

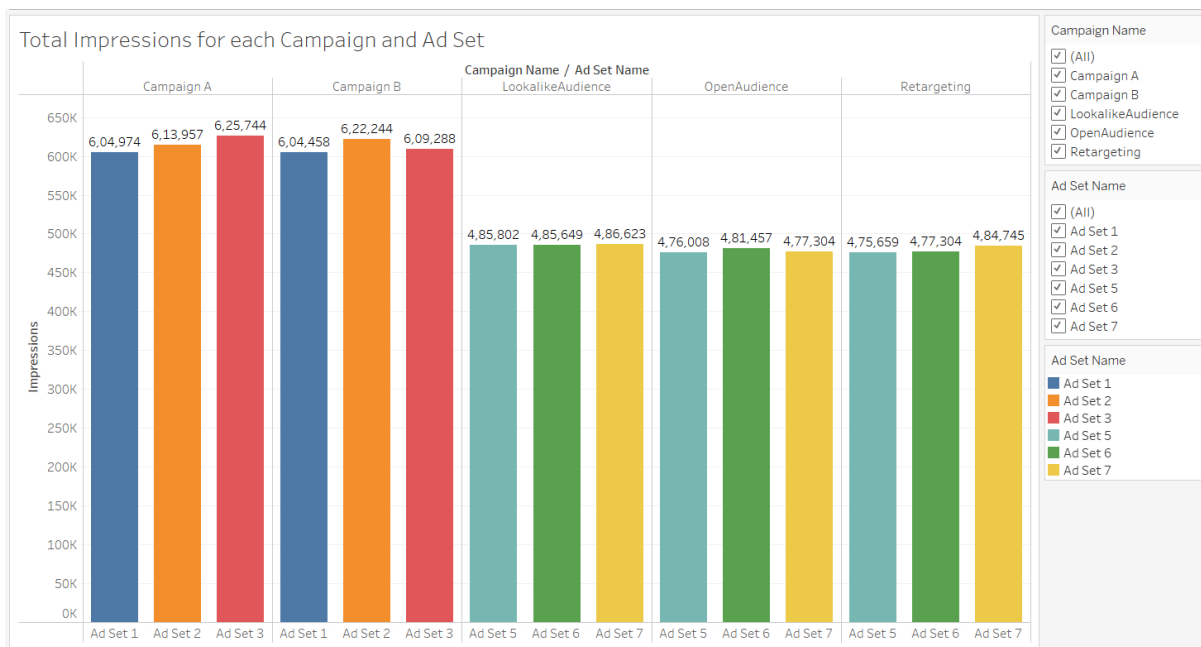
TASK 2

2. Descriptive Analysis:

- Summarise key metrics for each channel and ad set (e.g., total impressions, clicks, CTR, cost, conversions).
- Visualise the data using appropriate charts (e.g., line graphs for trends over time, bar charts for comparison of metrics).

Descriptive Analysis - Key Metrics for Each Channel and Ad Set (Total Impressions)

Total Impressions for Each Campaign and Ad Set



1. Google Ads Campaign A:

- **Ad Set 1:** Received a total of 604,974 impressions.
- **Ad Set 2:** Achieved 613,957 impressions.
- **Ad Set 3:** Had the highest impressions among Campaign A ad sets with 625,744 impressions.

2. Google Ads Campaign B:

- **Ad Set 1:** Recorded 604,458 impressions.
- **Ad Set 2:** Generated 622,244 impressions.
- **Ad Set 3:** Reached 609,288 impressions, the highest in Campaign B.

3. Facebook Ads LookalikeAudience Campaign:

- **Ad Set 5:** Attained 485,802 impressions.
- **Ad Set 6:** Secured 485,649 impressions.
- **Ad Set 7:** Acquired 486,623 impressions, the highest in the LookalikeAudience campaign.

4. Facebook Ads OpenAudience Campaign:

- **Ad Set 5:** Garnered 476,008 impressions.
- **Ad Set 6:** Obtained 481,457 impressions.
- **Ad Set 7:** Received 477,304 impressions, the lowest in OpenAudience campaign.

5. Facebook Ads Retargeting Campaign:

- **Ad Set 5:** Collected 475,659 impressions.
- **Ad Set 6:** Had 477,304 impressions.
- **Ad Set 7:** Attained 484,745 impressions, the highest in Retargeting campaign.

