




**CLICK
BAIT**

A large, stylized red mouse cursor icon with a black outline, pointing towards the text. It has several short black lines radiating from its tip, suggesting a click or a bright light.



Meet the team



Carolina Garcia

Spatial Analyst



Kevin Nguyen

Creative Analyst



Edwin Zamora

Audience Analyst

Agenda

- 1** **Introduction** – Methods, Terminology
- 2** **Key Findings** – Spatial, Audience, & Creative
- 3** **Conclusion** – Summary and Recommendations





Introduction

- Founded in 2025
- B2B Marketing Agency that helps other marketing agencies enhance online visibility.
- We leverage data-driven analysis to develop tailored solutions and strategies that drive profitability.

Context & Goals

Our client, a telecommunications company, needs our expertise to analyze their ad campaign data to maximize their future spatial, creative, and audience advertising strategies.

The clients goals are to:

- Decrease Cost-Per-Acquisition (CPA) to \$250 for Audiences
- Decrease CPA to \$350 for Desktop conversion
- Decrease CPA to \$400 for Smartphone conversion
- Increase Viewability to 60%



Terminology & KPIs

Cost-Per-Acquisition (CPA)	How much money you spend to get one new customer to buy something from an ad.	LOWER is better
Cost-Per-Mille (CPM)	How much money you pay to show an ad to 1,000 people.	LOWER is better
Cost-Per-Viewable-Mille (vCPM)	How much money you pay to show an ad that had a reasonable chance of being seen by 1,000 people.	LOWER is better
Cost-Per-Click (CPC)	How much you pay every time someone clicks on your ad.	LOWER is better
Click-Through-Rate (CTR)	The percentage of people who see your ad and then click on it.	HIGHER is better
Conversion Rate (CVR)	The percentage of people who take a desired action after seeing your ad, like buying something.	HIGHER is better

Methodology

Dataset	PBL Design DA
Data Cleaning	Excel
Data Visualization	Tableau



Executive Summary

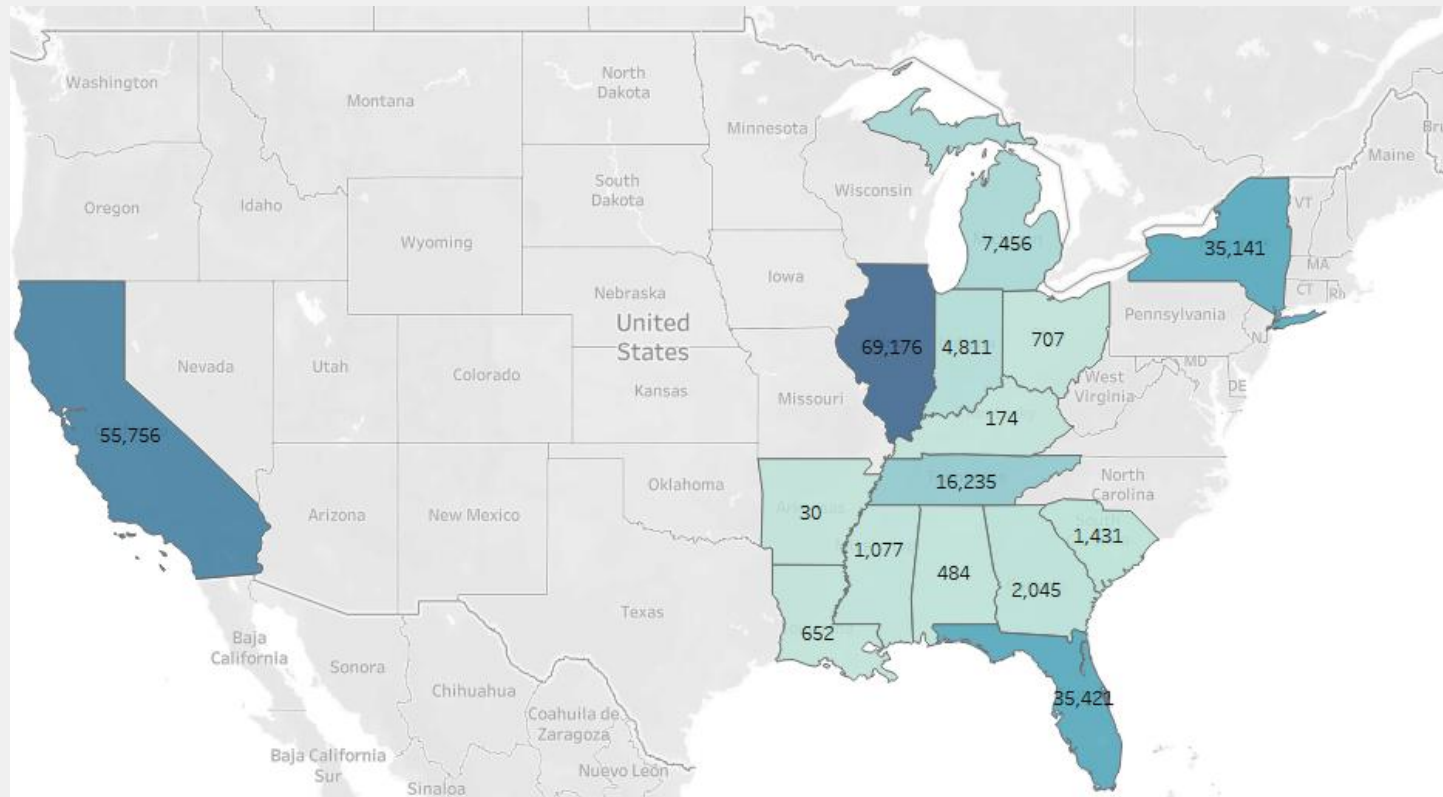
- 300x250 is the best creative size that spans across all devices (Smartphone, Windows PC, Apple PC) with low costs.
- 320x50 is the best creative size that focused exclusively on Smartphone with overall low costs and great viewable impression.
- Overall, Brand Propensities was the best performing Audience Segment
- Regions with higher viewable impressions generally had better branding and performance metrics

