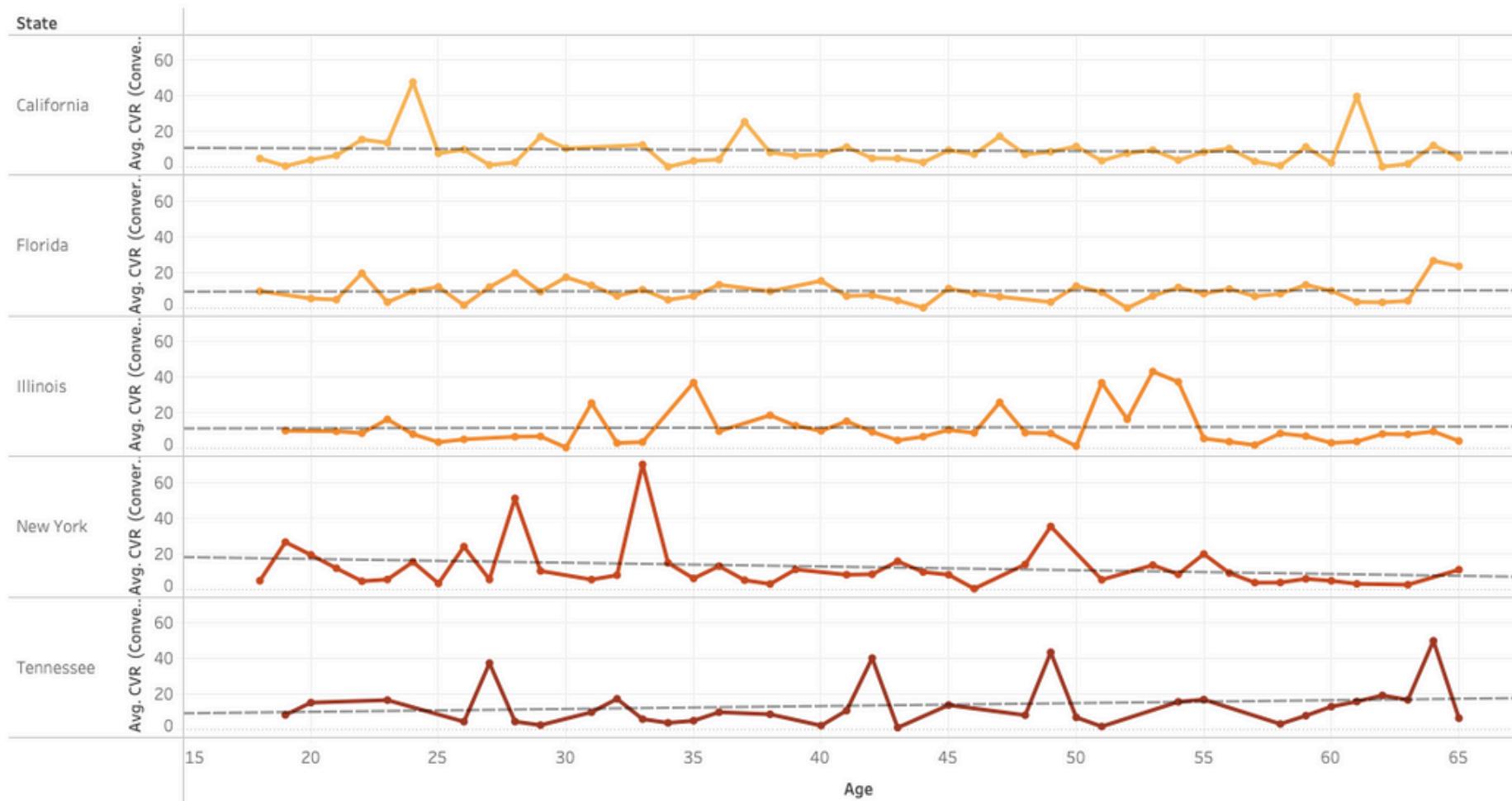
As we can see, across the board, smartphones tend to be the device most commonly used to access our campaign. More importantly, we see that this is the case in the Midwest, the region where we see the most conversions.

# Count of Users by State

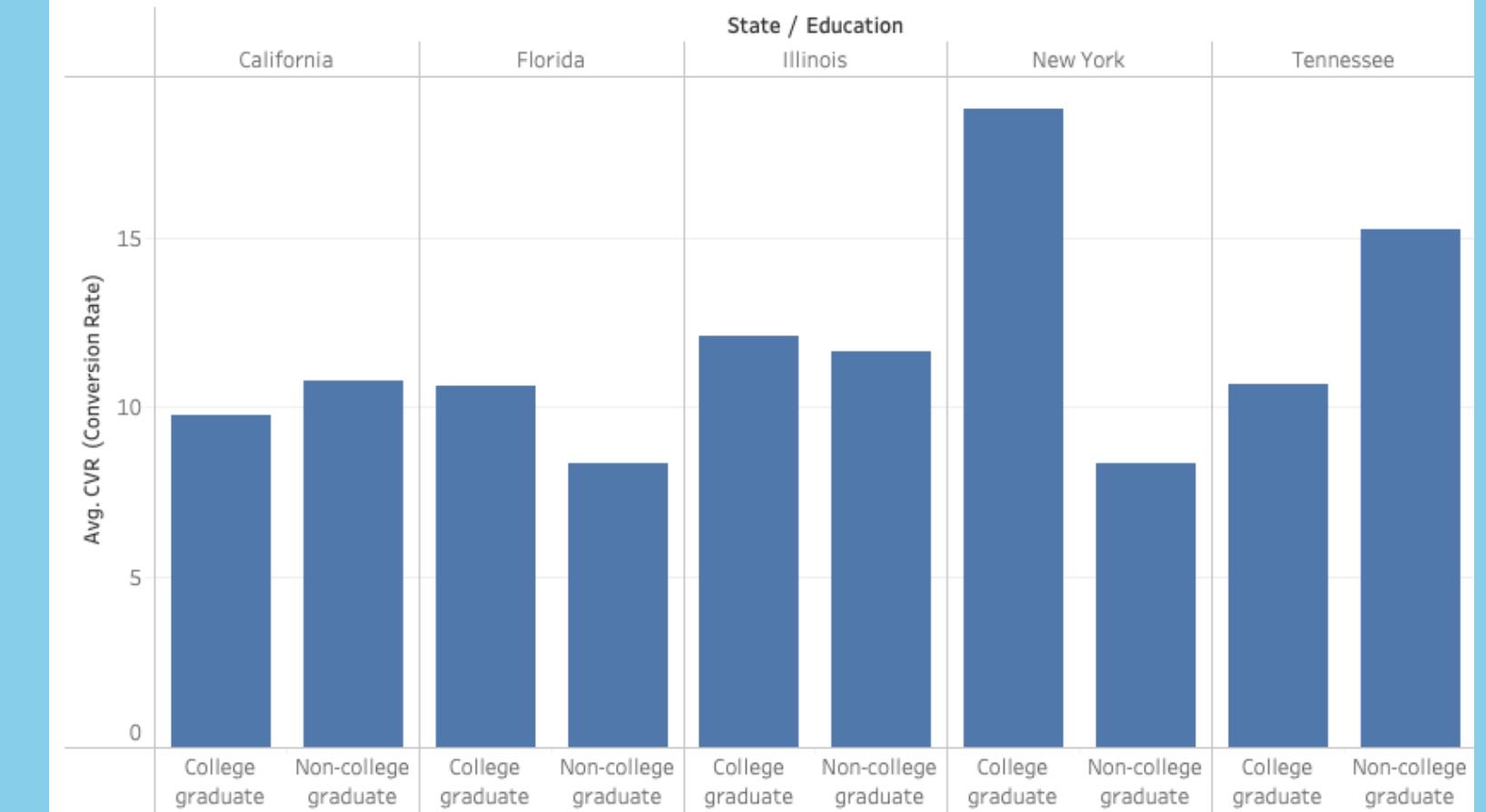


After further analysis, it was found that over 80% of the data originates from just five states.

# Age and Conversion Rates by State



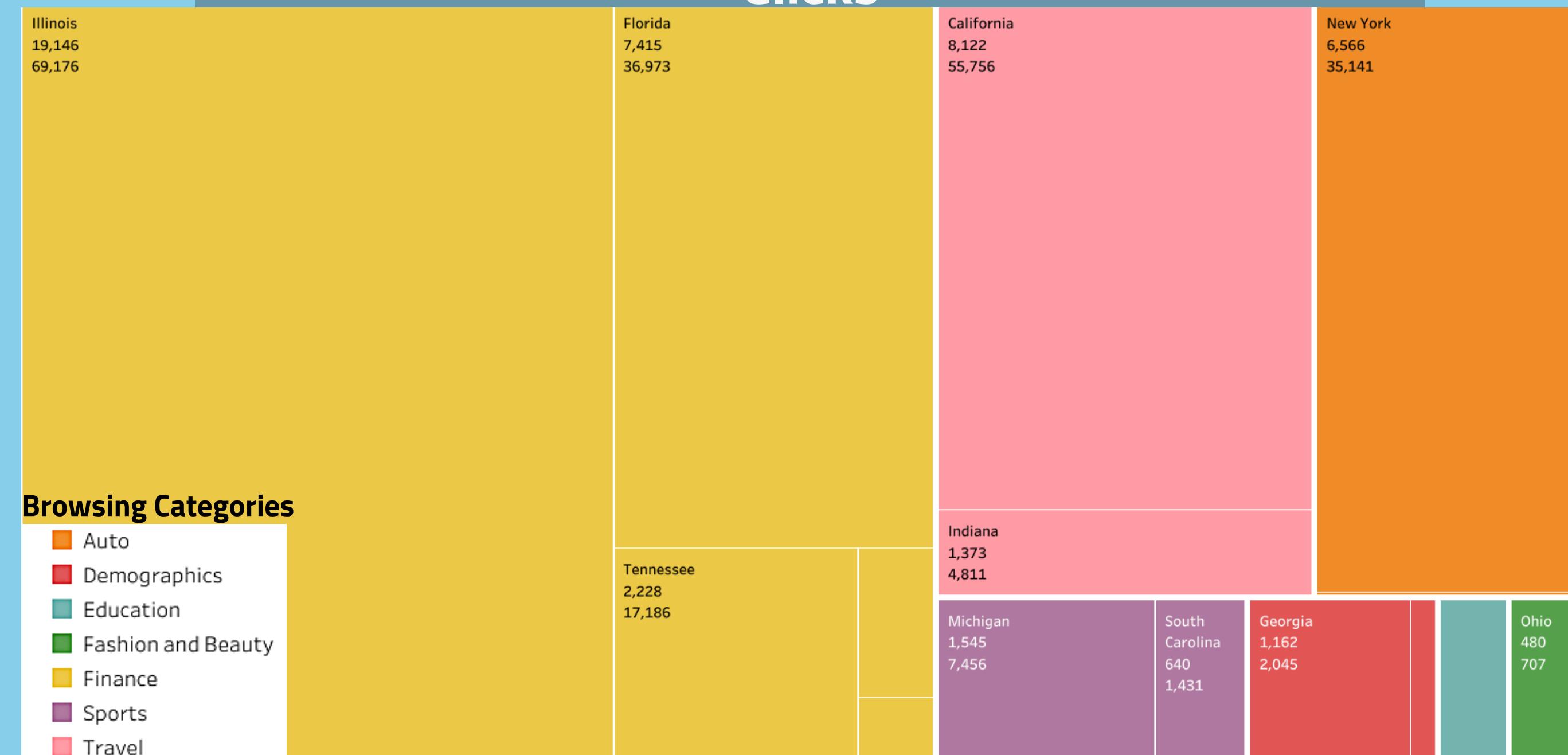
# Conversion Rates and Education by State



- CVRs generally range between 5 and 20
- Trend lines either rising or falling as user age increases.
- New York for a younger demographic.
- Tennessee for a older demographic.

California	$-0.0513202 * \text{Age} + 11.4175$
Florida	$0.0128179 * \text{Age} + 8.98671$
Illinois	$0.0206398 * \text{Age} + 10.7281$
New York	$-0.208187 * \text{Age} + 21.0612$
Tennessee	$0.162933 * \text{Age} + 6.5852$

# Top Browsing Categories per State Measured by Clicks

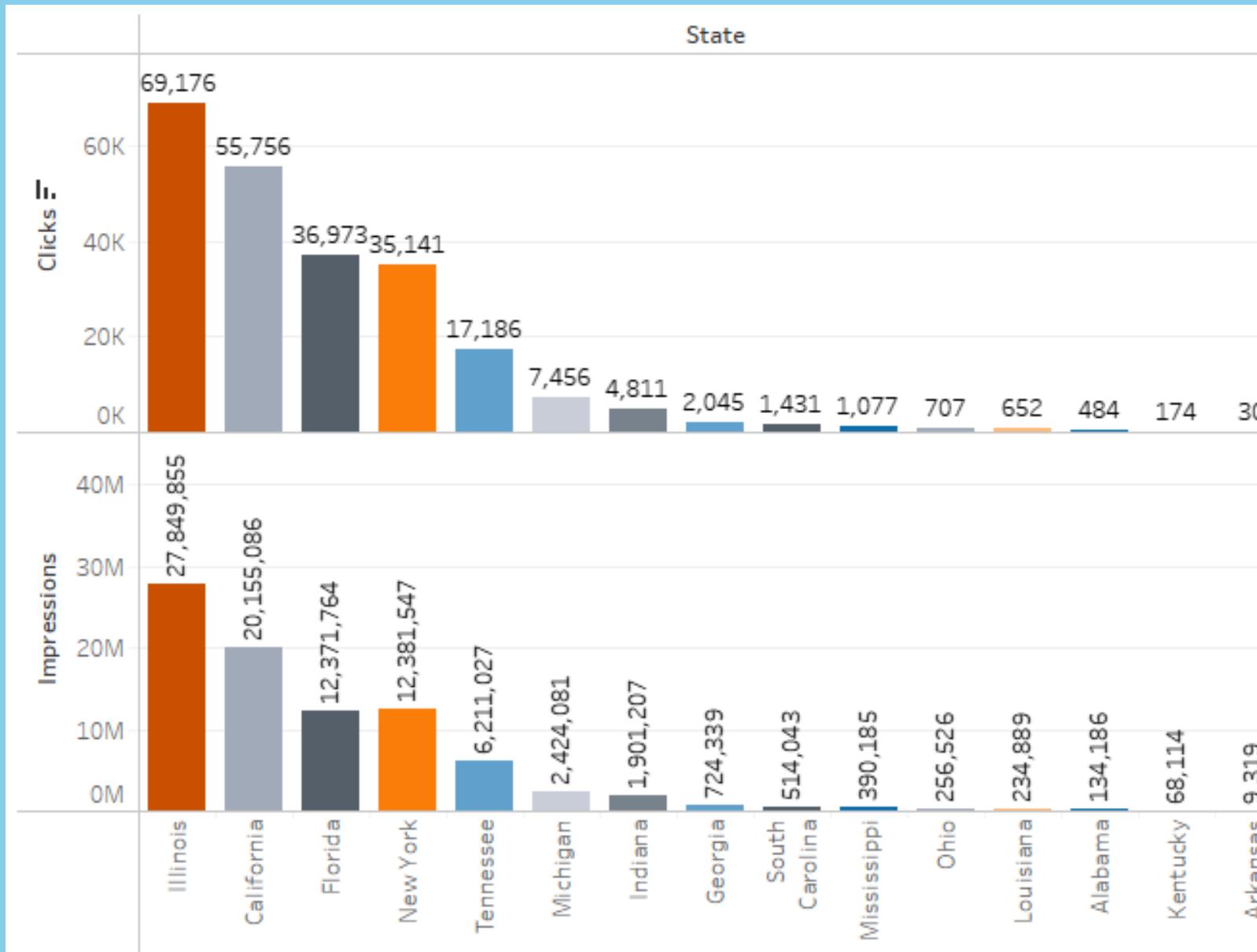


**Top Value:** Number of clicks within the top browsing category in that state

**Bottom Value:** Total number of clicks in that state

Across all states in our data analysis, most visitors who accessed our campaigns did so by browsing in the finance category.

