

# Marketing Report

2020-03-24

## Description

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## Findings

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## [1] "Code_Adnumber"           "Code_Audience"
## [3] "Code_Interactivity"      "Code_Medium"
## [5] "Code_Objective"          "Code_Product"
## [7] "Code_RecruitingPeriod"   "Code_Vendor"
## [9] "City"                    "Master_Adname"
## [11] "Master_Adname_Type"      "Master_Vendor"
## [13] "Master_Bounces"          "Master_Campaign"
## [15] "Master_Clickable_Completions" "Master_Clicks"
## [17] "Master_Clicks_Sponsored_InMail" "Master_Clicks_To_Site"
## [19] "Master_Completions"      "Master_Component"
## [21] "Master_Cost"             "Master_Date"
## [23] "Master_Engagements"      "Master_Exits"
## [25] "Master_Fiscal_Year"      "Master_Impressions"
## [27] "Master_Landing_Page"     "Master_Opens"
## [29] "Master_Pageviews"        "Master_Product"
## [31] "Master_Reach"            "Master_Sends"
## [33] "Master_Session_Duration" "Master_Sessions"
## [35] "Master_Swipes"           "Master_Time_On_Page"
## [37] "Master_Unique_Clicks"    "Master_Unique_Pageviews"
## [39] "Master_Views"            "Region"
## [41] "Master_Results"          "Master_Reach.1"

