Nashville TV Advertisement Efficiency Analysis
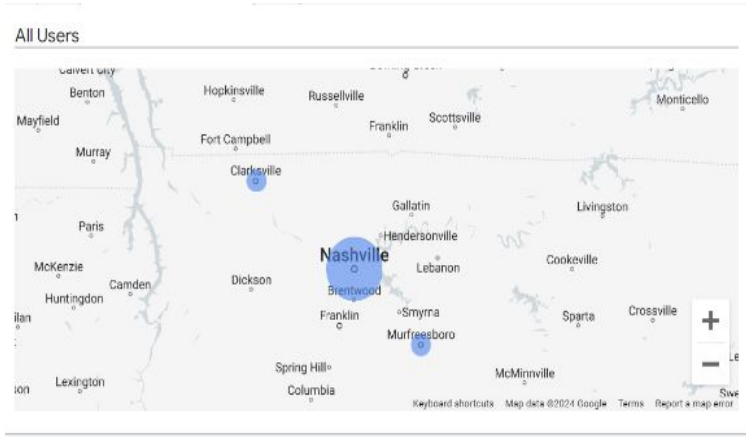
Y axis value is the number of active users (clicks)
Data from Google Analytics June 2024

Page Guide

Geographic Distribution Nashville, June 2024 & Overview
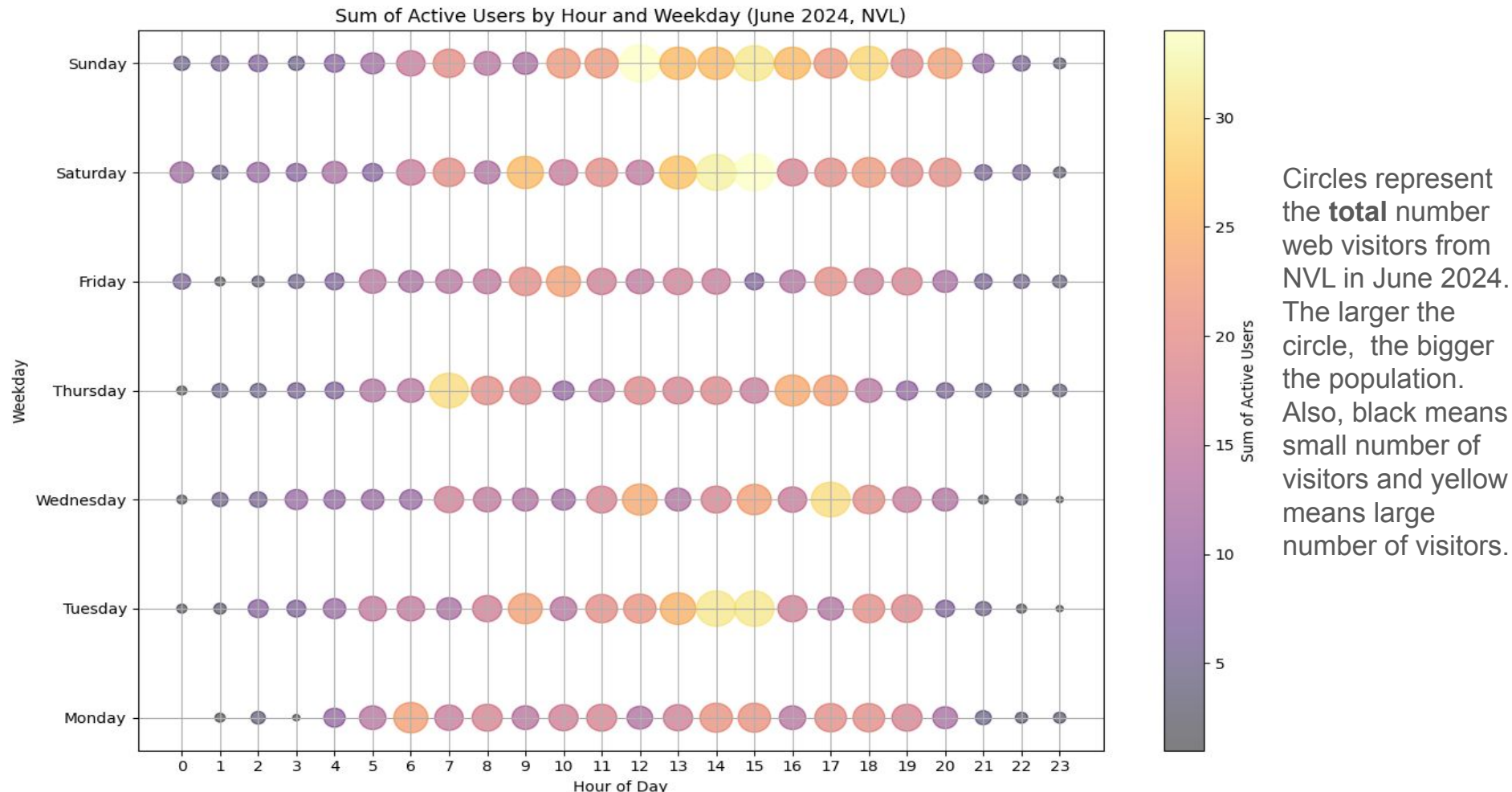

All Users

Active Users:

Nashville 2.2 k
Murfreesboro 270
Clarksville 255

1. There are 2 datasets: Hoffmann Brothers Website's June Active Users in Nashville & VPV June Raw File → Merged to datasets based on **Date and Hour**→ Visualisations of Data
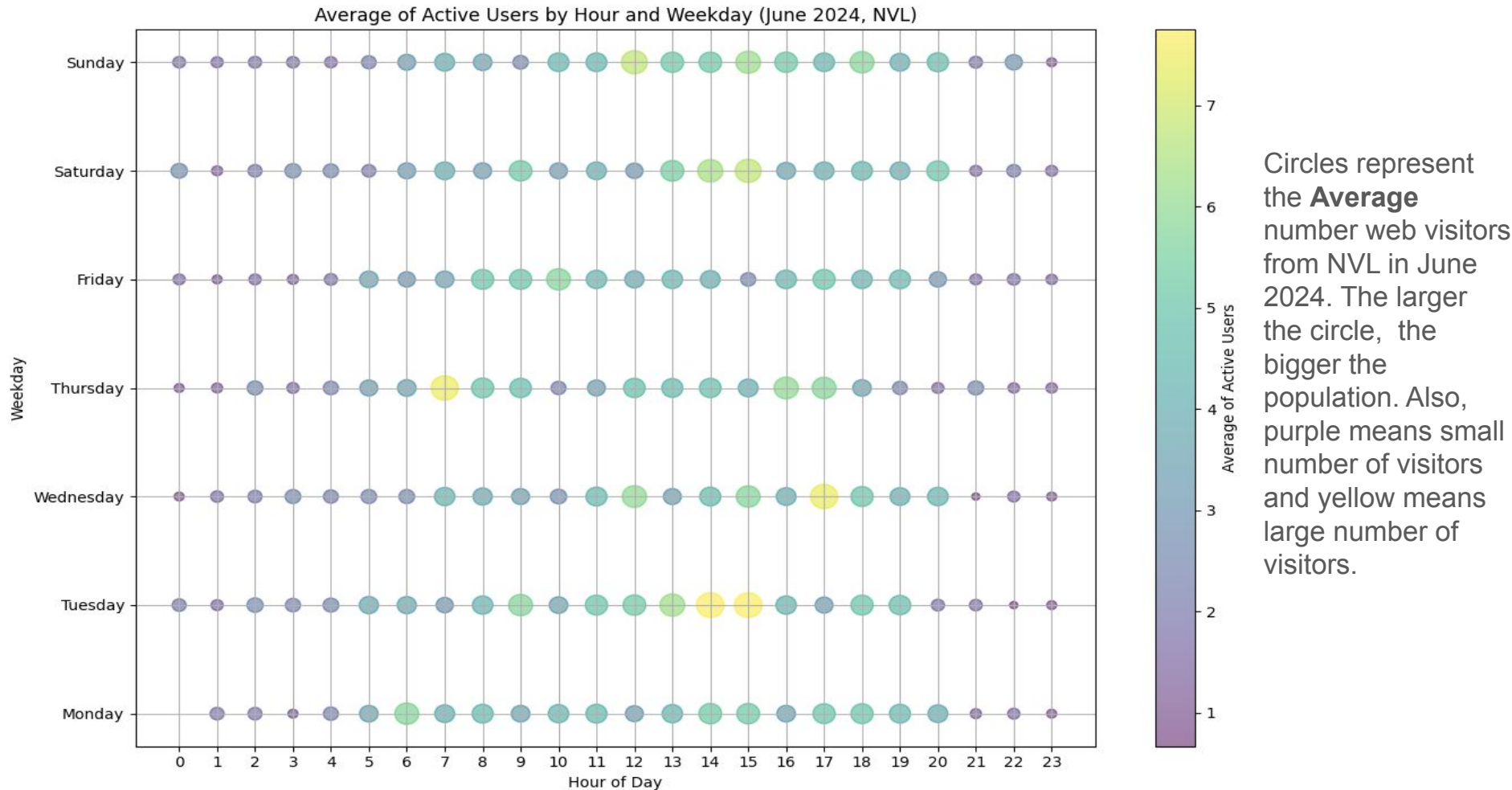
2. Plot out numbers of Active Users in NVL by Date (Weekdays) and Hour → 3 **Anomalies detected → Investigate reason**: Weather/ Source landed on Hoffmann Brothers Website/ TV Programs Advertisement happened in the close timeframe. (They are **Highly efficient TV programs**, since they leads to the anomaly)

3. Examine each TV Programs by evaluating the number of active user amount within the **4 hours of launching window**. For some TV Programs we advertise several rounds, compare its performance for each round→ Select Good TV Programs and not Good (or need more info) Programs

Breakdown of the number of active users by weekdays and hours - SUM

Sum of Active Users by Hour and Weekday (June 2024, NVL)

Circles represent the **total** number web visitors from NVL in June 2024. The larger the circle, the bigger the population. Also, black means small number of visitors and yellow means large number of visitors.

Breakdown of the number of active users by weekdays and hours - Average

Average of Active Users by Hour and Weekday (June 2024, NVL)

Circles represent the **Average** number web visitors from NVL in June 2024. The larger the circle, the bigger the population. Also, purple means small number of visitors and yellow means large number of visitors.