Analysis

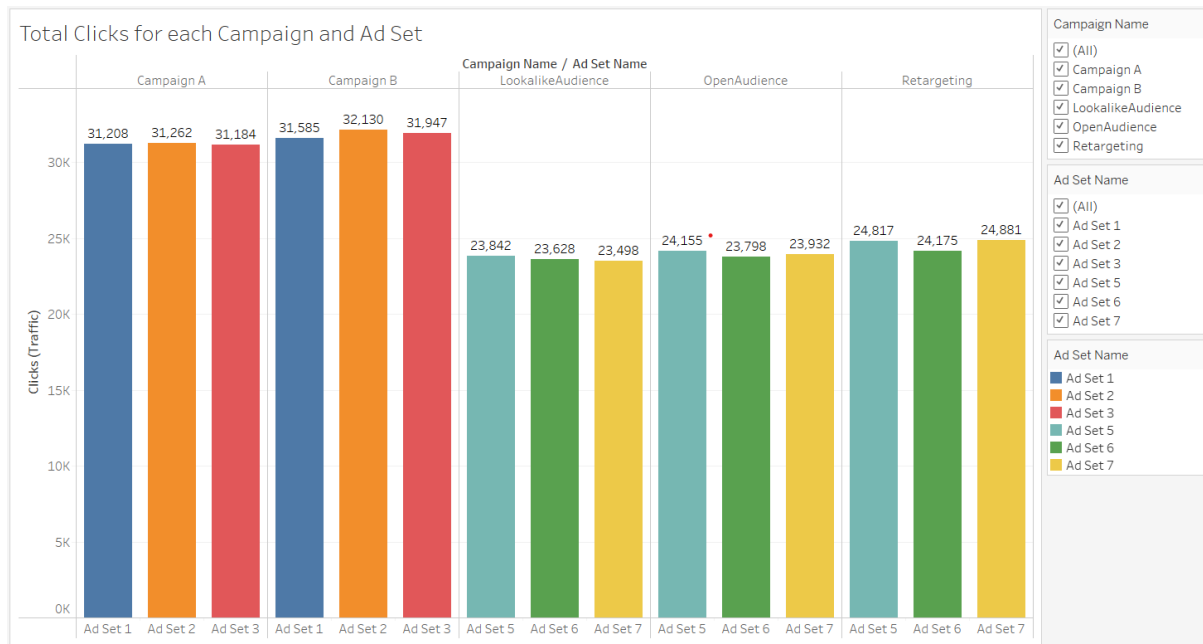
- **Google Ads Performance:**
 - Campaign A's Ad Sets generally performed well, with all three ad sets achieving over 600,000 impressions.
 - Campaign B's Ad Sets also performed strongly, though slightly lower than Campaign A, with impressions ranging from approximately 604,000 to 622,000.
- **Facebook Ads Performance:**
 - The LookalikeAudience campaign displayed a consistent performance across its ad sets, with each ad set receiving nearly 486,000 impressions.
 - The OpenAudience campaign showed more variability, with impressions ranging from approximately 476,000 to 481,000.
 - The Retargeting campaign demonstrated a slight increase in impressions with Ad Set 7 achieving the highest at 484,745.

Insights

- Both Google Ads campaigns and Facebook Ads campaigns show strong performance in terms of impressions, indicating good reach.
- Consistency in impressions across ad sets within each Facebook campaign suggests stable audience engagement strategies.

- The higher impressions in Google Ads campaigns suggest they might have a broader or more active audience reach compared to Facebook campaigns.

Descriptive Analysis - Key Metrics for Each Channel and Ad Set (Total Clicks)



Total Clicks for Each Campaign and Ad Set

1. Google Ads Campaign A:

- **Ad Set 1:** Received a total of 31,208 clicks.
- **Ad Set 2:** Achieved 31,262 clicks.
- **Ad Set 3:** Had 31,184 clicks.

2. Google Ads Campaign B:

- **Ad Set 1:** Recorded 31,585 clicks.
- **Ad Set 2:** Generated 32,130 clicks, the highest in Campaign B.
- **Ad Set 3:** Reached 31,947 clicks.

3. Facebook Ads LookalikeAudience Campaign:

- **Ad Set 5:** Attained 23,842 clicks.
- **Ad Set 6:** Secured 23,628 clicks.
- **Ad Set 7:** Acquired 23,498 clicks, the lowest in the LookalikeAudience campaign.

4. Facebook Ads OpenAudience Campaign:

- **Ad Set 5:** Garnered 24,155 clicks.
- **Ad Set 6:** Obtained 23,798 clicks.
- **Ad Set 7:** Received 23,932 clicks.

5. Facebook Ads Retargeting Campaign:

- **Ad Set 5:** Collected 24,817 clicks, the highest in the Retargeting campaign.
- **Ad Set 6:** Had 24,175 clicks.
- **Ad Set 7:** Attained 24,881 clicks, the highest among all Facebook ad sets.

Analysis

Google Ads Performance:

- **Campaign A:**
 - Ad Sets performed consistently, each receiving over 31,000 clicks.
- **Campaign B:**
 - Ad Set 2 achieved the highest number of clicks (32,130), indicating a strong engagement for this particular set.