# State-Level Ad Performance: Top & Bottom States for Clicks vs. Impressions



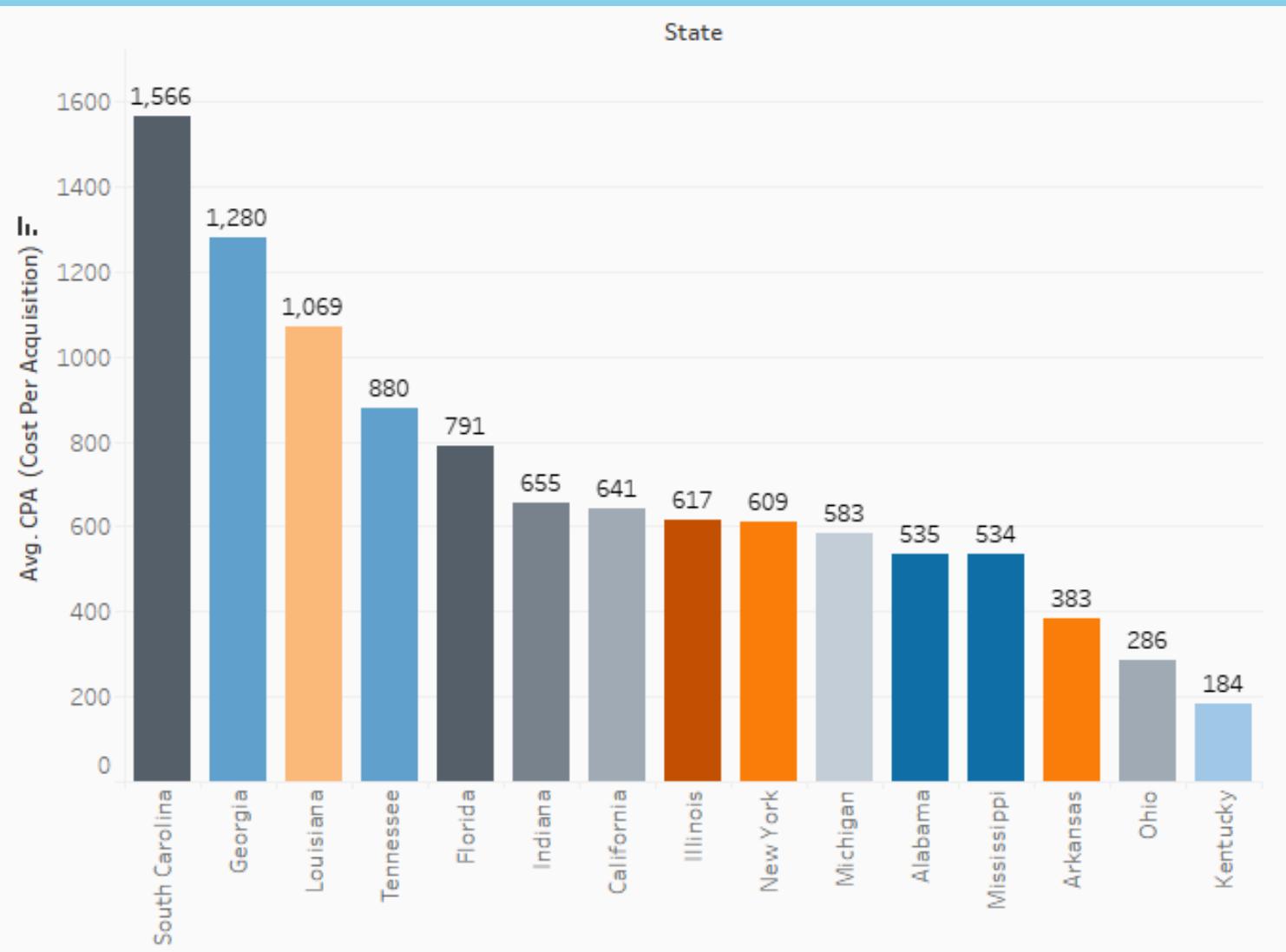
- Illinois leads as our premier market with 69,176 clicks and 27.9M impressions, significantly outperforming all other states in absolute engagement volume
- Efficiency varies dramatically across markets Florida achieves stronger engagement rates than California despite fewer impressions, while Tennessee shows exceptional click-through efficiency that warrants further investigation
- Strategic investment opportunities exist in underperforming states like Alabama and Kentucky, where current low engagement suggests potential for improved regional marketing approaches and resource allocation

# Digital Content Category Distribution by State

	Alabama	Arkansas	California	Florida	Georgia	Illinois	Indiana	Kentucky	Louisiana	Michigan	Mississ...	New York	Ohio	Carolina	Tenness...
Auto			■		■	■	■					■	■		
Demographics			■	■	■	■	■					■	■		
Education			■	■	■	■	■					■	■		
Entertainment			■	■	■	■	■					■	■		
Fashion and Beauty			■	■	■	■	■			■	■	■	■		
Finance	■		■	■	■	■	■			■	■	■	■		
Fitness			■												
Food	■		■	■	■	■	■			■	■	■			
Gaming			■	■	■	■	■								
Health			■	■	■	■	■					■			
Law and Government			■	■	■	■	■					■	■		
Lifestyle			■	■	■	■	■					■	■		
News and Weather			■	■	■	■	■					■	■		
Parenting			■	■	■	■	■					■	■		
Pets			■	■	■	■	■					■	■		
Real Estate			■	■	■	■	■								
Sports			■	■	■	■	■					■	■		
Technology			■	■	■	■	■					■	■		
Travel	■		■	■	■	■	■					■	■		

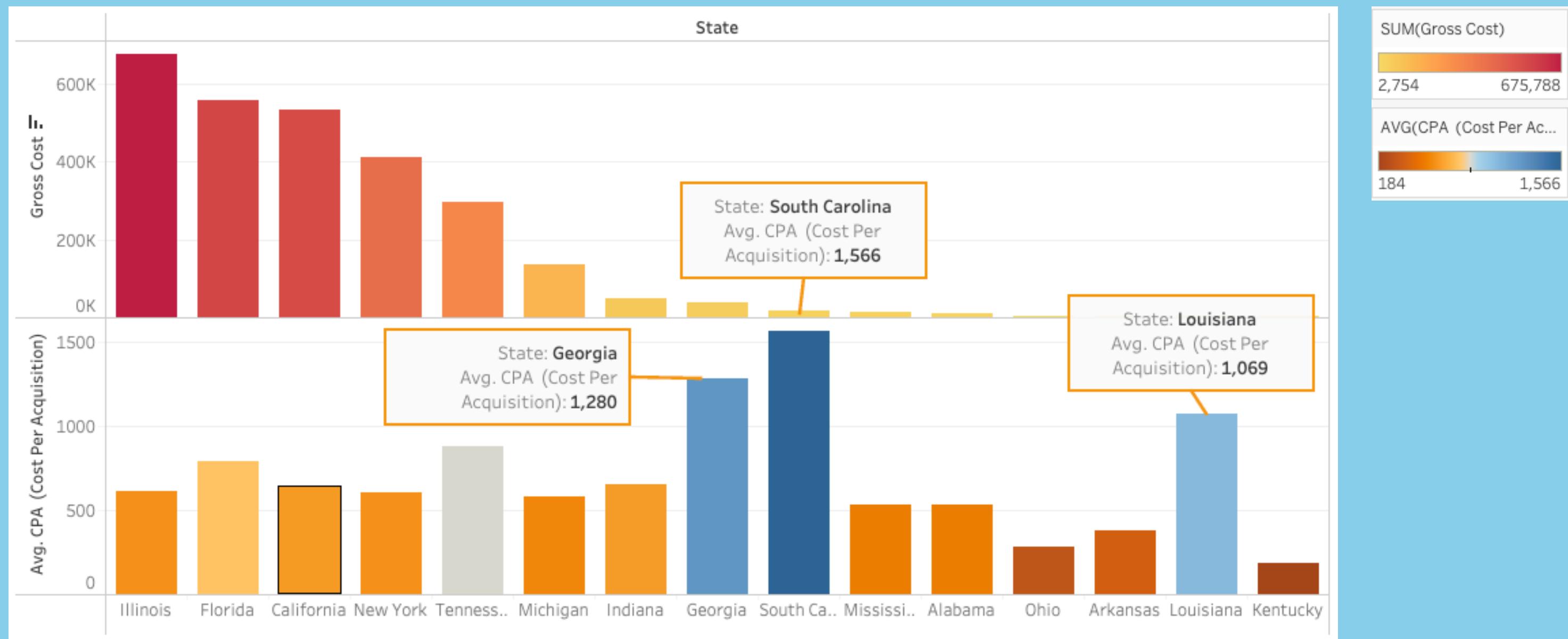
- California leads with comprehensive content coverage across nearly all categories, while Illinois focuses strategically on high-value segments like education, finance, and travel
- Fashion and Beauty emerges as a core strength with consistent deployment across multiple regions, indicating strong performance and market resonance in this category
- Significant whitespace reveals strategic opportunities - empty cells across states represent either deliberate market restraint or untapped potential for future content expansion and resource allocation

# Average Cost Per Acquisition (CPA) by State



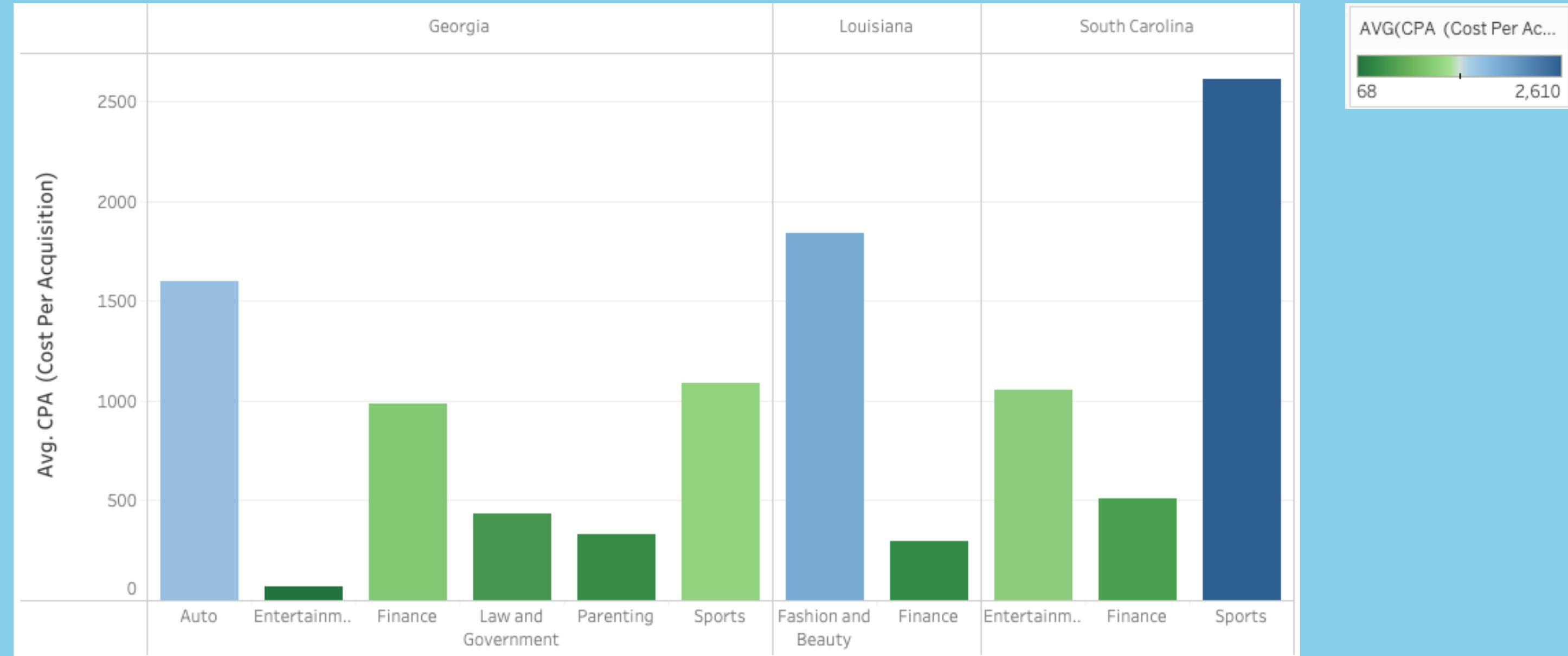
- South Carolina and Georgia show premium acquisition costs at \$1,566 and \$1,280 respectively, indicating either high-value customers or opportunities for campaign optimization
- Mid-tier states cluster around \$600-800 CPA including major markets like Florida (\$791), California (\$641), and Indiana (\$655), representing our core efficiency benchmark
- Kentucky, Ohio, and Arkansas deliver exceptional value with CPAs under \$400, suggesting highly optimized campaigns or favorable market conditions worth replicating in other regions

# Where to Invest: Most Efficient Ad Categories by CPA



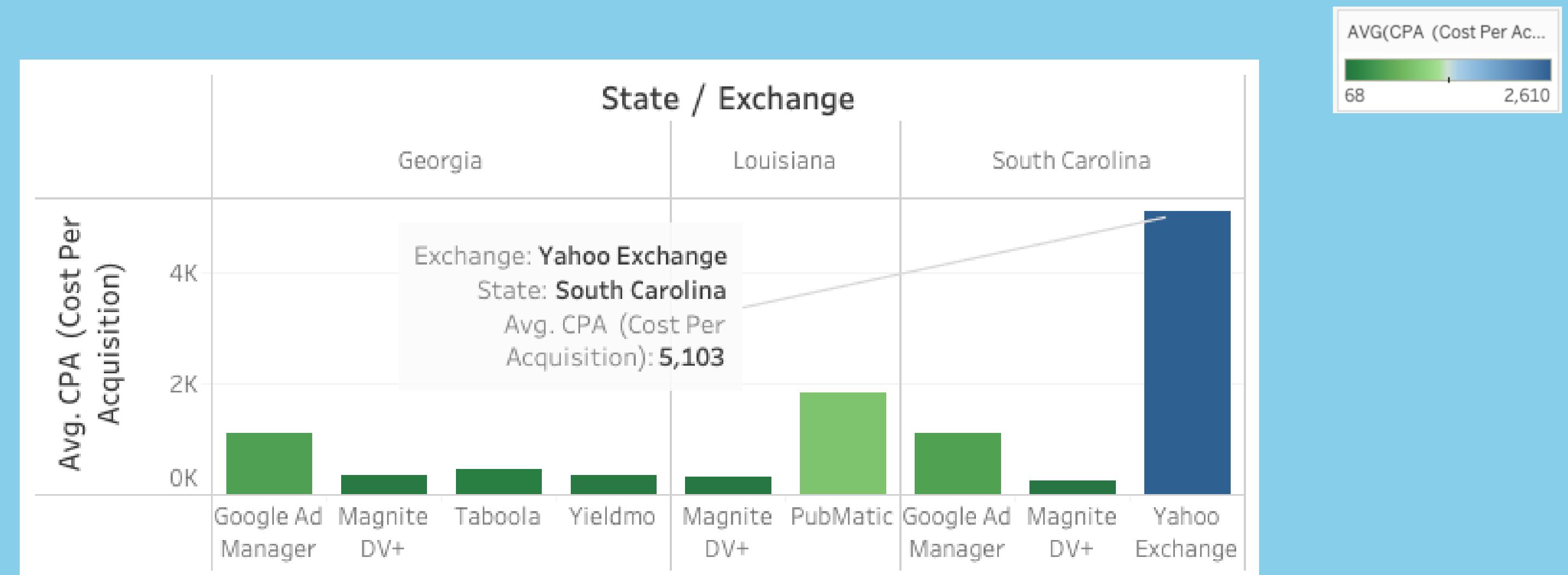
**Georgia, South Carolina, and Louisiana** are consistently showing **high Cost Per Acquisition (CPA)**. This signifies that for every conversion we achieve in these states, we are spending significantly more compared to other regions.

# Where to Invest: Most Efficient Ad Categories by CPA



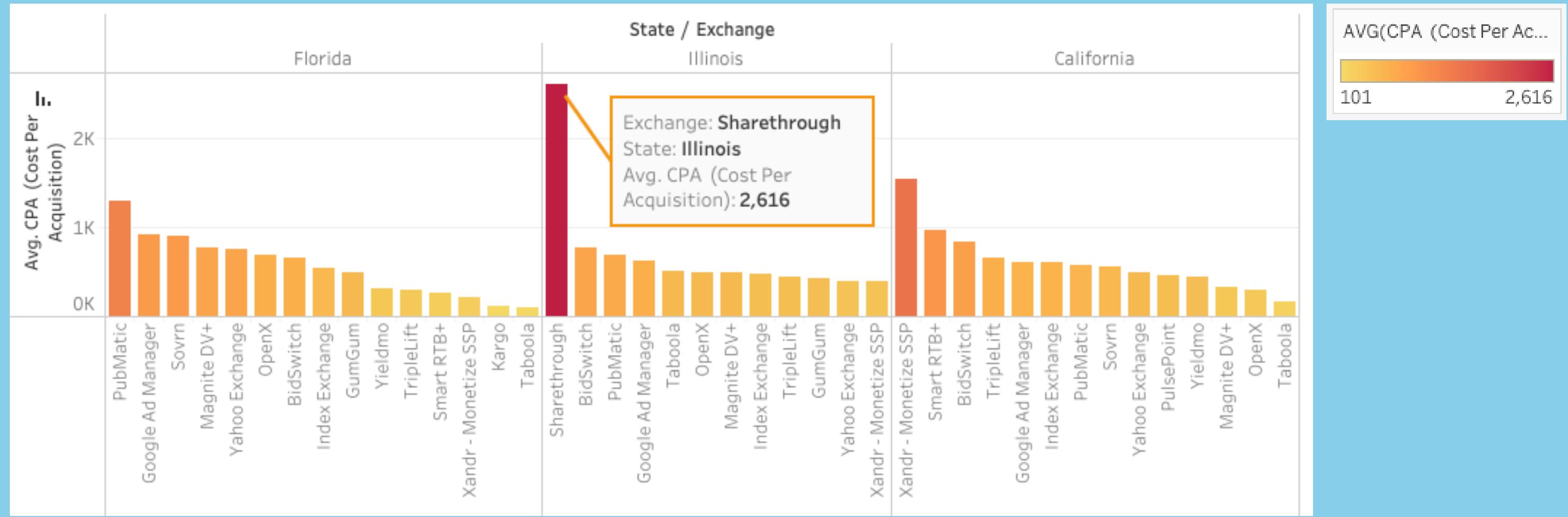
**Where to Invest: Identifying High-Efficiency Niches:** Notably, **Finance** categories in both **South Carolina** and **Louisiana** demonstrate exceptionally low CPAs, indicating highly cost-effective conversions despite **Louisiana's** general challenges. Furthermore, **Georgia** shows remarkable efficiency across **Parenting, Law & Government, and Entertainment** categories.

# South Carolina: Reclaiming Costly Exchanges



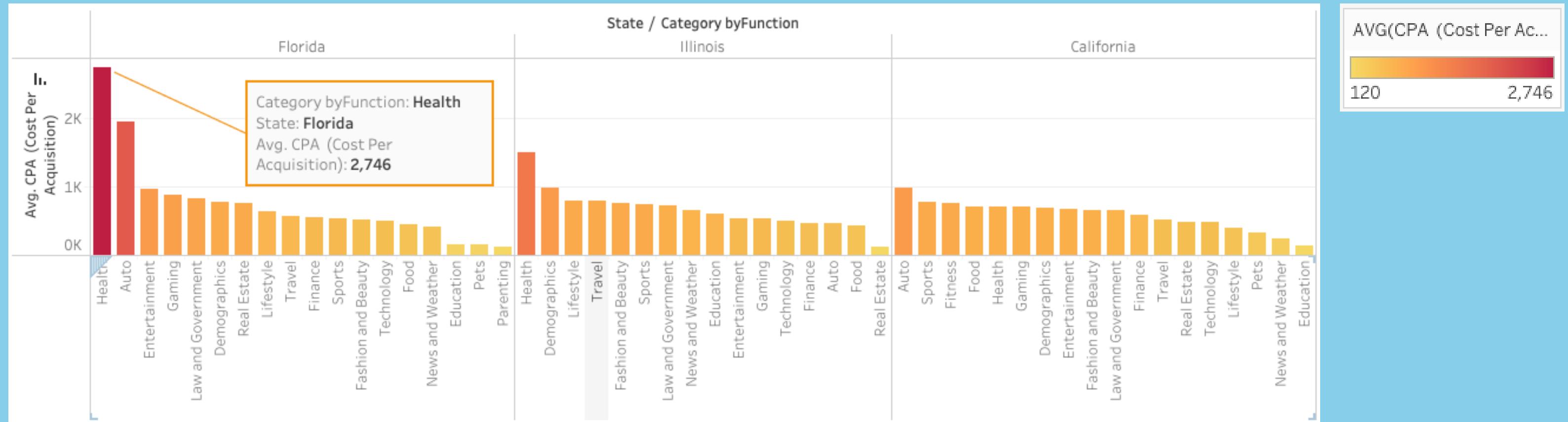
Our analysis reveals a critical inefficiency in South Carolina: Yahoo Exchange is driving an exceptionally high Cost Per Acquisition (CPA) within this state. Our recommendation would be to immediately investigate and potentially pause or significantly reduce ad spend on Yahoo Exchange in South Carolina.

