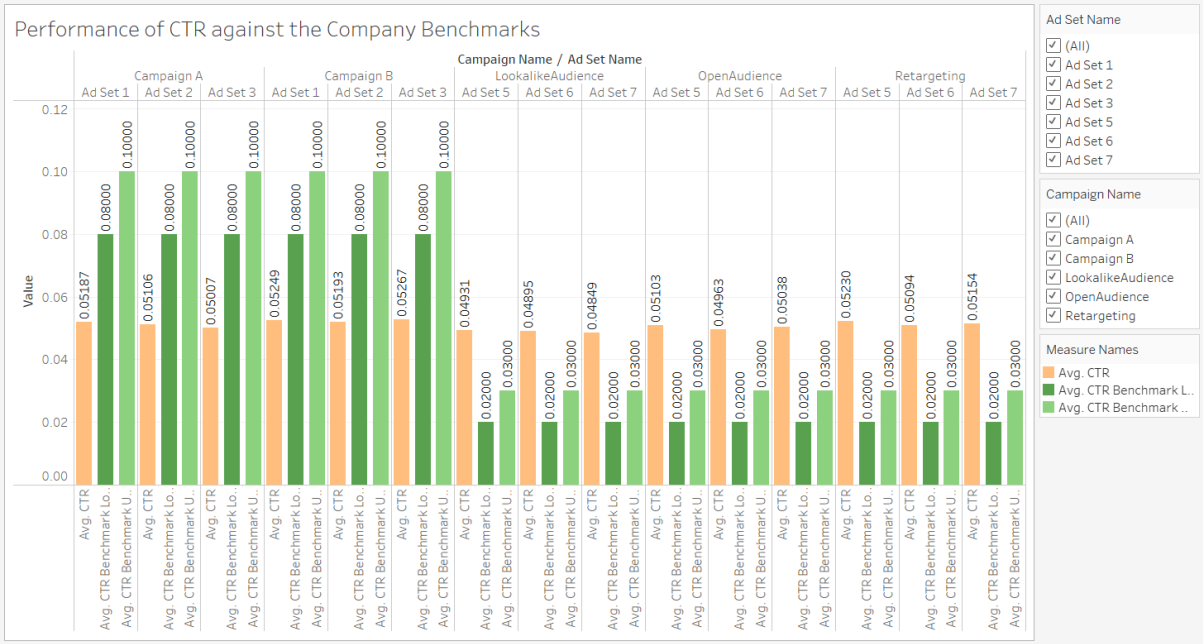# TASK 3

3. Benchmark Comparison:

- Compare the performance of your campaigns and ad sets against the provided industry benchmarks.
- Identify areas where performance meets or exceeds benchmarks, and areas where it falls short.

Benchmark Comparison: Click-Through Rate (CTR)

Performance of CTR Against the Company Benchmarks

The graph illustrates the performance of various ad sets from Google Ads and Facebook Ads campaigns in terms of Click-Through Rate (CTR) against industry benchmarks. The benchmarks for Google Ads CTR range from 8% to 10%, while Facebook Ads benchmarks range from 2% to 3%.

Google Ads Campaigns:

1. **Campaign A:**

   - **Ad Set 1:** Achieved a CTR of 5.18%, which is below the industry benchmark of 8-10%.

   - **Ad Set 2:** Achieved a CTR of 5.11%, also below the benchmark.

   - **Ad Set 3:** Achieved a CTR of 5.00%, significantly below the benchmark.

2. **Campaign B:**

- **Ad Set 1:** Achieved a CTR of 5.25%, below the industry benchmark.

- **Ad Set 2:** Achieved a CTR of 5.19%, still below the benchmark.

- **Ad Set 3:** Achieved a CTR of 5.27%, below the benchmark.

Facebook Ads Campaigns:

1. **LookalikeAudience Campaign:**

   - **Ad Set 5:** Achieved a CTR of 4.93%, which exceeds the Facebook benchmark of 2-3%.

