

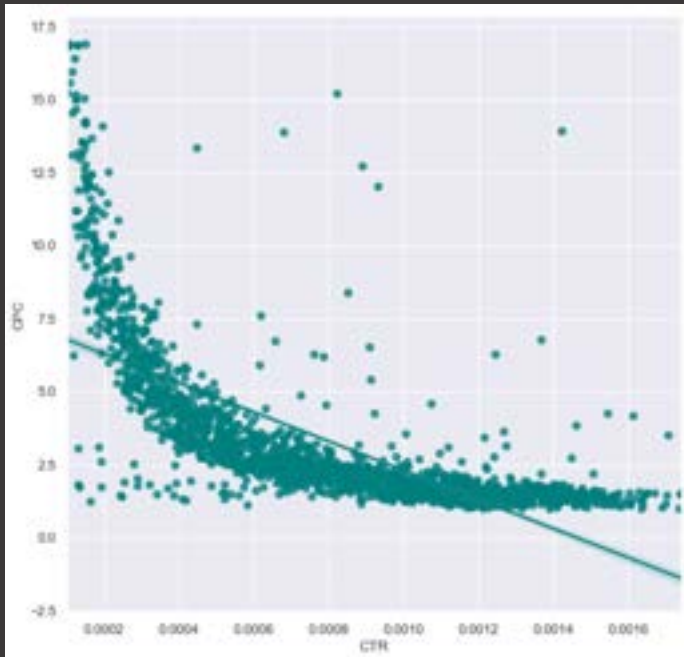
# **Pizza Campaign**

Eric Wang

# Overview

- KPI Analysis
  - General Relationships
  - Time Breakdowns
  - Key Takeaways
- Strategy Initiatives
- Target Audiences
- Final Recommendations

# General Historical KPI Relationship



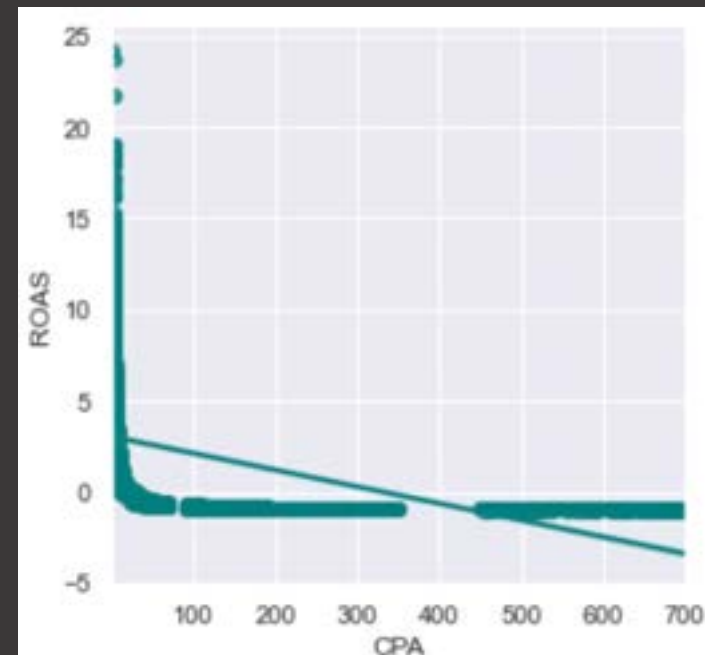
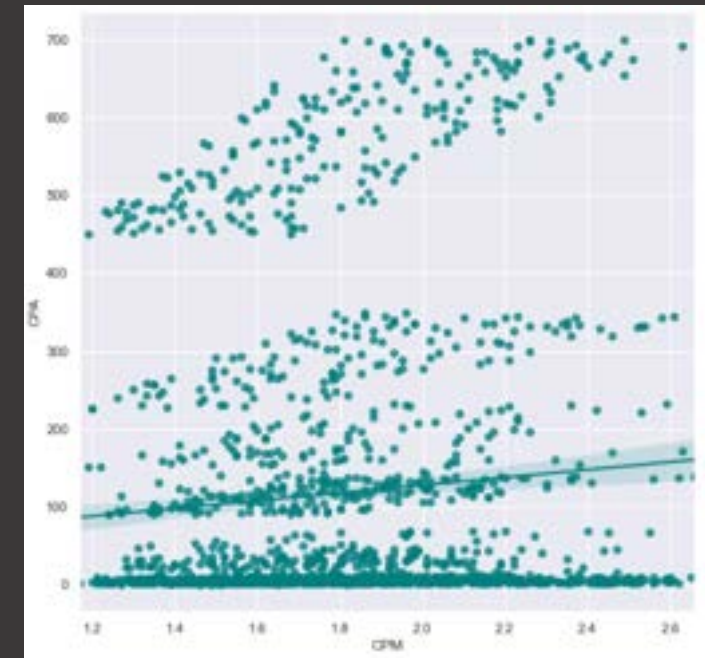
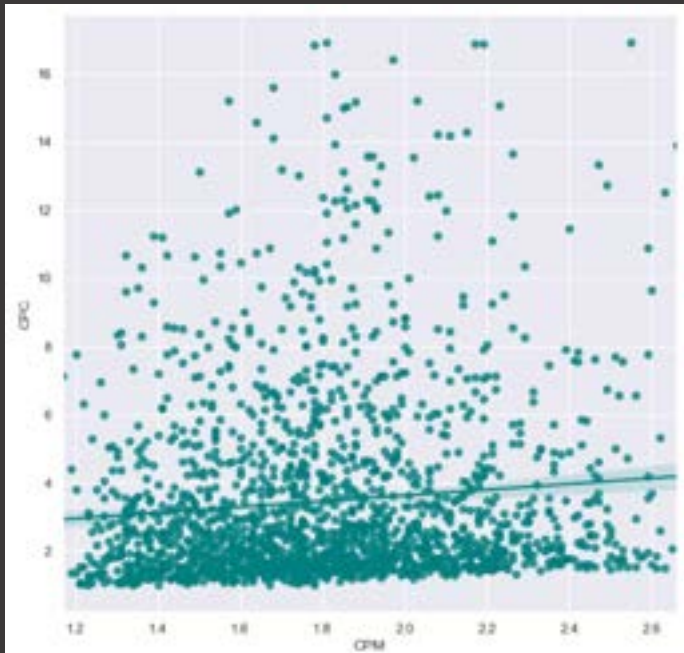
❖ As Click Through Rate (CTR) increases, Cost Per Click (CPC) decreases.

❖ As CPM increases, Cost Per Click (CPC) increases.

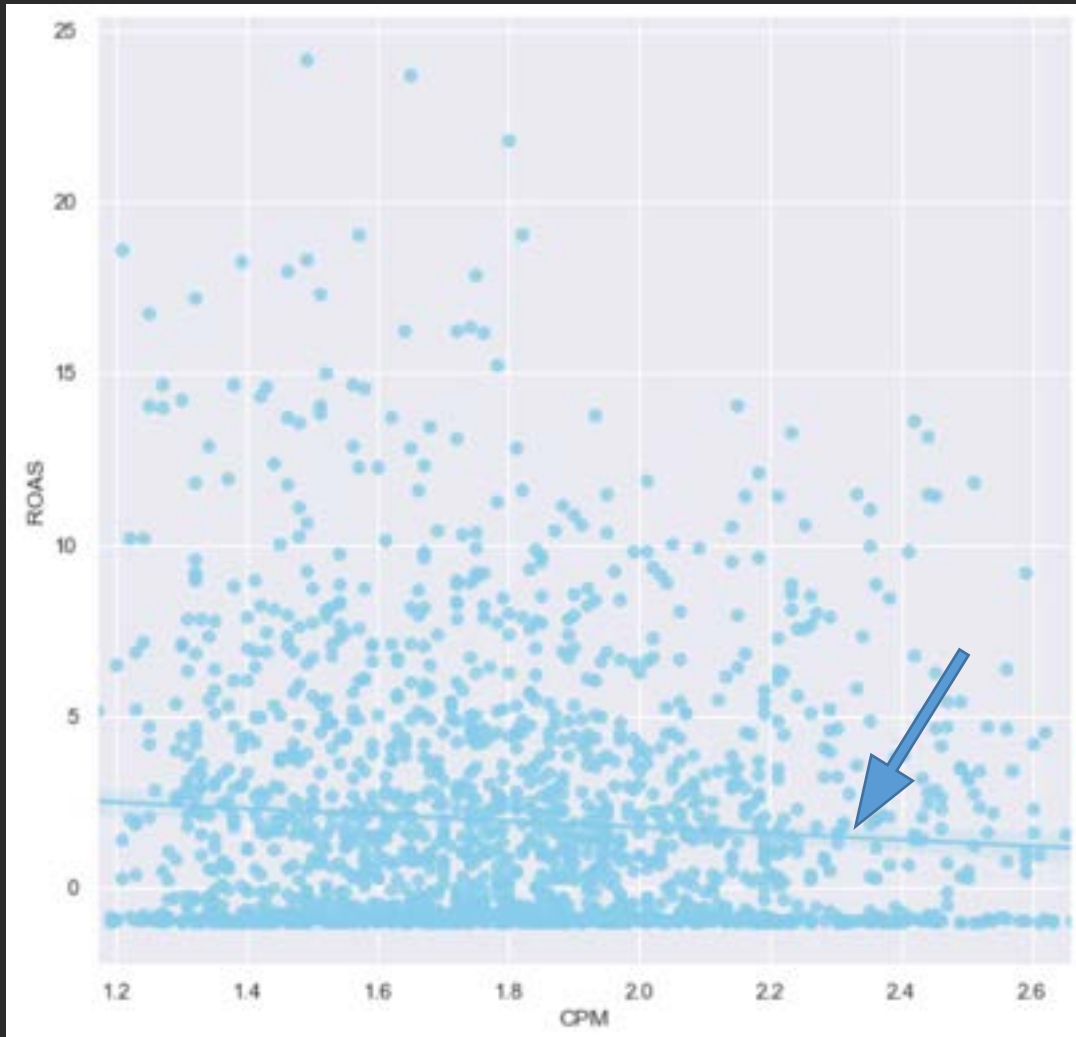
❖ As CPM increases, Cost Per Acquisition (CPA) increases.

