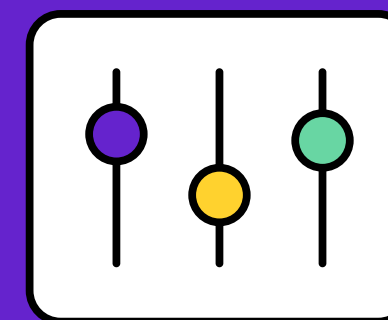
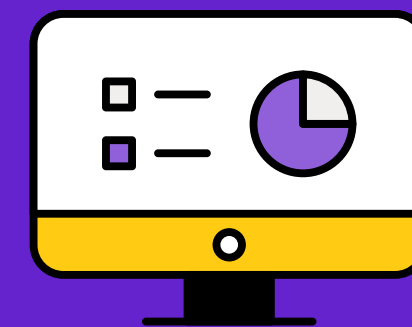


CPG ESTIMATOR PROPOSAL



Élio Vieira | Final Project | Ironhack



LEADZAI

ABOUT LEADZAI

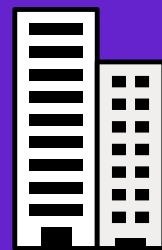
Leadzai is a startup that is developing an online AD creation platform for multiple networks that allows users to create and manage their own ads with the support of Ai.