Spatial Analysis

Goal type	Primary goal	Secondary goal
Viewability	60%	\$80 vCPM



Clicks



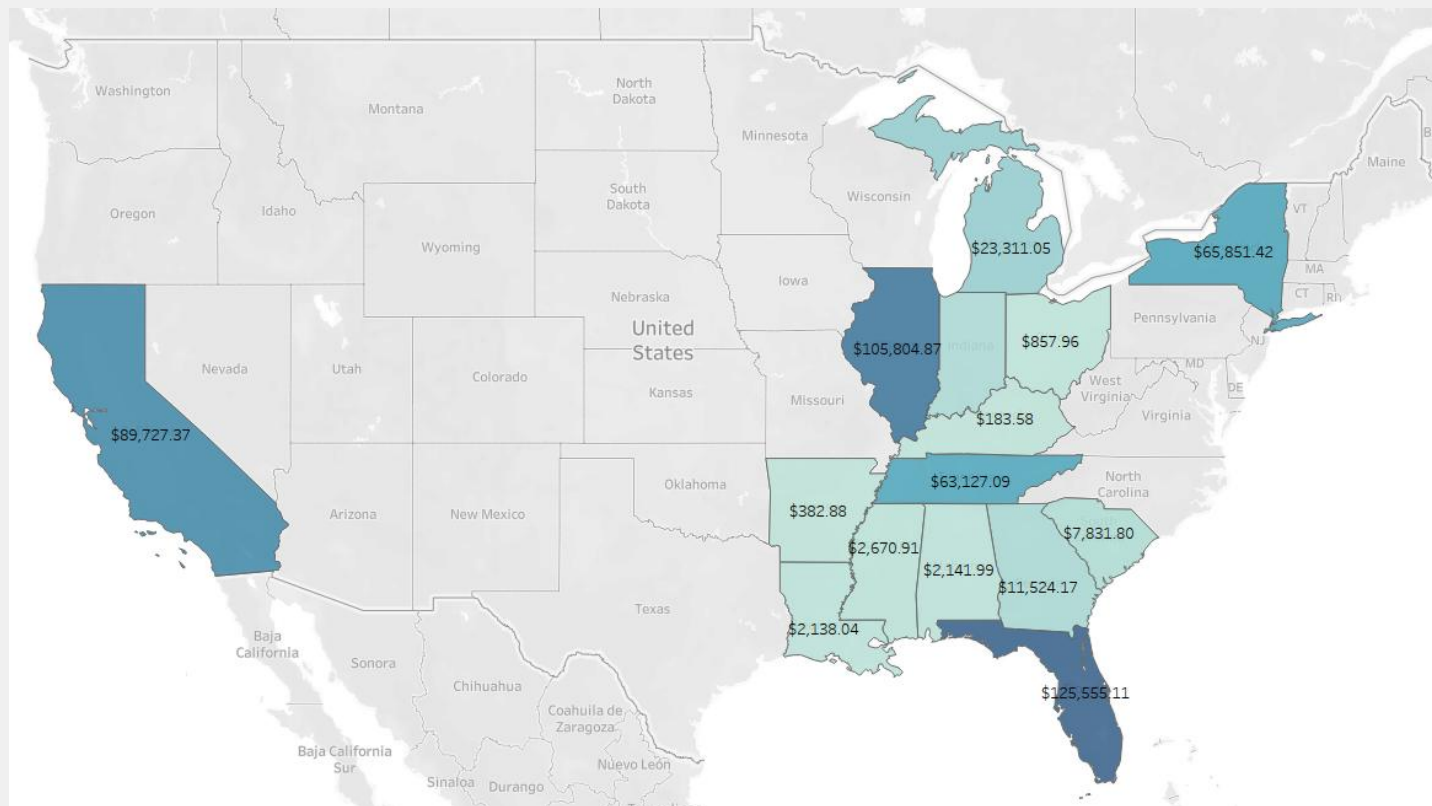
State	
Illinois	69,176
California	55,756
Florida	35,421
New York	35,141
Tennessee	16,235
Michigan	7,456
Indiana	4,811
Georgia	2,045
Florida - Georgia	1,552
South Carolina	1,431
Mississippi	1,077
Tennessee - Virginia	951
Ohio	707
Louisiana	652
Alabama	484
Kentucky	174
Arkansas	30

Performance Metrics

- CPA
- CVR
- CPC
- CPM

Cost-Per-Action (CPA)

Cost Per Aquisition



State	
Kentucky	\$183.58
Arkansas	\$382.88
Ohio	\$857.96
Louisiana	\$2,138.04
Alabama	\$2,141.99
Tennessee - Virginia	\$2,482.62
Mississippi	\$2,670.91
Florida - Georgia	\$3,958.49
South Carolina	\$7,831.80
Indiana	\$10,473.55
Georgia	\$11,524.17
Michigan	\$23,311.05
Tennessee	\$63,127.09
New York	\$65,851.42
California	\$89,727.37
Illinois	\$105,804.87
Florida	\$125,555.11