Hourly Clicks for June, 2024

Values by Hour for June 2024

Web Visit starts to rise at 5 AM and keep increasing until 8 or 9 AM. Slightly decrease at 10 to 11 AM and increases again at 12 AM or 1 PM. Then, decreases after 3 PM. Nevertheless, in some days, our website visits peak at 5PM.
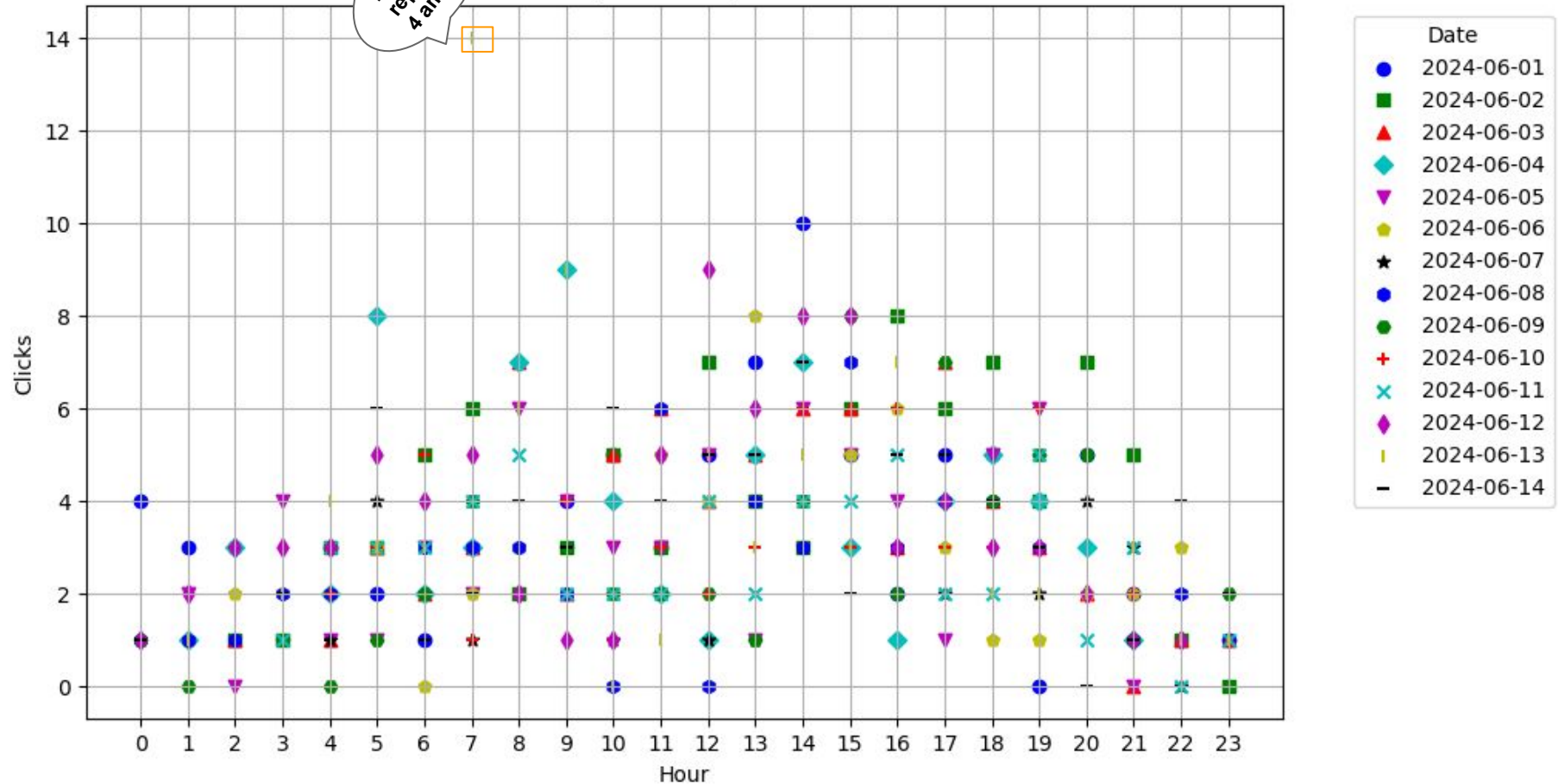
June Temperature in Nashville
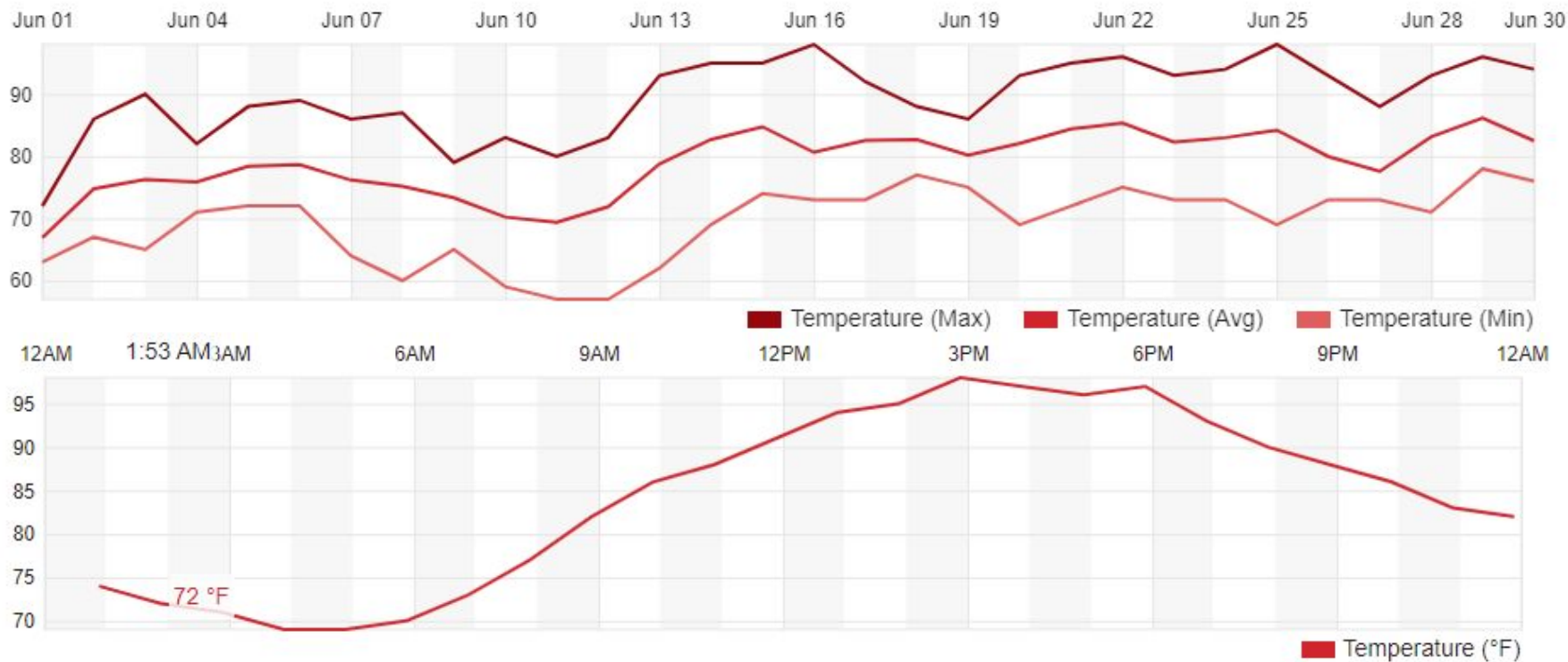
Temperature in 3PM June 25 reaches the maximum, which may leads to the increasing traffic in our website. It is align with Google Analytics data.
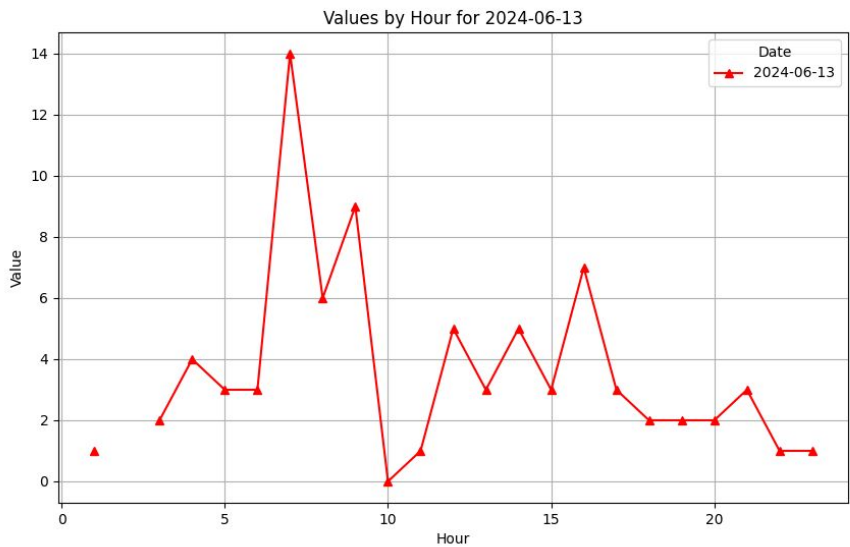
14 clicks in 7 AM June 13 due to Morning Report at 4AM

	First user prim...Channel Group) ▼	Date + hour (YYYYMMDDHH) ▼ ✕	↓ New users
			71
			100% of total
1	Paid Search	2024061307	11

Values by Hour for 2024-06-13

11/14 active users visited our website at 7 am in Nashville is coming from Paid Search. The only TV Ads we have on earlier that day is Morning Report at 4AM. The peak is very likely due to our campaign activities not temperature. Unless there are some weather activities that can cause the number of visitors gradually go up and down.