❖ As Cost Per Acquisition (CPA) increases, Return on Advertising Spent (ROAS) decreases

➤ Higher chances for higher returns when the CPA are kept low

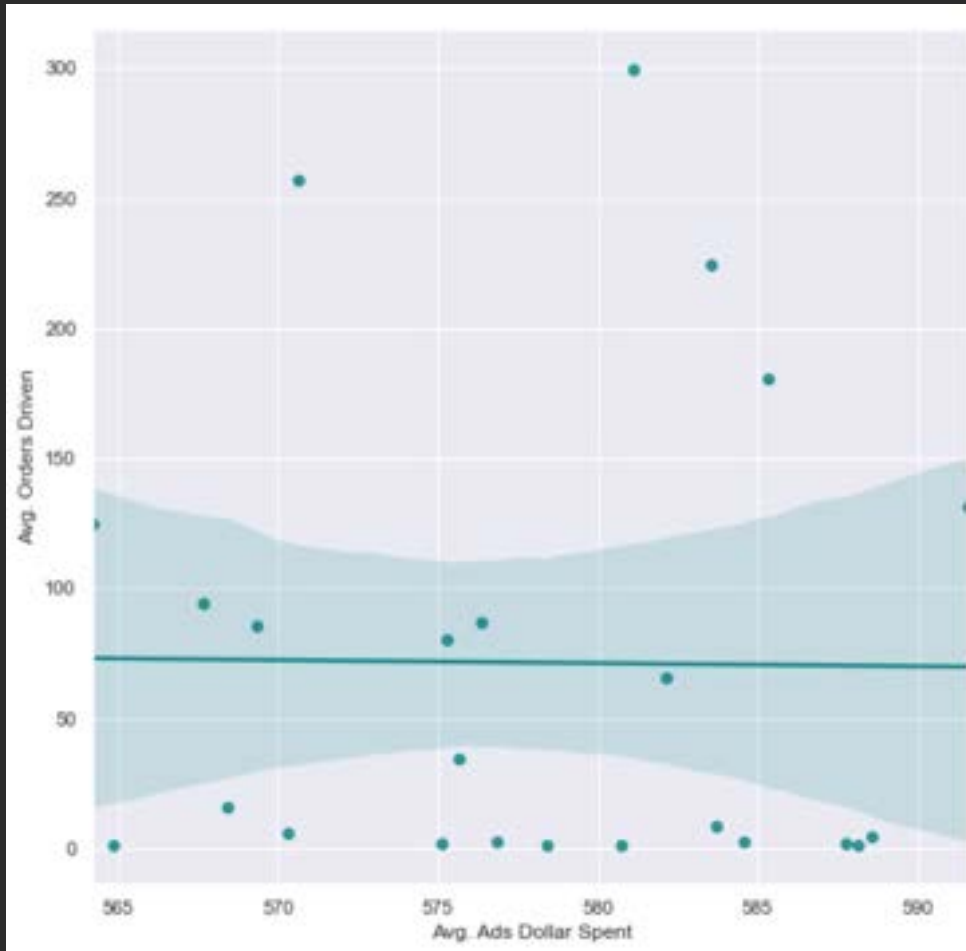


# KPI Relationship (Cont.)

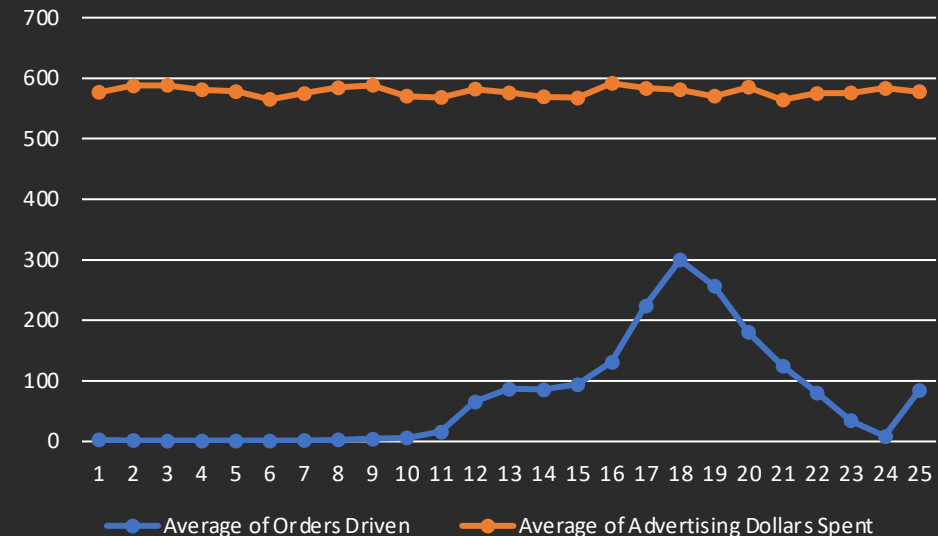


- ❖ As CPM increases, ROAS decreases.
- ❖ To maximize our return rate, we must be selective on our target audience to generate hot conversable leads to drive down the CPM and to ensure higher ROAS.