## Joining, by = "AdSet"
```

Quarter	AdSet	Impressions	CTR	UPV	BR	Start_Date	End_Date	Av
FY19Q1	FA19_UG_HS_FB_DISP_IG	687,379	0.41%	1,222	53.38%	2018-08-06	2019-05-07	00
FY19Q1	FA19_UG_HS_IG_VID_IG	100,178	0.27%	45	75%	2018-08-10	2019-06-30	00
FY19Q1	FA19_UG_TL_DBM_DISP_IG	664,689	0.07%	393	88.74%	2018-09-04	2020-03-07	00
FY19Q1	FA19_UG_TL_FB_DISP_IG	591,066	0.54%	1,805	92.45%	2018-08-28	2019-12-30	00
FY19Q1	FA19_UG_TL_IG_DISP_IG	146,378	0.25%	69	78.33%	2018-08-28	2018-11-09	00
FY19Q1	FA19_UG_TL_IG_VID_IG	153,263	0.24%	54	94.23%	2018-09-01	2018-11-09	00
FY19Q2	FA19_UG_TL_DBM_DISP_IG	1,117,597	0.17%	882	94.59%	2018-09-04	2020-03-07	00
FY19Q3	FA19_UG_IN_PIN_DISP_BR	179,161	0.29%	289	84.98%	2018-09-04	2020-01-31	00
FY19Q3	FA20_UG_HS_FB_DISP_ER	264,744	0.47%	239	94.54%	2019-01-14	2019-07-30	00
FY19Q3	FA20_UG_HS_PIN_DISP_ER	144,241	0.28%	209	96.04%	2019-01-08	2019-03-02	00
FY19Q3	FA20_UG_TL_DBM_DISP_BR	222,128	0.17%	465	85.52%	2019-03-07	2019-11-26	00
FY19Q3	FA20_UG_TL_IG_DISP_BR	104,776	0.2%	96	96.7%	2019-03-11	2020-03-05	00
FY19Q3	FA20_UG_TL_IG_VID_BR	109,045	0.17%	80	97.37%	2019-03-11	2019-11-05	00
FY19Q4	FA20_UG_HS_FB_DISP_ER	397,369	0.45%	452	93.85%	2019-01-14	2019-07-30	00
FY19Q4	FA20_UG_HS_IG_CAR_ER	163,575	0.17%	129	95%	2019-01-16	2019-06-30	00
FY19Q4	FA20_UG_HS_IG_DISP_ER	184,599	0.17%	174	96.41%	2019-01-16	2019-06-30	00
FY19Q4	FA20_UG_HS_IG_VID_ER	226,673	0.17%	137	97.81%	2019-01-14	2019-08-08	00
FY19Q4	FA20_UG_TL_DBM_DISP_BR	697,602	0.16%	1,361	83.13%	2019-03-07	2019-11-26	00
FY19Q4	FA20_UG_TL_FB_DISP_BR	215,179	0.33%	389	93.26%	2019-03-11	2020-03-06	00
FY19Q4	FA20_UG_TL_FB_VID_BR	226,544	0.56%	374	96.73%	2019-03-11	2019-11-05	00
FY19Q4	FA20_UG_TL_IG_DISP_BR	136,517	0.16%	127	94.78%	2019-03-11	2020-03-05	00
FY19Q4	FA20_UG_TL_IG_VID_BR	207,557	0.12%	107	97.14%	2019-03-11	2019-11-05	00
FY20Q1	FA20_UG_HS_DBM_DISP_IG	590,258	0.08%	1,012	71.78%	2019-08-08	2020-03-16	00
FY20Q1	FA20_UG_HS_FB_DISP_IG	265,646	0.44%	283	88.89%	2019-08-13	2020-03-13	00
FY20Q1	FA20_UG_HS_IG_DISP_IG	229,217	0.24%	248	93.21%	2019-08-13	2020-01-17	00
FY20Q1	FA20_UG_TL_DBM_DISP_IG	290,110	0.15%	773	83.69%	2019-08-28	2020-02-05	00
FY20Q1	FA20_UG_TL_FB_VID_BR	103,271	0.58%	128	92.68%	2019-03-11	2019-11-05	00
FY20Q2	FA20_UG_HS_SC_VID_BR	1,205,316	0.88%	1,595	95.96%	2019-10-28	2020-03-15	00
FY20Q3	FA21_UG_HS_SC_VID_ER	1,126,431	0.88%	8,776	97.93%	2020-01-17	2020-03-15	00
NAQNA	FA20_UG_IN_PIN_DISP_BR	52,358	0.55%	0	NaN%	NA	NA	N

*FY19 Q1*

## Adding missing grouping variables: `Quarter`

Quarter	AdSet	Impressions	CTR	UPV	BR	Av_TOP	Cost	Start_D
FY19Q1	FA19_UG_HS_FB_DISP_IG	687,379	0.41%	1,222	53.38%	00:00:15	1510.27	2018-08-
FY19Q1	FA19_UG_HS_IG_VID_IG	100,178	0.27%	45	75%	00:00:25	707.38	2018-08-