Conversion Rate (CVR) %

Conversion Rate



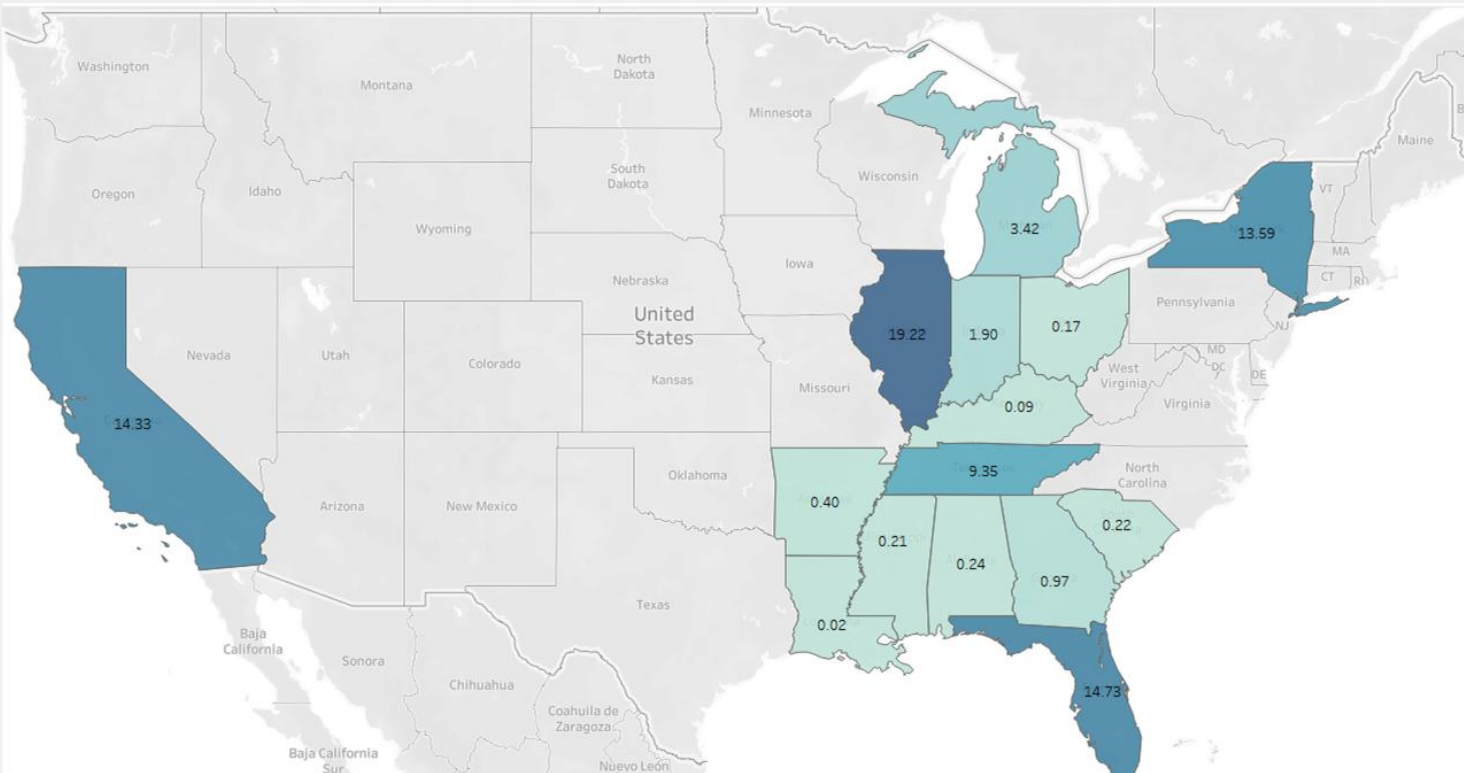
0.02

19.22

State



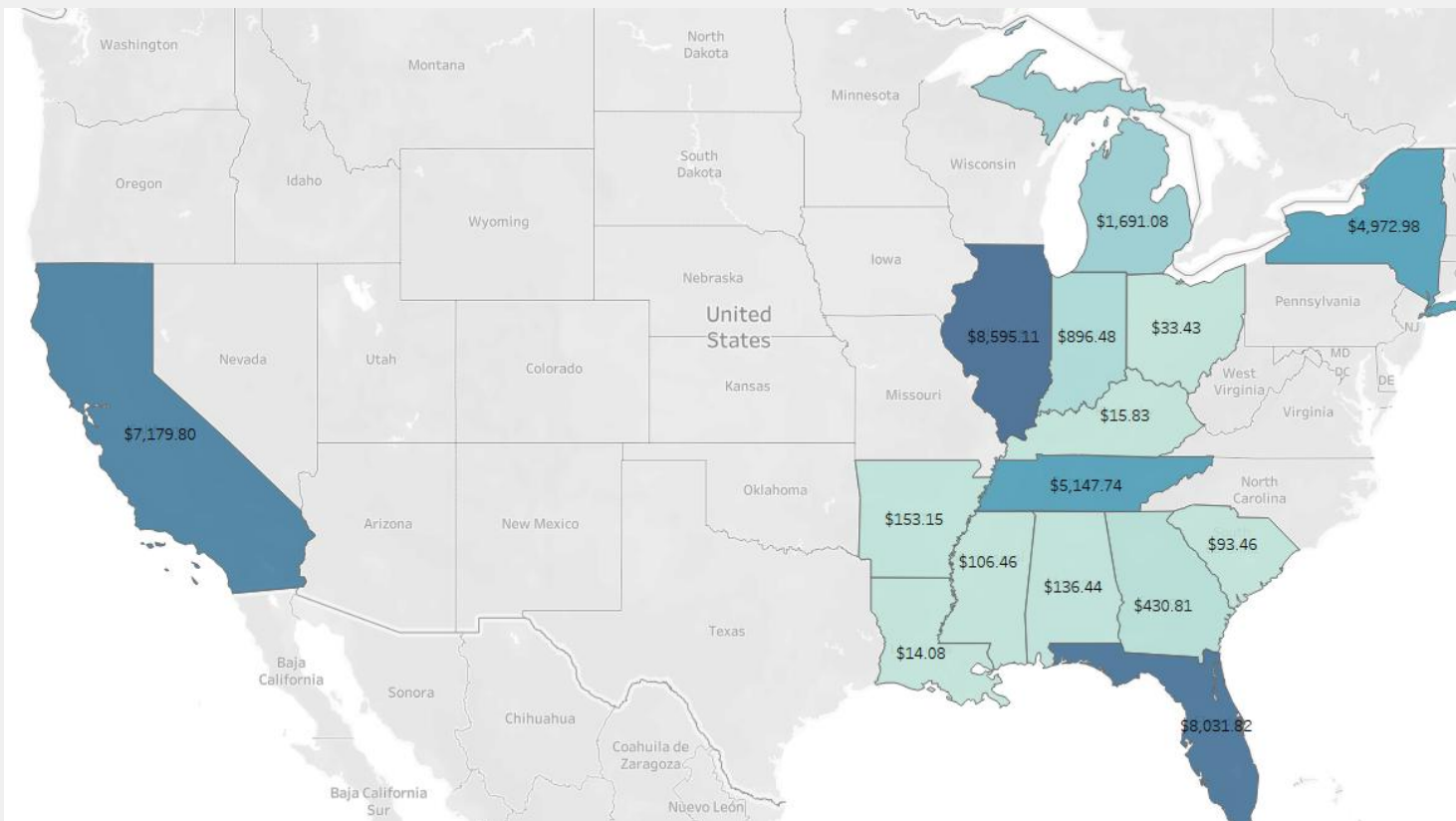
Illinois	19.22
Florida	14.73
California	14.33
New York	13.59
Tennessee	9.35
Michigan	3.42
Indiana	1.90
Georgia	0.97
Florida - Georgia	0.51
Arkansas	0.40
Tennessee - Virginia	0.30
Alabama	0.24
South Carolina	0.22
Mississippi	0.21
Ohio	0.17
Kentucky	0.09
Louisiana	0.02



Cost-Per-Click (CPC)