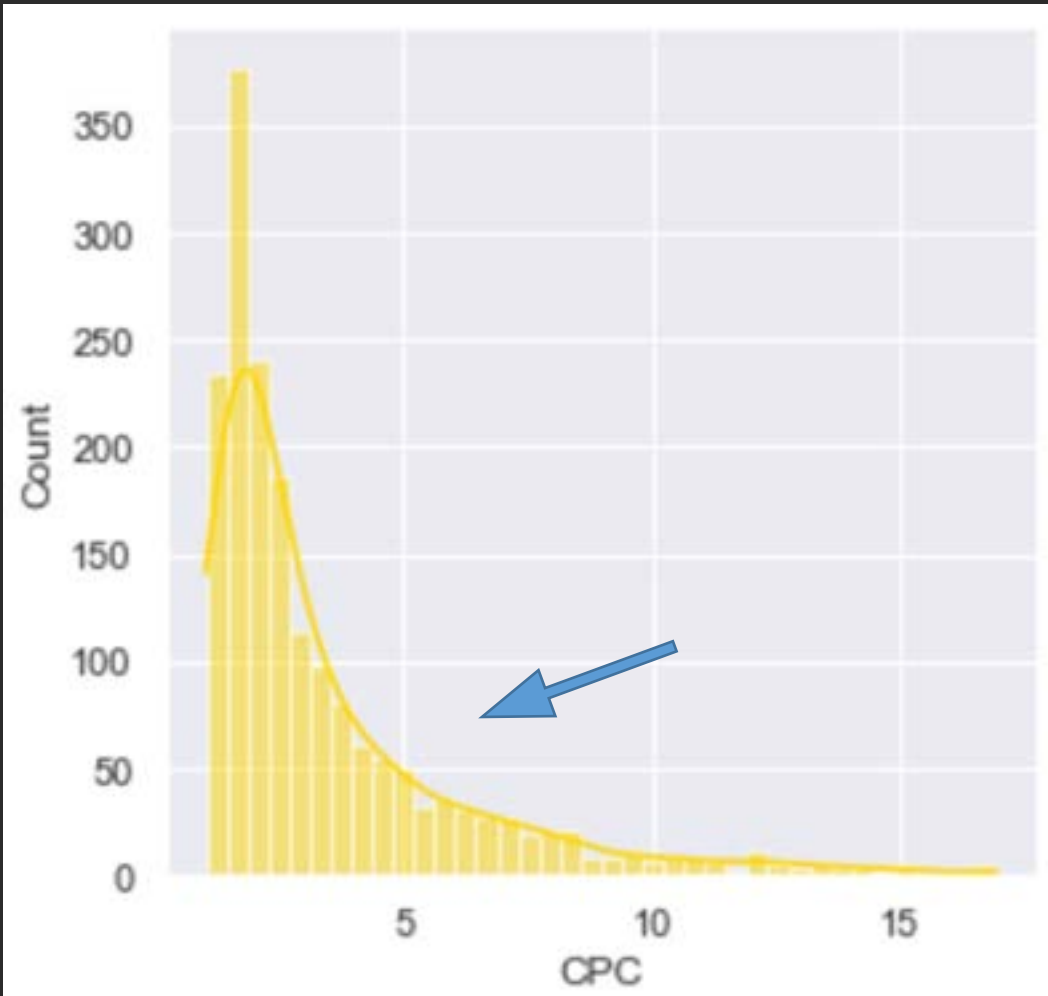
# KPI Relationship (Cont.)



- ❖ Observation: The regression line is horizontal. There are no correlation between Advertisement Dollar Spent and Orders driven.
- ❖ Significance: There are no significance in increasing cost. Reduce cost at certain time to increase return.

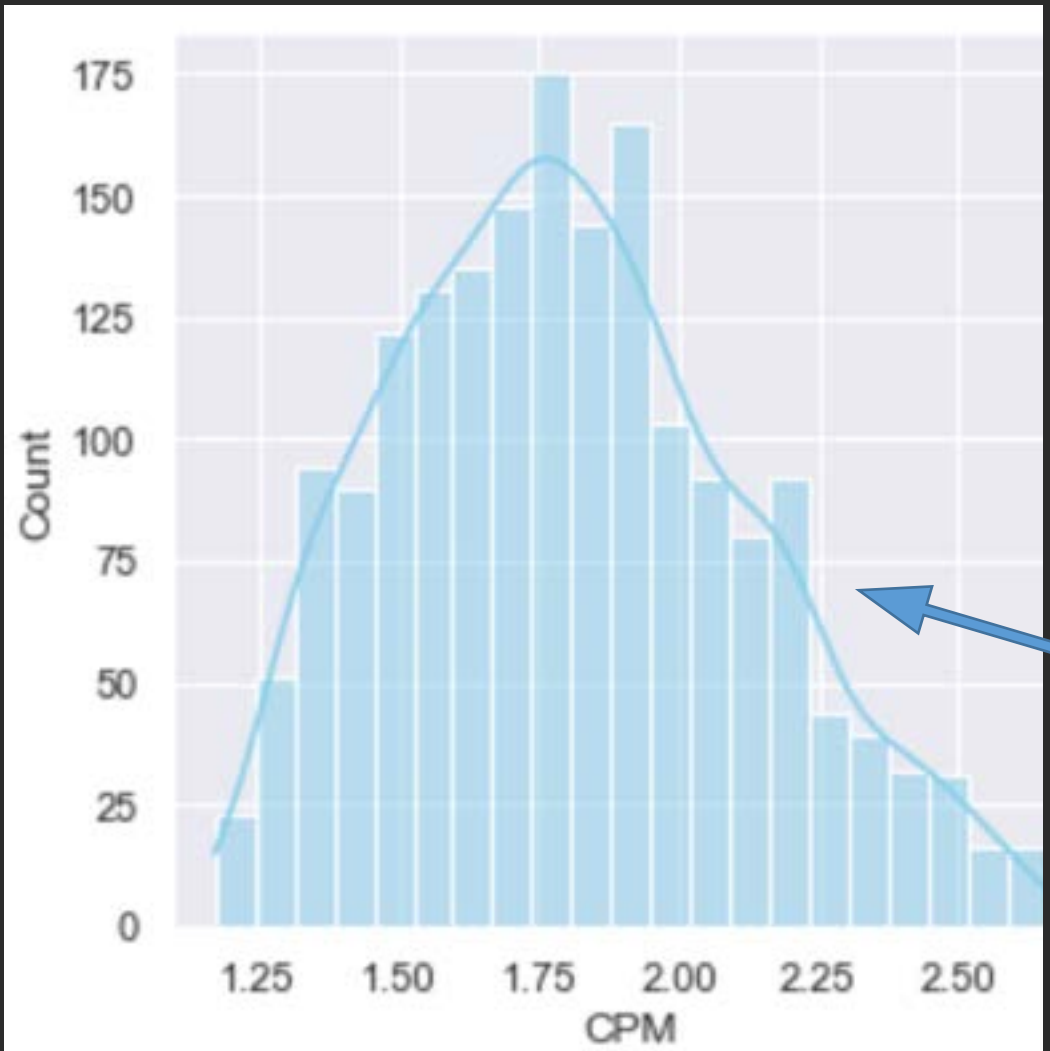


# Cost Per Click (CPC) Health



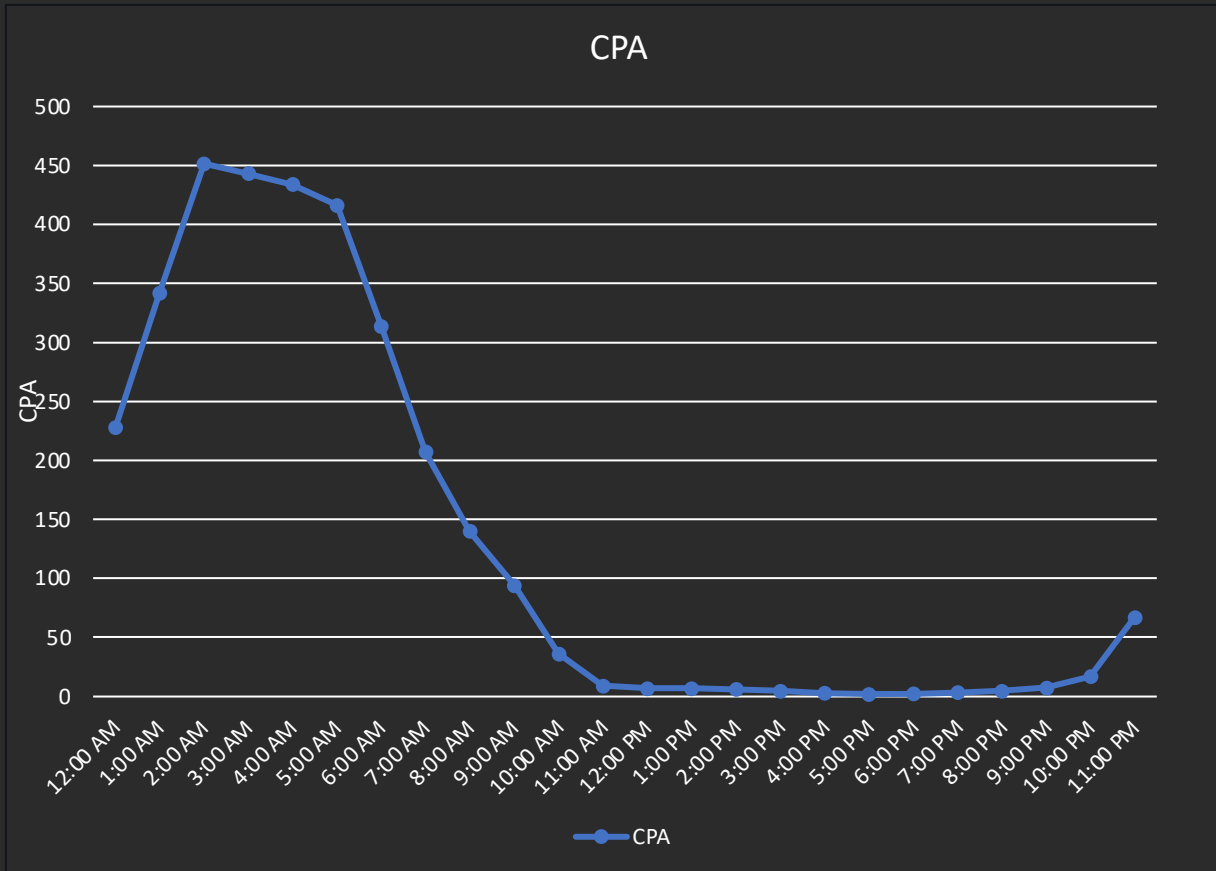
- ❖ Data: "Historical Campaign Data" > All "CPC" of each date and time.
- ❖ Left Skew
- ❖ Healthy: Cost Per Click (CPC) of the campaign is mostly on the low end in the campaign

