TASK 4

Insight Generation

Opportunities for Scaling:

1. **Google Ads Campaigns:**

   - Both campaigns exhibit high Lead to Call conversion rates well above the industry benchmark. This suggests that increasing budgets for these campaigns, particularly for high-performing ad sets like Campaign A Ad Set 1 and Campaign B Ad Set 2, could drive even more calls.

   - The strong impression and click metrics across both campaigns indicate that there is a broad and active audience reach, which could be further leveraged by expanding successful ad sets.

2. **Facebook Ads Campaigns:**

   - All campaigns, especially the Retargeting campaign, are performing well above the benchmark in terms of CTR and Lead to Call rates. Scaling these campaigns can enhance reach and drive more conversions.

   - The consistent high performance across ad sets in the LookalikeAudience campaign suggests it can be scaled up to capture more leads effectively.

Issues to Solve:

1. **Google Ads Campaigns:**

   - Despite high Lead to Call rates, the CTRs for all ad sets in Campaign A and Campaign B are below the industry benchmark. This indicates a need for optimizing ad copy, testing new headlines, and improving ad relevance.

   - Campaign A Ad Set 2 and Campaign B Ad Set 3 show lower performance compared to their counterparts, suggesting areas for targeted improvements in ad copy and keyword targeting.

2. **Facebook Ads Campaigns:**

   - While the LookalikeAudience and OpenAudience campaigns show good overall performance, the lower CTR in the LookalikeAudience campaign suggests a need for revisiting targeting criteria or enhancing ad creatives.

   - Ad Set 5 in the OpenAudience campaign underperforms in terms of conversions compared to other ad sets, indicating potential areas for optimization in targeting or creative strategies.

Strategies to Rationalize:

1. **Google Ads Campaigns:**

   - Focus on refining the ad copy, testing new headlines, using ad extensions, and targeting more relevant keywords to improve CTR.

   - Reallocate budget towards higher-performing ad sets (e.g., Campaign B Ad Set 2) to maximize ROI while optimizing underperforming ad sets.

2. **Facebook Ads Campaigns:**

   - Given the high performance, maintain and potentially increase budgets for Retargeting and LookalikeAudience campaigns.

   - Improve ad creatives and targeting for the LookalikeAudience campaign to enhance CTR and further scale the campaign.

   - Optimize underperforming ad sets like Ad Set 5 in the OpenAudience campaign to bring their performance in line with other ad sets.

Predictability:

1. **Google Ads Campaigns:**

   - Both Campaign A and Campaign B show predictable performance with consistently high Lead to Call rates. These campaigns can be used for forecasting future marketing efforts and budgeting.

2. **Facebook Ads Campaigns:**

   - The Retargeting campaign demonstrates predictable and consistent high performance across all ad sets, making it a reliable campaign for future planning.

   - LookalikeAudience and OpenAudience campaigns also show predictable performance, though some ad sets may need slight adjustments to achieve optimal results.

Business Context Insights:

1. **Google Ads Campaigns:**

   - **Campaign A:**

     - Lead to Call Rates: All ad sets show high Lead to Call conversion rates, well above the company benchmark of 15%.

     - Call Distribution: Ad Set 1 has the highest number of calls (909), with a significant portion being offline calls (490). However, the

clinic capacity constraint of 100 offline consultations per day means this ad set might be overburdening the clinics.

- Revenue Implication: The high number of offline calls could lead to revenue maximization due to higher revenue per call (2000 INR) compared to online calls (1200 INR).

- **Campaign B:**

  - Lead to Call Rates: Similarly, high Lead to Call conversion rates across all ad sets.

  - Call Distribution: Ad Set 1 and Ad Set 2 both show a substantial number of offline calls (441 and 434, respectively), potentially exceeding the offline consultation capacity.

  - Revenue Implication: Like Campaign A, the revenue potential is high due to the higher revenue from offline calls.

2. **Facebook Ads Campaigns:**

- **LookalikeAudience Campaign:**

  - Lead to Call Rates: Ad sets are performing well above the company benchmark.

  - Call Distribution: Ad Set 5 and Ad Set 6 have a balanced distribution of offline and online calls, with both ad sets having a manageable number of offline calls (149 and 160, respectively).

  - Revenue Implication: This balanced approach helps maximize revenue without overwhelming offline consultation capacity.

- **OpenAudience Campaign:**

  - Lead to Call Rates: Consistently high performance across all ad sets.

  - Call Distribution: Ad sets have a higher number of online calls compared to offline calls, indicating a good balance to not exceed offline consultation limits.

  - Revenue Implication: This approach ensures clinics are not overwhelmed while still generating significant revenue.

- **Retargeting Campaign:**

  - Lead to Call Rates: Exceptional performance with Lead to Call rates well above the benchmark.

- Call Distribution: Ad sets show a higher number of offline calls, especially Ad Set 5 and Ad Set 6 (409 and 415, respectively), potentially straining offline consultation capacity.

- Revenue Implication: High revenue potential but requires careful management of offline consultation capacity.