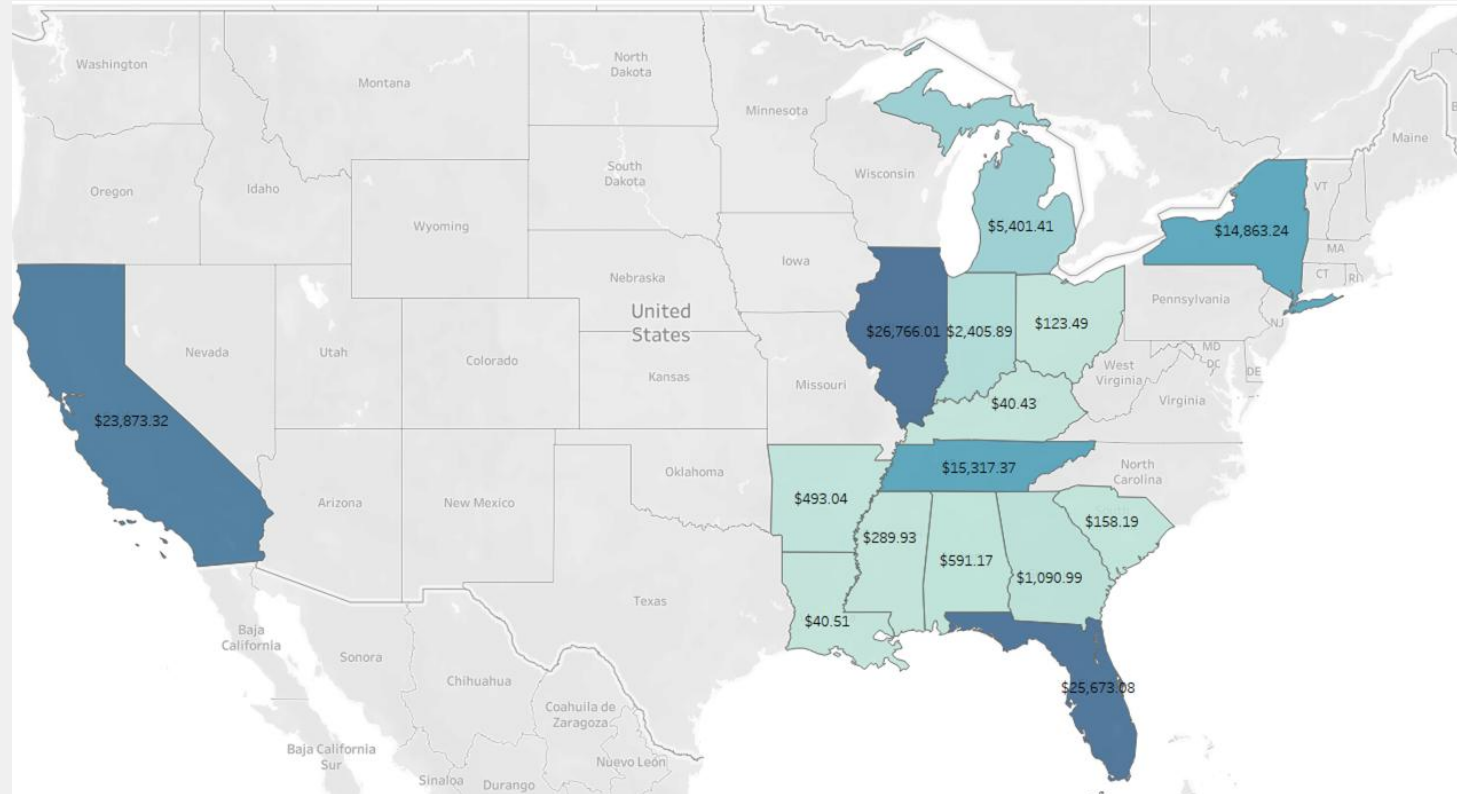
Cost Per Click

\$14.08 \$8,595.11



State	Value
Louisiana	\$14.08
Kentucky	\$15.83
Ohio	\$33.43
South Carolina	\$93.46
Mississippi	\$106.46
Alabama	\$136.44
Arkansas	\$153.15
Florida - Georgia	\$212.16
Tennessee - Virginia	\$234.84
Georgia	\$430.81
Indiana	\$896.48
Michigan	\$1,691.08
New York	\$4,972.98
Tennessee	\$5,147.74
California	\$7,179.80
Florida	\$8,031.82
Illinois	\$8,595.11

Cost-Per-Mile (CPM)