# Cost Per 1,000 Advertising Impressions: Health



- ❖ Data: "Historical Campaign Data" > All "CPM" of each date and time.
- ❖ Slightly left skewed
- ❖ Health: Relatively Healthy
- ❖ There are room for improvements to further decrease the CPM by increasing precision in audience targeting

# Relationship to Time



❖ Observation: CPA began to rise after 10:00 PM and remains high until 11:00 AM

❖ Significance:

❖ Indicators for the time of day where the budget should be lowered due to low impressions

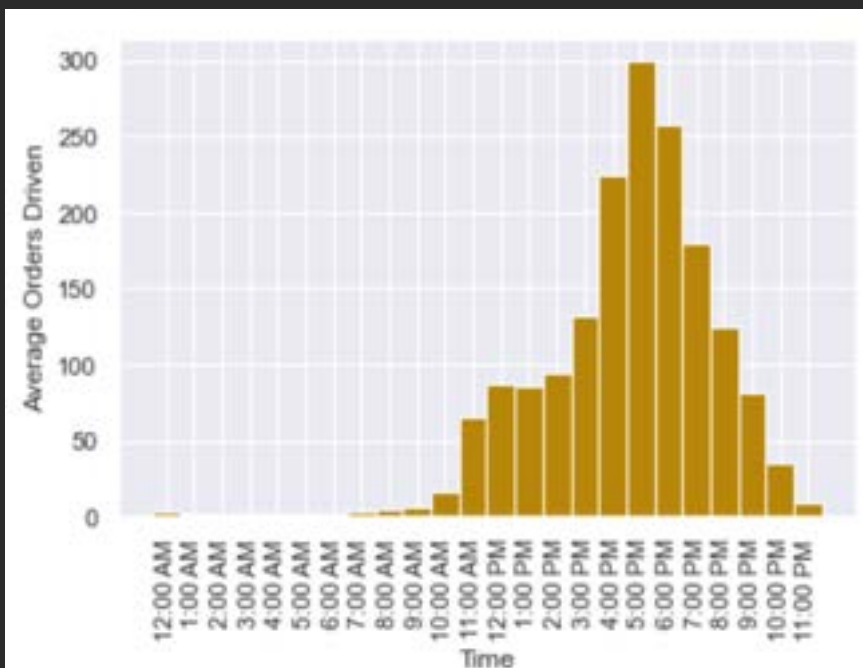
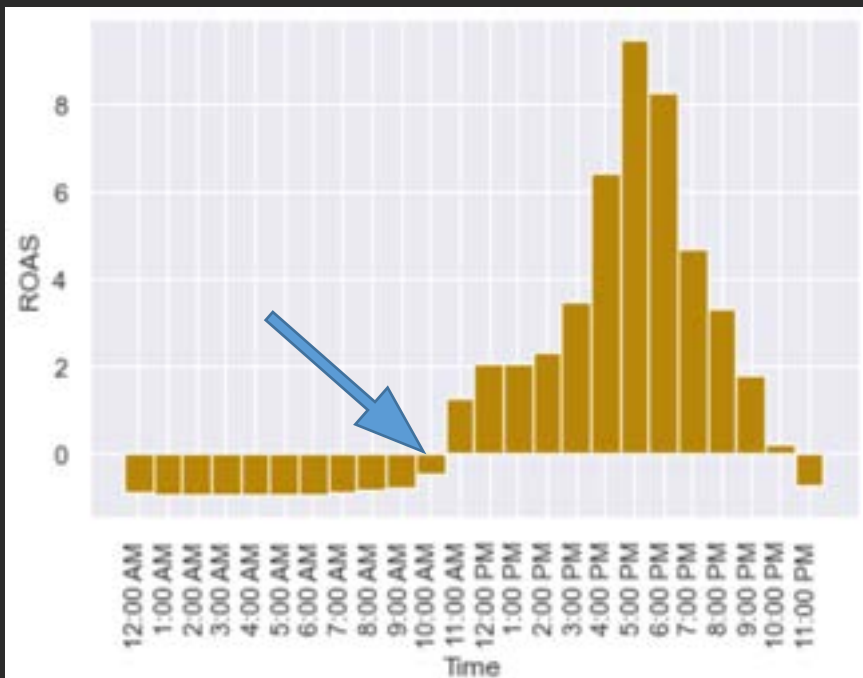
❖ Goal:

❖ CPA to be low to ensure higher possibility of higher return



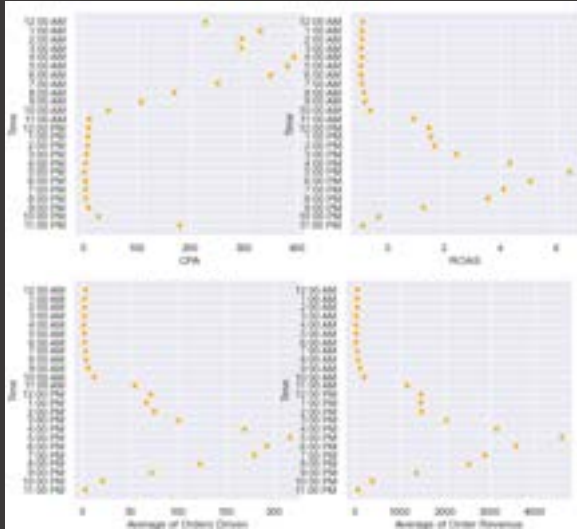
# Relationship to Time

- ❖ Data: "Historical Campaign Data" > "ROAS" for each of the time during the campaign.
- ❖ Observation: Return on Advertising Spent (ROAS) began to decrease to negative after 10:00 PM and remains negative until 11:00 AM

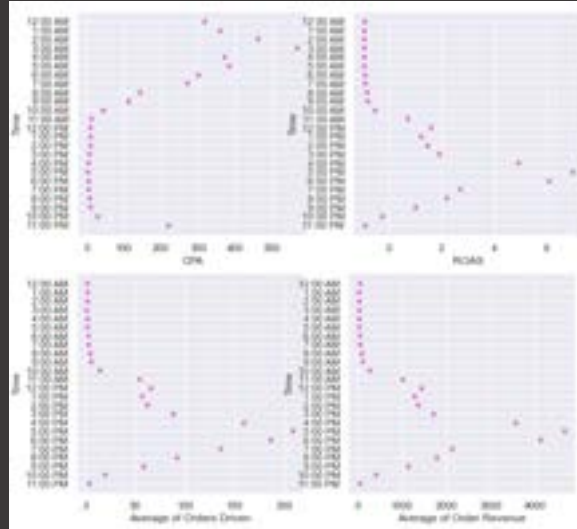


- ❖ Observation: Orders driven increases 8:00 AM to 9:00 PM. Orders driven decreases from 5:00 PM and on.
- ❖ Significance:
  - ❖ Indicators for the time of day where the budget adjusted
- ❖ Goal:
  - ❖ Optimize budget allocations by time of day