Hourly Clicks for June 15 to June 30

Temperature starts getting hotter in the later half month, especially in the afternoon. That's why our website traffic in the afternoon for later half month increases compared to that of the early half month.
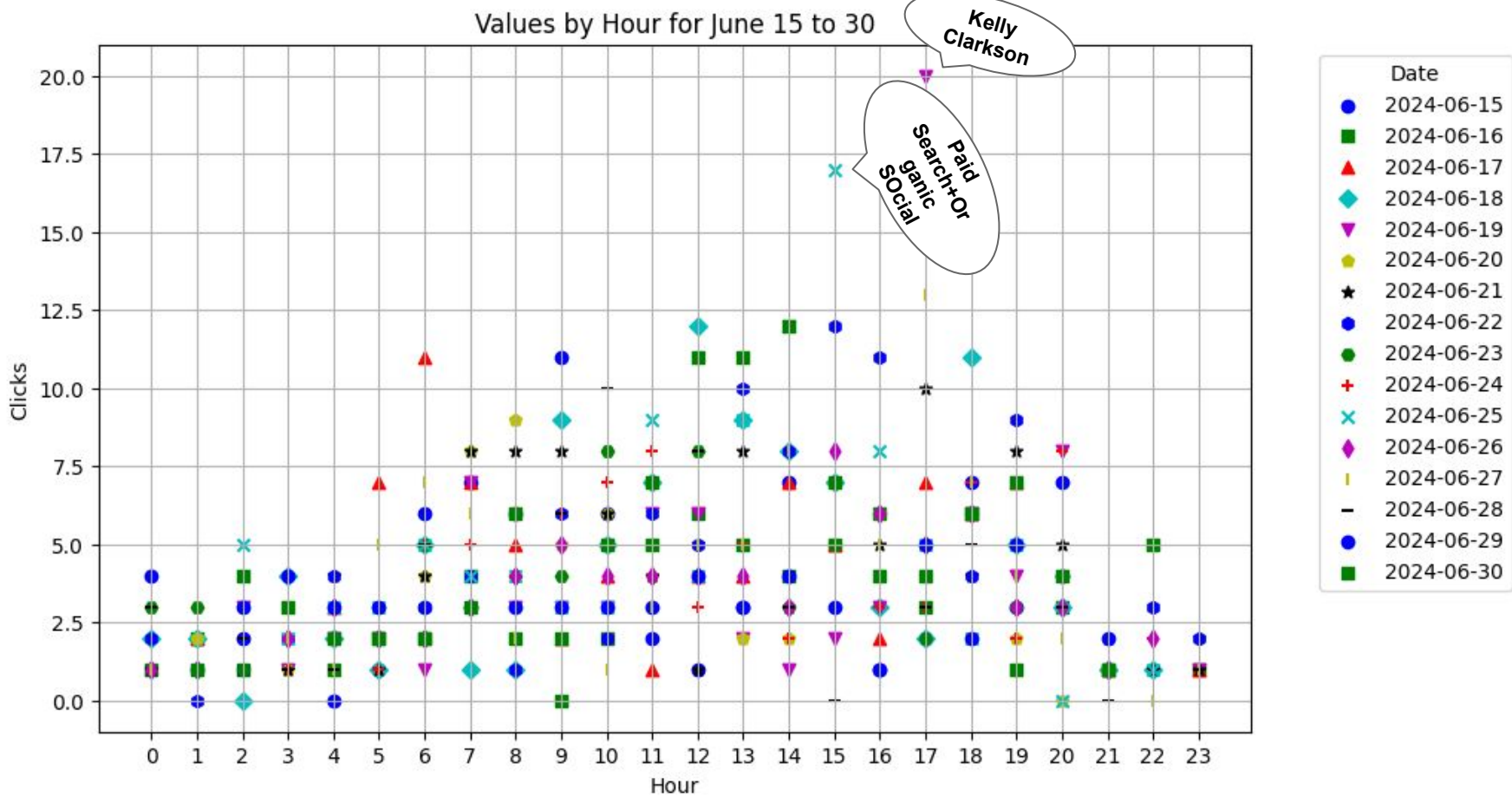
# 17 clicks in 3pm June 25 due to Paid Search & Unpaid Social Media Activities

	First user prim...Channel Group) ▼	Date + hour (YYYYMMDDHH) ▼ ✕	↓ New users
			98 100% of total
1	Organic Social	2024062515	8
2	Paid Search	2024062515	8

Values by Hour for 2024-06-25
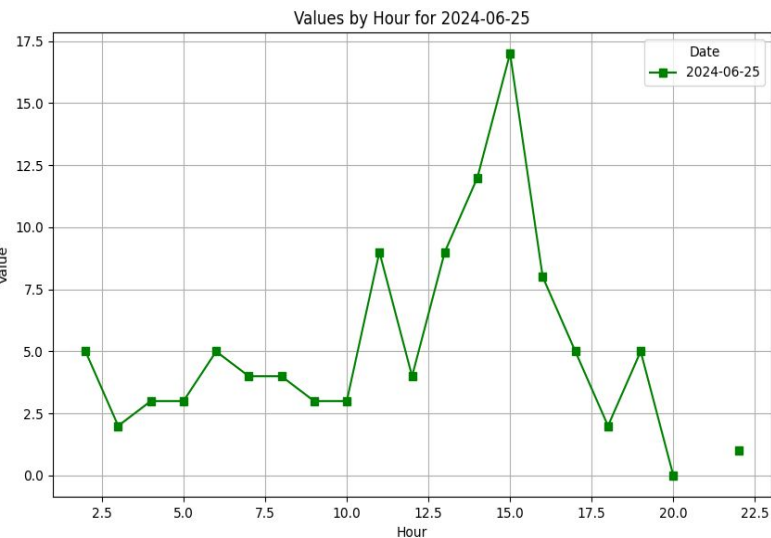
We did not have Nashville TV advertisement after June 24, 2024, but there was an anomaly in 3 pm. 8/17 users were coming from Organic Social (Unpaid Social Media Activities→ Social media launching something new?) and 8/17 users were from Paid Search. (1. Other type of ads? 2. TV advertisement long term impact?) 3. Temperature

Increasing Ad Awareness with re-advertise in the Kelly Clarkson Show

We advertise in the Kelly Clarkson Show at around 3:45 PM on June 11, June 17, and June 19. The increasing web traffic usually start at 2-3 hours after the show. On June 11 (Tuesday), there is no significant increase in our website traffic, which is around 2 clicks per hour. On June 17 (Monday), there are 7 clicks per hour. On June 19 (Wednesday), the website visit reaches its peak at 20 clicks per hour.

