

Our company currently faces fierce competition in a saturated market, and if we want to see more successful campaigns, we must consider cutting back on costly inefficiencies, and leaning into untapped opportunities. With campaigns running across multiple channels and states, we need to maximize ROI by identifying what *is* working, and what is *not*.

After analyzing the data, we found that the main business problem is inefficient spending, and poor prioritization when it comes to marketing.

Which locations were the most cost-effective?

The states which drive the highest ROI are in the Midwest, with 29.1% of the total conversion distribution, the highest conversion rate among all regions. Illinois leads in total number of clicks with 69,176 - 29.7% of all clicks nationwide - telling us that they are the most likely of all the participating states to interact with our campaigns.

Which were the top/bottom performing states?

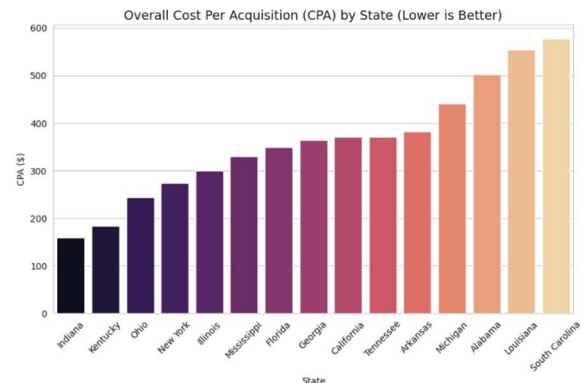
Top-Performing States: South Carolina, Louisiana, and Alabama

Bottom-Performing States: Indiana, Kentucky, and Ohio

Which type of messaging is most likely to lead to clicks?

We found that most visitors who accessed our campaign did so on smartphones: 578

of the 721 devices recorded in our data were smartphones. We also found that most visitors who accessed our campaign were browsing content in the Finance category (%).



Call to Action

Based on our findings, we have the following recommendations for the company moving forward:

- We should prioritize the Midwest as a marketing region, since it represents our highest conversion rates.
- Further, we should modify our marketing in Illinois to maximize ROI in this high-performing state, perhaps by narrowing our content category focus.
- It is crucial that we take on a mobile-first strategy.
- In terms of marketing, we should prioritize finance as a browsing category.

Spatial Analyst Group One-Pager

Executive Summary

The company currently faces fierce competition in a saturated market, and if we want to see more successful campaigns, we must consider cutting back on costly inefficiencies, and leaning into untapped opportunities. It is important for us to maximize ROI by identifying what *is*

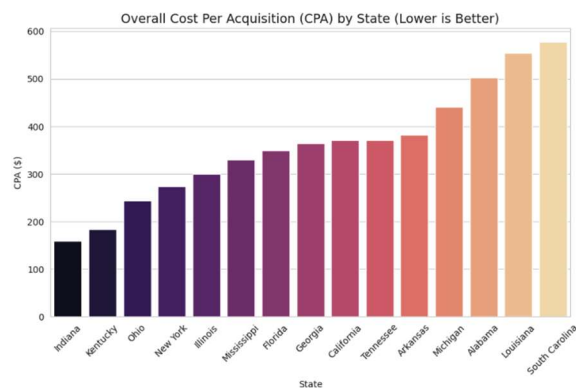
working, and what is *not*. After analyzing the data, we found that the main business problem is inefficient spending, and poor prioritization when it comes to marketing.

Key Findings

The region which drives the highest ROI is the Midwest, with 29.1% of the total conversion distribution - the highest conversion rate among all regions. On the opposite end of the spectrum, the data shows that the region which has the lowest ROI is the Northeast, garnering only 19.5% of the total conversions.

Further, Illinois leads in total number of clicks with 69,176; this number represents 29.7% of all clicks nationwide. This tells us that Illinois is the most likely of all the participating states to interact with our advertisements.

The type of messaging that is most likely to lead to clicks is optimized for smartphones - 578 of the 721 devices recorded in our data were smartphones. It's also important to note that with over 39,000 clicks, Finance is the browsing category in which visitors were most likely to access our campaign.



Next Steps/Recommendations

Based on our findings, we have the following recommendations for the company moving forward:

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