# Addressing Inefficient Exchange Spend



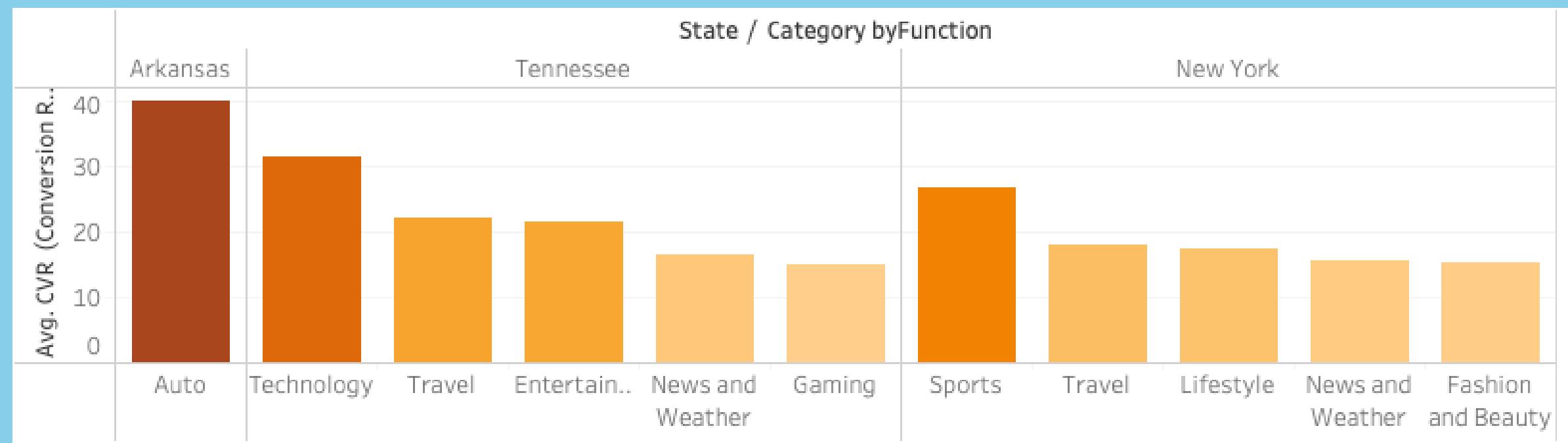
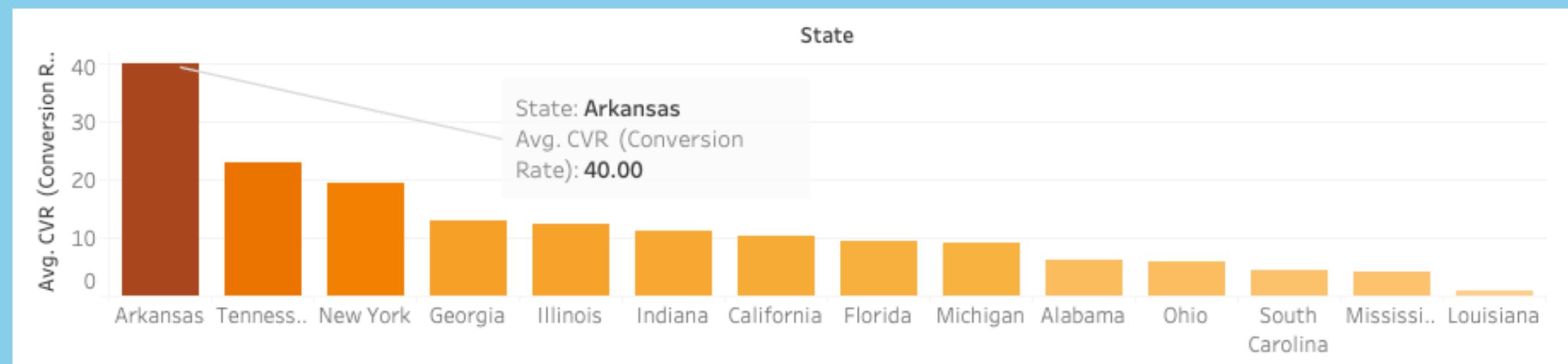
Despite Illinois generally being a strong performing state, our analysis reveals a significant inefficiency: **Sharethrough Exchange** is driving a notably **high Cost Per Acquisition (CPA)** specifically within **Illinois**.

# Over Spending in the Health Category



Our analysis pinpoints a significant challenge in **Florida**: the **Health category** is incurring a remarkably **high Cost Per Acquisition (CPA)**. This indicates that our ad spend in this specific sector within **Florida is not yielding cost-effective conversions**.

# Top Converting Exchanges (by CVR)



**What it means & The Story:** Arkansas, Tennessee, and New York lead in overall CVR, indicating that clicks in these states are generally more impactful. Diving deeper, we see this success is highly specialized: Arkansas excels remarkably in the Auto category, Tennessee in Technology, and New York in Sports.

# RECOMMENDATIONS

1. We should prioritize the Midwest as a marketing region.
2. Further, we should modify our marketing in Illinois to maximize ROI in this high-performing state.
3. In terms of marketing, we should prioritize finance as a browsing category.
4. It is crucial that we take on a mobile-first strategy.

# TEAM VISIONARIES



DOROTHY  
OCLOO



SUSAN  
KOUDOU



NORB  
NEGOEN



FATEMA  
KIBRIA

CREATIVE ANALYSTS

# CREATIVE ANALYST TEAM

Our objective is to identify the most effective combinations of creative messaging, ad size, device type, and ad placement location in order to maximize campaign performance.

Using performance metrics such as CTR, CPA, CVR, and viewability, we aim to uncover actionable insights that guide data-driven creative strategy.

## ANALYSIS GOALS

### 1. DATA COLLECTION

- Pull campaign data from platforms (Google Ads, Meta, DSPs) for all creatives.
- Collect metadata (ad sizes, formats, messaging variants, CTAs).

### 2. INSIGHT GENERATION

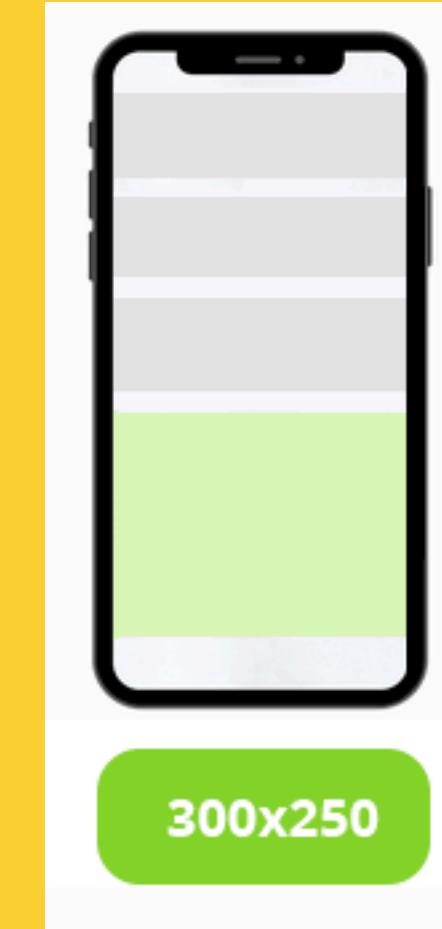
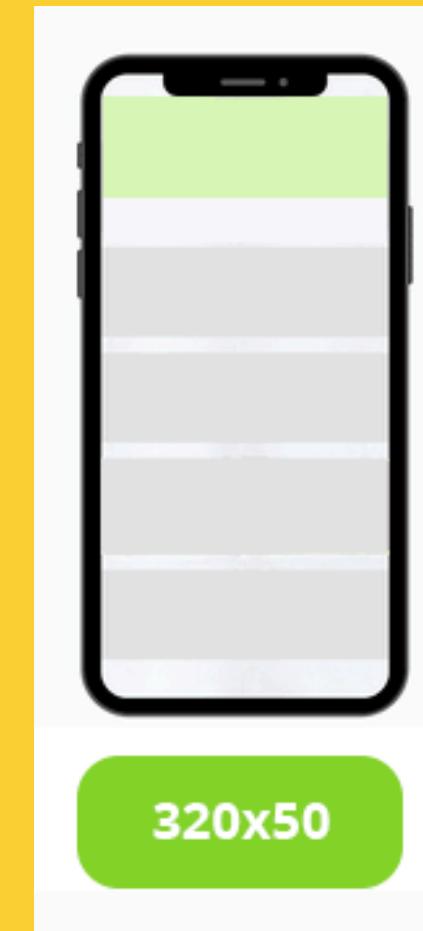
- Calculate CTR, CVR, CPA by creative type/size/messaging.
- Investigate outliers and correlate creative elements with audience demographics.

### 3. REPORTING & STRATEGIC

- Build dashboards highlighting top/low performers (e.g., heatmaps by format).
- Propose new creative variants based on insights

# CREATIVE SIZE

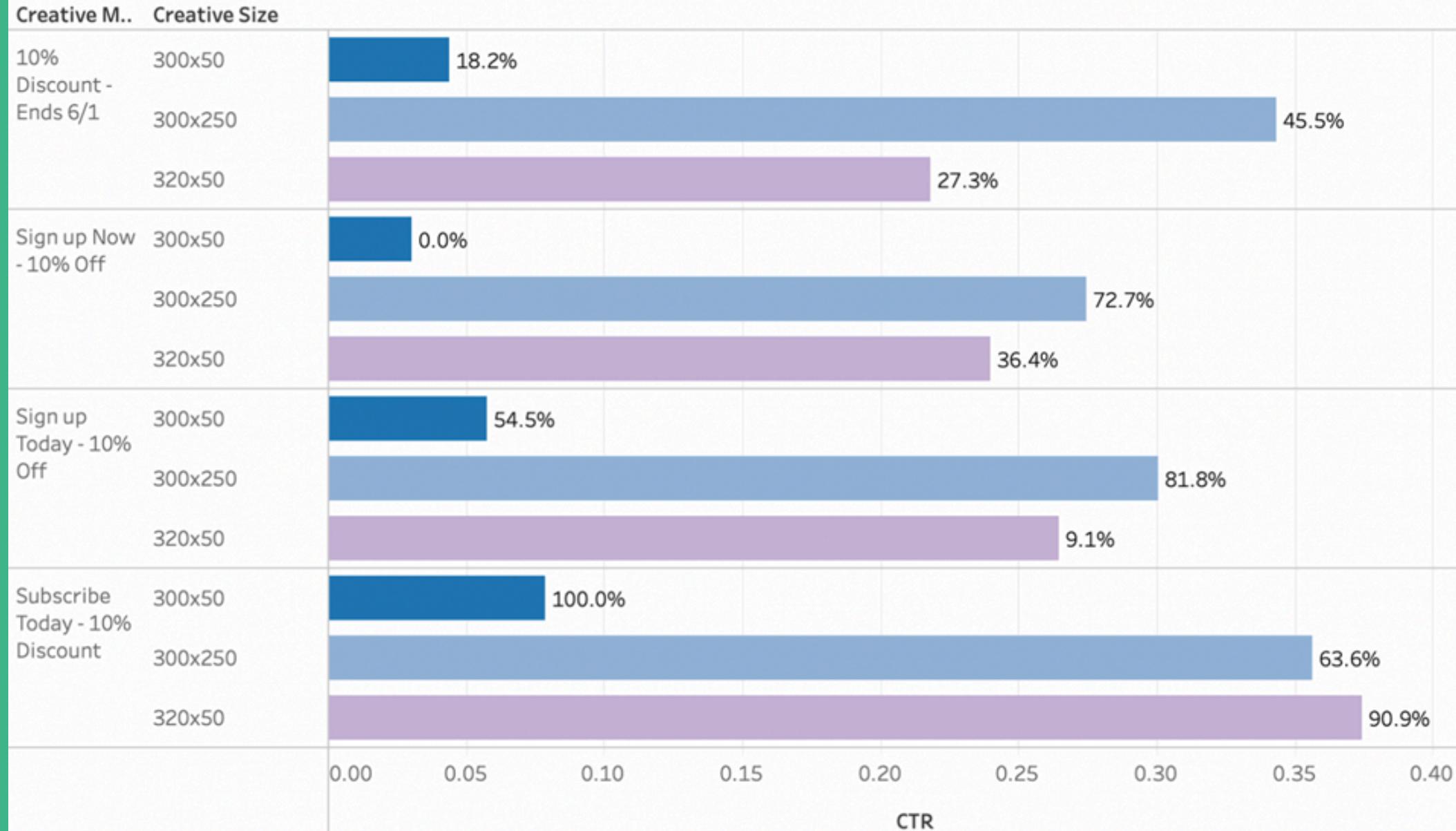
Creative size refers to the dimensions of an ad unit in pixels (width x height). These are standardized across most ad platforms to ensure they fit properly into webpages or mobile apps.



Size	Common Use	Strength	Weakness
320x50	Mobile banner	Clean and mobile-friendly	Limited space for messaging
300x50	Legacy mobile ad	Space-saving	Too small for modern effectiveness
300x250	Desktop/mobile mix	High engagement, flexible	Can be intrusive if overused

# How Messaging & Size Drives CTR

CTR BY CREATIVE SIZE & MESSAGING

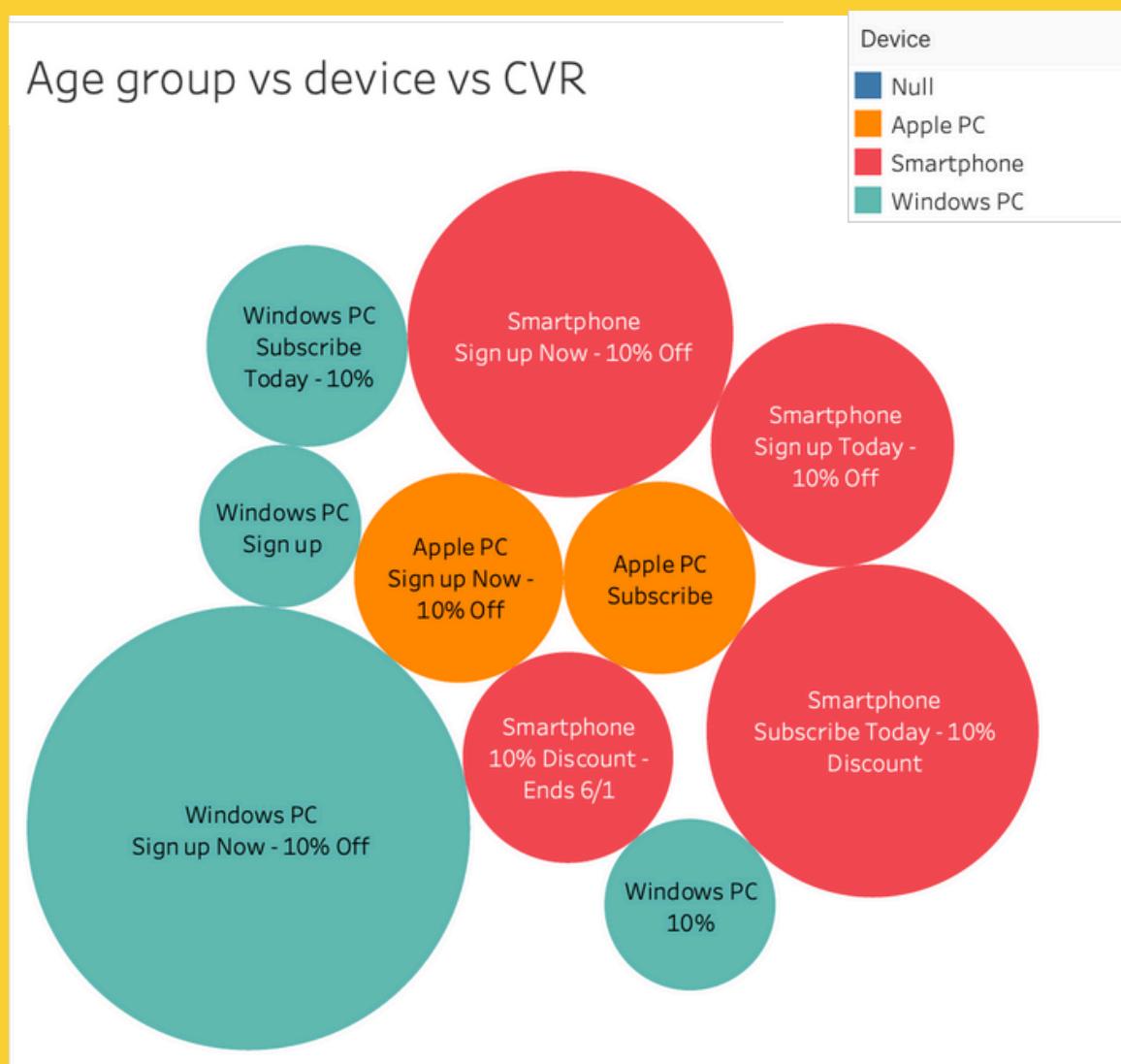


- 320x50 and 300x250 sizes generally perform well when combined with action-oriented messaging.
- Recommend prioritizing 320x50 for "Subscribe" or "Sign Up Today" messaging, and reevaluating "Sign Up Now" copy in smaller formats.