Facebook Ads Performance:

- **LookalikeAudience Campaign:**
 - Ad Sets displayed relatively uniform performance with clicks ranging from 23,498 to 23,842.
- **OpenAudience Campaign:**
 - Showed slight variability in clicks, with Ad Set 5 performing the best (24,155 clicks).
- **Retargeting Campaign:**
 - Demonstrated strong engagement, particularly in Ad Set 7 which attained the highest number of clicks (24,881) among all Facebook ad sets.

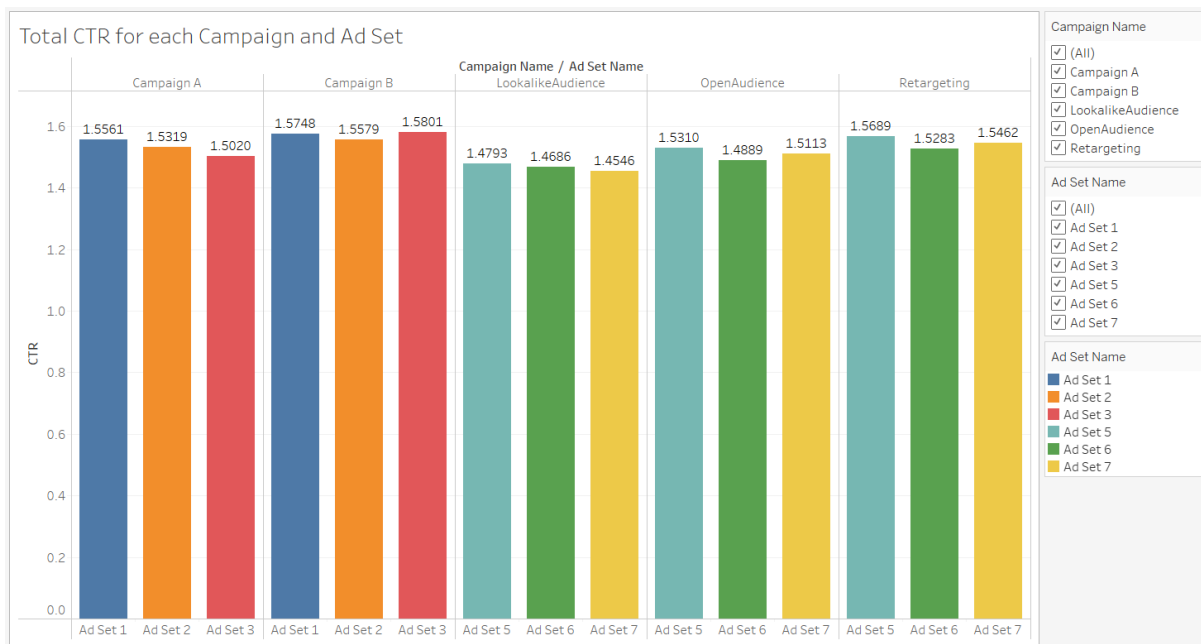
Insights

- **Google Ads:**
 - Both campaigns achieved strong performance in terms of clicks, indicating effective ad engagement strategies.
 - Campaign B's Ad Set 2 is particularly noteworthy for its high click volume, suggesting it may have a highly appealing ad copy or targeting strategy.

- **Facebook Ads:**

- The consistent performance across ad sets within each campaign suggests well-targeted and engaging ads.
- Retargeting campaign's highest click numbers indicate successful re-engagement of previous visitors or customers.

Descriptive Analysis - Key Metrics for Each Channel and Ad Set (Total CTR)



Total CTR for Each Campaign and Ad Set

1. Google Ads Campaign A:

- **Ad Set 1:** Achieved a CTR of 1.5561%.
- **Ad Set 2:** Achieved a CTR of 1.5319%.
- **Ad Set 3:** Achieved a CTR of 1.5020%.

2. Google Ads Campaign B:

- **Ad Set 1:** Achieved a CTR of 1.5748%.
- **Ad Set 2:** Achieved a CTR of 1.5579%.
- **Ad Set 3:** Achieved a CTR of 1.5801%, the highest in Campaign B.

3. Facebook Ads LookalikeAudience Campaign:

- **Ad Set 5:** Achieved a CTR of 1.4793%.

- **Ad Set 6:** Achieved a CTR of 1.4686%.
- **Ad Set 7:** Achieved a CTR of 1.4546%.

4. Facebook Ads OpenAudience Campaign:

- **Ad Set 5:** Achieved a CTR of 1.5310%.
- **Ad Set 6:** Achieved a CTR of 1.4889%.
- **Ad Set 7:** Achieved a CTR of 1.5113%.

5. Facebook Ads Retargeting Campaign:

- **Ad Set 5:** Achieved a CTR of 1.5689%.
- **Ad Set 6:** Achieved a CTR of 1.5283%.
- **Ad Set 7:** Achieved a CTR of 1.5462%.