Increasing Ad Awareness with re-advertise in the Kelly Clarkson Show
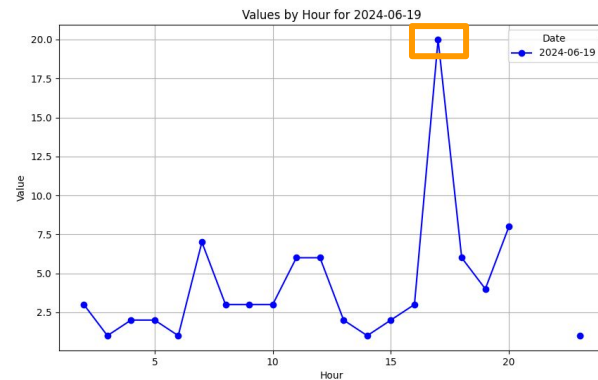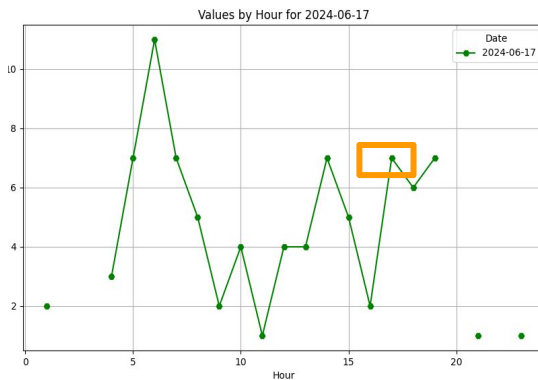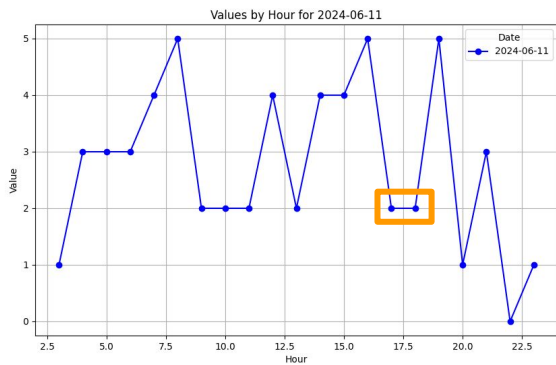
Active Users by Hour and Date for "The Kelly Clarkson Show" and Other Programs
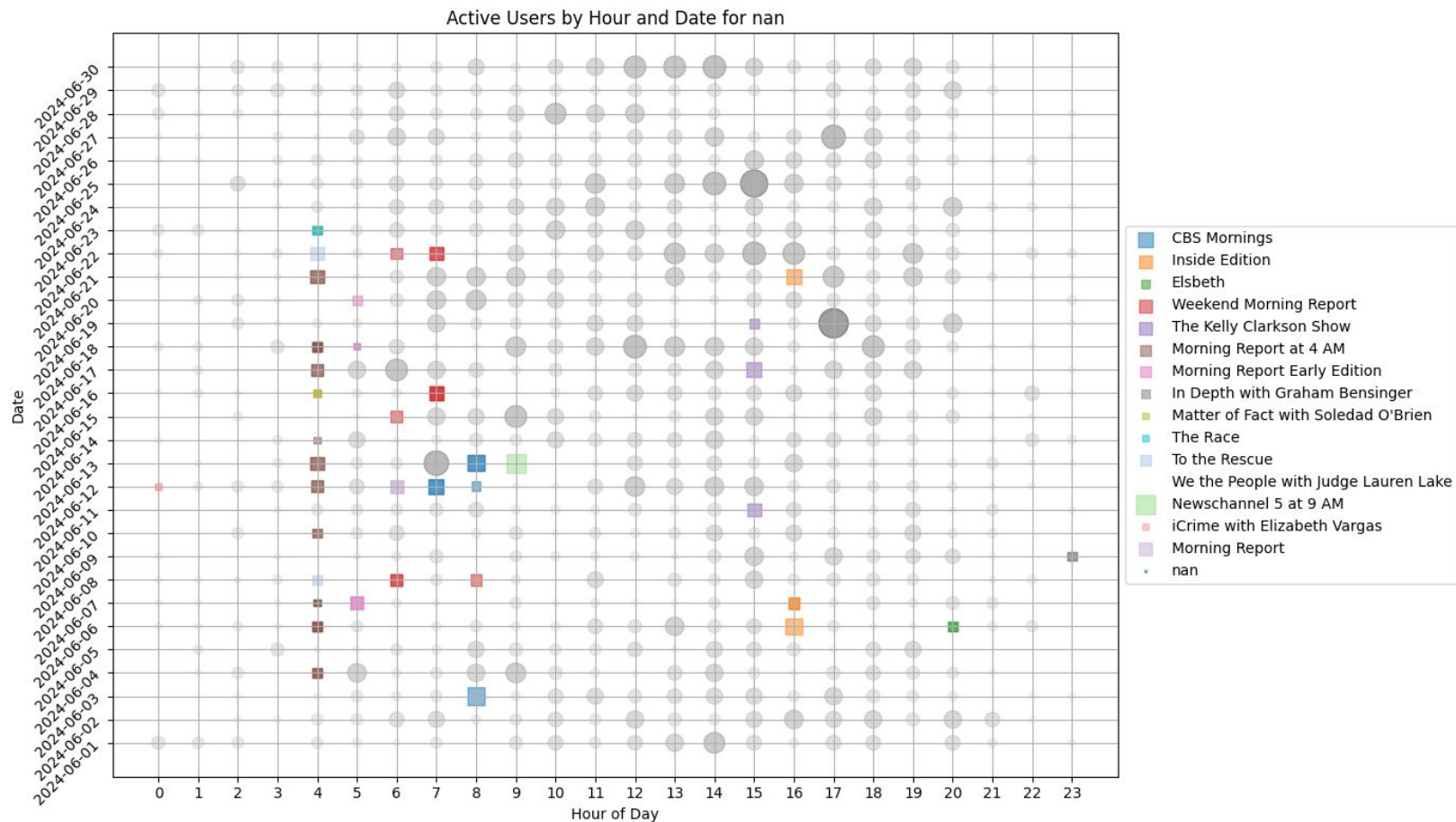
Circles represents the number of active users per hour at each hour and date. The large the circle is the larger amount of active users.

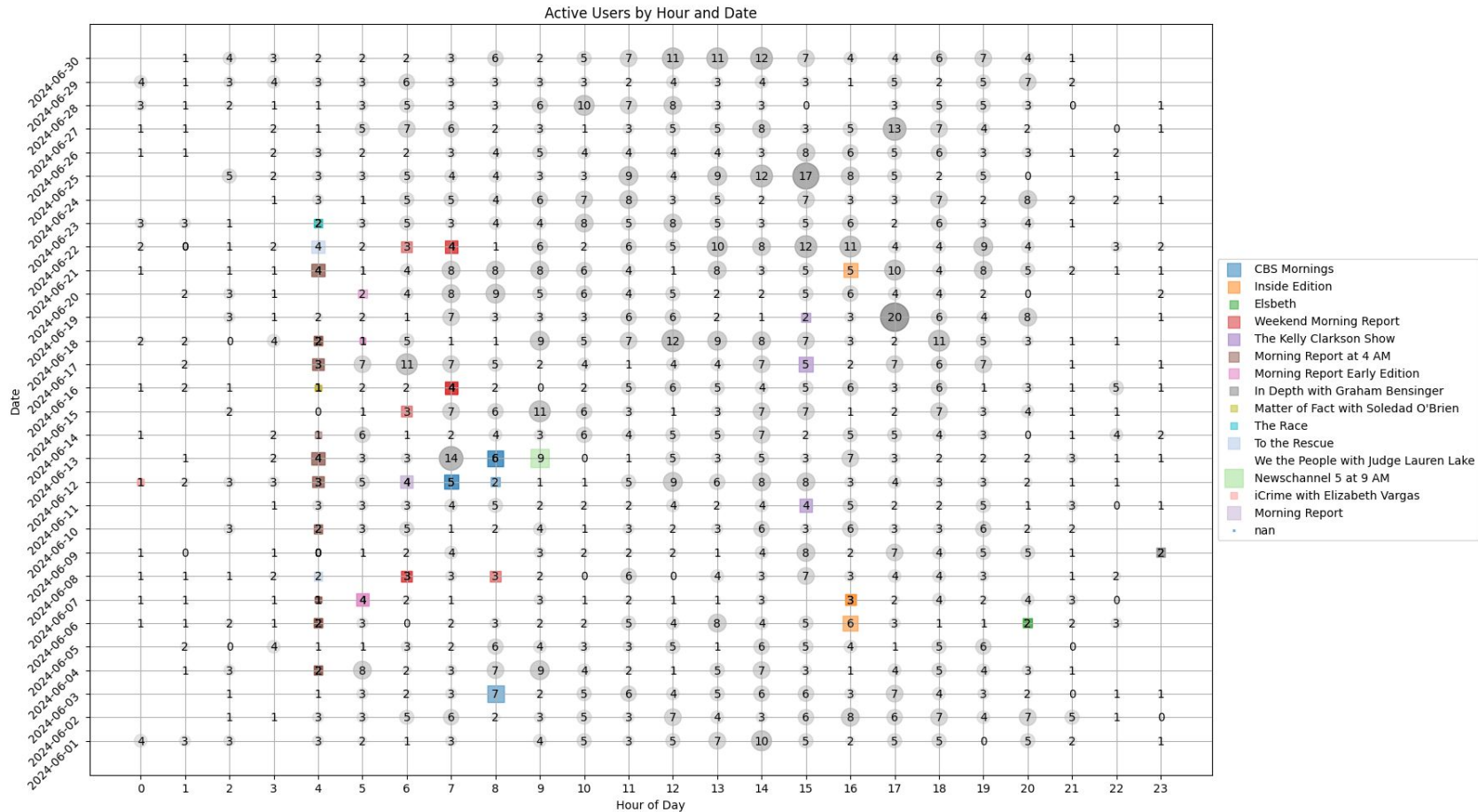The red squares indicate a 3 hours window after the Ad placement.