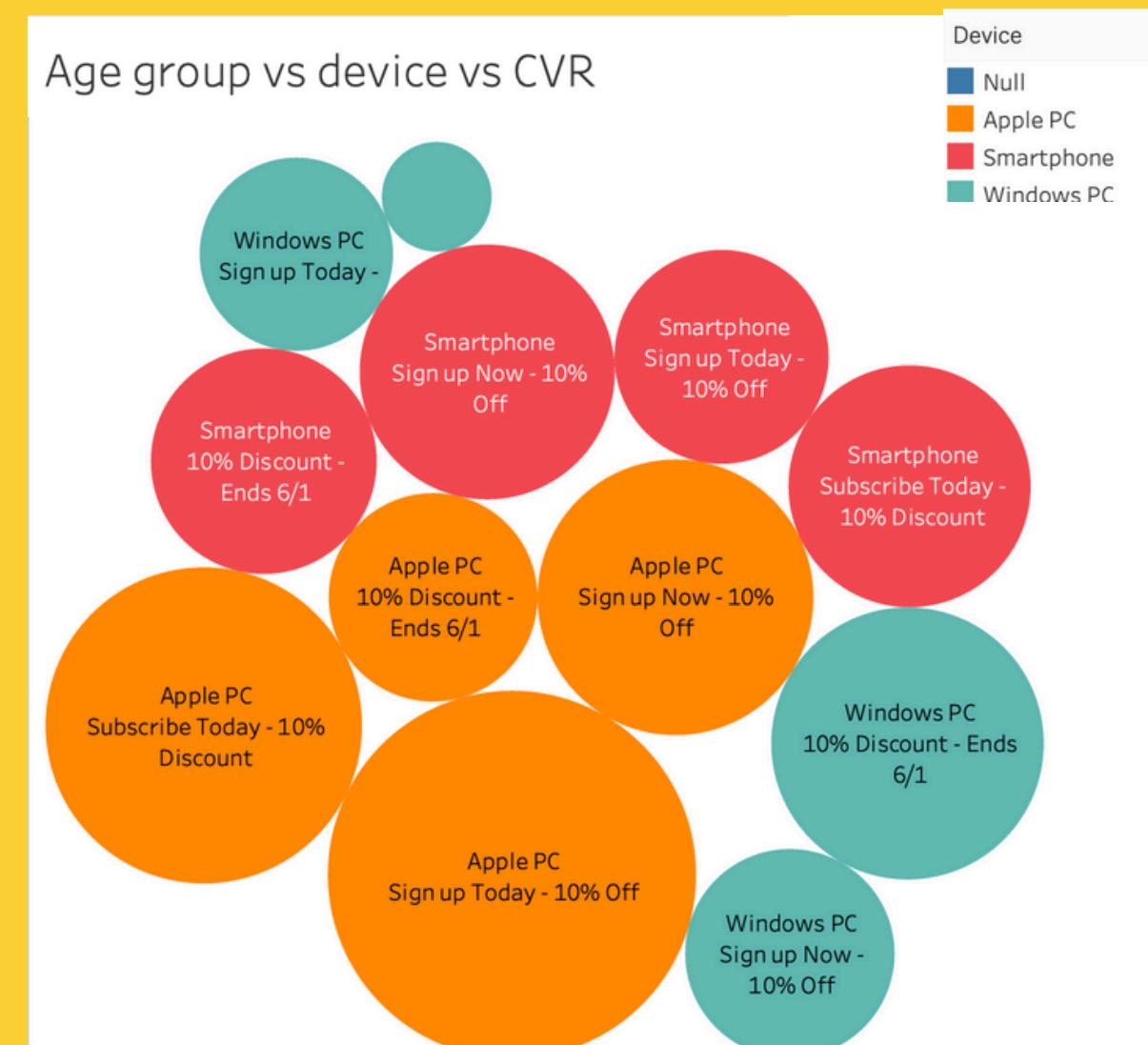
# AGE GROUP VS DEVICE VS CVR

Male

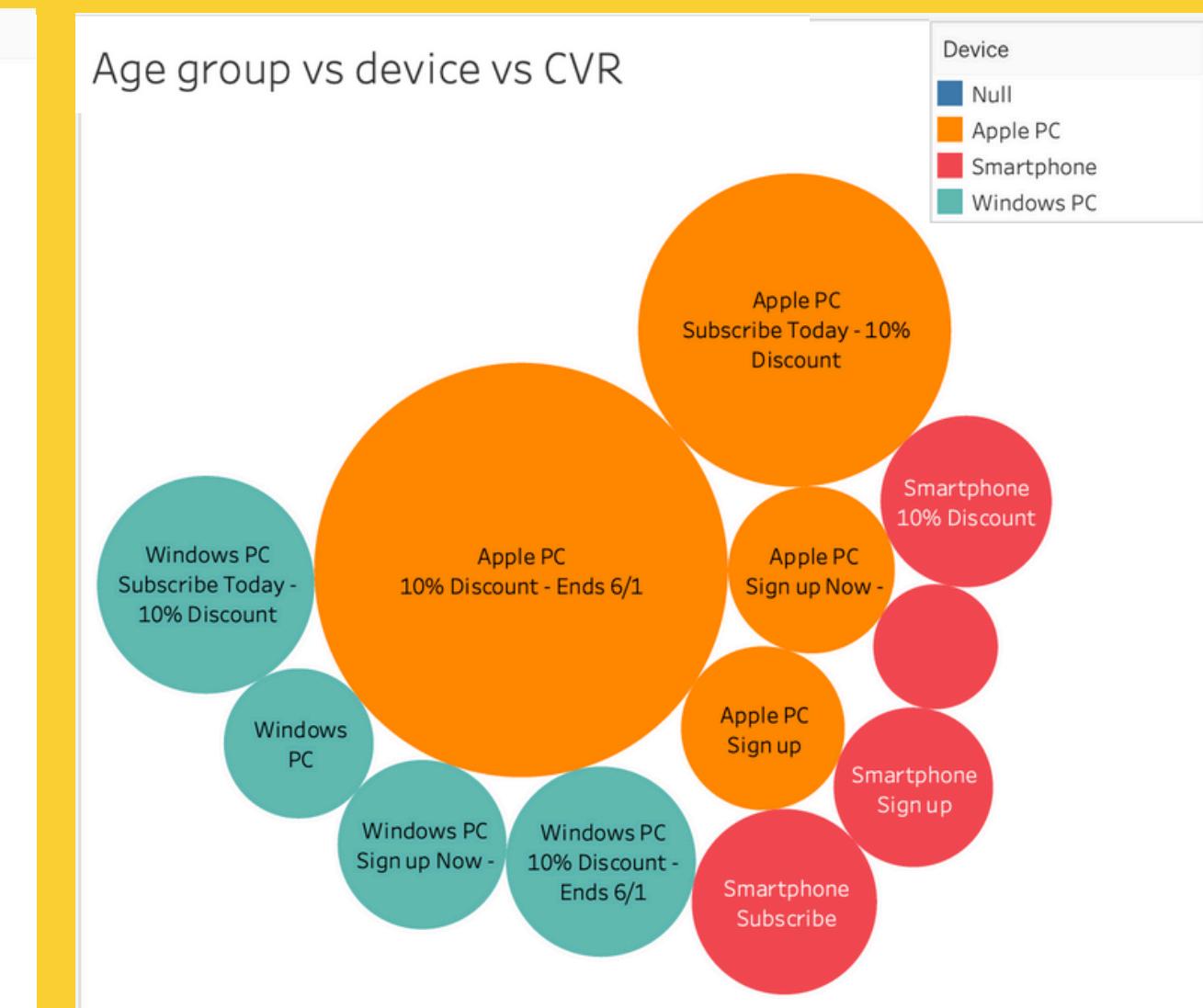
## Young Adults



## Adults



## Seniors



**Young Adults:** They clicked most on “Sign Up Now – 10% Off” using Windows PCs. This shows younger men respond well to urgency and desktop ads.

**Adults:** Performed better on Apple PCs with the “Sign Up Today – 10% Off” message. They may be more used to Apple products and prefer a more professional tone.

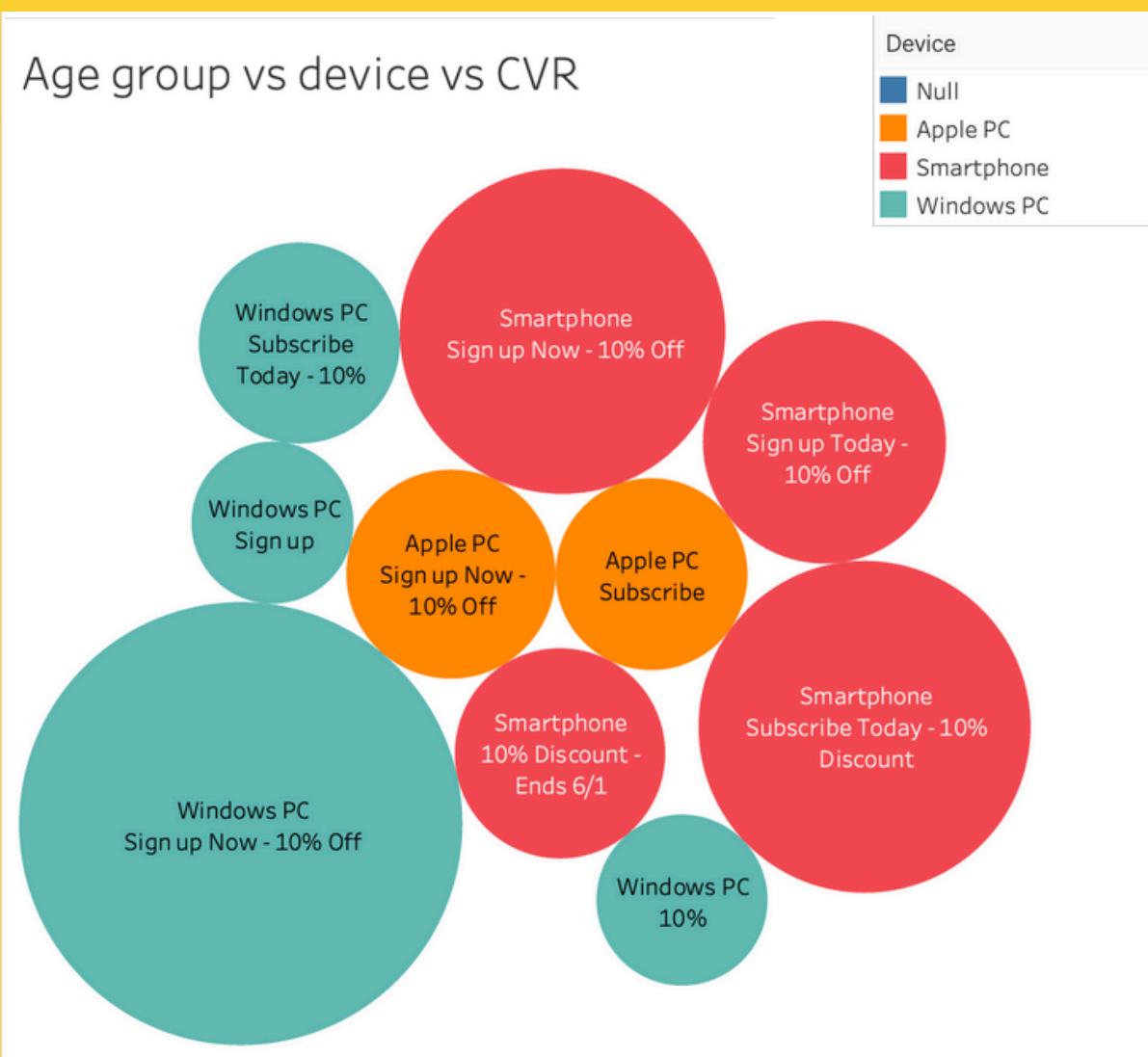
**Seniors:** Responded best to the “10% Discount – Ends 6/1” on Apple PCs. Like senior women, they prefer a clear, limited-time offer.

**Recommendation:** Use urgent, value based creative messaging for younger men on Windows PCs. For older men, especially seniors, focus campaigns on Apple PCs and highlight clear, time limited discounts.