- **Pay Per Result**
- **AI Content Creation**
- **Multiple Networks**

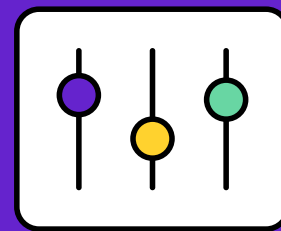


THE PROBLEM

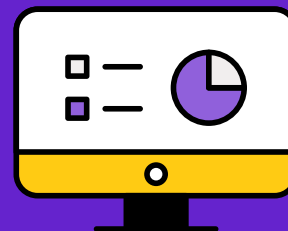
Client Company



AD Setup



CPG Estimator



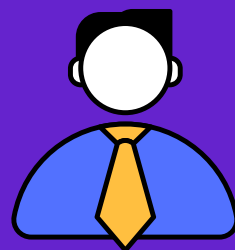
Historical Data



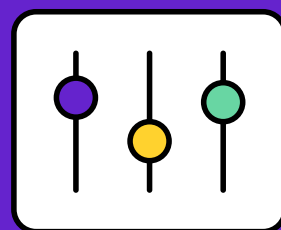
Results



Final Client



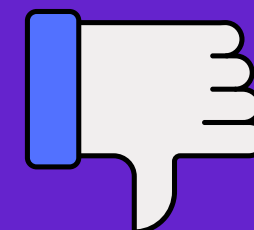
AD Setup



CPG Estimator



Results



PRACTICAL SCENARIO

CLIENT INVESTMENT

650€

CPG

0.65€

GOALS

1000

AVG. COST PER CLICK

0.85€

MARGIN

-200 €

CLIENT INVESTMENT

650€

CPG

0.95€

GOALS

1000

AVG. COST PER CLICK

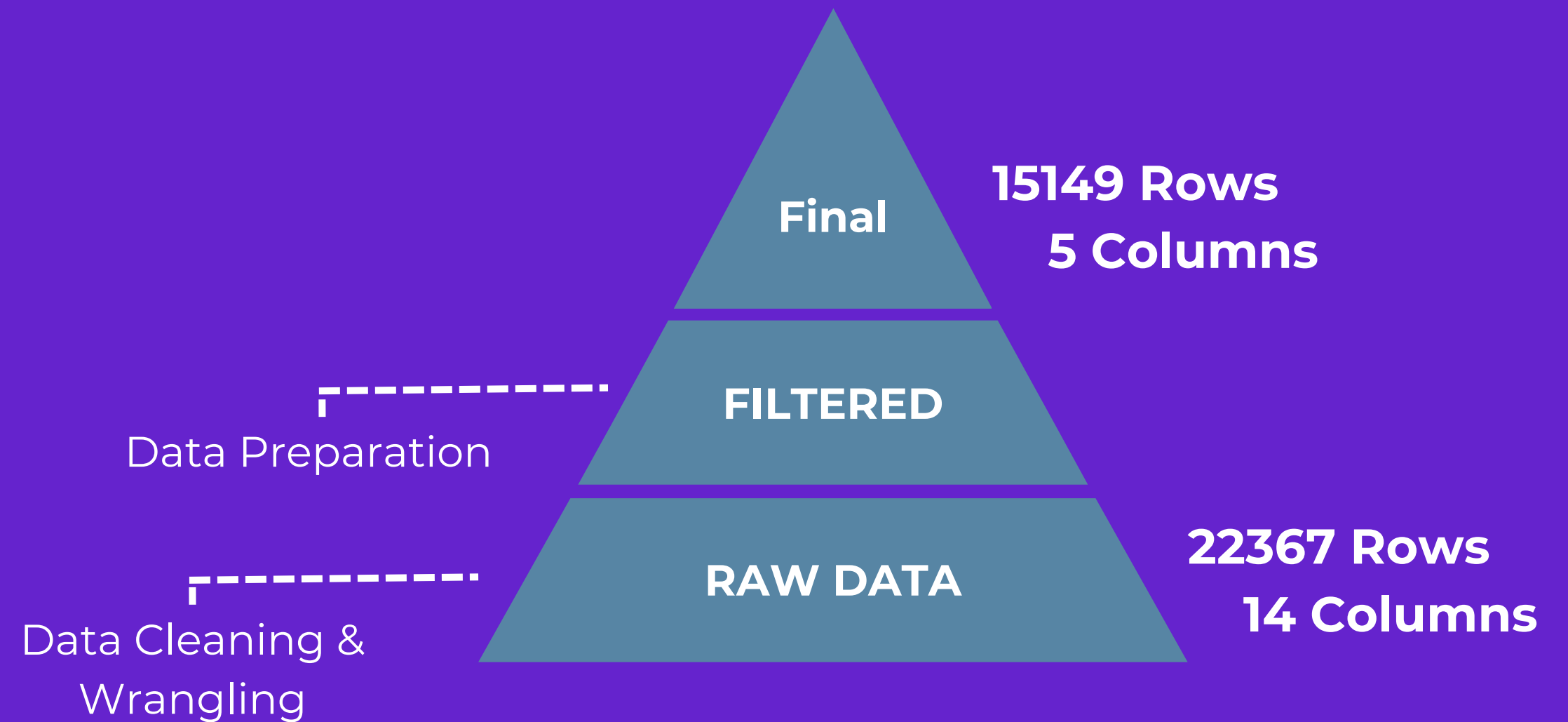