No circle place means 0

Combined All Programs together

Active Users by Hour and Date for nan

Number of Active User Per Hour Per Day

Active Users by Hour and Date
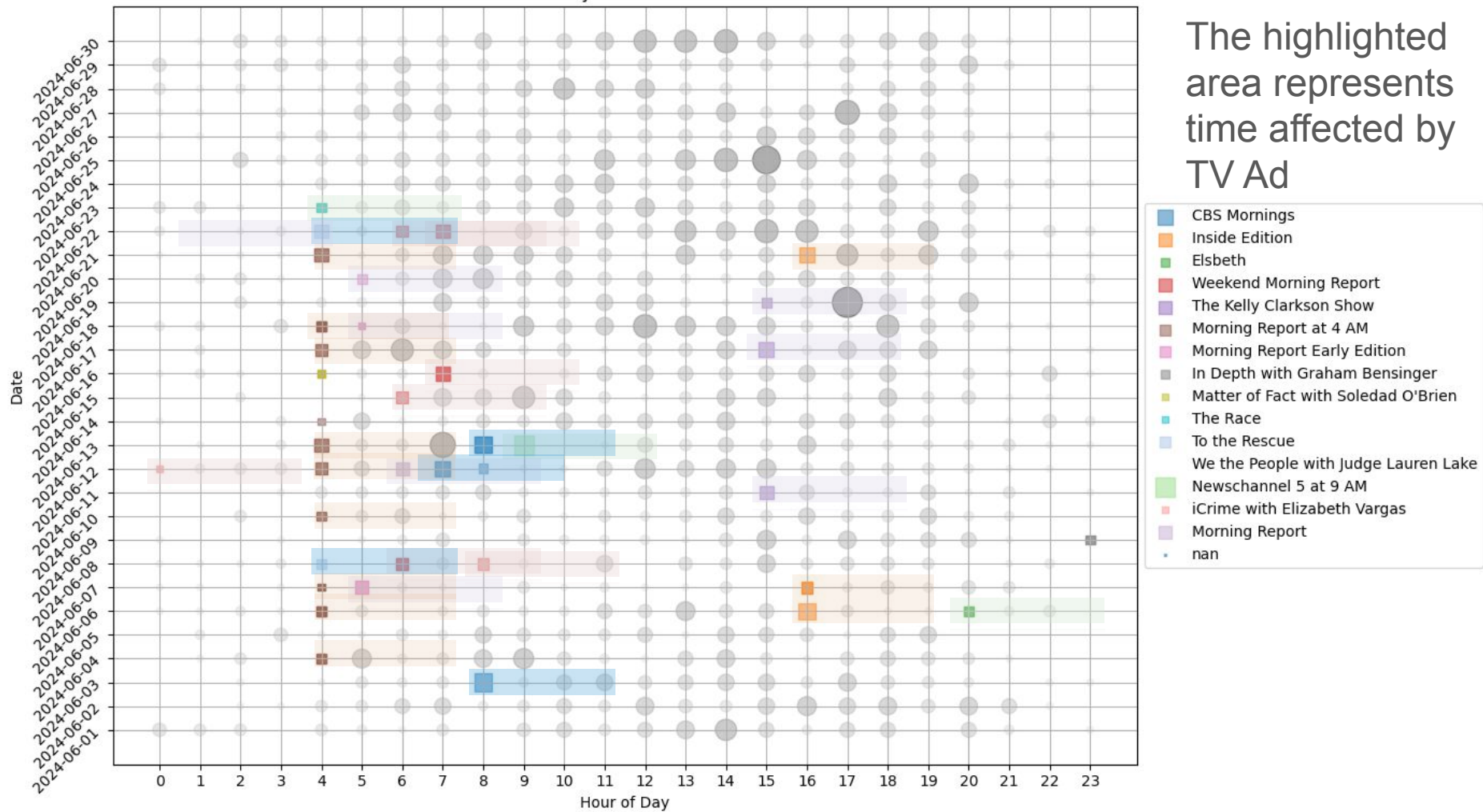
Active Users by Hour and Date

The highlighted area represents time affected by TV Ad

Legend:
- CBS Mornings
- Inside Edition
- Elsbeth
- Weekend Morning Report
- The Kelly Clarkson Show
- Morning Report at 4 AM
- Morning Report Early Edition
- In Depth with Graham Bensinger
- Matter of Fact with Soledad O'Brien
- The Race
- To the Rescue
- We the People with Judge Lauren Lake
- Newschannel 5 at 9 AM
- iCrime with Elizabeth Vargas
- Morning Report
- nan

Short Term TV Advertisement Efficiency

Increasing awareness when re-advertising

1. Inside Edition
2. Kelly Clarkson show
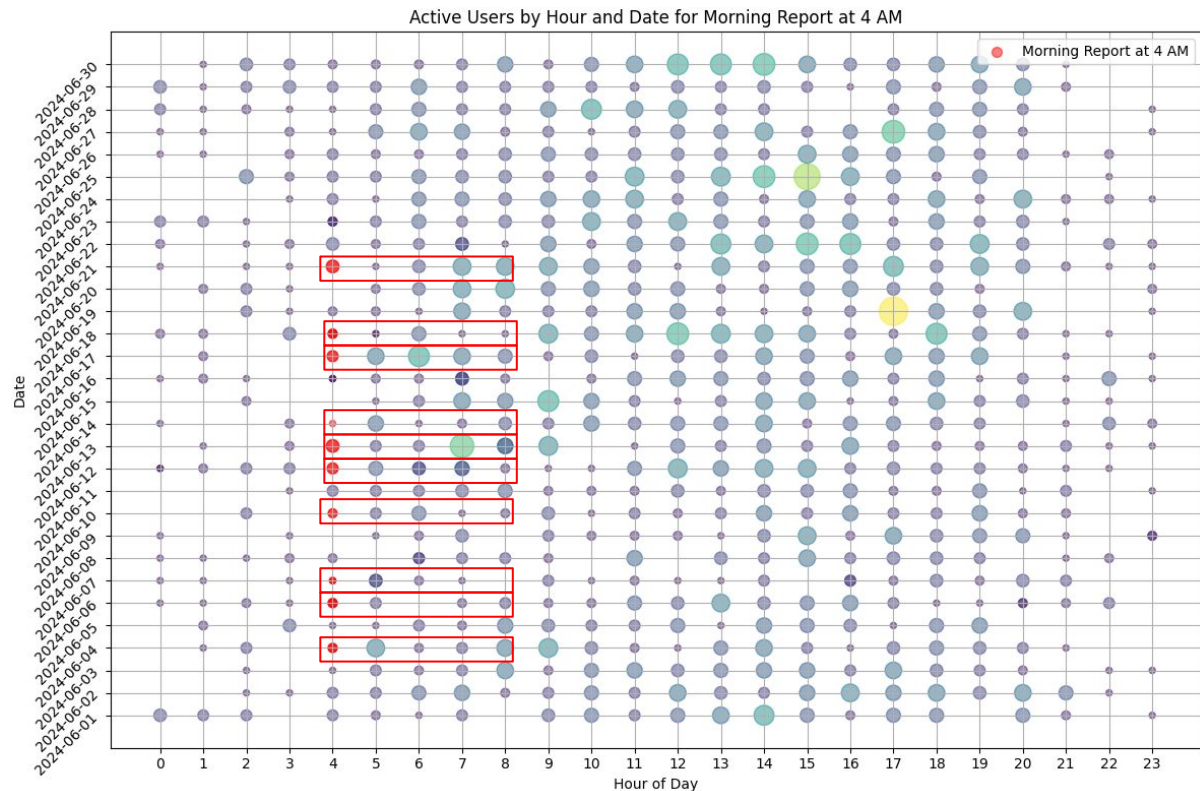3. Morning Report Early Edition

Increasing awareness first but later with negative acceleration when re-advertising but still performed good

1. Morning report at 4 AM
2. Weekend morning report

Need more info
1. CBS Mornings
2. Other programs that has only 1 or 2 time advertisement

Morning Report at 4 AM

Active Users by Hour and Date for Morning Report at 4 AM

Similar to the graph for the Kelly Clarkson Show. The red squares represent a 4 hours window after the advertisement. We can see on June 13 and 17, the web active users amount increases the most.