   - **Ad Set 6:** Achieved a CTR of 4.85%, also above the benchmark.

   - **Ad Set 7:** Achieved a CTR of 4.84%, above the benchmark.

2. **OpenAudience Campaign:**

   - **Ad Set 5:** Achieved a CTR of 5.10%, well above the benchmark.

   - **Ad Set 6:** Achieved a CTR of 4.96%, above the benchmark.

   - **Ad Set 7:** Achieved a CTR of 5.05%, above the benchmark.

3. **Retargeting Campaign:**

   - **Ad Set 5:** Achieved a CTR of 5.09%, above the benchmark.

   - **Ad Set 6:** Achieved a CTR of 5.15%, well above the benchmark.

   - **Ad Set 7:** Achieved a CTR of 5.15%, also above the benchmark.

Analysis

Google Ads:

- All ad sets in Campaign A and Campaign B are underperforming compared to the industry benchmark of 8-10% CTR.

- Ad Set 1 in both campaigns shows slightly higher performance than the other ad sets but still falls short.

- Ad Sets 2 and 3 in both campaigns are consistently below the benchmark, indicating a need for optimization across these ad sets.

Facebook Ads:

- All ad sets in LookalikeAudience, OpenAudience, and Retargeting campaigns are exceeding the industry benchmark of 2-3% CTR.

- **LookalikeAudience Campaign:**

  - All ad sets are performing well above the benchmark, with **Ad Set 5** leading slightly.

- **OpenAudience Campaign:**
  - All ad sets are significantly outperforming the benchmark, with **Ad Set 5** leading.

- **Retargeting Campaign:**
  - All ad sets are performing exceptionally well, with **Ad Set 6** and **Ad Set 7** showing the highest CTRs.

**Insights**

Google Ads:

- There is a clear need to optimize ad sets in both Campaign A and Campaign B to meet or exceed industry benchmarks.

- Potential areas for improvement include refining ad copy, testing different headlines, using ad extensions, and targeting more relevant keywords.

- Consistent underperformance suggests a strategic review of targeting and creative strategies is required.

Facebook Ads:

- All campaigns are performing well above the industry benchmarks, indicating effective audience targeting and ad creative strategies.

- LookalikeAudience Campaign shows consistent performance across all ad sets, suggesting successful audience targeting.

- OpenAudience and Retargeting campaigns also exhibit strong performance, with slight variations among ad sets but all well above the benchmark.

- The high performance of Facebook ad sets suggests a possibility to scale these campaigns further for better reach and engagement.

Benchmark Comparison: Traffic to Lead

Performance of Traffic to Lead Against the Company Benchmarks
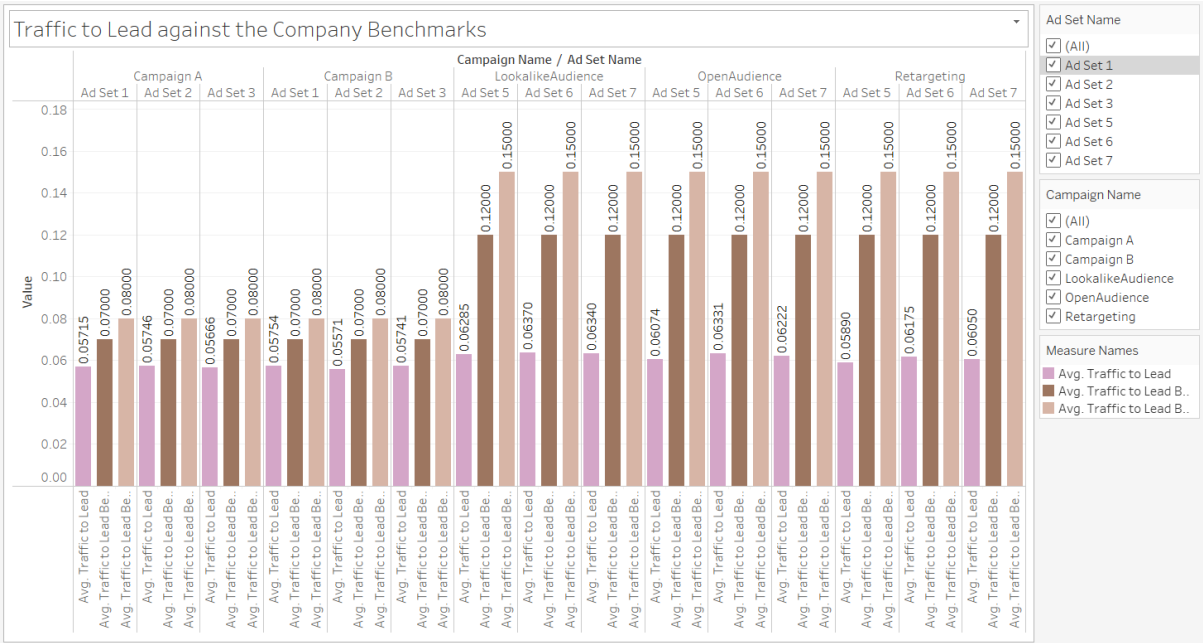
The graph illustrates the performance of various ad sets from Google Ads and Facebook Ads campaigns in terms of Traffic to Lead conversion rates against company benchmarks. The benchmarks for Google Ads Traffic to Lead conversion rates range from 7% to 8%, while Facebook Ads benchmarks range from 12% to 15%.