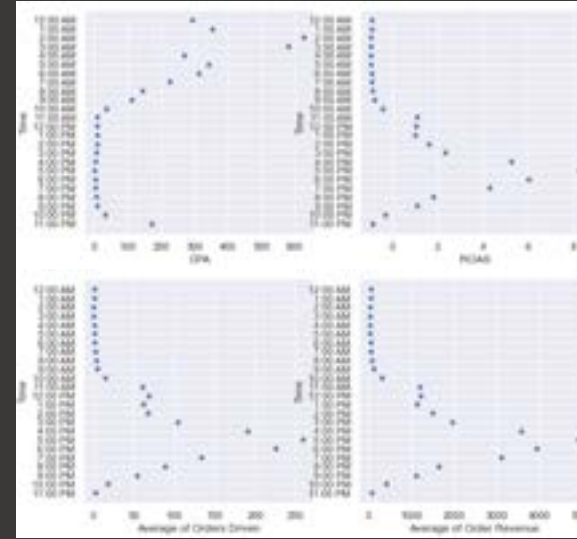
Monday



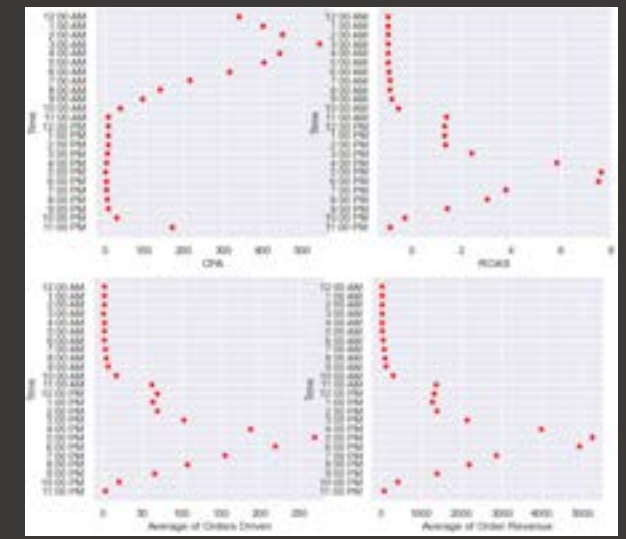
Tuesday



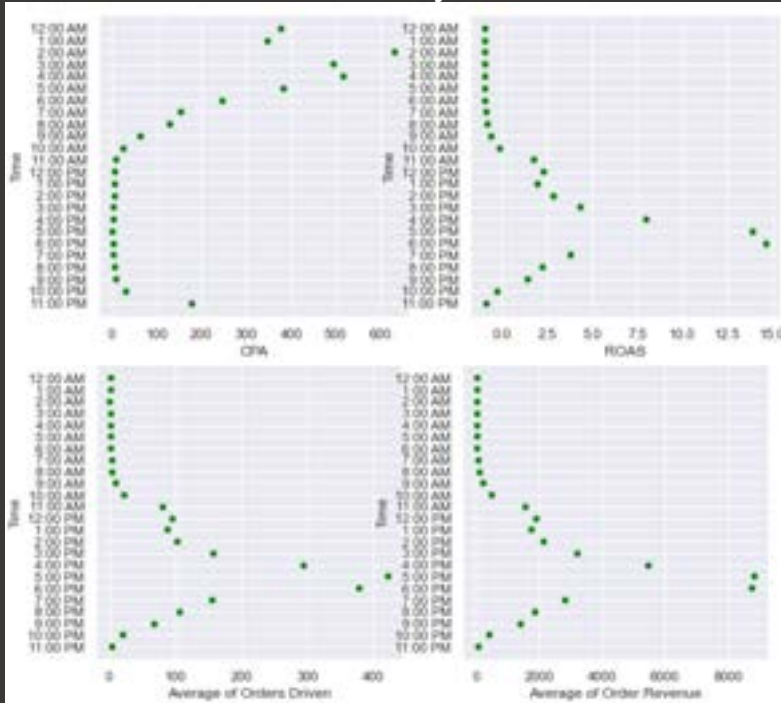
Wednesday



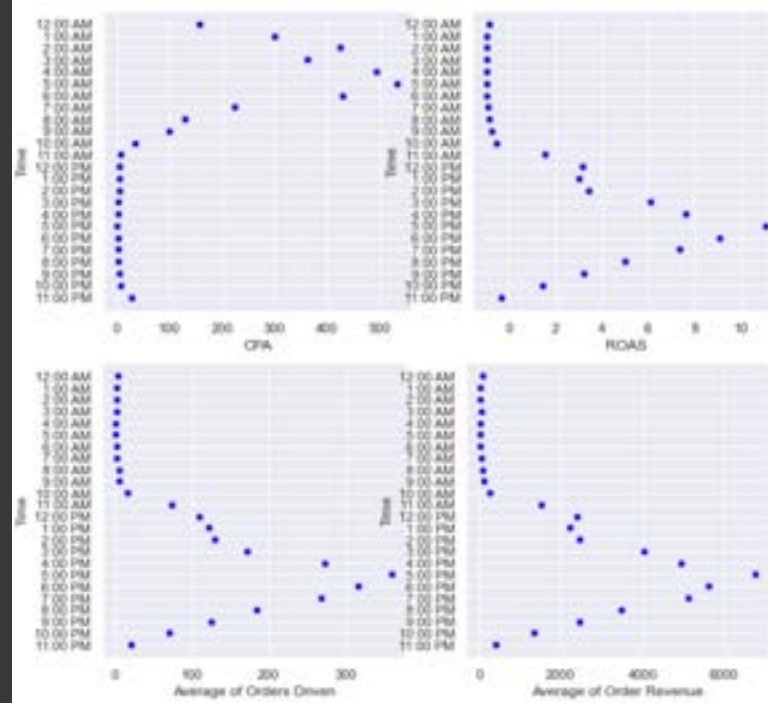
Thursday



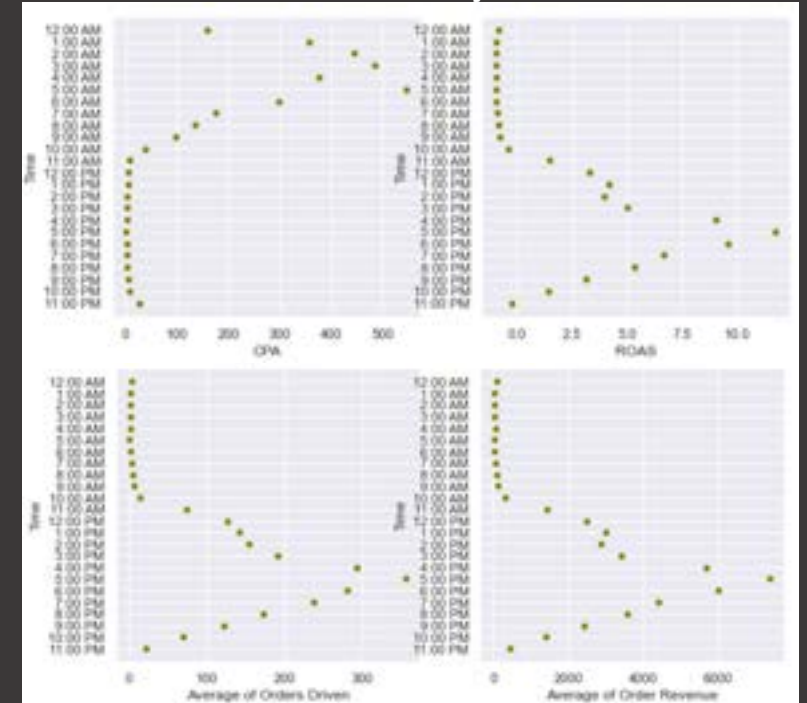
Friday



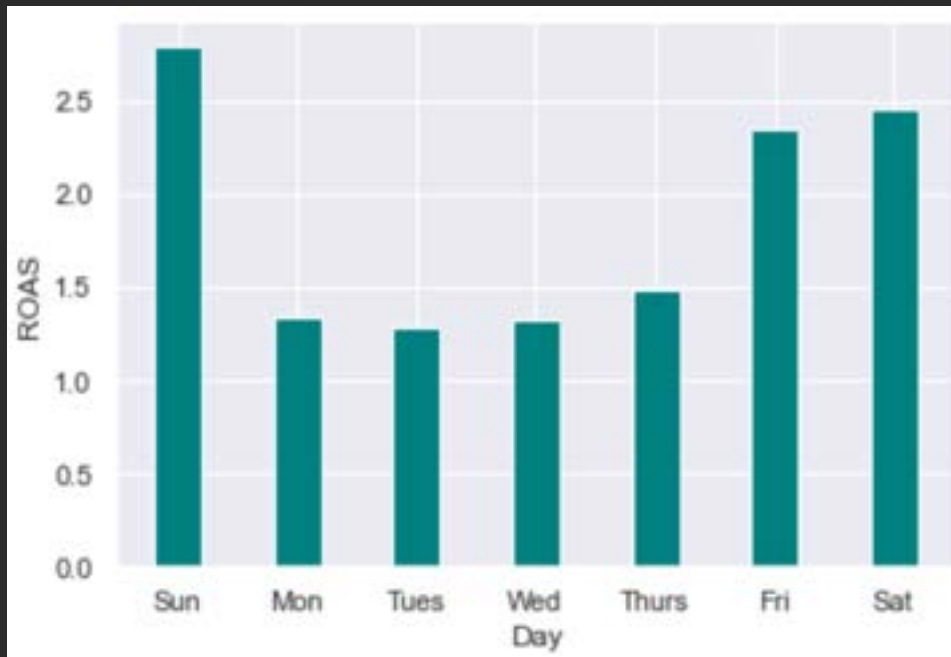
Saturday