We also advertise on other TV shows, so there are maybe overlapped effects on website traffic. We will exam overlap impact later. However, by looking at its standalone impact, Morning Report at 4AM is still an effective TV Program in increasing our website traffic.

Weekend Morning Report
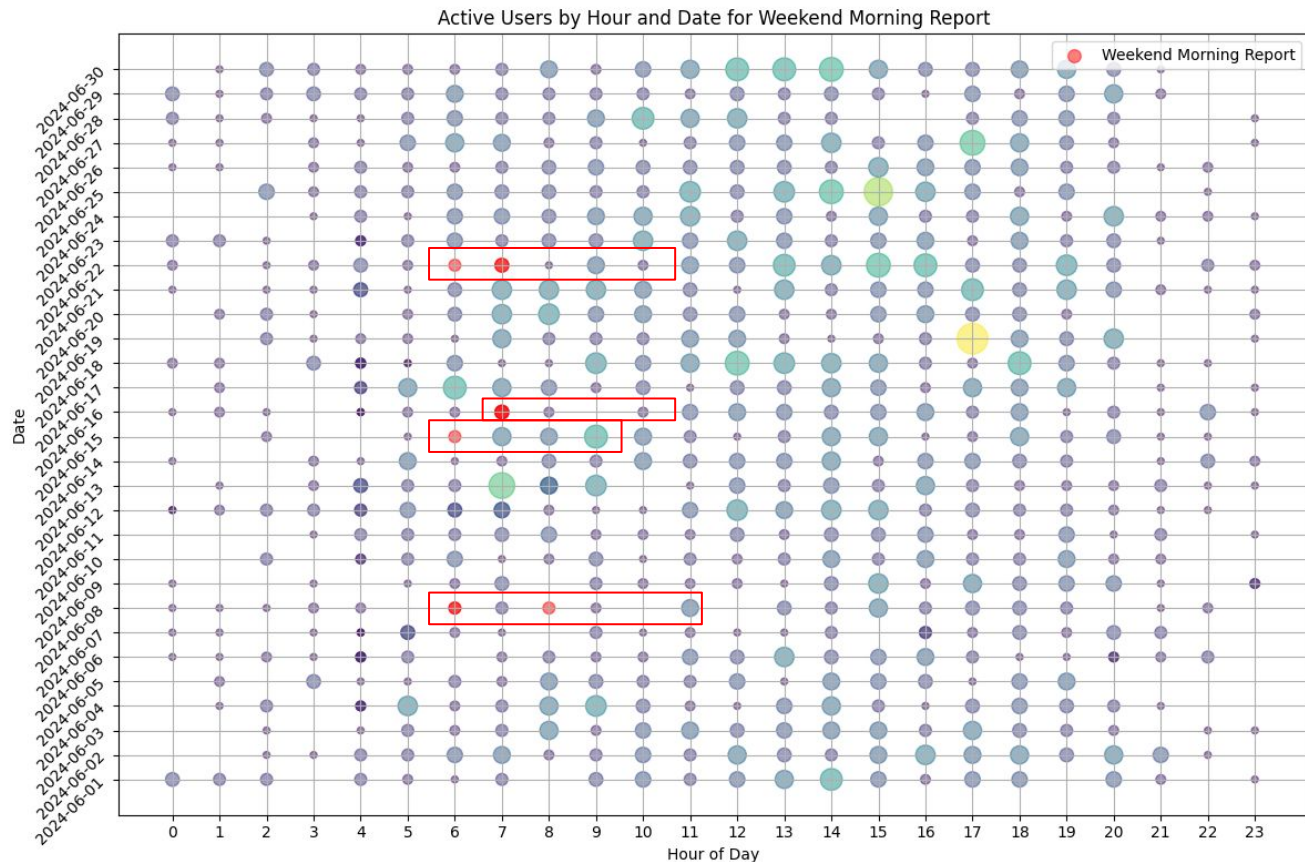
Active Users by Hour and Date for Weekend Morning Report

Similar to the graph for the Kelly Clarkson Show. The red squares represent a 4 hours window after the advertisement. We can see on June 15, the web active users amount increases the most.

It seems like we only have to advertise on **one** weekend day. June 16 ad doesn't increase web traffic as June 15 does.

Overlapped a bit with To The Rescue on June 22. To the Rescue only increase 1 and 2 views per hour in a 4 hours window, so we can neglect the overlapping impact.