Cost Per Mile

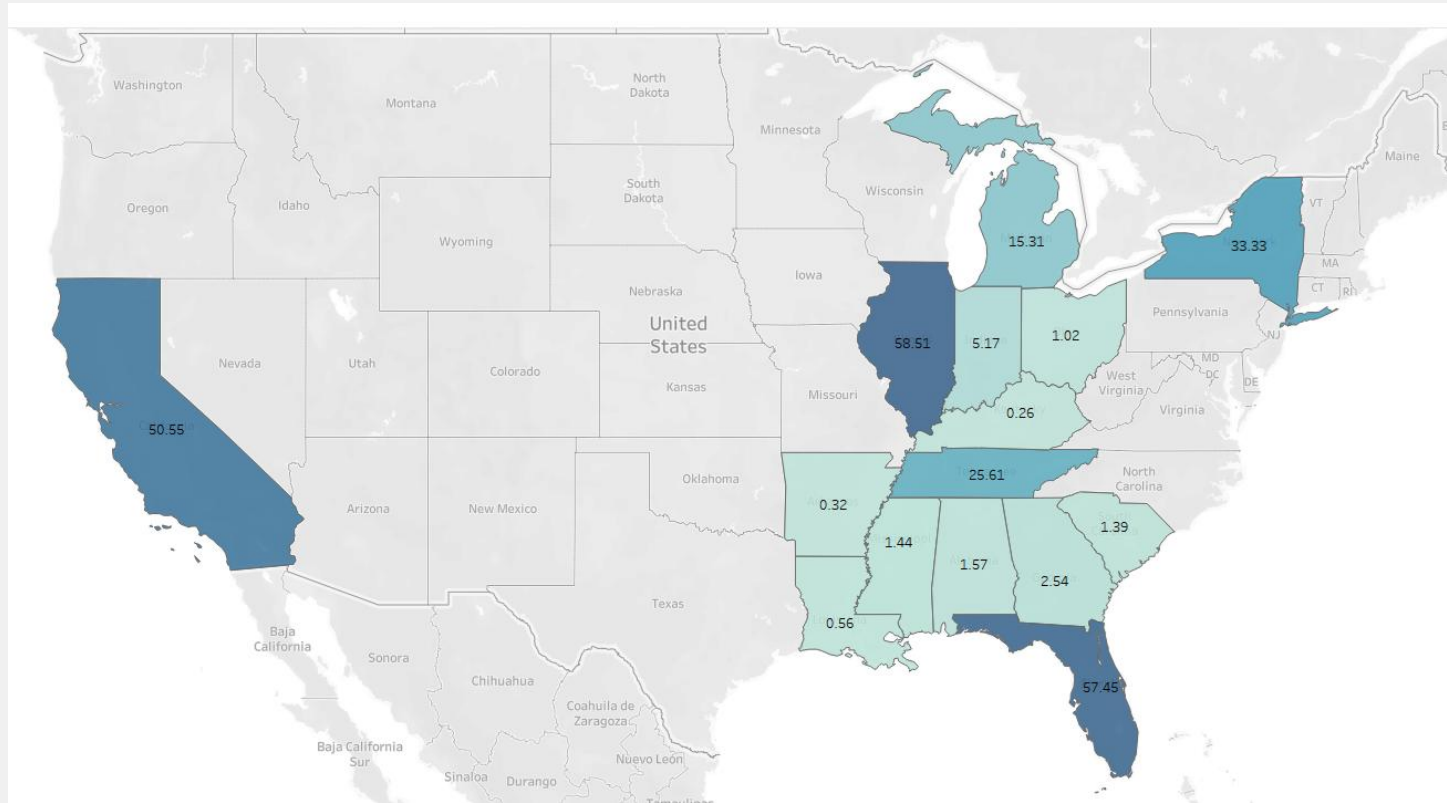


State	
Kentucky	\$40.43
Louisiana	\$40.51
Ohio	\$123.49
South Carolina	\$158.19
Mississippi	\$289.93
Arkansas	\$493.04
Florida - Georgia	\$558.98
Alabama	\$591.17
Tennessee - Virginia	\$719.47
Georgia	\$1,090.99
Indiana	\$2,405.89
Michigan	\$5,401.41
New York	\$14,863.24
Tennessee	\$15,317.37
California	\$23,873.32
Florida	\$25,673.08
Illinois	\$26,766.01