FY19Q1	FA19_UG_TL_DBM_DISP_IG	664,689	0.07%	393	88.74%	00:01:30	3459.31	2018-09-
FY19Q1	FA19_UG_TL_FB_DISP_IG	591,066	0.54%	1,805	92.45%	00:02:40	941.59	2018-08-
FY19Q1	FA19_UG_TL_IG_DISP_IG	146,378	0.25%	69	78.33%	00:00:30	667.59	2018-08-
FY19Q1	FA19_UG_TL_IG_VID_IG	153,263	0.24%	54	94.23%	00:00:30	682.41	2018-09-

*FY19 Q2*

## Adding missing grouping variables: `Quarter`

Quarter	AdSet	Impressions	CTR	UPV	BR	Av_TOP	Cost	Start_D
FY19Q2	FA19_UG_TL_DBM_DISP_IG	1,117,597	0.17%	882	94.59%	00:03:10	6540.57	2018-09-

*FY19 Q3*

## Adding missing grouping variables: `Quarter`

Quarter	AdSet	Impressions	CTR	UPV	BR	Av_TOP	Cost
FY19Q3	FA19_UG_IN_PIN_DISP_BR	179,161	0.29%	289	84.98%	00:01:05	833.47
FY19Q3	FA20_UG_HS_FB_DISP_ER	264,744	0.47%	239	94.54%	00:01:05	1469.90
FY19Q3	FA20_UG_HS_PIN_DISP_ER	144,241	0.28%	209	96.04%	00:01:15	636.61
FY19Q3	FA20_UG_TL_DBM_DISP_BR	222,128	0.17%	465	85.52%	00:00:35	2842.45
FY19Q3	FA20_UG_TL_IG_DISP_BR	104,776	0.2%	96	96.7%	00:00:40	422.78
FY19Q3	FA20_UG_TL_IG_VID_BR	109,045	0.17%	80	97.37%	00:00:35	483.92

*FY19 Q4*

## Adding missing grouping variables: `Quarter`

Quarter	AdSet	Impressions	CTR	UPV	BR	Av_TOP	Cost
FY19Q4	FA20_UG_HS_FB_DISP_ER	397,369	0.45%	452	93.85%	00:01:20	2376.46
FY19Q4	FA20_UG_HS_IG_CAR_ER	163,575	0.17%	129	95%	00:02:45	830.49
FY19Q4	FA20_UG_HS_IG_DISP_ER	184,599	0.17%	174	96.41%	00:03:20	886.94
FY19Q4	FA20_UG_HS_IG_VID_ER	226,673	0.17%	137	97.81%	00:02:50	1376.40
FY19Q4	FA20_UG_TL_DBM_DISP_BR	697,602	0.16%	1,361	83.13%	00:01:30	8058.08
FY19Q4	FA20_UG_TL_FB_DISP_BR	215,179	0.33%	389	93.26%	00:02:25	694.60
FY19Q4	FA20_UG_TL_FB_VID_BR	226,544	0.56%	374	96.73%	00:02:15	1521.80
FY19Q4	FA20_UG_TL_IG_DISP_BR	136,517	0.16%	127	94.78%	00:00:15	886.87
FY19Q4	FA20_UG_TL_IG_VID_BR	207,557	0.12%	107	97.14%	00:00:20	1328.10

*FY20 Q1*

## Adding missing grouping variables: `Quarter`

Quarter	AdSet	Impressions	CTR	UPV	BR	Av_TOP	Cost
FY20Q1	FA20_UG_HS_DBM_DISP_IG	590,258	0.08%	1,012	71.78%	00:00:15	9089.24
FY20Q1	FA20_UG_HS_FB_DISP_IG	265,646	0.44%	283	88.89%	00:01:05	700.62
FY20Q1	FA20_UG_HS_IG_DISP_IG	229,217	0.24%	248	93.21%	00:01:05	1758.83
FY20Q1	FA20_UG_TL_DBM_DISP_IG	290,110	0.15%	773	83.69%	00:00:40	3491.33
FY20Q1	FA20_UG_TL_FB_VID_BR	103,271	0.58%	128	92.68%	00:01:30	560.03



	mpg	cyl	disp	hp	drat	wt
Mazda RX4	21.0	6	160	110	3.90	2.620
Mazda RX4 Wag	21.0	6	160	110	3.90	2.875
Datsun 710	22.8	4	108	93	3.85	2.320
Hornet 4 Drive	21.4	6	258	110	3.08	3.215
Hornet Sportabout	18.7	8	360	175	3.15	3.440
Valiant	18.1	6	225	105	2.76	3.460

Table 1: A subset of mtcars.

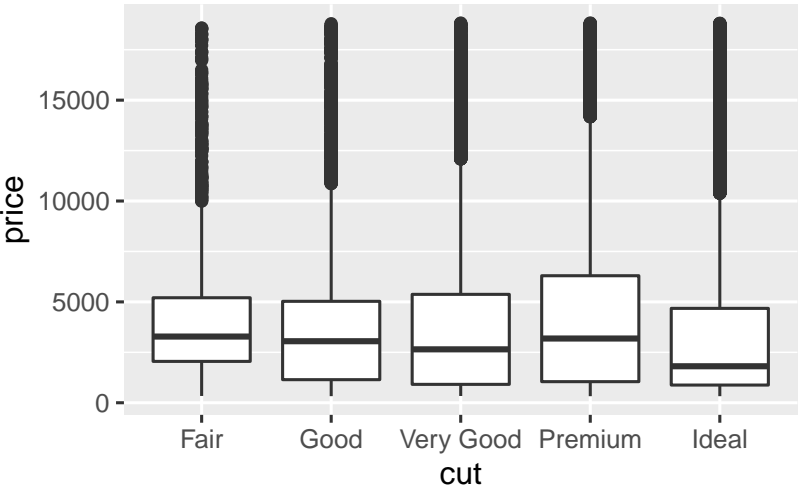
Plots with Margin Notes

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Notice that there is no number preceding the note.  $x \in [a, b]$

$$\frac{d}{dx} \left( \int_a^x f(u) du \right) = f(x).$$