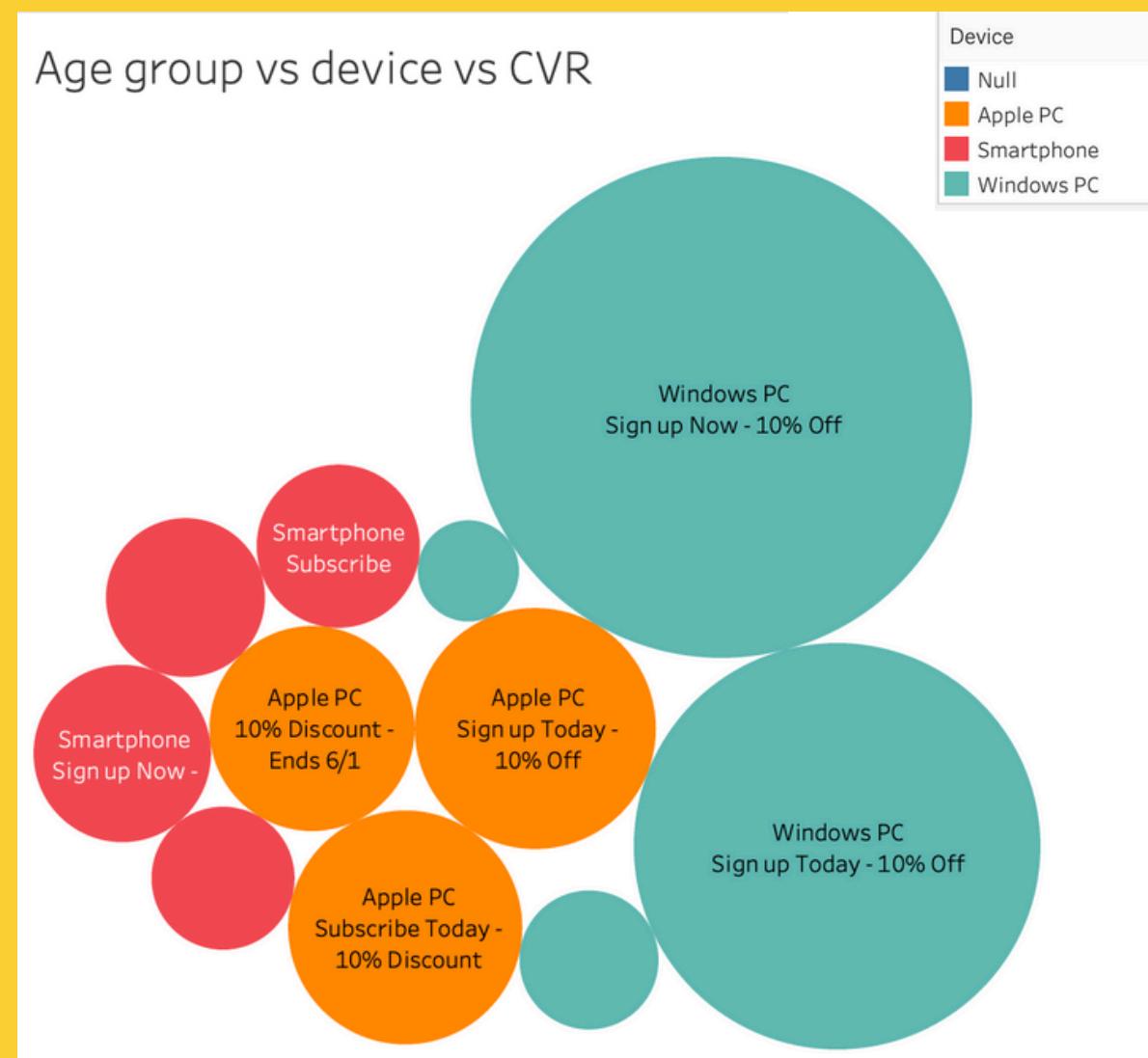
# AGE GROUP VS DEVICE VS CVR

Female

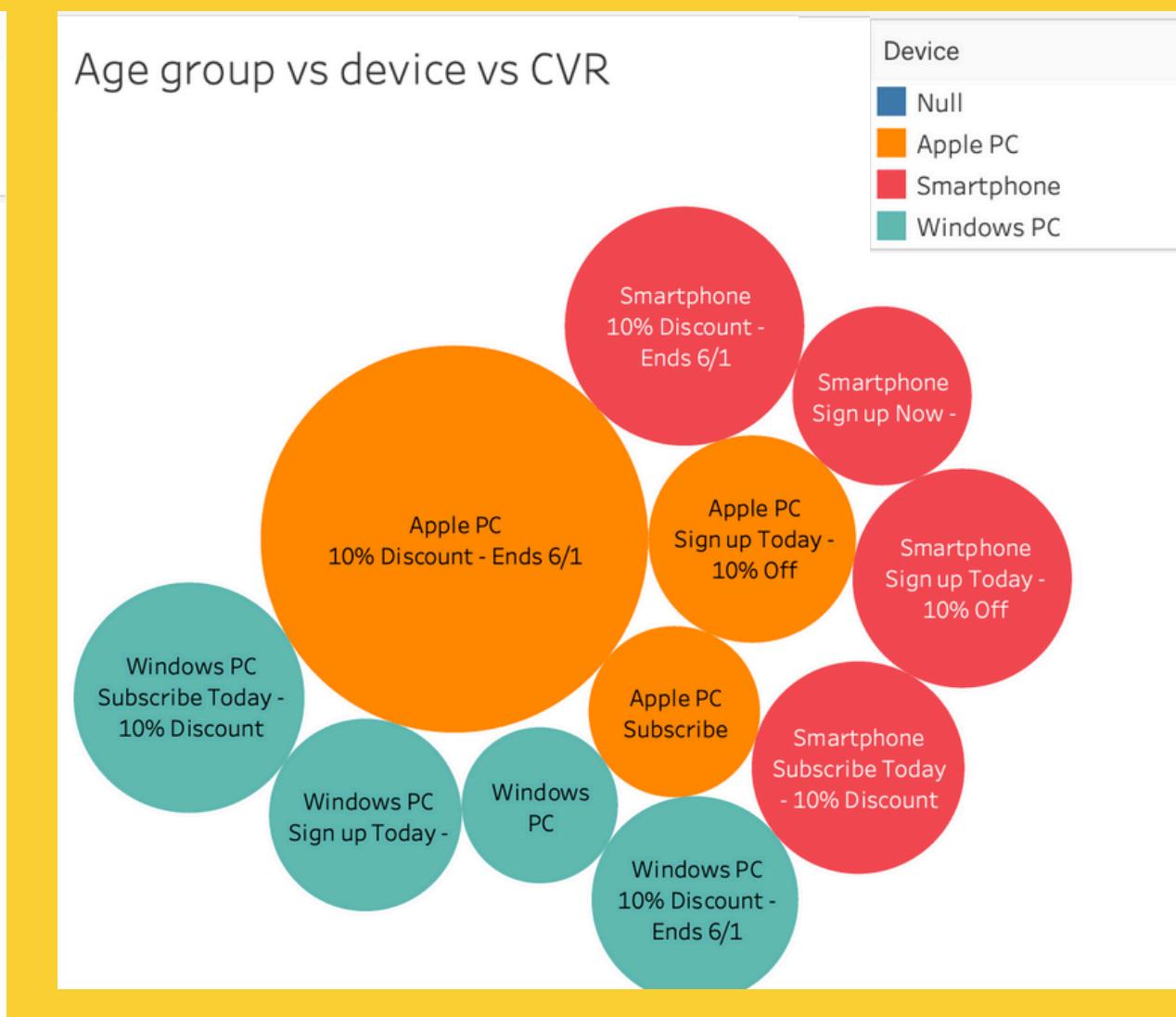
## Young Adults



## Adults



## Seniors



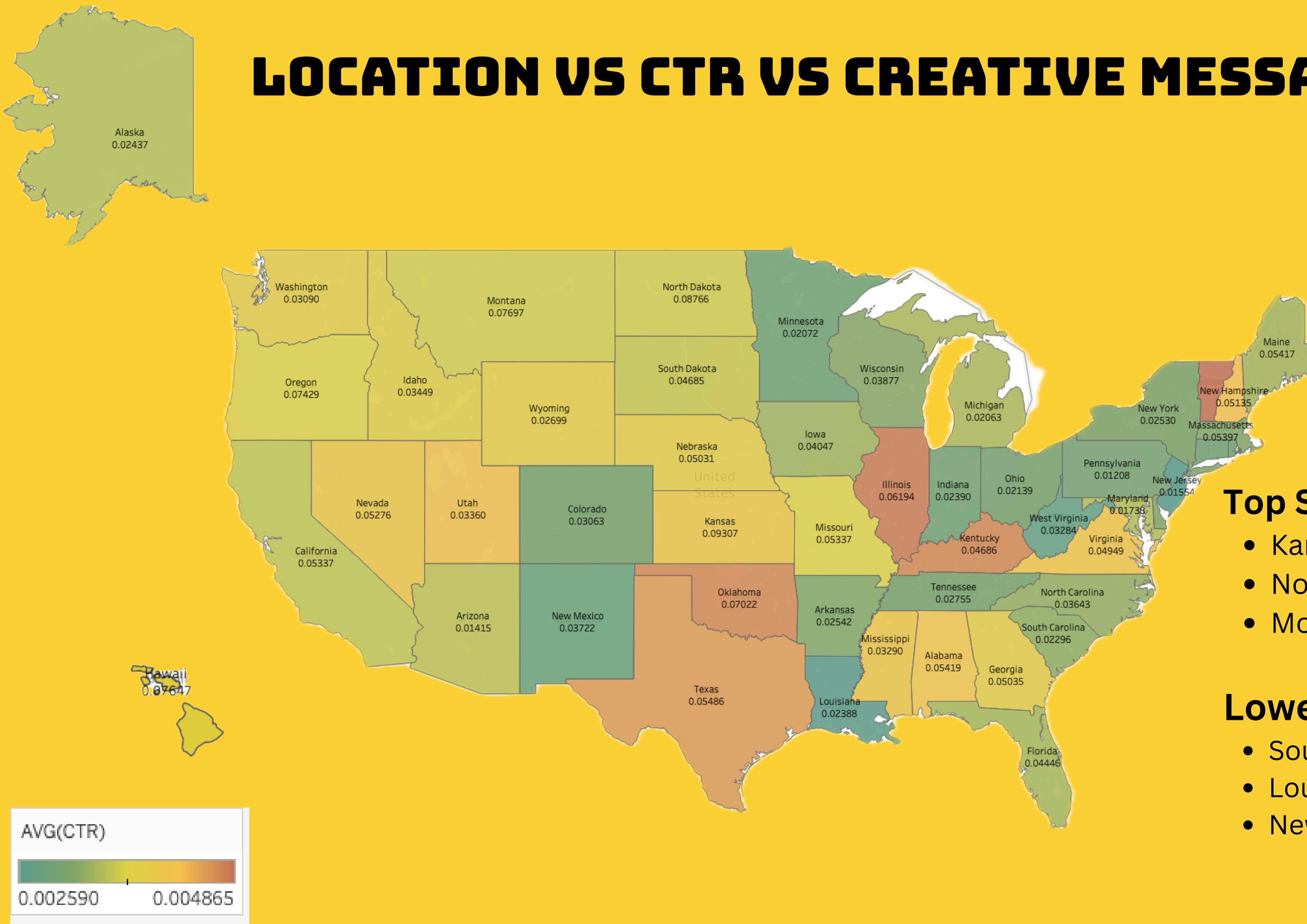
**Young Adults:** Responded best to the "Sign Up Now – 10% Off" ad when using Windows PCs. This shows that young women are motivated by discounts that feel urgent and easy to act on.

**Adults:** Also had high conversions on Windows PCs with the same creative messaging. This most likely reflects familiarity with the device and messaging that's direct and to the point.

**Seniors:** Preferred the "10% Discount – Ends 6/1" creative messaging on Apple PCs. Seniors seem to respond best to clear end dates and more thoughtful messaging.

**Recommendation:** Use simple, urgency driven creative messaging like "Sign Up Now – 10% Off" for younger and adult females on Windows PCs. For senior women, focus on Apple PCs and promote time-sensitive offers with clear deadlines.

# LOCATION VS CTR VS CREATIVE MESSAGING



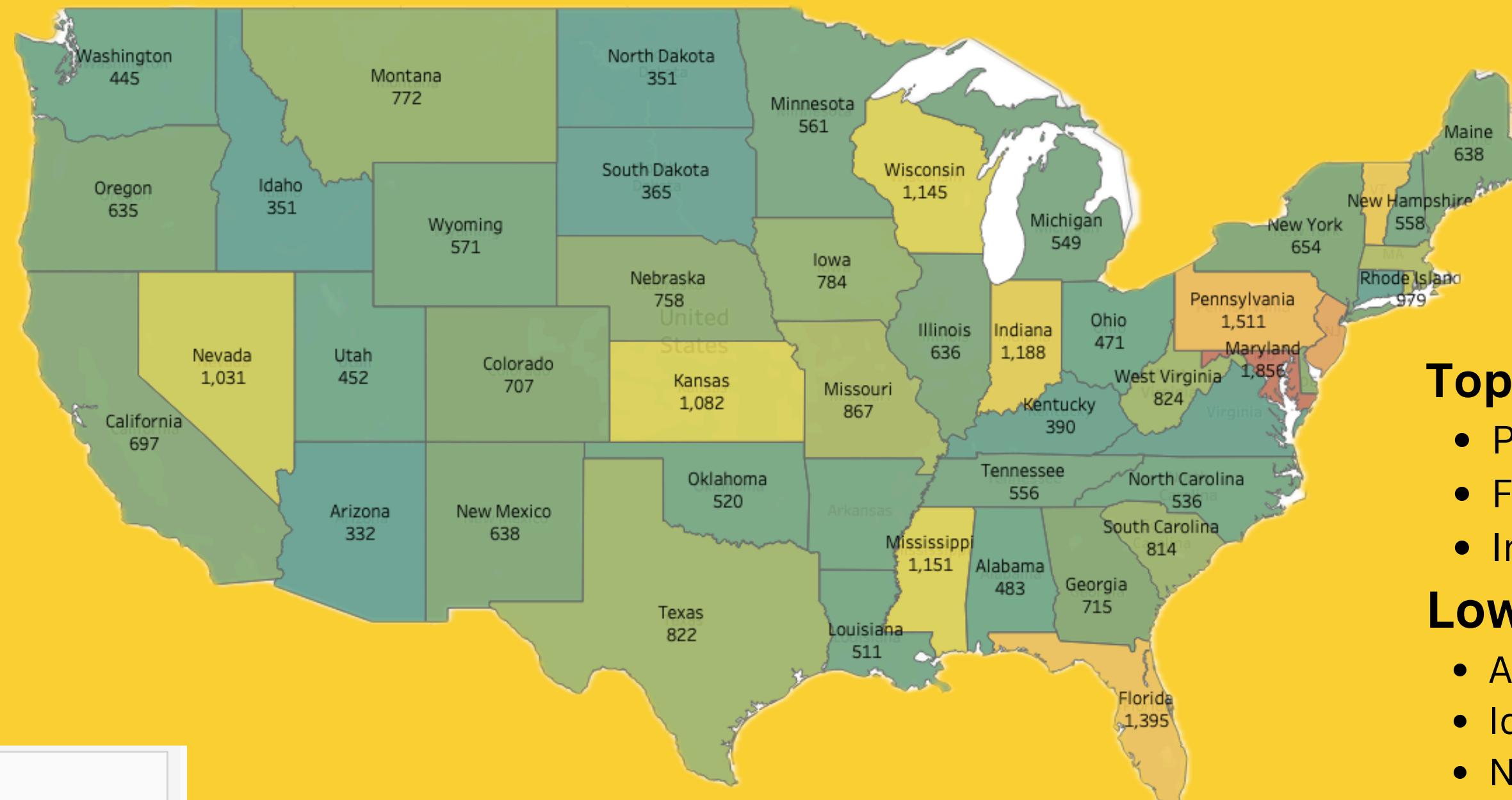
## Top States by CTR:

- Kansas – 0.093(highest CTR)
- North Dakota – 0.090
- Montana – 0.085

## Lowest CTRs:

- South Carolina – 0.022
- Louisiana – 0.023
- New York – 0.025

# LOCATION VS CPA VS CREATIVE MESSAGING



## Top States by CPA:

- Pennsylvania – 1,511 (highest CPA)
- Florida – 1,395
- Indiana – 1,188

## Lowest CPA:

- Arizona – 332
- Idaho – 351
- North Dakota – 351

# LOCATION VS CPA VS CREATIVE MESSAGING

## TOP-PERFORMING STATES (HIGH CTR, LOW CPA)

Delaware:

Highest CTR: 0.07

Moderate CPA: 456



## HIGH CTR, HIGH CPA STATES (STRONG ENGAGEMENT, COSTLY CONVERSIONS)

Mississippi:

CTR: 0.02

CPA: 1,151



## LOW CTR, LOW CPA STATES (COST-EFFECTIVE BUT LOW ENGAGEMENT)

Arizona:

CTR: 0.014

CPA: 332



# CREATIVE SIZE BY PERFORMANCE

creative size	userID	Average of CVR	Average of CPA	Average of CPC	Average of CPM	Average of CTR	Sum of Viewable Impressions
300x250		3%	\$692.62	\$50.45	\$159.7	0.4%	19330741
300x50		3%	\$806.38	\$55.48	\$197.6	0.4%	2350645
320x50		3%	\$682.26	\$54.53	\$156.1	0.4%	20191825
<b>Grand Total</b>		<b>3%</b>	<b>\$697.43</b>	<b>\$52.63</b>	<b>\$161.3</b>	<b>0.4%</b>	<b>41873211</b>

- Overall: The Top- Performing size was 300x50 which demonstrated :
- Lowest CPA at \$682.26
- Highest CTR of 1.28%
- Strong branding impact with 75% view- ability

The 300x50 ad size emerged as the clear top-performer in this campaign, demonstrating exceptional efficiency and strong user engagement. Its significantly lower CPA and remarkably high CTR indicate it's delivering conversions cost-effectively and resonating well with the audience.

## Detailed Breakdown and Interpretation

- Lowest CPA (\$682.26):
  - The 300x50 size achieved the lowest Cost Per Acquisition (CPA) at \$682.26. This is a critical indicator of its efficiency, meaning it's generating conversions at a significantly lower cost compared to other ad sizes. This directly translates to a better return on ad spend (ROAS) for this specific ad unit.
  - The low CPA suggests that the impressions served by this ad size are highly qualified and/or the ad creative itself is particularly effective at driving desired actions."
- Highest CTR (1.28%):
  - With a Click-Through Rate (CTR) of 1.28%, the 300x50 ad size exhibited the highest level of user engagement. This exceptionally high CTR signifies that the ad creative is highly compelling and relevant to the audience it's reaching, successfully enticing users to click and learn more.
  - A strong CTR also contributes to better ad quality scores on many platforms, potentially leading to lower impression costs over time.



# RECOMMENDATIONS FROM CREATIVE'S

- 1) We suggest running **A/B tests** on **message-size** pairs before scaling campaigns. Also, bringing in demographic insights can help us target the right messages to the right audiences more effectively.
- 2) **creative alignment matters.** When ad size and messaging are thoughtfully paired, we drive higher engagement, stronger ROI, and better brand impact.
- 3) Use short, urgent messages like "**Sign Up Now – 10% Off**" for **younger and adult women** using Windows PCs. For older women on Apple devices, use offers with clear deadlines to create urgency.

# AUDIENCE ANALYST



NICOLE  
AMELINES



EMILY  
HAN



KAINAT  
BADAR



AYCA  
KAZAZ

# AUDIENCE ANALYST TEAM

The audience analyst team is primarily responsible for gathering, analyzing, and interpreting data related to audience behavior, preferences, and engagement across various platforms or channels.

## ANALYSIS GOALS

### 1. AUDIENCE SEGMENTATION

Clean and organize audience segment data.  
Evaluate audience segment data with the demographics dataset.

### 2. IDENTIFY TOP AUDIENCES

Identify top 10 audiences of the calculated metrics - CPA, CVR, and CTR.  
Determine the top 10 performing audiences based on these metrics.

### 3. PERSONA GENERATION

Generate four personas based on the top 10 performing audiences.  
Recommend demographics to focus on based on the personas.

# QUESTIONS TO FOCUS ON

Who are the top audiences?

Which audiences should we focus on?

Do we see better performance among certain age groups or education levels?



# METRICS TO FOCUS ON AND CLEANING THE DATA

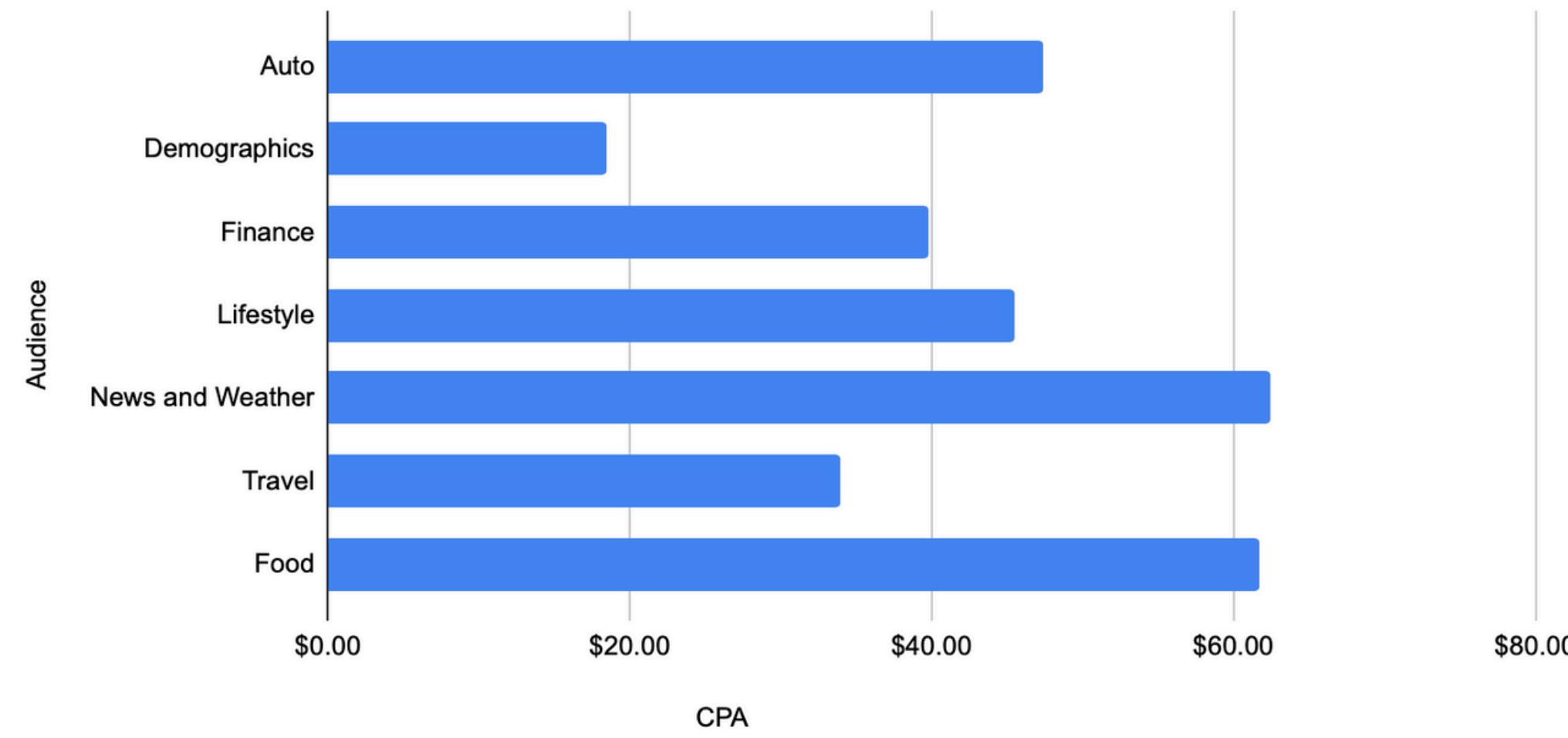
Goal type	Primary goal	Secondary goal
Audience	\$250 CPA	0.015% CTR

To clean the data we separated the audience segment data and used the regexmatch function.

We combined data and calculated metrics and created a scoring system to determine the best performing audiences.