Analysis

Google Ads Performance:

- **Campaign A:**
 - Ad Sets demonstrated consistent performance with CTRs above 1.50%.
 - Ad Set 1 led with a CTR of 1.5561%, indicating strong engagement.
- **Campaign B:**
 - Ad Sets showed slightly higher CTRs than Campaign A.
 - Ad Set 3 was the top performer with a CTR of 1.5801%, suggesting effective ad targeting and content.

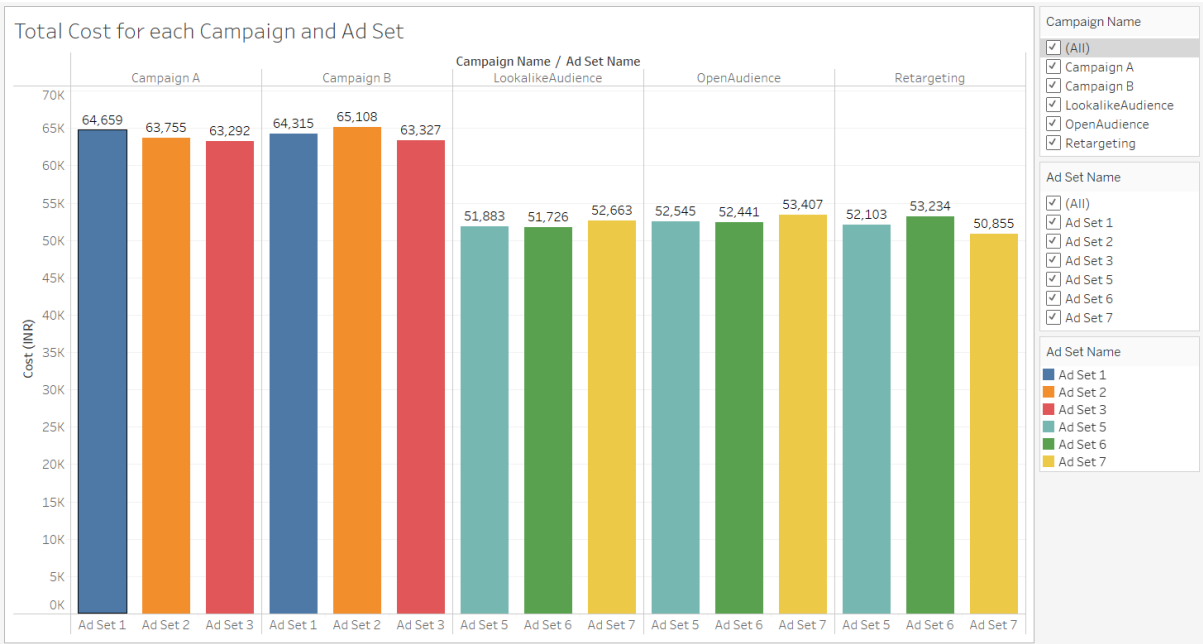
Facebook Ads Performance:

- **LookalikeAudience Campaign:**
 - All ad sets achieved CTRs below 1.50%, indicating room for improvement in engagement strategies.
- **OpenAudience Campaign:**
 - Displayed better performance with Ad Set 5 achieving a CTR of 1.5310%.
 - Variability in CTRs suggests potential optimization opportunities.
- **Retargeting Campaign:**
 - Demonstrated strong engagement with CTRs consistently above 1.52%.
 - Ad Set 5 achieved the highest CTR at 1.5689%, indicating effective retargeting efforts.

Insights

- **Google Ads:**
 - Both campaigns exhibit strong CTRs, indicating effective ad copy and targeting strategies.
 - Campaign B, particularly Ad Set 3, shows the highest CTR, suggesting it may benefit from increased budget allocation for further scaling.
- **Facebook Ads:**
 - Retargeting campaign shows the best performance among Facebook campaigns, with consistently high CTRs.
 - LookalikeAudience campaign's lower CTRs suggest a need for revisiting targeting criteria or ad creatives.
 - OpenAudience campaign displays potential for improvement, with CTRs close to industry standards but showing variability.

Descriptive Analysis - Key Metrics for Each Channel and Ad Set (Total Cost)



Total Cost for Each Campaign and Ad Set

1. **Google Ads Campaign A:**
 - **Ad Set 1:** Incurred a total cost of 64,659 INR.
 - **Ad Set 2:** Incurred a total cost of 63,755 INR.

- **Ad Set 3:** Incurred a total cost of 63,292 INR.

2. Google Ads Campaign B:

- **Ad Set 1:** Incurred a total cost of 64,315 INR.
- **Ad Set 2:** Incurred a total cost of 65,108 INR.
- **Ad Set 3:** Incurred a total cost of 63,327 INR.

3. Facebook Ads LookalikeAudience Campaign:

- **Ad Set 5:** Incurred a total cost of 51,883 INR.
- **Ad Set 6:** Incurred a total cost of 51,726 INR.
- **Ad Set 7:** Incurred a total cost of 52,663 INR.