```
ggplot(diamonds, aes(cut, price)) + geom_boxplot()
```



```
\begin{figure}
\caption[Some general comments about this plot]{Some general
comments about this plot. $500 Notice the dollar sign renders.}
\end{figure}
```

Quarter	AdSet	Impressions	CTR	UPV	BR	Start_Date	End_Date	A
FY19Q1	FA19_UG_HS_FB_DISP_IG	687,379	0.41%	1,222	53.38%	2018-08-06	2019-05-07	00
FY19Q1	FA19_UG_HS_IG_VID_IG	100,178	0.27%	45	75%	2018-08-10	2019-06-30	00
FY19Q3	FA19_UG_IN_PIN_DISP_BR	179,161	0.29%	289	84.98%	2018-09-04	2020-01-31	00
FY19Q1	FA19_UG_TL_DBM_DISP_IG	664,689	0.07%	393	88.74%	2018-09-04	2020-03-07	00
FY19Q2	FA19_UG_TL_DBM_DISP_IG	1,117,597	0.17%	882	94.59%	2018-09-04	2020-03-07	00
FY19Q1	FA19_UG_TL_FB_DISP_IG	591,066	0.54%	1,805	92.45%	2018-08-28	2019-12-30	00
FY19Q1	FA19_UG_TL_IG_DISP_IG	146,378	0.25%	69	78.33%	2018-08-28	2018-11-09	00
FY19Q1	FA19_UG_TL_IG_VID_IG	153,263	0.24%	54	94.23%	2018-09-01	2018-11-09	00
FY20Q1	FA20_UG_HS_DBM_DISP_IG	590,258	0.08%	1,012	71.78%	2019-08-08	2020-03-16	00
FY19Q3	FA20_UG_HS_FB_DISP_ER	264,744	0.47%	239	94.54%	2019-01-14	2019-07-30	00
FY19Q4	FA20_UG_HS_FB_DISP_ER	397,369	0.45%	452	93.85%	2019-01-14	2019-07-30	00
FY20Q1	FA20_UG_HS_FB_DISP_IG	265,646	0.44%	283	88.89%	2019-08-13	2020-03-13	00
FY19Q4	FA20_UG_HS_IG_CAR_ER	163,575	0.17%	129	95%	2019-01-16	2019-06-30	00
FY19Q4	FA20_UG_HS_IG_DISP_ER	184,599	0.17%	174	96.41%	2019-01-16	2019-06-30	00
FY20Q1	FA20_UG_HS_IG_DISP_IG	229,217	0.24%	248	93.21%	2019-08-13	2020-01-17	00
FY19Q4	FA20_UG_HS_IG_VID_ER	226,673	0.17%	137	97.81%	2019-01-14	2019-08-08	00
FY19Q3	FA20_UG_HS_PIN_DISP_ER	144,241	0.28%	209	96.04%	2019-01-08	2019-03-02	00
FY20Q2	FA20_UG_HS_SC_VID_BR	1,205,316	0.88%	1,595	95.96%	2019-10-28	2020-03-15	00
NAQNA	FA20_UG_IN_PIN_DISP_BR	52,358	0.55%	0	NaN%	NA	NA	N
FY19Q3	FA20_UG_TL_DBM_DISP_BR	222,128	0.17%	465	85.52%	2019-03-07	2019-11-26	00
FY19Q4	FA20_UG_TL_DBM_DISP_BR	697,602	0.16%	1,361	83.13%	2019-03-07	2019-11-26	00
FY20Q1	FA20_UG_TL_DBM_DISP_IG	290,110	0.15%	773	83.69%	2019-08-28	2020-02-05	00
FY19Q4	FA20_UG_TL_FB_DISP_BR	215,179	0.33%	389	93.26%	2019-03-11	2020-03-06	00
FY19Q4	FA20_UG_TL_FB_VID_BR	226,544	0.56%	374	96.73%	2019-03-11	2019-11-05	00
FY20Q1	FA20_UG_TL_FB_VID_BR	103,271	0.58%	128	92.68%	2019-03-11	2019-11-05	00
FY19Q3	FA20_UG_TL_IG_DISP_BR	104,776	0.2%	96	96.7%	2019-03-11	2020-03-05	00
FY19Q4	FA20_UG_TL_IG_DISP_BR	136,517	0.16%	127	94.78%	2019-03-11	2020-03-05	00
FY19Q3	FA20_UG_TL_IG_VID_BR	109,045	0.17%	80	97.37%	2019-03-11	2019-11-05	00
FY19Q4	FA20_UG_TL_IG_VID_BR	207,557	0.12%	107	97.14%	2019-03-11	2019-11-05	00
FY20Q3	FA21_UG_HS_SC_VID_ER	1,126,431	0.88%	8,776	97.93%	2020-01-17	2020-03-15	00

ROI

Profit Profit Profit Profit Profit Profit Profit Profit Profit

Conclusion

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