# CPA

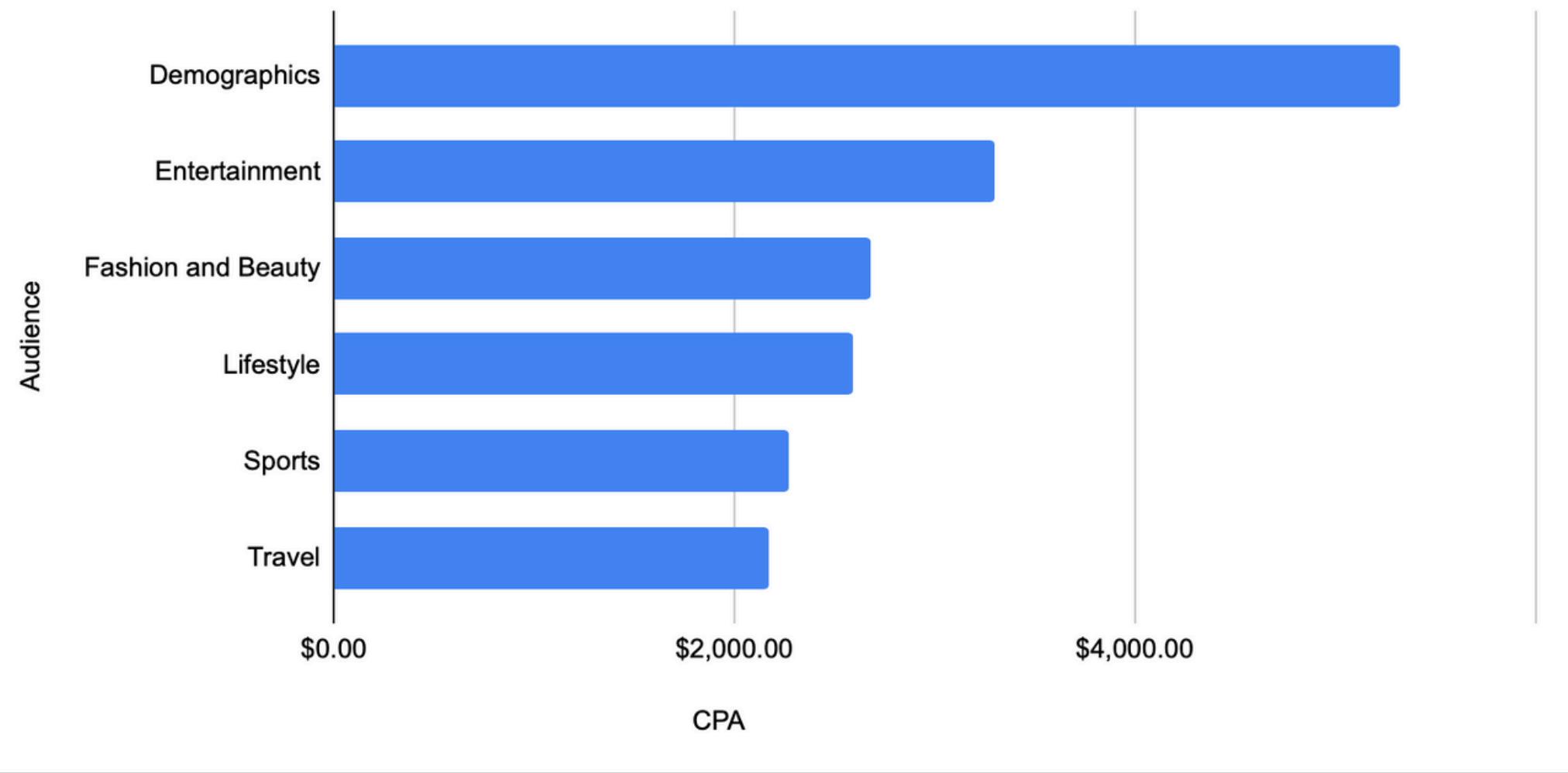
Categories of Top 10 Audiences Based on Lowest CPA



Users with the lowest CPA fall under these categories.  
The 10 lowest CPA values range from \$18.47 in the Demographics category to \$62.38 in Auto.

# CPA

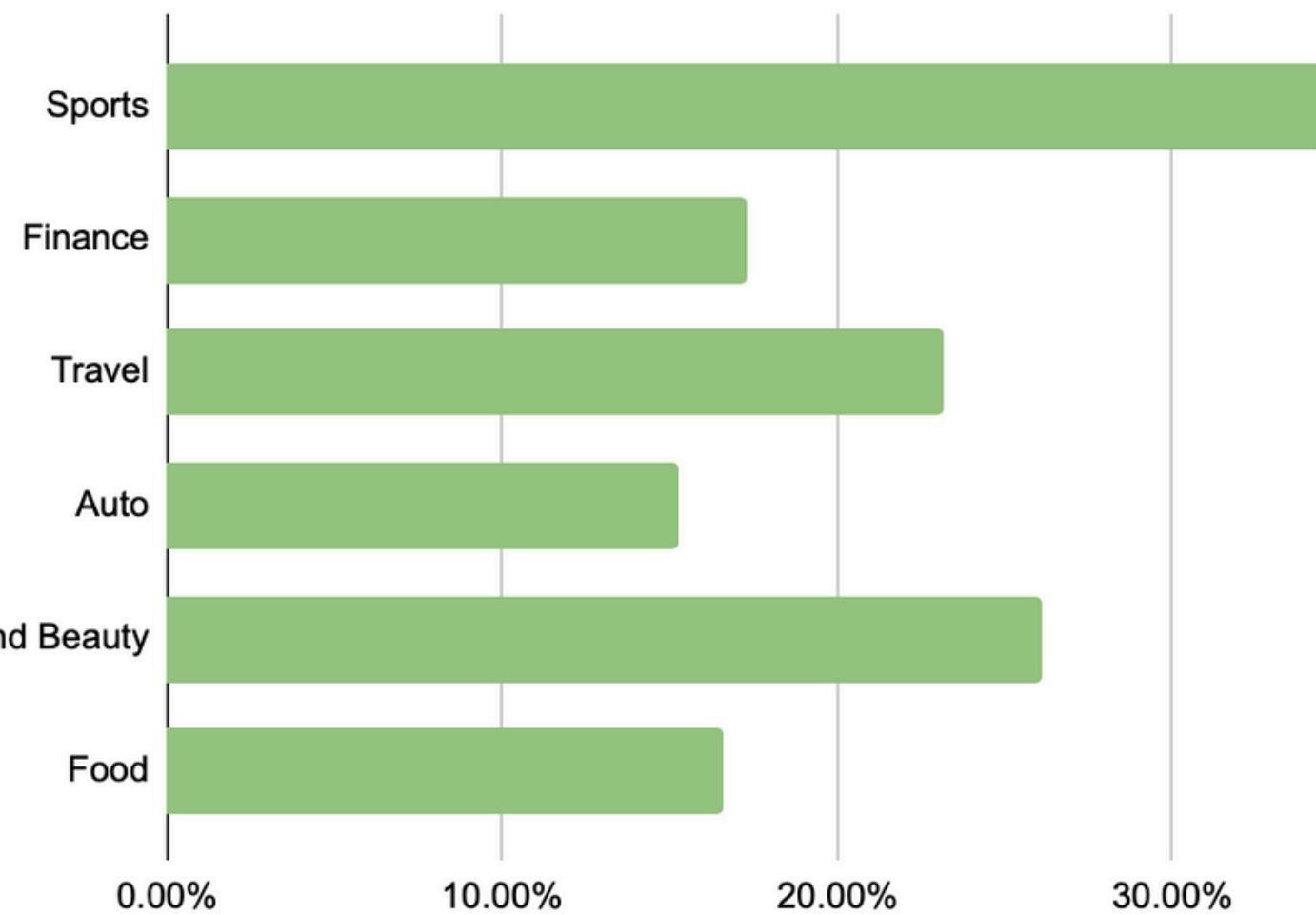
Categories of Top 10 Audiences Based on Highest CPA



Users with the highest CPA fall under these categories.  
The 10 highest CPA values range from \$2168.51 in the Travel category to \$5874.00 in Demographics.

# CVR

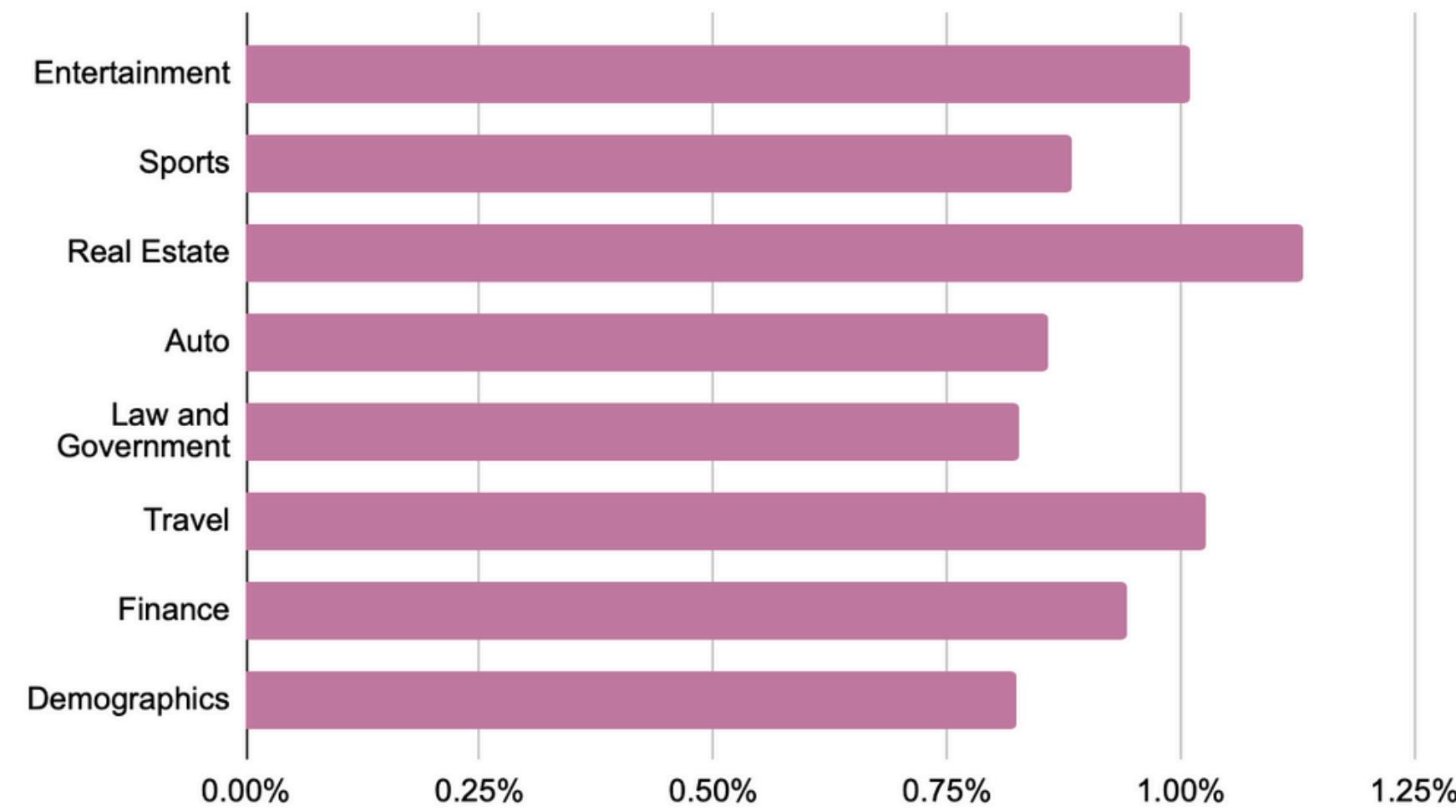
Categories of Top 10 Audiences Based on Highest CVR



Users with the highest CVR fall under these categories. The 10 highest CVR values range from 15.30% in the Auto category to 50.05% in Sports.

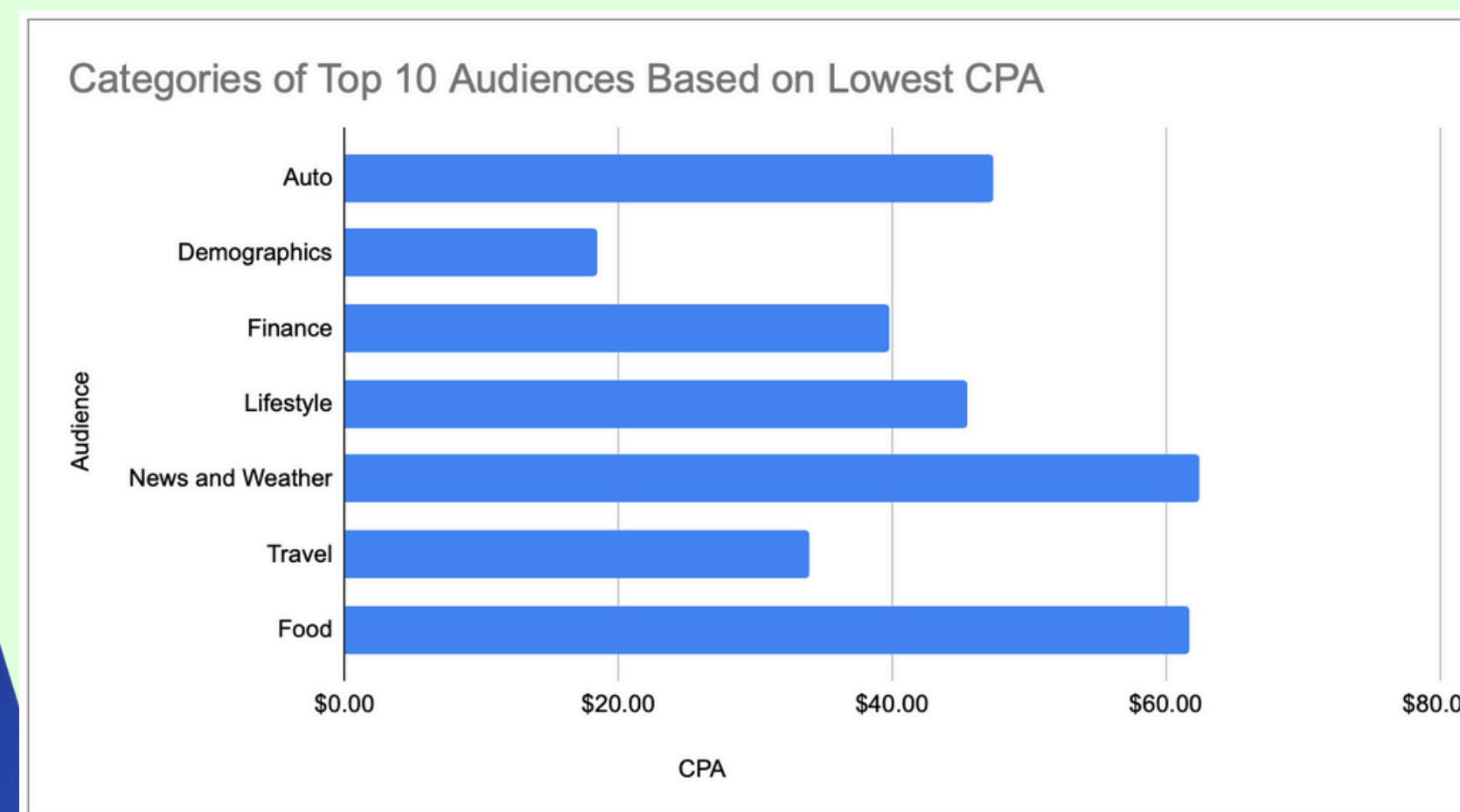
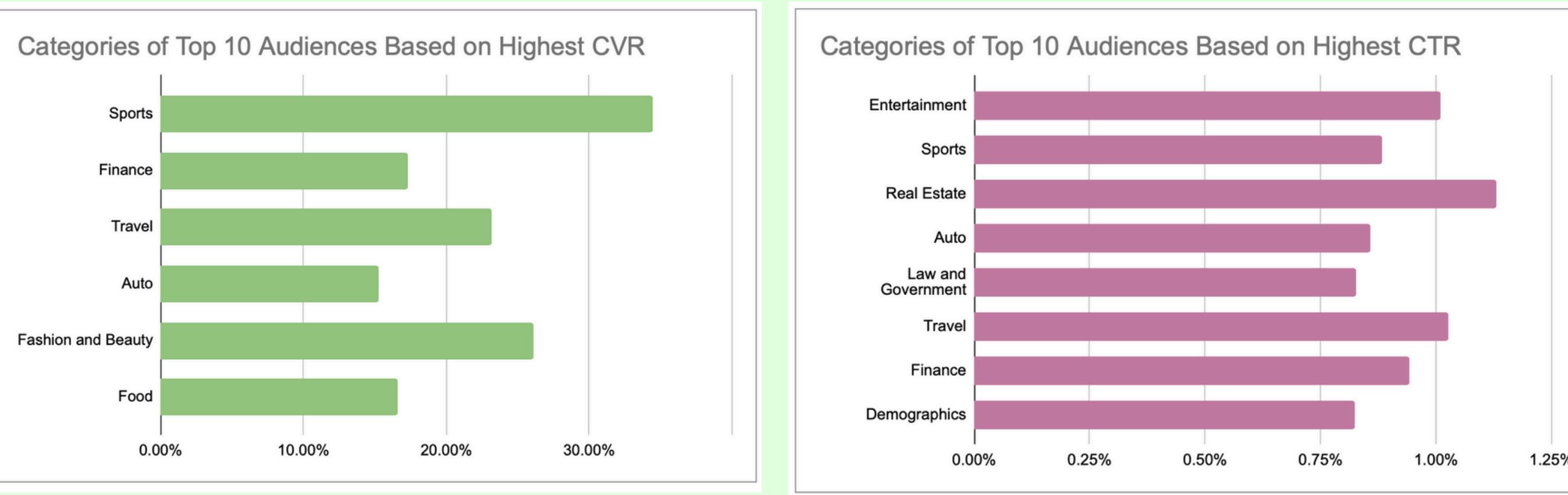
# CTR

Categories of Top 10 Audiences Based on Highest CTR



Users with the highest CTR fall under these categories.  
The 10 highest CTR values range from 0.81% in the Entertainment category to 1.13% in Real Estate.