4. Facebook Ads OpenAudience Campaign:

- **Ad Set 5:** Incurred a total cost of 52,545 INR.
- **Ad Set 6:** Incurred a total cost of 52,441 INR.
- **Ad Set 7:** Incurred a total cost of 53,407 INR.

5. Facebook Ads Retargeting Campaign:

- **Ad Set 5:** Incurred a total cost of 52,103 INR.
- **Ad Set 6:** Incurred a total cost of 53,234 INR.
- **Ad Set 7:** Incurred a total cost of 50,855 INR.

Analysis

Google Ads Performance:

- **Campaign A:**
 - Ad Sets displayed similar cost levels, with costs ranging from approximately 63,000 to 65,000 INR.
 - Ad Set 1 had the highest cost at 64,659 INR, indicating higher spending.
- **Campaign B:**
 - Ad Sets also had similar cost levels, with costs between 63,327 and 65,108 INR.
 - Ad Set 2 incurred the highest cost at 65,108 INR, suggesting it may be a key driver of spend within this campaign.

Facebook Ads Performance:

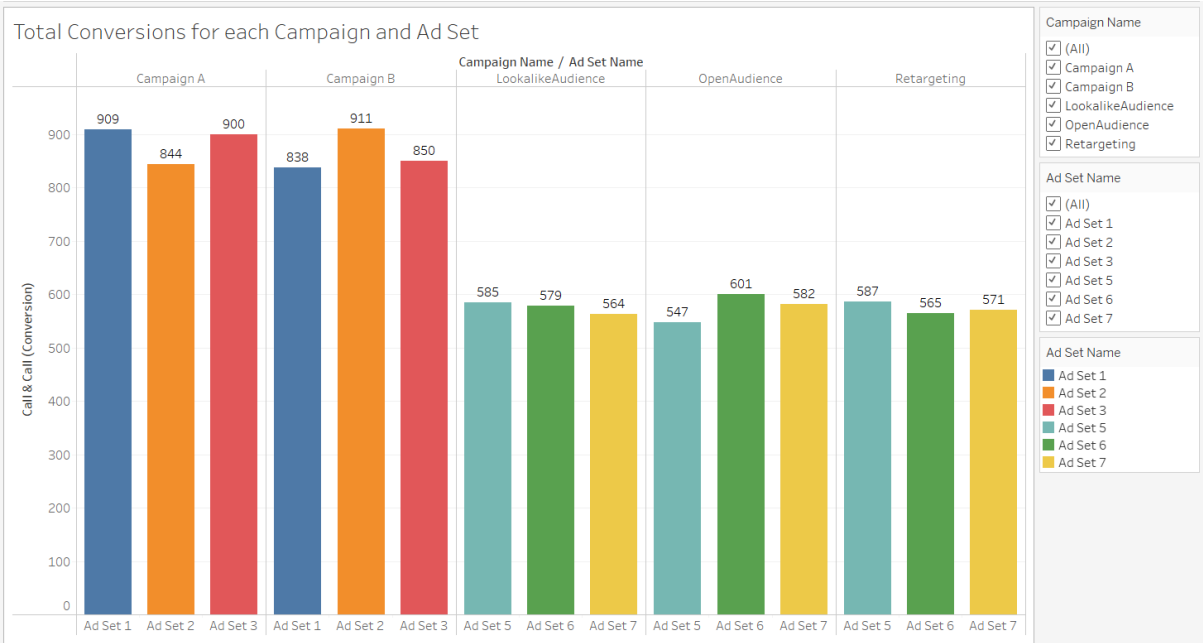
- **LookalikeAudience Campaign:**

- Costs were relatively consistent across ad sets, ranging from approximately 51,700 to 52,700 INR.
- Ad Set 7 had the highest cost at 52,663 INR, showing a slight increase in spending.
- **OpenAudience Campaign:**
 - Costs were similar across ad sets, with a range from 52,441 to 53,407 INR.
 - Ad Set 7 had the highest cost, indicating higher engagement or more aggressive bidding.
- **Retargeting Campaign:**
 - Costs showed some variability, with a range from 50,855 to 53,234 INR.
 - Ad Set 6 had the highest cost at 53,234 INR, suggesting it may be particularly effective or heavily invested in.

Insights

- **Google Ads:**
 - Both campaigns show consistent spending patterns across ad sets, with slight variations indicating targeted adjustments.
 - Campaign B, particularly Ad Set 2, has the highest cost, suggesting focused investment that may correlate with performance metrics such as CTR and conversions.
- **Facebook Ads:**
 - All campaigns show stable cost patterns, with LookalikeAudience and OpenAudience campaigns having relatively close cost ranges.
 - Retargeting campaign's Ad Set 6 incurred the highest cost, indicating possible higher engagement or effectiveness, which aligns with its strong CTR performance.