0.85€

MARGIN

+100 €

DATA OVERVIEW

- **70** Verticals
- **11** Countries
- **3** Networks
- **22 367** Campaigns



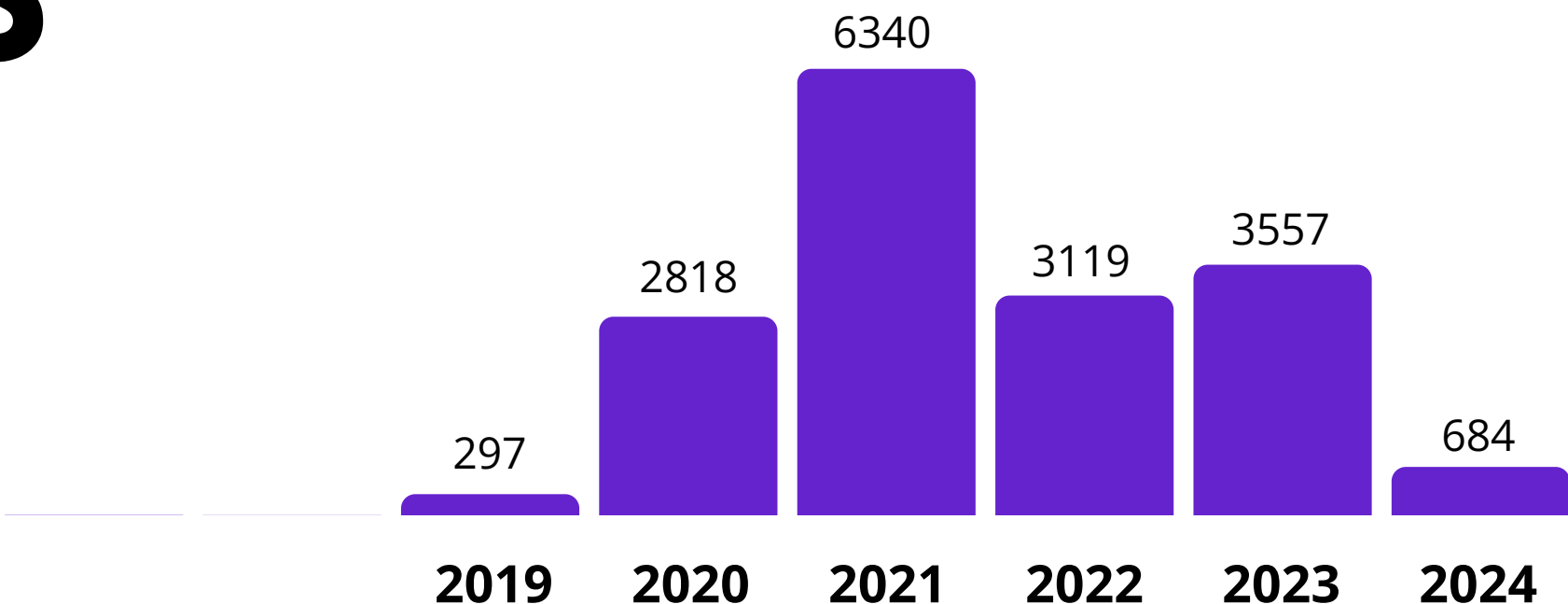
DATA ANALYSIS

CPG Standard Deviation: **17.57**

AVG.CPG

CLICKS: 0.60€

LEADS: 47.28€



Just Clicks CPG Std.Dev: **0.50**

Correlation Matrix

Max Goals

+

Inv. Amount

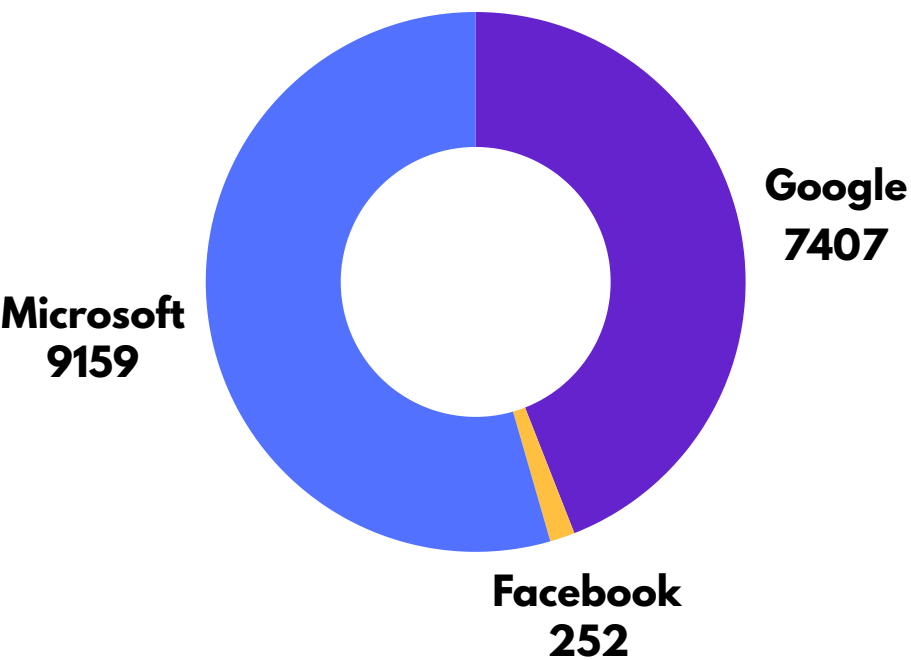
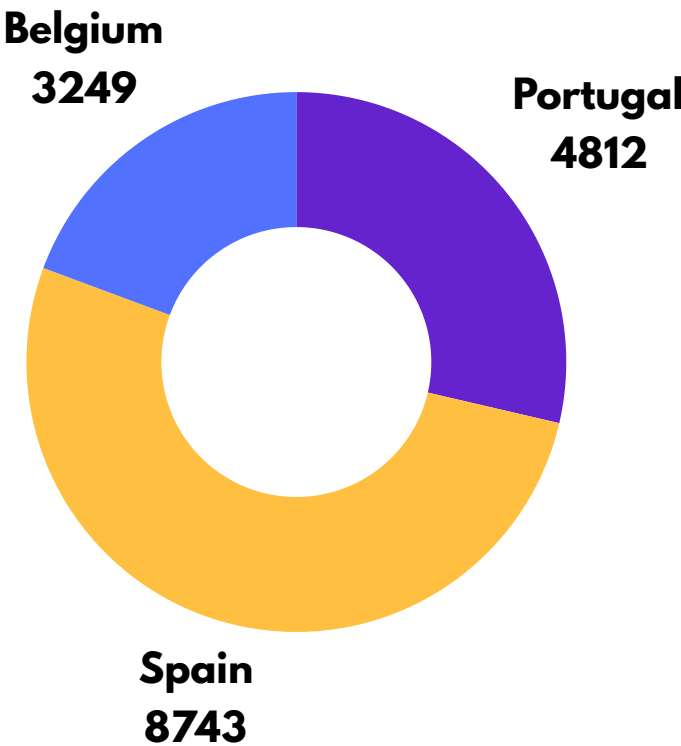
54%

CPG

+

Year

27%



DATA ANALYSIS

Hypothesis Testing: **ANOVA**

CPG | VERTICAL

P-VALUE: 4.24

Since the p-value is smaller than the significance level (e.g., 0.05), we reject the null hypothesis.