# BASED ON TOP CPA/CVR/CTR



# SCORING SYSTEM

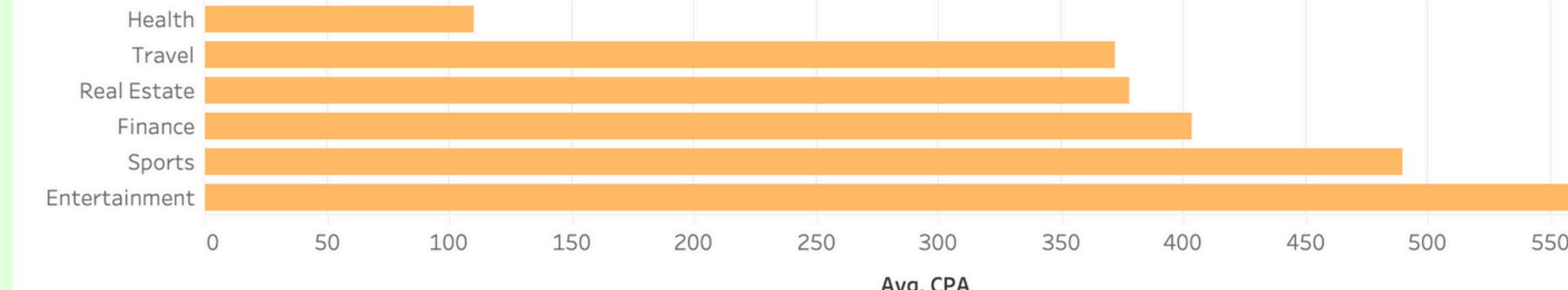
CPA	CVR	CTR	norm CPA	norm CVR	norm CTR	Score
\$142.93	11.77%	1.1319%	97.87%	23.4582%	100.0000%	121.3327%
\$377.66	17.78%	1.0251%	93.87%	35.4752%	90.3033%	119.6444%
\$75.20	50.05%	0.2529%	99.03%	100.0000%	20.2104%	119.2417%
\$298.00	3.65%	1.1011%	95.23%	7.2109%	97.2050%	99.6422%
\$110.12	11.03%	0.8273%	98.43%	21.9754%	72.3491%	92.7593%
\$99.41	16.44%	0.6578%	98.62%	32.8007%	56.9645%	88.3830%
\$362.08	18.88%	0.6259%	94.13%	37.6606%	54.0671%	85.8595%
\$530.80	4.29%	0.9427%	91.25%	8.4887%	82.8284%	82.5677%
\$115.36	20.49%	0.4508%	98.35%	40.8924%	38.1789%	77.4167%
\$93.14	28.47%	0.2701%	98.72%	56.8509%	21.7789%	77.3548%

To create our score we used an aggregated performance index.  
First we used min-max normalization on all three metrics.  
Then we used composite scoring to create our score.  
This is where we found our top 10 performing audiences.

# METRICS BY CALCULATED SCORE

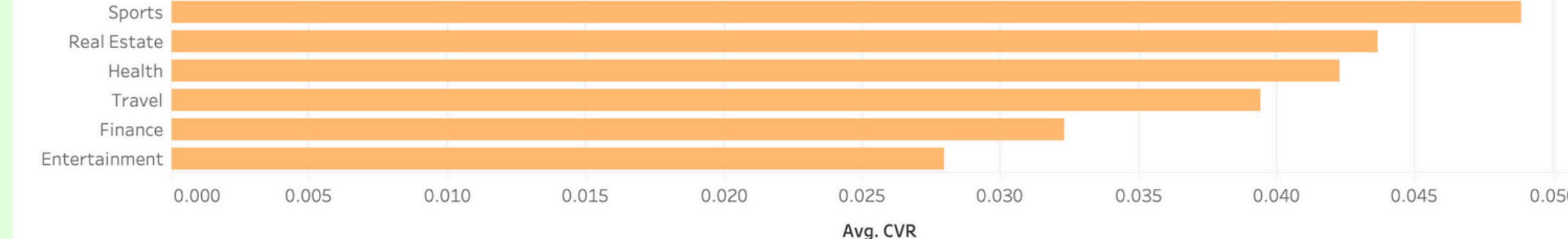
CPA

category ..



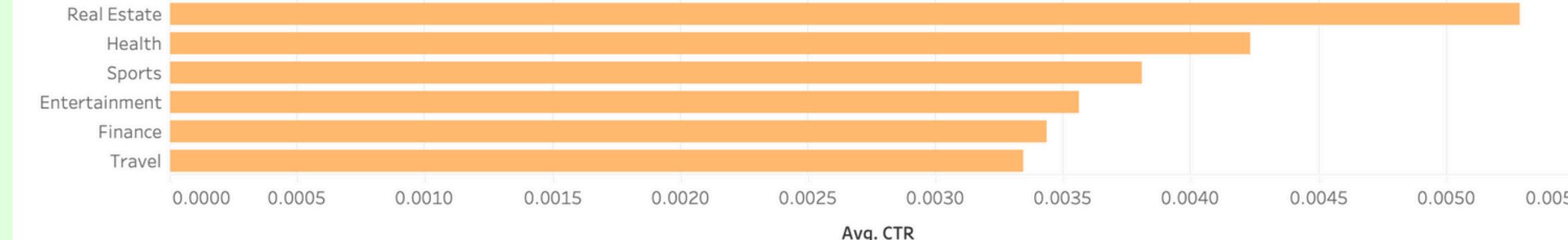
CVR

category ..



CTR

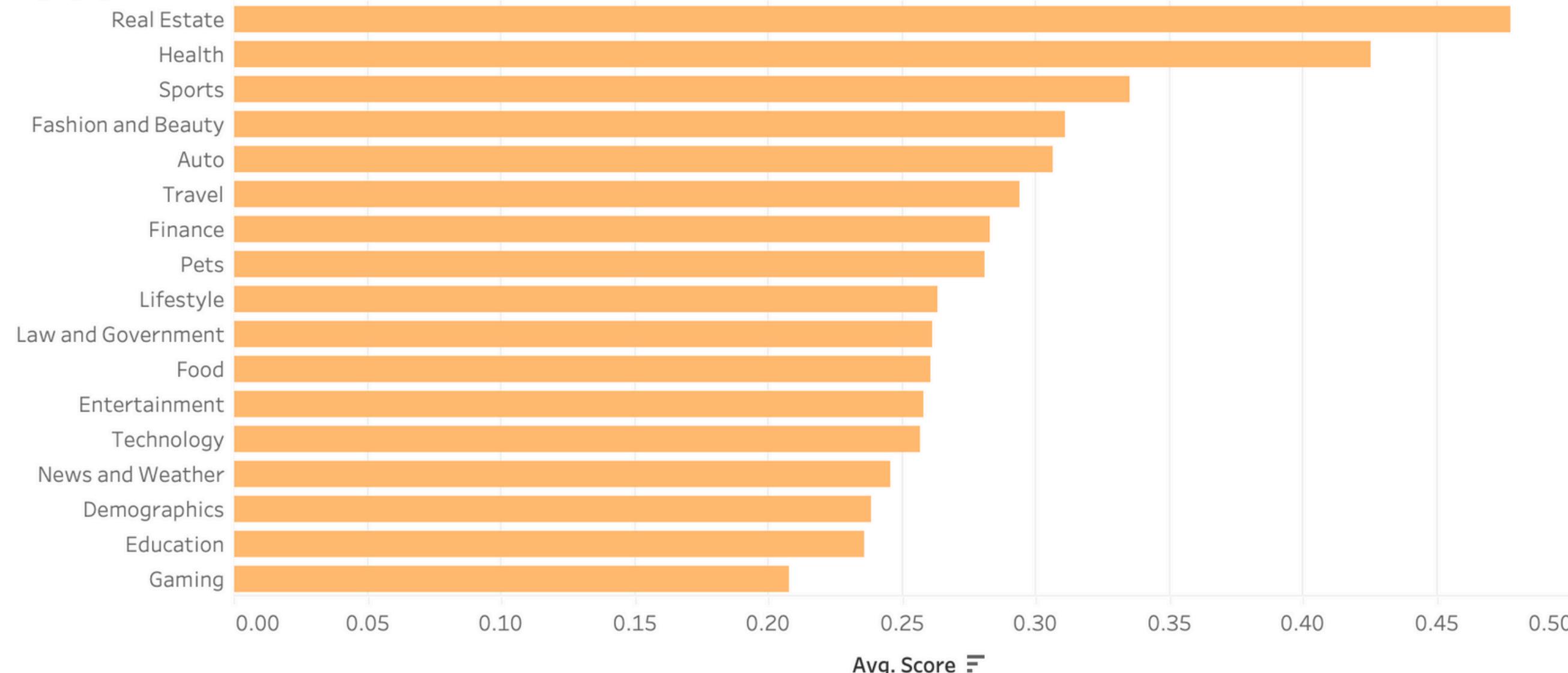
category ..

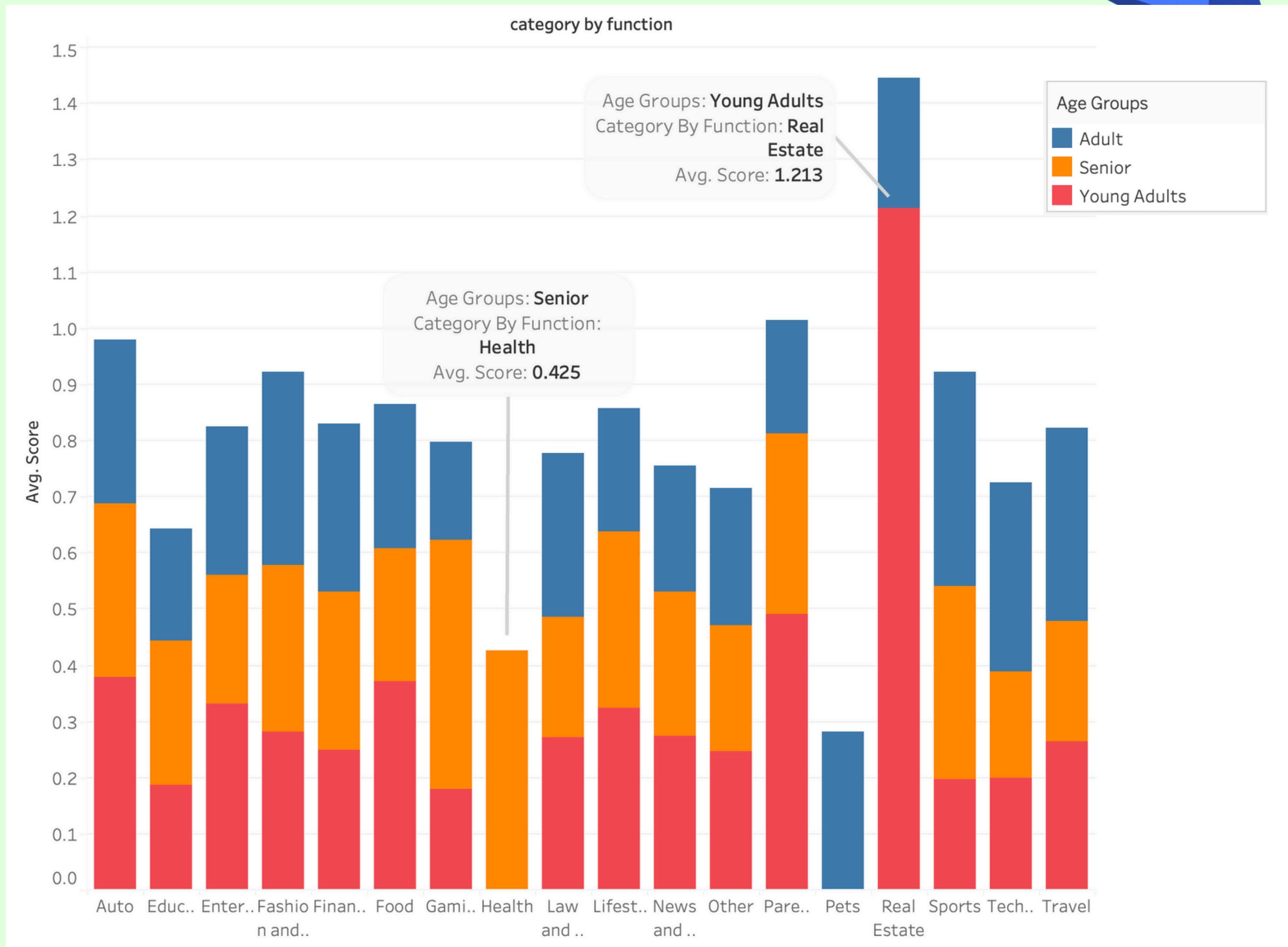


# TOP 10 PERFORMERS

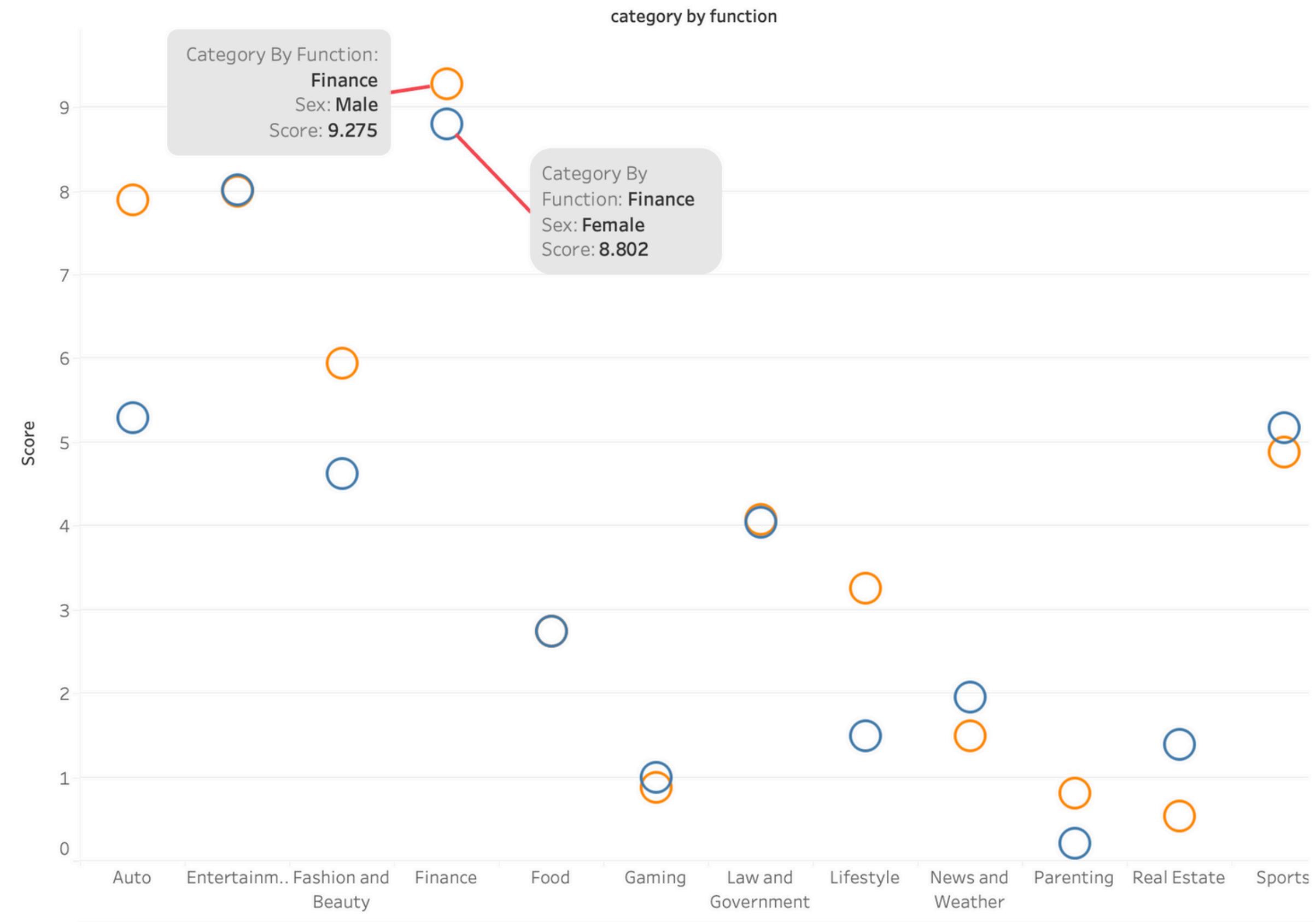
## Top Scoring Categories

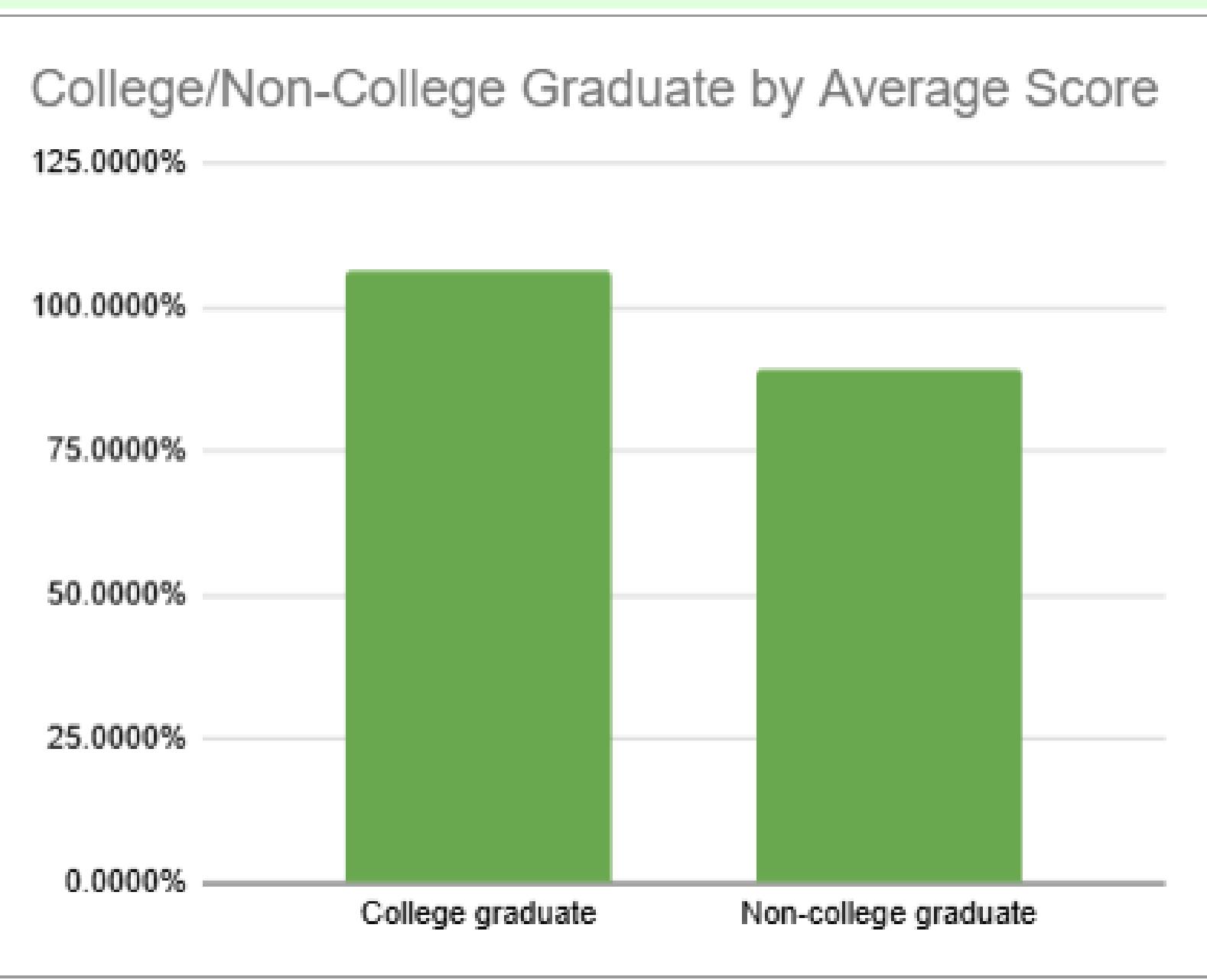
category by func. ↴





## Category of Sex by Score





Based off the top scorers we also see that non-college graduates had the lowest CPA cost compared to college graduates

# PERSONAS



## PERSONA 1

### JOAN

- Female
- 23
- Has children
- College Graduate
- From Texas
- Interested in Real Estate



## PERSONA 2

### JAMES

- Male
- 34
- Has children
- College Graduate
- From New York
- Interested in Finance



## PERSONA 3

### AGATHA

- Female
- 56
- Has children
- No degree
- From North Dakota
- Interested in Fashion



## PERSONA 4

### JAUFFRE

- Male
- 62
- No children
- College Graduate
- From New Hampshire
- Interested in Sports

# RECOMENDATIONS

We suggest that the company target college-educated parents in their 20s–30s

We recommend to create tailored content for financial stability and family planning

We also suggest using lifestyle content strategically for older demographics

Lastly we recommend leveraging educational segmentation

# INVENTORY ANALYST



MELVIN  
VALDEZ



RAQUEL  
GUTIERREZ  
SWARTON



ISAIAH  
GEATHERS



SU SAN  
CHEN

# INVENTORY ANALYST

The Inventory and Viewability team is primarily responsible for identifying which exchanges have the best results in terms of performance and branding metrics as well as impressions.

