

Objective

The objective of this assignment is to analyse marketing data from multiple channels, derive meaningful insights, and provide actionable recommendations. We will work with sample data from Google Ads and Facebook Ads, focusing on identifying opportunities for scaling, solving issues, and rationalising strategies based on industry benchmarks and business constraints.

Data Overview

We have been provided with sample data for Google Ads and Facebook Ads for the month of April 2024. The data includes information on impressions, clicks, CTR, CPC, cost, conversions, leads, calls, treatment plans, and types of calls (online and offline).

Google Ads Data:

- Two campaigns: Campaign A, Campaign B
- Three ad sets per campaign: Ad Set 1, Ad Set 2, Ad Set 3

Facebook Ads Data:

- Three campaigns: Retargeting, OpenAudience, LookalikeAudience
- Three ad sets per campaign: Ad Set 5, Ad Set 6, Ad Set 7

Industry Benchmarks:

To guide our analysis, we will consider the following industry benchmarks:

Google Ads:

- CTR:8-10%
- Traffic to Lead: 7-8%
- Lead to Call: 25-30%

Facebook Ads:

- CTR:2-3%
- Traffic to Lead: 12-15%
- Lead to Call: 12-15%

Business Context:

- Revenue per Call:
 - Offline: 2000 INR
 - Online: 1200 INR
- Offline Consultation Capacity:
 - Due to the limited number of clinics (10 clinics), the maximum number of offline consultations that can be conducted is 100.

Tasks:

1. Data Cleaning & Preparation:

- Clean the provided data sets to ensure there are no missing or inconsistent values.
- Prepare the data for analysis by merging and aligning the date ranges across all campaigns and ad sets.

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).

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.

4. Insight Generation:

- Based on your analysis, identify:
- Opportunities for scaling: Which campaigns/ad sets should be scaled up based on their performance.
- Issues to solve: Which campaigns/ad sets are underperforming, and what could be potential reasons?

- Strategies to rationalise: Are there any campaigns/ad sets that should be reduced or discontinued?
- Predictability: Identify which campaigns and ad sets are performing predictably and can be used for forecasting, and which are performing erratically without a clear pattern.

5. Recommendations:

- Provide actionable recommendations on how to optimise the overall marketing strategy.
- Suggest specific changes to campaign/ad set budgets, targeting, or creatives to improve performance.
- Highlight any additional insights or observations that could help improve future marketing efforts.
- Bonus Step 1: For identified areas of opportunity, such as CTR being below the benchmark, suggest different levers to control and improve the metric.

For example:

- For Google Ads: Improve ad copy, test different headlines, use ad extensions, and target more relevant keywords.
 - For Facebook Ads: Refine audience targeting, use more engaging ad creatives, experiment with different ad formats, and improve the relevance score.
- Bonus Step 2: Identify and share any day-wise patterns in the data that can be leveraged to drive more traffic. For example, if certain days of the week show higher engagement or conversions, recommend strategies to capitalise on these patterns.