Descriptive Analysis - Key Metrics for Each Channel and Ad Set (Total Conversions)



Total Conversions for Each Campaign and Ad Set

- 1. Google Ads Campaign A:
 - Ad Set 1: Achieved a total of 909 conversions.
 - Ad Set 2: Achieved a total of 844 conversions.
 - Ad Set 3: Achieved a total of 900 conversions.
- 2. Google Ads Campaign B:
 - Ad Set 1: Achieved a total of 838 conversions.
 - Ad Set 2: Achieved a total of 911 conversions.
 - Ad Set 3: Achieved a total of 850 conversions.
- 3. Facebook Ads LookalikeAudience Campaign:
 - Ad Set 5: Achieved a total of 585 conversions.
 - Ad Set 6: Achieved a total of 579 conversions.
 - Ad Set 7: Achieved a total of 564 conversions.
- 4. Facebook Ads OpenAudience Campaign:
 - Ad Set 5: Achieved a total of 547 conversions.
 - Ad Set 6: Achieved a total of 601 conversions.

- **Ad Set 7:** Achieved a total of 582 conversions.

5. Facebook Ads Retargeting Campaign:

- **Ad Set 5:** Achieved a total of 587 conversions.
- **Ad Set 6:** Achieved a total of 565 conversions.
- **Ad Set 7:** Achieved a total of 571 conversions.

Analysis

Google Ads Performance:

- **Campaign A:**
 - Conversions are relatively high across all ad sets, ranging from 844 to 909.
 - Ad Set 1 leads with the highest conversions at 909, indicating strong performance.
 - Ad Set 2 has the lowest conversions at 844, suggesting potential for optimization.
- **Campaign B:**
 - Conversions are also high and consistent, with a range between 838 and 911.
 - Ad Set 2 stands out with 911 conversions, indicating a key driver of performance within this campaign.
 - Ad Set 1 has the lowest conversions at 838, but still performs relatively well.

Facebook Ads Performance:

- **LookalikeAudience Campaign:**
 - Conversions are fairly consistent across ad sets, ranging from 564 to 585.
 - Ad Set 5 has the highest conversions at 585, showing slightly better performance.
 - Ad Set 7 has the lowest conversions at 564, suggesting a minor difference in effectiveness.
- **OpenAudience Campaign:**
 - Conversions vary more significantly, with a range from 547 to 601.
 - Ad Set 6 leads with the highest conversions at 601, indicating higher engagement or effectiveness.

- Ad Set 5 has the lowest conversions at 547, highlighting an area for improvement.
- **Retargeting Campaign:**
 - Conversions are consistent, with a range from 565 to 587.
 - Ad Set 5 has the highest conversions at 587, suggesting strong retargeting effectiveness.
 - Ad Set 6 has the lowest conversions at 565, indicating slightly lower performance.

Insights

Google Ads:

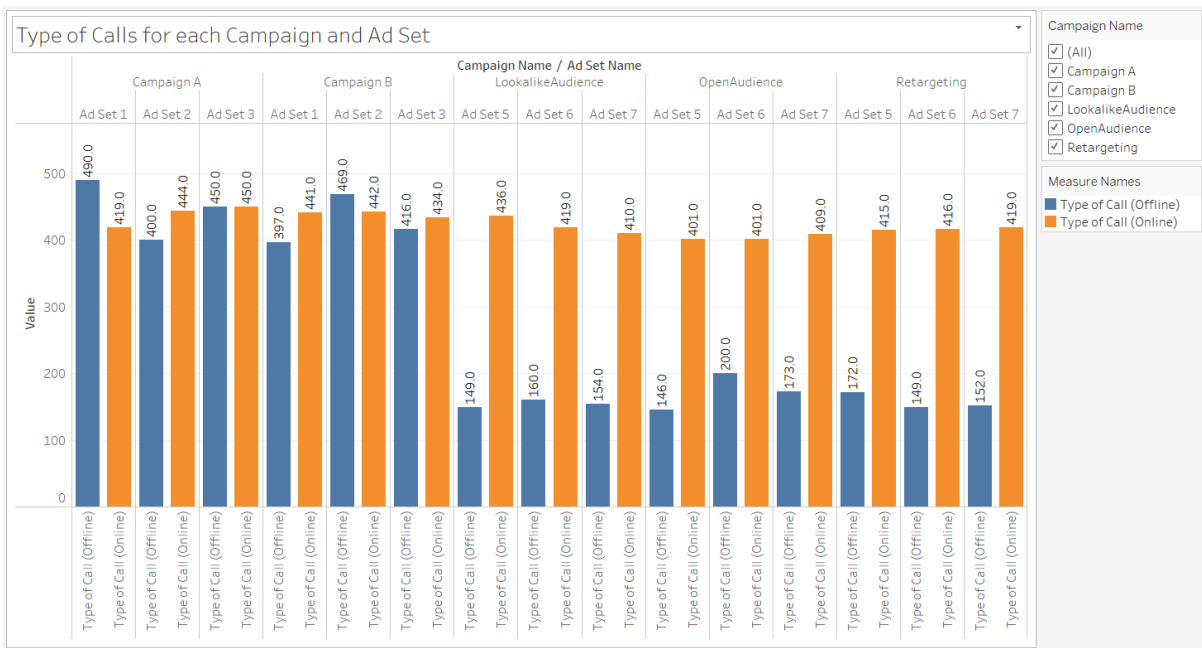
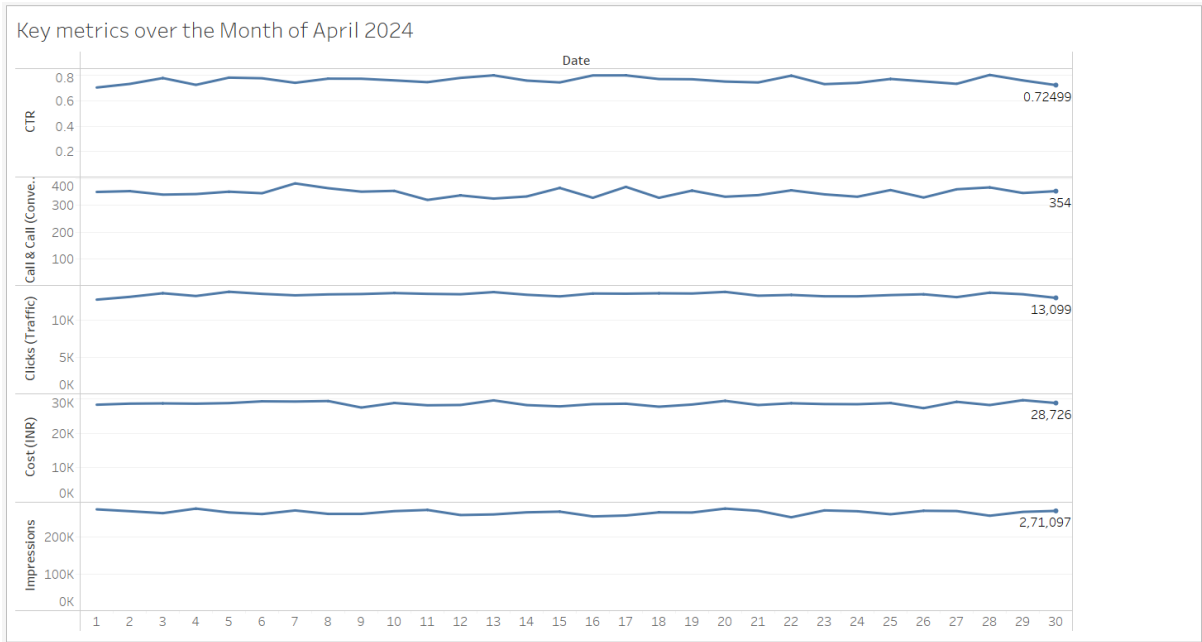
- **Campaign A:**
 - Shows strong and consistent conversion rates across all ad sets.
 - Ad Set 1 performs best, suggesting effective targeting or creative strategies.
 - Ad Set 2 lags slightly, indicating potential areas for optimization.
- **Campaign B:**
 - Similar high performance, with Ad Set 2 leading conversions, suggesting it may have the most effective targeting or creative.
 - Ad Set 1 and Ad Set 3 also perform well but could benefit from further analysis to boost their performance to match Ad Set 2.