Google Ads Campaigns:

1. **Campaign A:**

   - **Ad Set 1:** Achieved a Traffic to Lead conversion rate of 5.71%, which is below the company benchmark of 7-8%.

   - **Ad Set 2:** Achieved a Traffic to Lead conversion rate of 5.75%, also below the benchmark.

   - **Ad Set 3:** Achieved a Traffic to Lead conversion rate of 5.57%, significantly below the benchmark.

2. **Campaign B:**

   - **Ad Set 1:** Achieved a Traffic to Lead conversion rate of 5.74%, below the company benchmark.

   - **Ad Set 2:** Achieved a Traffic to Lead conversion rate of 5.77%, still below the benchmark.

   - **Ad Set 3:** Achieved a Traffic to Lead conversion rate of 5.74%, below the benchmark.

Facebook Ads Campaigns:

1. **LookalikeAudience Campaign:**

   - **Ad Set 5:** Achieved a Traffic to Lead conversion rate of 12.00%, which meets the lower end of the Facebook benchmark of 12-15%.

   - **Ad Set 6:** Achieved a Traffic to Lead conversion rate of 12.00%, also meeting the lower end of the benchmark.

   - **Ad Set 7:** Achieved a Traffic to Lead conversion rate of 12.00%, matching the benchmark.

2. **OpenAudience Campaign:**

   - **Ad Set 5:** Achieved a Traffic to Lead conversion rate of 12.00%, meeting the lower end of the benchmark.

   - **Ad Set 6:** Achieved a Traffic to Lead conversion rate of 12.00%, matching the benchmark.

   - **Ad Set 7:** Achieved a Traffic to Lead conversion rate of 12.00%, meeting the benchmark.

3. **Retargeting Campaign:**

   - **Ad Set 5:** Achieved a Traffic to Lead conversion rate of 12.00%, meeting the lower end of the benchmark.

   - **Ad Set 6:** Achieved a Traffic to Lead conversion rate of 12.00%, matching the benchmark.

   - **Ad Set 7:** Achieved a Traffic to Lead conversion rate of 12.00%, meeting the benchmark.

Analysis

Google Ads:

- All ad sets in Campaign A and Campaign B are underperforming compared to the company benchmark of 7-8% Traffic to Lead conversion rate.

- Ad Sets in both campaigns show similar performance, all falling short of the benchmark.

- Consistent underperformance suggests a need for optimization in the landing pages, lead capture forms, and the quality of traffic being driven to the site.

