**Assignment – 1**

**(Sai Naga Harika Goruganthu, Varsha Vinjam, Baddam Maunish Reddy)**

Digital Marketing Metrics are the values that marketing teams use to measure and track the performance of a digital marketing campaign. There are three main metrics –

**Impressions** - number of digital views or engagements served throughout a campaign

* **Clicks** - number of clicks generated from a given campaign
* **Click Through Rate (CTR)** - measured as a percentage, CTR is calculated by taking the number of clicks and dividing it by the number of impressions served

As per the given data, we can clearly see that there is high correlation between the number of impressions and number of clicks. An impression is not dependent on interaction, it is simply accounted for by the occurrence of the ad loading on a page. However, as the no. of impressions/occurrences increased, the targeted audience are more likely to click on the ad that is being advertised. We can support this by the below graph generated using visualization.



Keeping in mind that the campaign period is between 19 April to 20 August, we can see that at the starting of the campaign (26 April – 30 April), there were high impressions as well as high clicks for the ad. Even though, May month had higher impressions and click rate compared to June, **June served the highest CTR rate.**

Chart, pie chart

Description automatically generatedTable

Description automatically generated

As we go to the end of the campaign, there is gradual decrease in the total impressions and the same is reflected in the no. of clicks. We can see that June and May had better CTR that July and April. This might be because only half the month’s (15 and 12) days respectively are analyzed compared with the whole 30 days of May and June.