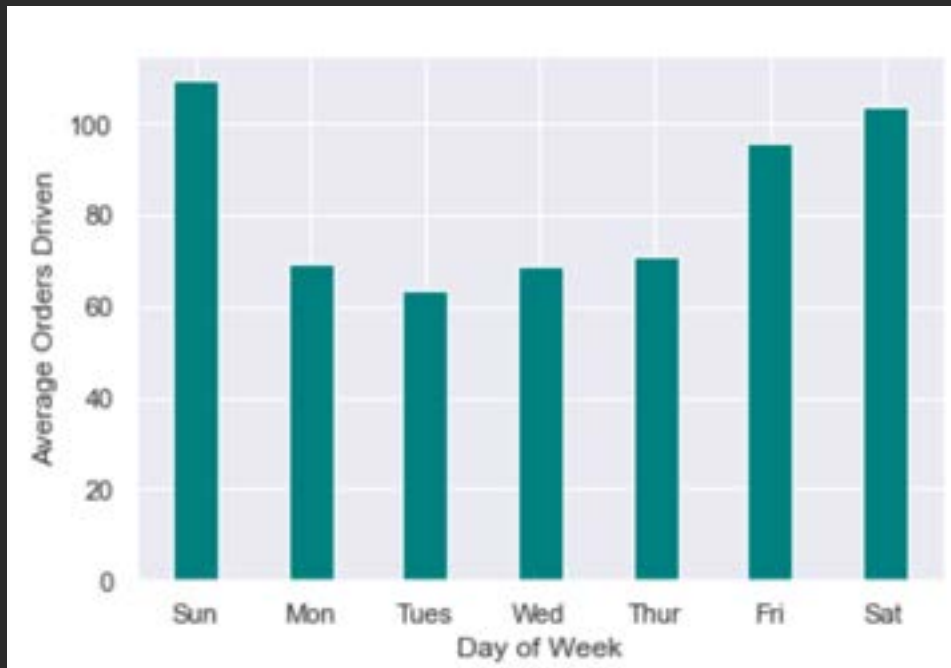
Sunday



# Day of Week Performance



❖ Observation: Friday, Saturday, and Sunday has higher returns



❖ Observation: Friday, Saturday, and Sunday has more orders driven

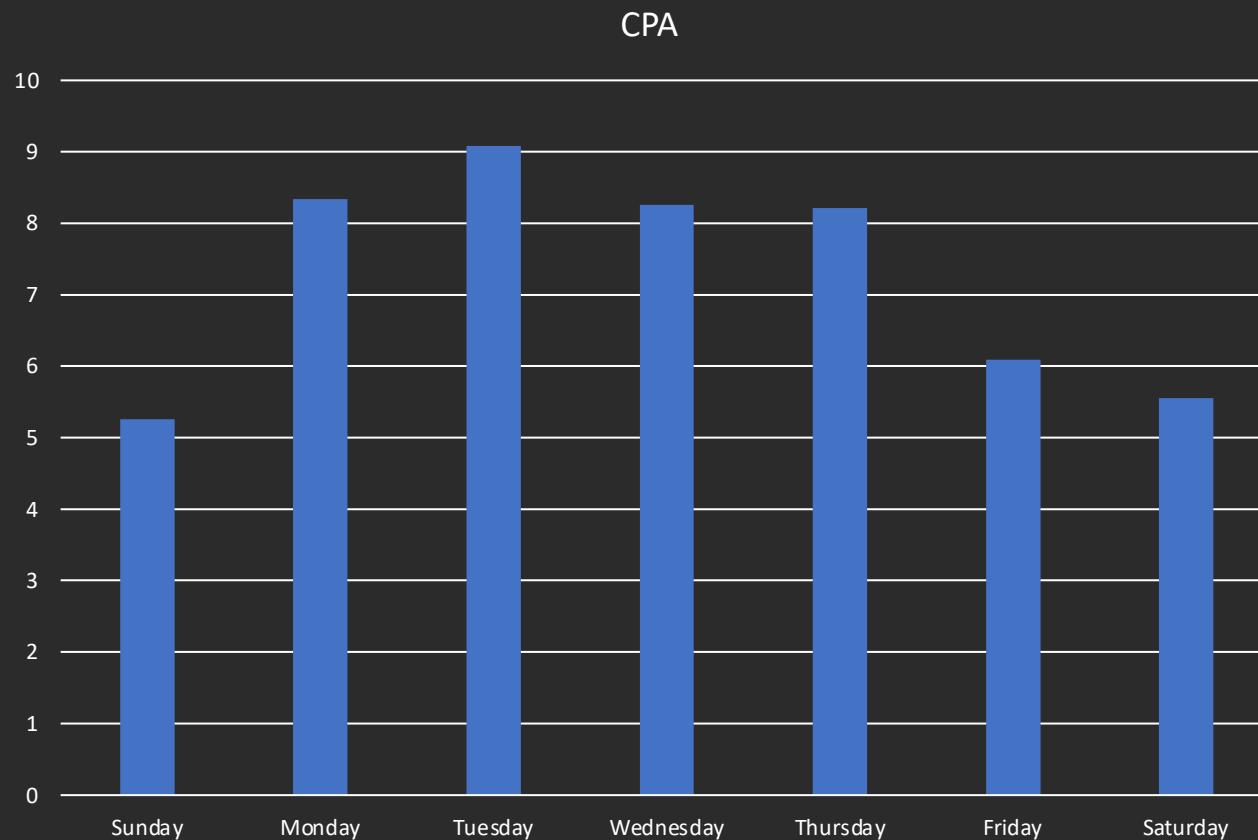
❖ Significance:

❖ Indicators for the day of week where the budget should be adjusted

❖ Goal:

❖ optimize budget allocation by days of week

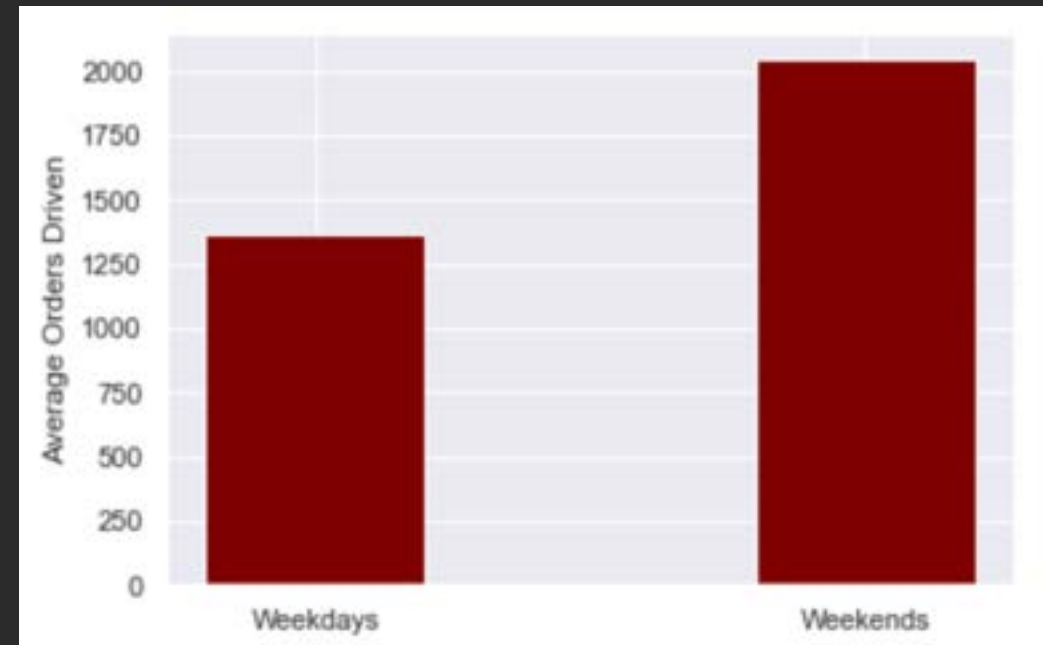
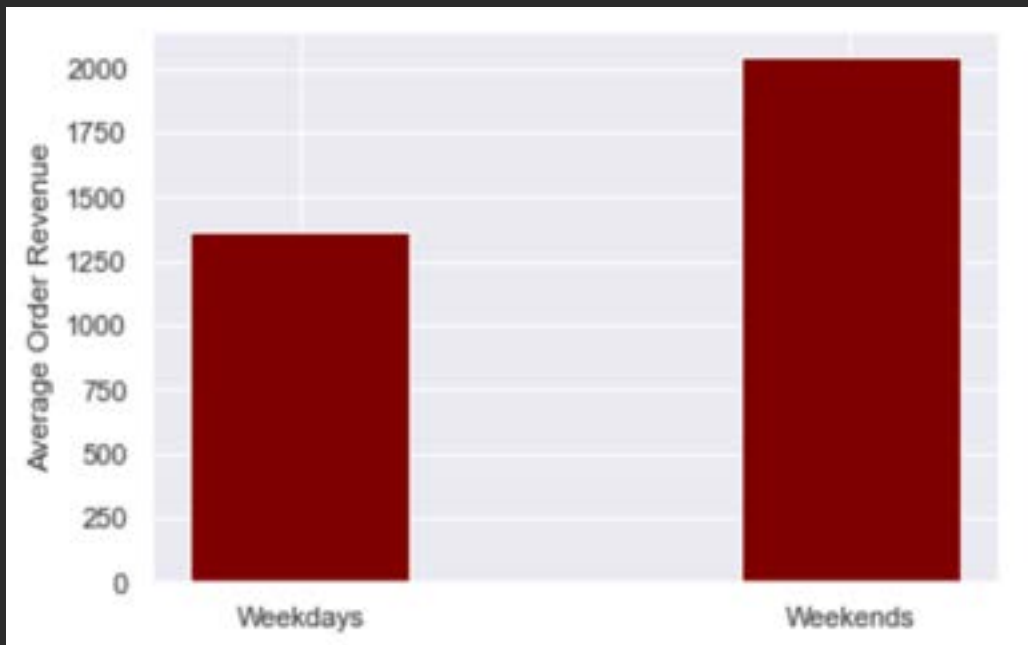
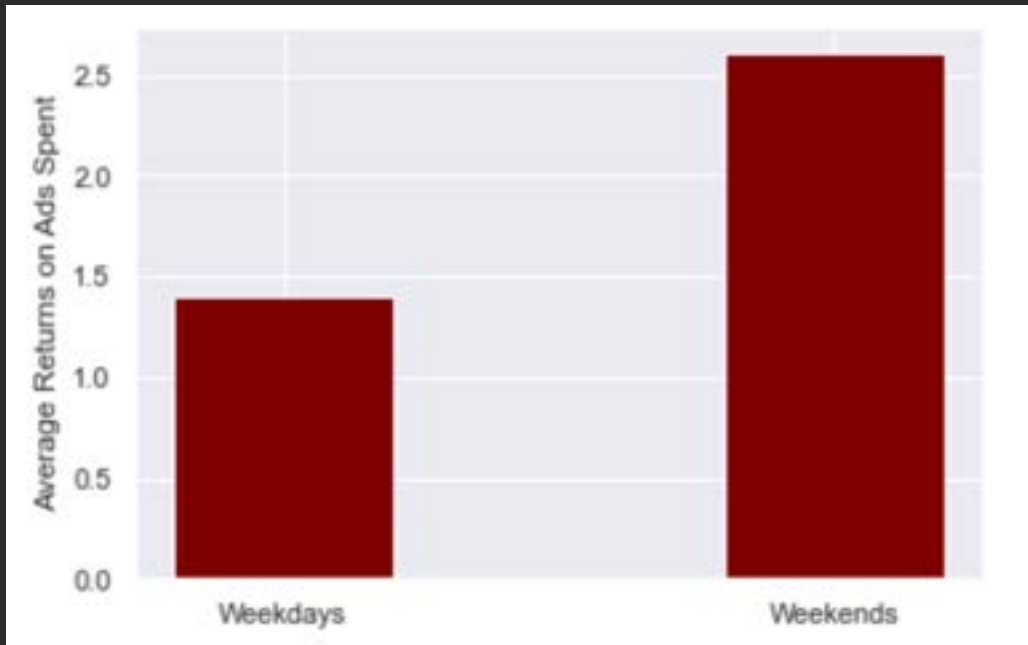
# Day of Week Performance



- ❖ Observation: CPAs are the lowest on the weekends
- ❖ Significance:
  - ❖ Indicators for where the advertiser cost should be lowered due to low orders (lead conversion)
- ❖ Goal:
  - ❖ Adjust Cost based on performance to further improve the health of the KPIs

# Weekdays & Weekends Performance

- ❖ Observation: Weekends significantly outperforms weekdays.
- ❖ Goal: Lower budget on the weekdays and increase budget on the weekends to resolve unhealthy KPI numbers.



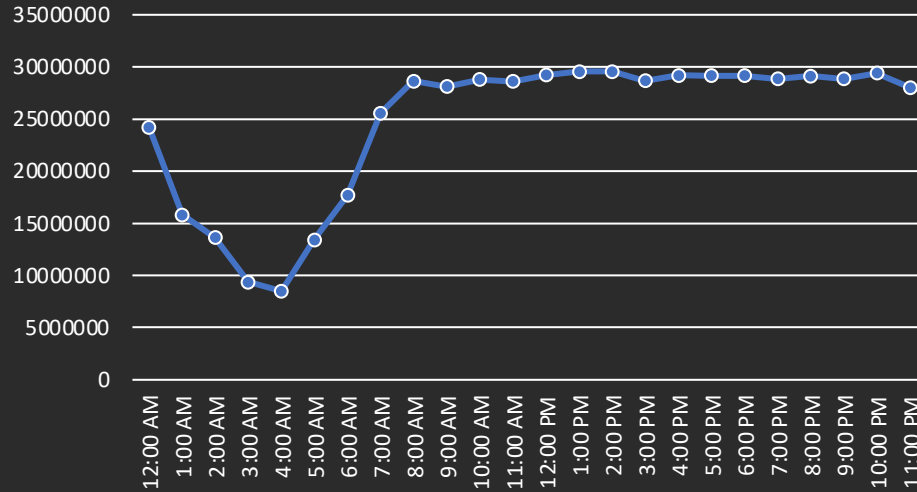
# Impressions Distribution

❖ Observations: Impressions decreases after 11:00 PM with the lowest impression at 4:00 AM

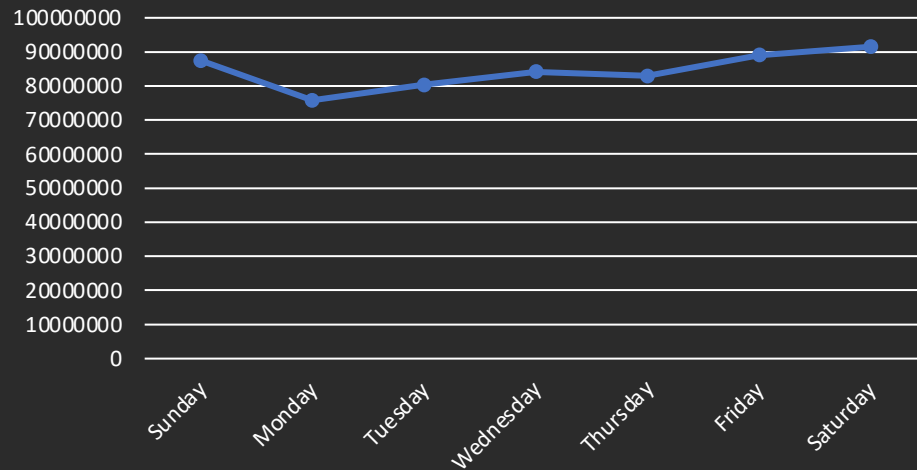
❖ Observations: Impressions increase throughout the week, peaking on Saturday