## ANALYSIS GOALS

### 1. PERFORMANCE

Focused on identifying the best performing publishers and exchanges based on Viewability, Impressions, CVR, CTR.

### 2. COST EFFICIENCY

Focused on identifying the most cost efficient publishers and exchanges based on CPA, CPC, and CPM.

### 3. INSIGHTS

Recommended 5 publishers to be contacted directly based on the CPV and Viewability rate of Publishers and the Exchanges KPI.

# Performance Metrics by Inventory Sources (Exchanges)

Exchange	CPA	CVR	CPC	CPM
Kargo	114	17	19	128
PulsePoint	311	35	65	66
Yieldmo	338	17	54	257
Taboola	352	6	21	79
GumGum	416	2	11	36
Sovrn	476	6	15	51
Index Exchange	507	12	60	171
Smart RTB+	526	8	32	90
Xandr - Monetize SSP	542	16	51	174
OpenX	559	9	46	162
Magnite DV+	615	12	44	132
Google Ad Manager	715	11	51	161
BidSwitch	724	11	62	181
PubMatic	728	10	46	162
TripleLift	1263	7	49	187
Yahoo Exchange	1284	10	114	181
Sharethrough	1462	33	62	233

**Kargo, PulsePoint, and Taboola** are the top-performing exchanges based on low CPA, high CVR, and low CPC/CPM values.

**Kargo** stands out with the lowest CPA and CPC, indicating it's the most cost-efficient and conversion-effective source.

**PulsePoint** has the highest CVR (35), making it a strong choice for maximizing user engagement and conversion.

**Taboola** offers a balanced mix of low CPA and CPM, ideal for cost-effective branding and performance campaigns.

**Sovrn** and **Index Exchange** are solid mid-tier performers with reasonable costs and good efficiency.

**TripleLift, Yahoo Exchange, and Sharethrough** show high CPA and CPM, making them the least efficient sources.

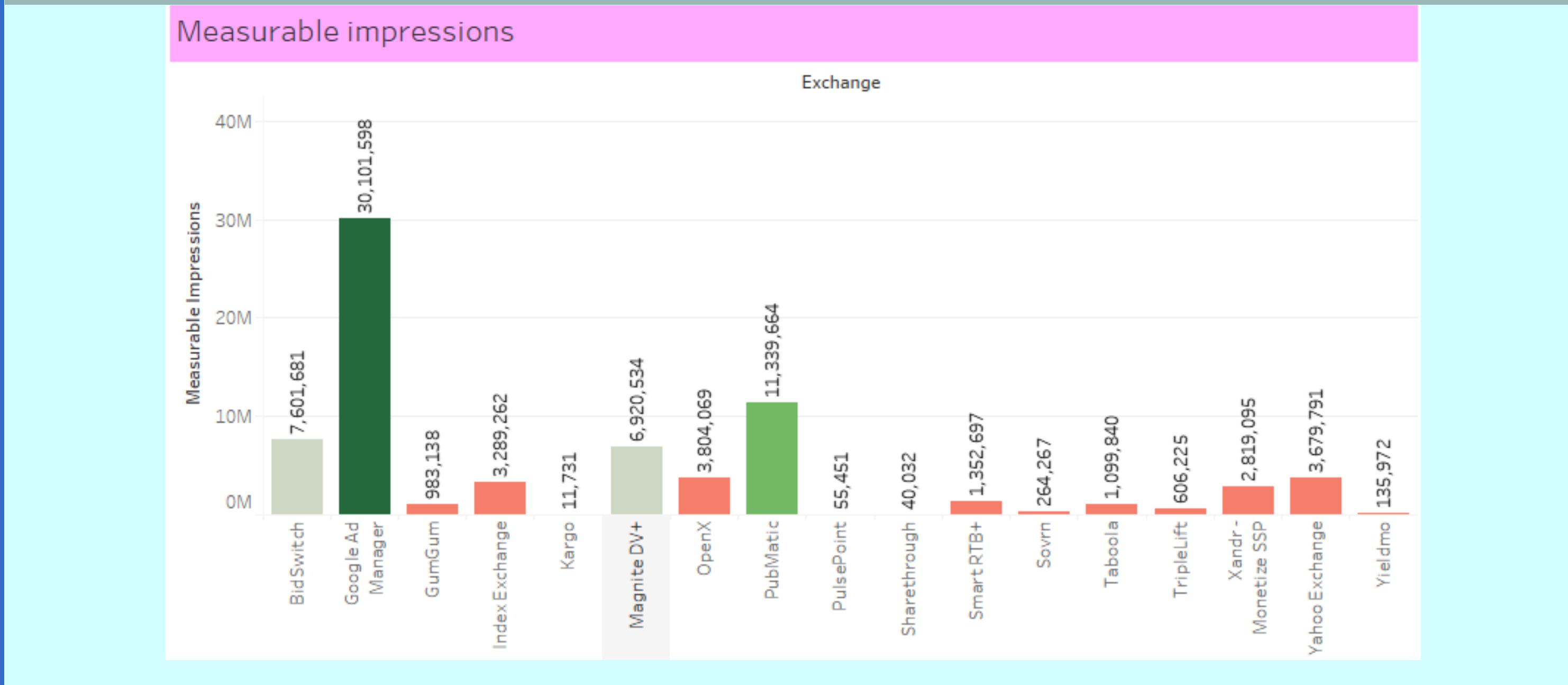
Consider shifting budget allocation toward high-performing, cost-efficient exchanges to maximize ROI.

# Branding Metrics by Inventory Sources (Exchanges )

Exchange	CTR (Click-Through Rate)	Viewability	Viewable_Impressions	Clicks
Kargo	67.42%	58.51	7290.00	84.00
Sharethrough	54.35%	66.88	28777.00	246.00
Yieldmo	45.12%	52.32	46756.00	559.00
Sovrn	43.59%	53.53	153307.00	729.00
TripleLift	42.11%	53.20	361229.00	2271.00
Index Exchange	41.61%	48.11	2079779.00	10517.00
OpenX	39.57%	47.51	2579090.00	13209.00
PubMatic	36.85%	40.48	6592765.00	28722.00
Google Ad Manager	35.33%	46.33	16170388.00	97488.00
BidSwitch	34.79%	45.69	4056167.00	23187.00
Xandr - Monetize	34.58%	52.77	1721332.00	8731.00
Taboola	34.38%	50.15	729258.00	2664.00
Smart RTB+	33.72%	46.62	831033.00	4909.00
Magnite DV+	32.78%	48.33	3811392.00	24491.00
GumGum	29.18%	41.77	453513.00	2859.00
Yahoo Exchange	28.50%	46.84	2221690.00	11489.00
PulsePoint	23.62%	32.38	29445	944
<b>Grand Total</b>	<b>0.36</b>	<b>46.44</b>	<b>41873211</b>	<b>233099</b>

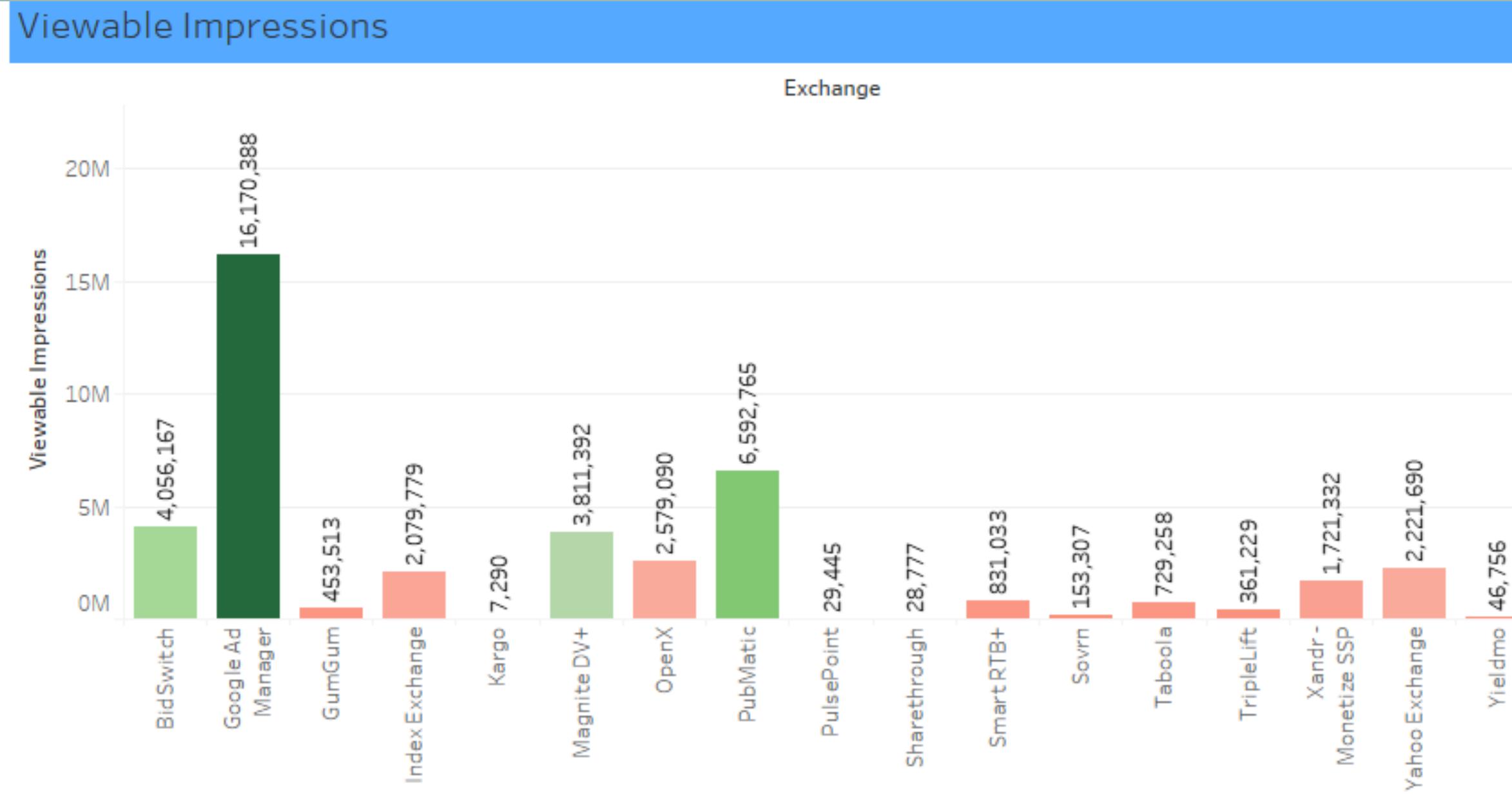
- When it comes to CTR and Clicks, Kargo and google are top performers, however Kargo is the worst in total clicks.
- Sharethrough tops viewability, while google tops viewable impressions, Sharethrough struggles with total viewable impression while google its in the mid range for other metrics

# Measurable Impressions vs Viewable Impressions



- Measurable Impressions offers technology that helps track more data points on how the ad was seen.
- Offers more insights on ad placement where viewability is verified. Allows marketing teams to dive deeper into ad performance.

# Measurable Impressions vs Viewable Impressions



- All exchanges have more measurable impressions than viewable, measurable impressions are preferred.
- All exchanges have a similar trend from measurable to viewable as the top performers for viewable are top performers for measurable.

# Publishers Average Viewability and vCPM

Webpage	AVERAGE of Viewability	AVERAGE of vCPM (Viewable CPM)
live	84	39
miamiherald	74	74
aol	72	39
historycollection	71	51
investing	71	25
screenrant	70	44
kbb	70	60
autotrader	69	44
fortune	69	40
cnbc	69	53
biblegateway	67	35
streetinsider	66	27
foxnews	61	45
activebeat	61	39

- Top performing publishers in viewability as required for our primary goal
- Publishers are filtered to meet our secondary goal of less than 80 vCPM

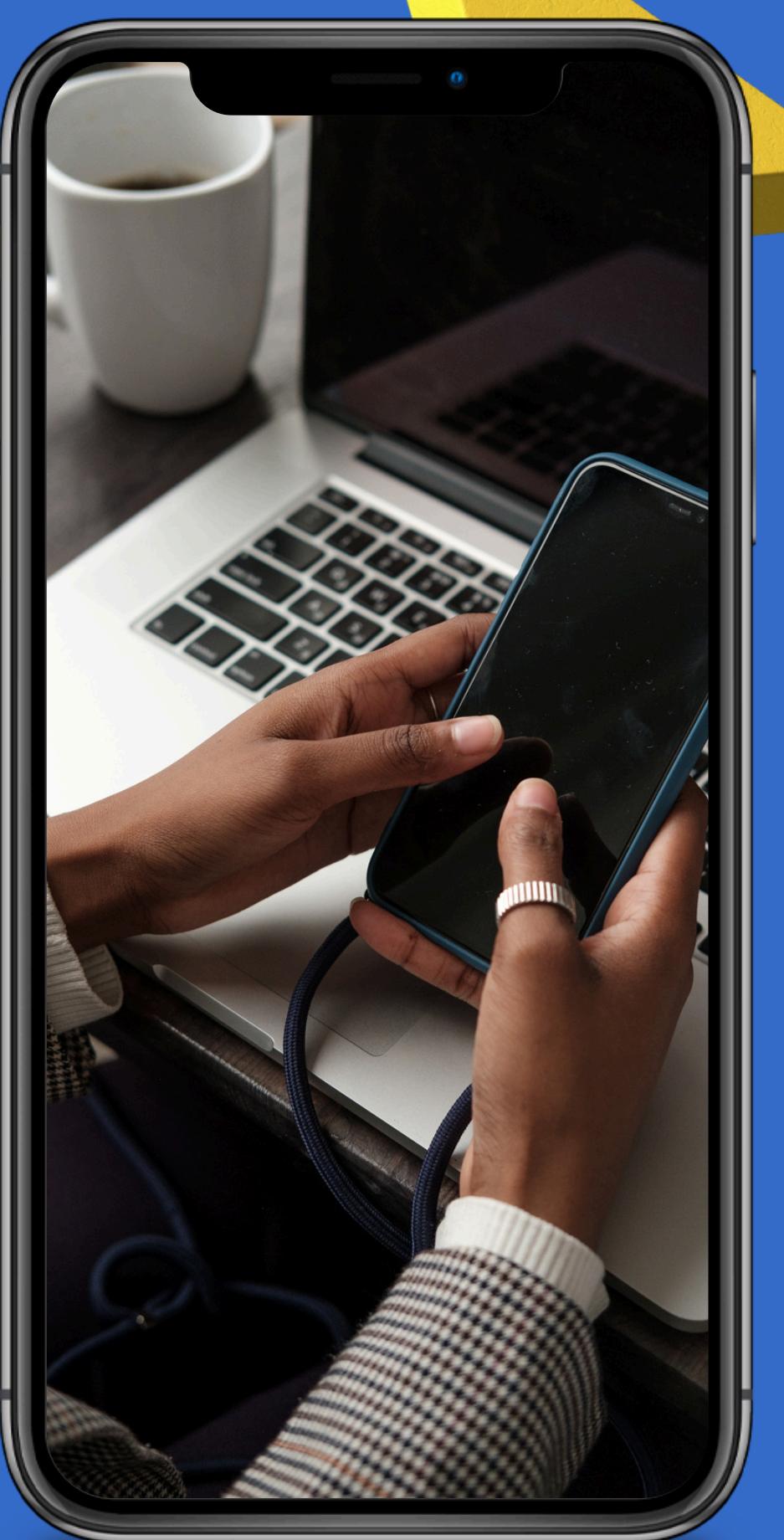
# Goals and Considerations

Which Publishers can we recommend and why?

What rate should be paid for direct buy?

Primary Consideration: Viewability should be 60% or higher

Secondary Consideration: Viewable CPM should be \$80 or Less



# Recomended Publishers

Live

highest  
Viewability rate  
84.1%

**CPVM under \$80**  
\$38.57

**Exchanges**  
BidSwitch  
Google Ad Manager  
Index Exchange  
Magnite DV+  
Xandr - Monetize  
SSP

AOL

3rd highest  
Viewability rate  
71.79%

**CPVM under \$80**  
\$39.24

**Exchanges**  
BidSwitch  
Google Ad Manager  
Magnite DV+  
PubMatic

Historycollection

4th highest  
Viewability rate  
71.24

**CPVM under \$80**  
\$50.92

**Exchanges**  
Google Ad Manager

autotrader

8th highest  
Viewability rate  
69.38

**CPVM under \$80**  
\$44.03

**Exchanges**  
Google Ad Manager  
PubMatic

screenrant

6th highest  
Viewability rate

70.47%

**CPVM under \$80**  
\$43.66

**exchanges**  
BidSwitch  
Google Ad Manager



THANK YOU!!

Do you have any questions?

# CREDITS TO C522

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