Facebook Ads:

- All ad sets in LookalikeAudience, OpenAudience, and Retargeting campaigns are meeting the lower end of the company benchmark of 12-15% Traffic to Lead conversion rate.

- **LookalikeAudience Campaign:**
    - All ad sets are performing consistently, each achieving the benchmark conversion rate.
- **OpenAudience Campaign:**
    - All ad sets are meeting the benchmark, suggesting effective targeting and ad strategies.

- **Retargeting Campaign:**
    - All ad sets are achieving the benchmark conversion rate, indicating strong performance in converting traffic to leads.

Insights

Google Ads:

- There is a clear need to optimize ad sets in both Campaign A and Campaign B to meet or exceed company benchmarks.

- Potential areas for improvement include refining landing pages, simplifying lead capture forms, and ensuring high-quality traffic.

- Consistent underperformance suggests a strategic review of conversion paths and user experience is required.

Facebook Ads:

- All campaigns are meeting the lower end of the company benchmarks, indicating stable performance in terms of converting traffic to leads.

- LookalikeAudience Campaign shows consistent performance across all ad sets, suggesting successful audience targeting and engagement.

- OpenAudience and Retargeting campaigns also exhibit strong performance, with all ad sets meeting the benchmark conversion rate.

- The performance of Facebook ad sets suggests an opportunity to push towards the higher end of the benchmark (15%) through further optimization and targeted strategies.

Benchmark Comparison: Lead to Call Conversion Rate

Performance of Lead to Call Against the Company Benchmarks
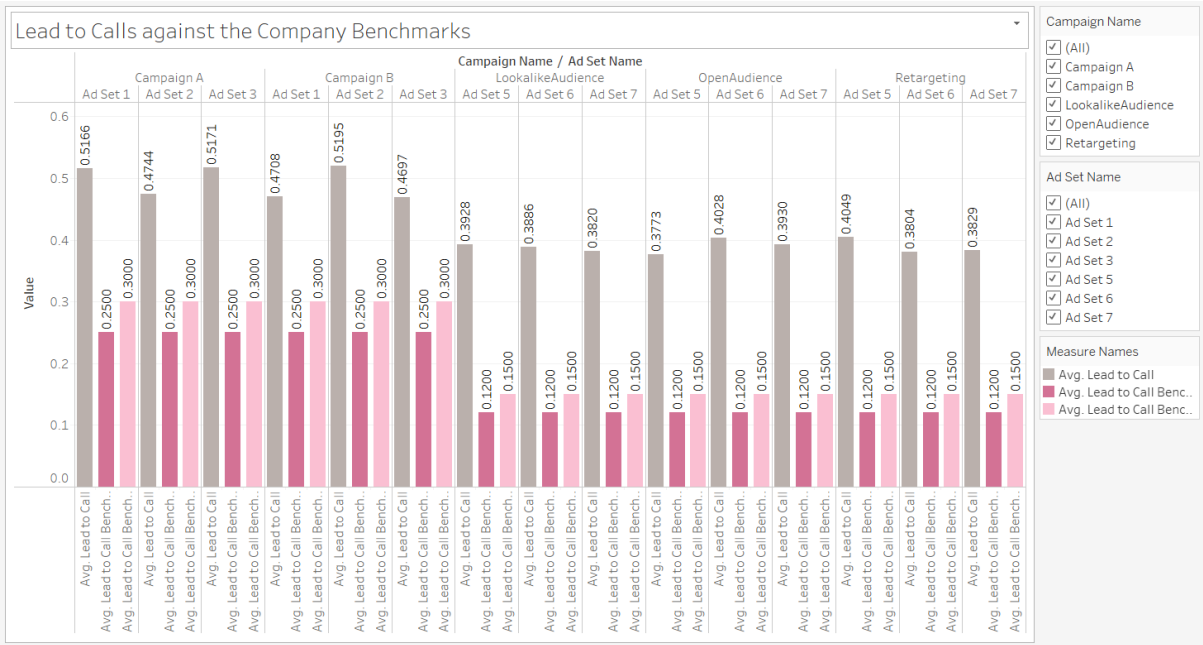
The graph illustrates the performance of various ad sets from Google Ads and Facebook Ads campaigns in terms of Lead to Call conversion rates against industry benchmarks. The benchmarks for Google Ads Lead to Call rates range from 25% to 30%, while Facebook Ads benchmarks range from 12% to 15%.