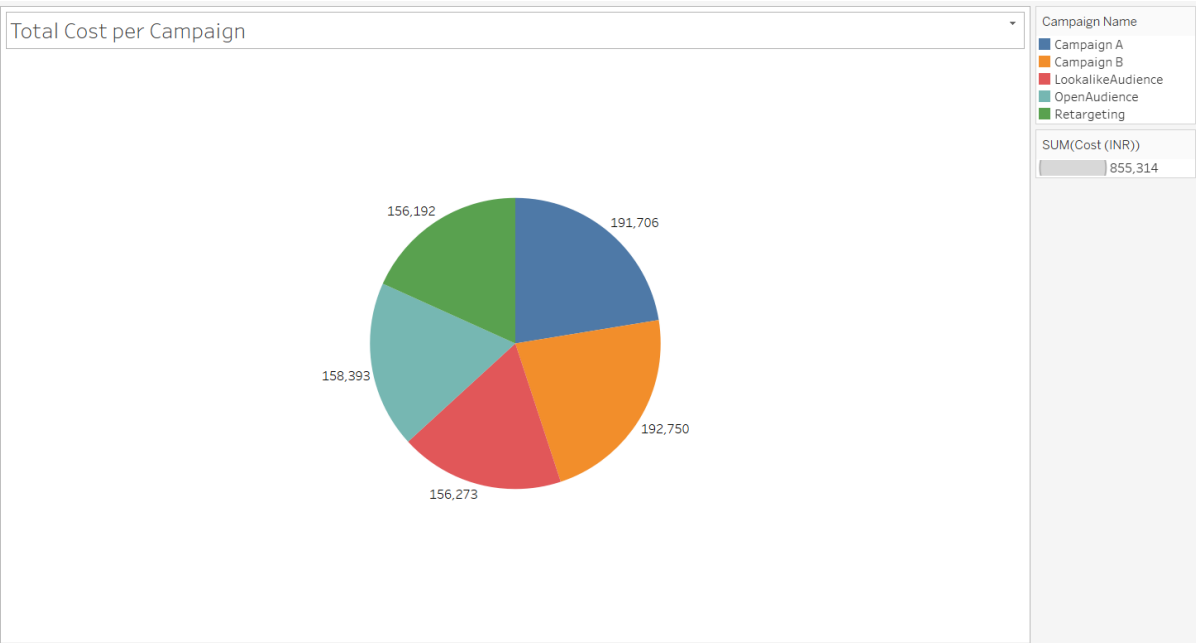
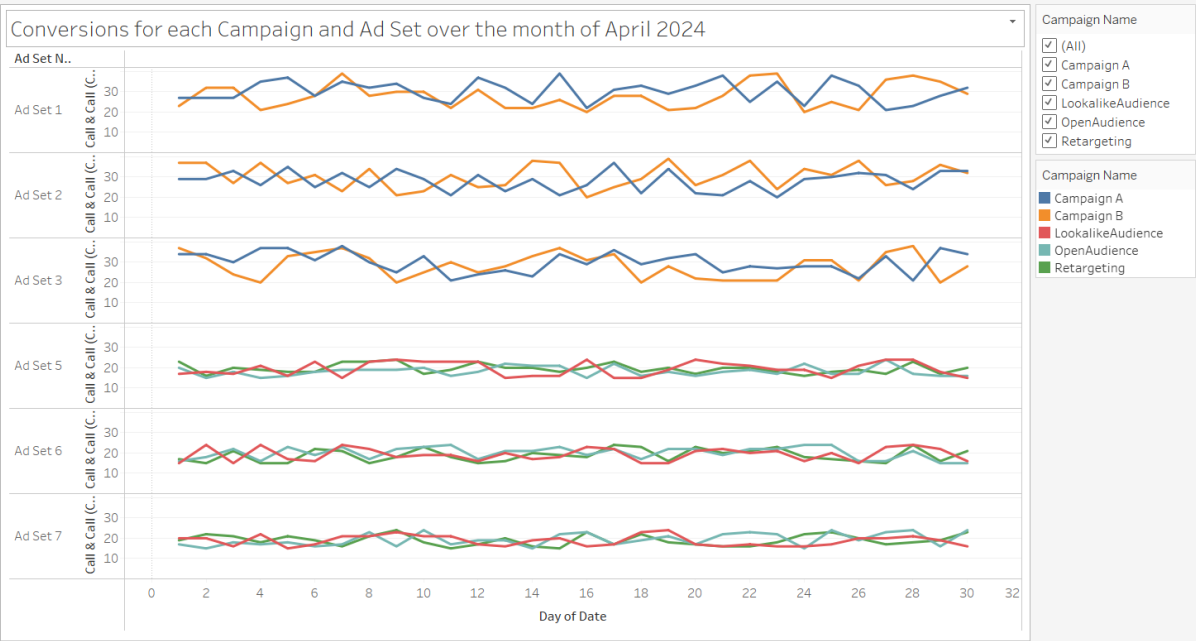
Facebook Ads:

- **LookalikeAudience Campaign:**
 - Conversions are consistent, with Ad Set 5 slightly ahead, suggesting effective audience targeting.
 - Minor differences among ad sets imply potential for optimization in Ad Set 7.
- **OpenAudience Campaign:**
 - Ad Set 6 leads in conversions, indicating high engagement and effectiveness.
 - Ad Set 5 underperforms relative to others, suggesting room for improvement in targeting or creative.
- **Retargeting Campaign:**

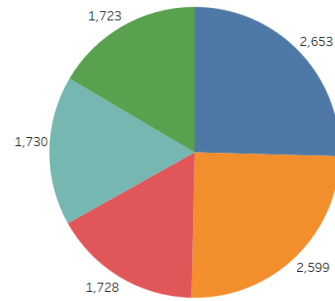
- Consistent performance with Ad Set 5 leading conversions, indicating strong retargeting strategies.
- Ad Set 6 shows slightly lower conversions, highlighting an area for potential enhancement.

Some other Important Visualizations:





Total Conversions per Campaign



Campaign Name

- Campaign A
- Campaign B
- LookalikeAudience
- OpenAudience
- Retargeting

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