Short Term TV Advertisement Efficiency

Increasing awareness when re-advertising

1. Inside Edition
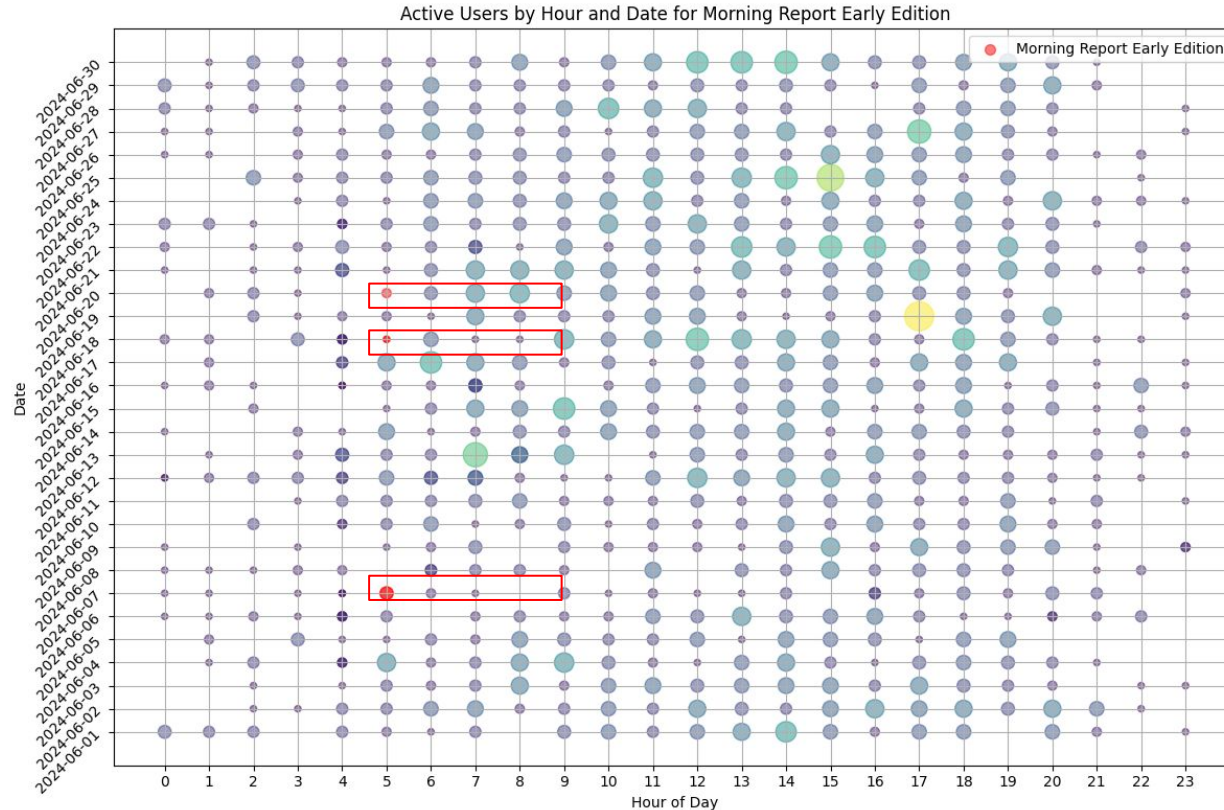2. Kelly Clarkson show
3. Morning Report Early Edition

Increasing awareness first but later with negative acceleration when re-advertising but still performed good

1. Morning report at 4 AM
2. Weekend morning report

Need more info
1. CBS Mornings
2. Other programs that has only 1 or 2 time advertisement

Morning Report Early Edition

Active Users by Hour and Date for Morning Report Early Edition

The web visits only increases by 1 or 2 as we first and second time advertise in Morning report Early Edition. However, in the third advertisement, the web visits increase by 8 per hour. Though the increase amount is not big as other TV Programs. We can look at ROI to make further decision.

Overlapped with Morning Report at 4AM on June 7 and 18. However, the standalone statistics on June 20 is obvious.

Inside Edition

Active Users by Hour and Date for Inside Edition

The web visits only increases by 1 or 2 as we first and second time advertise in Morning report Early Edition. However, in the third advertisement, the web visits increase by 8 per hour. Though the increase amount is not big as other TV Programs. We can look at ROI to make further decision.

Short Term TV Advertisement Efficiency

Increasing awareness when re-advertising

1. Inside Edition
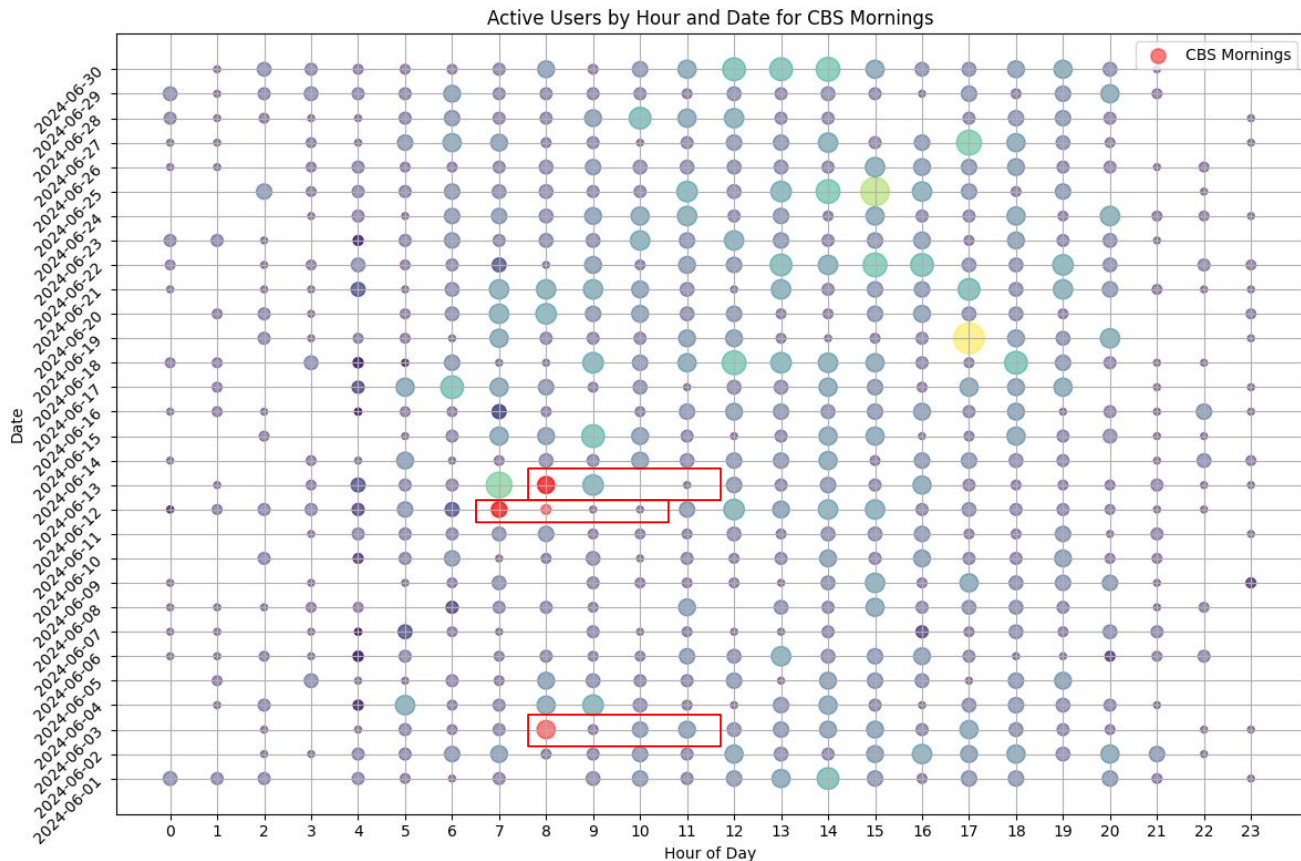2. Kelly Clarkson show
3. Morning Report Early Edition

Increasing awareness first but later with negative acceleration when re-advertising but still performed good

1. Morning report at 4 AM
2. Weekend morning report

Need more info
1. CBS Mornings
2. Other programs that has only 1 or 2 time advertisement

CBS Mornings

Active Users by Hour and Date for CBS Mornings

Our third advertisement on CBS Mornings increases our web traffic after 1 hour of the show, but quickly goes down to 0. We need more info to examine CBS Mornings.

For other TV Programs, we only advertise with them once or twice in June and many of them happens on midnight. Thus, they do not lead big increase in the number of active users for our website.

Future TV Programs advertisement Suggestions:

1. We can increase our advertisement in Inside Edition, Kelly Clarkson show, and Morning Report Early Edition for another month and further evaluate their performance.
2. It is better to advertise frequently at few TV Programs instead of multiple programs with low frequency on each program.
3. We can keep advertising in CBS Mornings, To the Rescue, Elsbeth, Morning report at 4 AM, and Weekend morning report. Not all of them at once month, because there are some overlaps in time. Maybe half programs at the first Month and another half programs at next Month. Similarly, evaluate their performance and make further decisions.
4. It is not the best way to advertise TV Programs that starts at midnight. They either not increase or slightly increase user amount. Instead, advertise Programs on the morning and afternoon and weekends. Select on weekends to advertise, don't have to do both days.
5. Most users visit our website on weekends or noon to afternoon.