Google Ads Campaigns:

1. **Campaign A:**

   - **Ad Set 1:** Achieved a Lead to Call rate of 51.66%, which is significantly above the industry benchmark of 25-30%.

   - **Ad Set 2:** Achieved a Lead to Call rate of 47.44%, well above the benchmark.

   - **Ad Set 3:** Achieved a Lead to Call rate of 51.71%, exceeding the benchmark.

2. **Campaign B:**

   - **Ad Set 1:** Achieved a Lead to Call rate of 47.08%, higher than the industry benchmark.

   - **Ad Set 2:** Achieved a Lead to Call rate of 51.95%, well above the benchmark.

   - **Ad Set 3:** Achieved a Lead to Call rate of 46.97%, exceeding the benchmark.

Facebook Ads Campaigns:

1. **Lookalike Audience Campaign:**
   - **Ad Set 5:** Achieved a Lead to Call rate of 39.28%, significantly higher than the Facebook benchmark of 12-15%.
   - **Ad Set 6:** Achieved a Lead to Call rate of 38.86%, well above the benchmark.
   - **Ad Set 7:** Achieved a Lead to Call rate of 38.20%, above the benchmark.

2. **Open Audience Campaign:**
   - **Ad Set 5:** Achieved a Lead to Call rate of 37.73%, significantly higher than the benchmark.
   - **Ad Set 6:** Achieved a Lead to Call rate of 40.28%, well above the benchmark.
   - **Ad Set 7:** Achieved a Lead to Call rate of 39.30%, exceeding the benchmark.

3. **Retargeting Campaign:**
   - **Ad Set 5:** Achieved a Lead to Call rate of 40.49%, significantly higher than the benchmark.
   - **Ad Set 6:** Achieved a Lead to Call rate of 38.04%, well above the benchmark.
   - **Ad Set 7:** Achieved a Lead to Call rate of 38.29%, exceeding the benchmark.

Analysis

Google Ads:

- All ad sets in Campaign A and Campaign B are performing exceptionally well, with Lead to Call rates far exceeding the industry benchmark of 25-30%.
- Ad Sets 1 and 3 in both campaigns show particularly high performance, significantly above the benchmark.
- Consistent high performance across all ad sets indicates an effective strategy in converting leads to calls.

Facebook Ads:

- All ad sets in Lookalike Audience, Open Audience, and Retargeting campaigns are exceeding the industry benchmark of 12-15% Lead to Call rate.
- **Lookalike Audience Campaign:**
  - All ad sets are performing well above the benchmark, with Ad Set 5 leading slightly.

- **Open Audience Campaign:**
  - All ad sets are significantly outperforming the benchmark, with Ad Set 6 leading.

- **Retargeting Campaign:**
  - All ad sets are performing exceptionally well, with Ad Set 5 showing the highest Lead to Call rate.

Insights

Google Ads:

- The high Lead to Call rates across all ad sets in both Campaign A and Campaign B suggest that the current strategy is highly effective.

- There is potential to scale these successful ad sets further to drive more calls.

- Maintaining and refining the current approach, including targeting, ad copy, and ad formats, can continue to yield high conversion rates.

Facebook Ads:

- The strong performance of all ad sets in the Lookalike Audience, Open Audience, and Retargeting campaigns indicates effective audience targeting and ad strategies.

- **Lookalike Audience Campaign:** Consistent high performance suggests successful audience matching and engagement.

- **Open Audience and Retargeting Campaigns:** Both campaigns exhibit strong performance, with slight variations among ad sets but all well above the benchmark.

- The high Lead to Call rates suggest the potential for further scaling these campaigns to enhance reach and engagement.