❖ Significance: Less impressions, less budget allocation at selective time

Total Impressions by Time



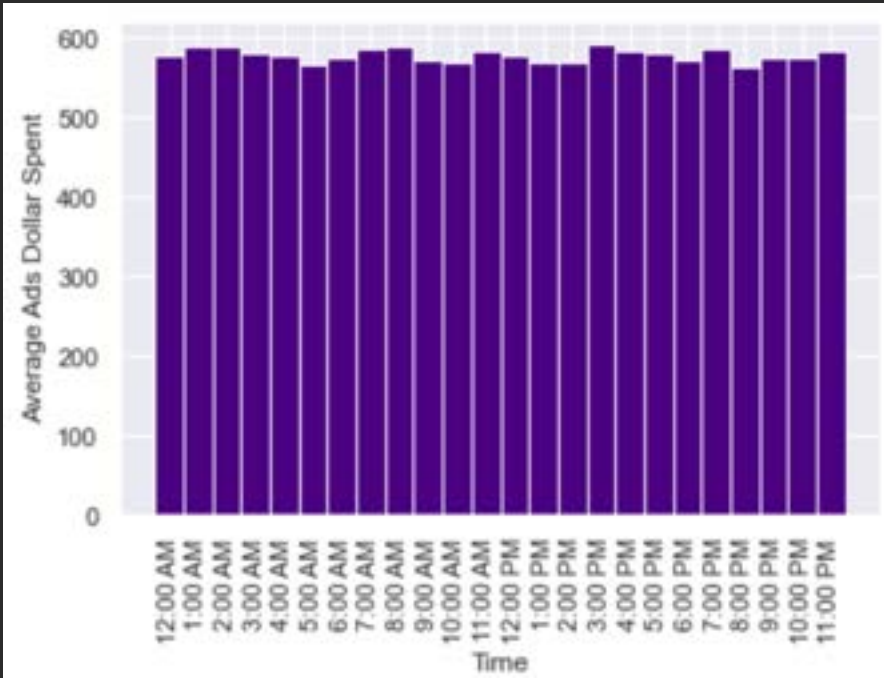
Total Impressions by Day



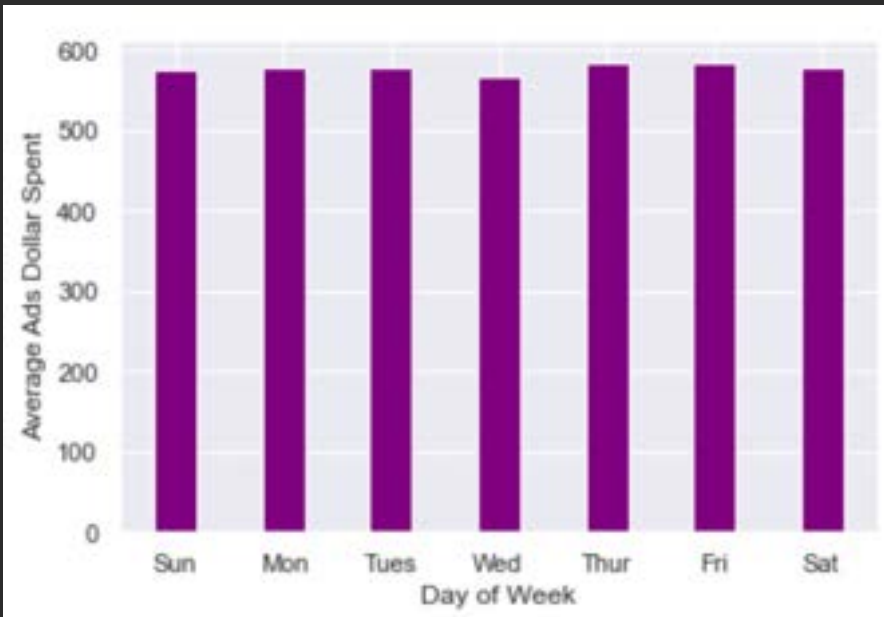


# Cost Distribution

❖ Observation: Average Advertising Dollar Spent are relatively consistent throughout the day



❖ Observation: Average Advertising Dollar Spent are relatively consistent throughout the week



❖ Significance: As analyzed, performance differ throughout the day and throughout the week. This tells us that we should look at allocating advertising dollar spent based on the performance of each day and time to ensure cost efficiency.

# Key Points & Findings

- ❖ Between 10:00 PM and 11:00 AM

- ❖ CPA High
- ❖ ROAS Negative
- ❖ Orders Driven Low

- ❖ Weekends

- ❖ CPA Low
- ❖ High Orders Driven/ ROAS
- ❖ Outperforms weekdays

- ❖ Average Advertising Dollar Spent are relatively consistent throughout the day/week.

- ❖ Advertisement Cost has no correlation to orders driven



# Strategy Initiatives 1.0

- Through analysis, we determined that more advertising cost would not generate more orders.
- Instead of keeping cost consistent throughout the day and week, we should lower the advertising budget at times when lead conversions are low.
- Lower the budget from 11:00 PM to 10:00 AM since impressions and user traffic are low during this time
- Lower weekdays budget

# Strategy Initiatives 2.0

- ❖ Goal:

- ❖ Targeting Selective Audiences to further improve KPI health

- ❖ 3 Different Approaches

# Target Audience: Relevancy Rating

Target Audience #1	Relevancy	Score
Sites	www.retailmenot.com	29.85
Sites	www.redbox.com	12.26
Sites	gamepedia.com	11.16
Metro	Watertown NY	6.34
Device	PC	1.23
Browser	Opera	1.74
Audience	Interest > Autos > Classes > Pickup Trucks	33.04
Audience	82B > Industries & Occupations > Computer & Mathematical > Information Technology & Computing > Web Professionals	5.8
Audience	Demographic > Financial Attributes > Estimated Net Worth > \$50,000 - \$74,999	12.94
Audience	Lifestyles > Millennials > Socially Conscious Millennials	7.57

- Targeting audience who often visits entertainment & coupon sites using Opera engine on a PC who are socially conscious millennial web professionals with an income range between \$50,000 - \$74,999 interested in pickup trucks located around Watertown, NY
  - Highest relevancy score in each category
  - retailmenot.com has a lot of pizza coupons
  - Entertainment & Pizza

# Target Audience: Scale & Market

Target Audience #2	Scale & Market	Score	Traffic & Audience Reached
Sites	www.reddit.com	1.47	1,500,000,000
Sites	mail.yahoo.com	1.36	1,300,000,000
Sites	www.msn.com	1.05	828,500,000
Metro	Albany-Schenectady-Troy NY	2.07	878,550
Device	PC	1.23	1,553,300,000
Browser	Chrome	1.62	3,258,256,887
Audience	Demographic > Financial Attributes > Estimated Net Worth > \$50,000 - \$74,999	12.94	Middle Class
	Demographic > Validated Demographics > Age Groups > Adults 18-34	1.44	Young Adults

Device Type	Data Relevance Score	User
Mobile	0.81	5310000000
PC	1.23	1553300000
Tablet	0.93	1140000000

- Targeting middle class adults age between 18 and 34 who often visits online social platform and are PC chrome users, located in Albany- Schenectady- Troy metro area.
  - Young adult & Student population
  - 63.5% of Search Engine Market Share
  - Middle Class Consumes the most fast food
  - Pizza consumption was highest in the 6-11 and 12-19 age range
  - The 18–24 age group orders food delivery the most, and it's followed by the 25–34 age group

# Target Audience: "The Audience Score"

Target Audience #3	Audience Score & Market	Score
Site	www.walmart.com	213670.8
Metro	Albany-Schenectady-Troy NY	181.85985
Device	Mobile	430110
Device	PC	191055.9
Browser Audience	Chrome	5278376.157
Audience	In-Market > Retail > Shopping Predictors > Transaction Predictors > Retail > Toys, Games & Hobbies > Hobby Supplies	
	Demographic > Validated Demographics > Age Groups > Adults 25-44 > Males 25-44	
	Demographic > Age > 30-39 > 30-34	

- Target parents with kids between age 6 and 19 who likes to visit shopping sites that mainly uses chrome browser on pc.
  - Created "The Audience Score" based on the product of relevancy score and traffic. The metric is to measure the holistic relevancy combination between both traffic (audience reached) and relevancy score.
  - Children has a higher rate of eating pizza, we are targeting the parents in this case

# Final Recommendation

- Lower the budget from 11:00 PM to 10:00 AM since impressions and ROAS are low during this time
- Lower weekdays budget
- "The Audience Score"
  - Target parents with kids between age 6 and 19 who likes to visit shopping sites that mainly uses chrome browser on pc.