CPG | PLATFORM

P-VALUE: 0.002

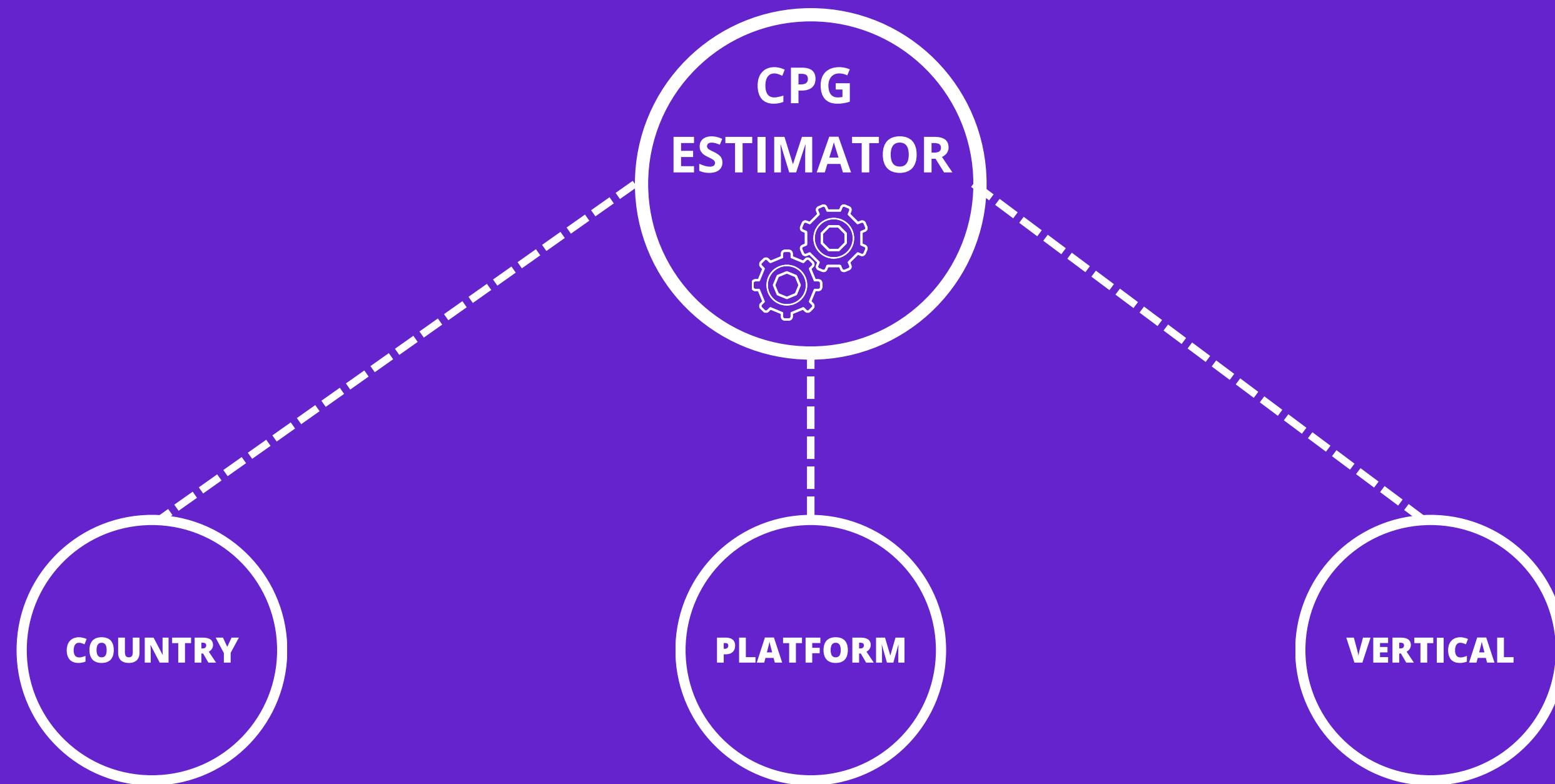
Since the p-value is smaller than the significance level (e.g., 0.05), we reject the null hypothesis.

CPG | COUNTRY

P-VALUE: 3.27

Since the p-value is smaller than the significance level (e.g., 0.05), we reject the null hypothesis.

THE IDEA



ML R2 SCORE

Random Forest



Gradient Boosting



Decision Tree



Linear Regression



KNN



Scaler: Quantile Transformer



DEMO

NEXT STEPS

Adding more fields to the ML Model will make it more complete and reduce the margin for error.

The ideal Model will be when it is possible to consider all the keywords for each platform, country, city, platform and vertical. Each campaign can contain 30, 40, 50 or more keywords.