Branding Metrics

- CTR
- Viewability
- Viewability Impressions

Click-Through-Rate (CTR) %



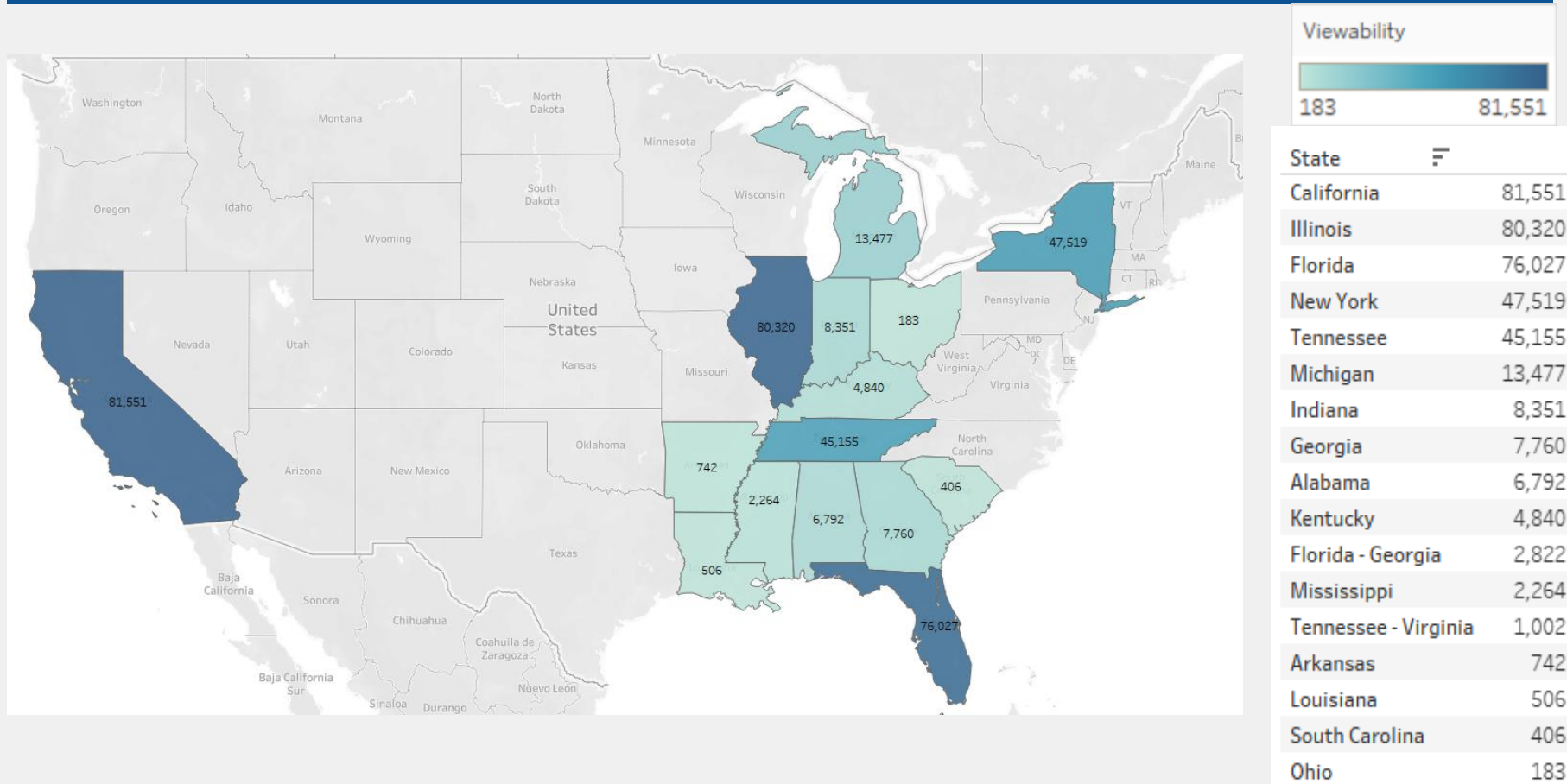
Click Through Rate

0.26

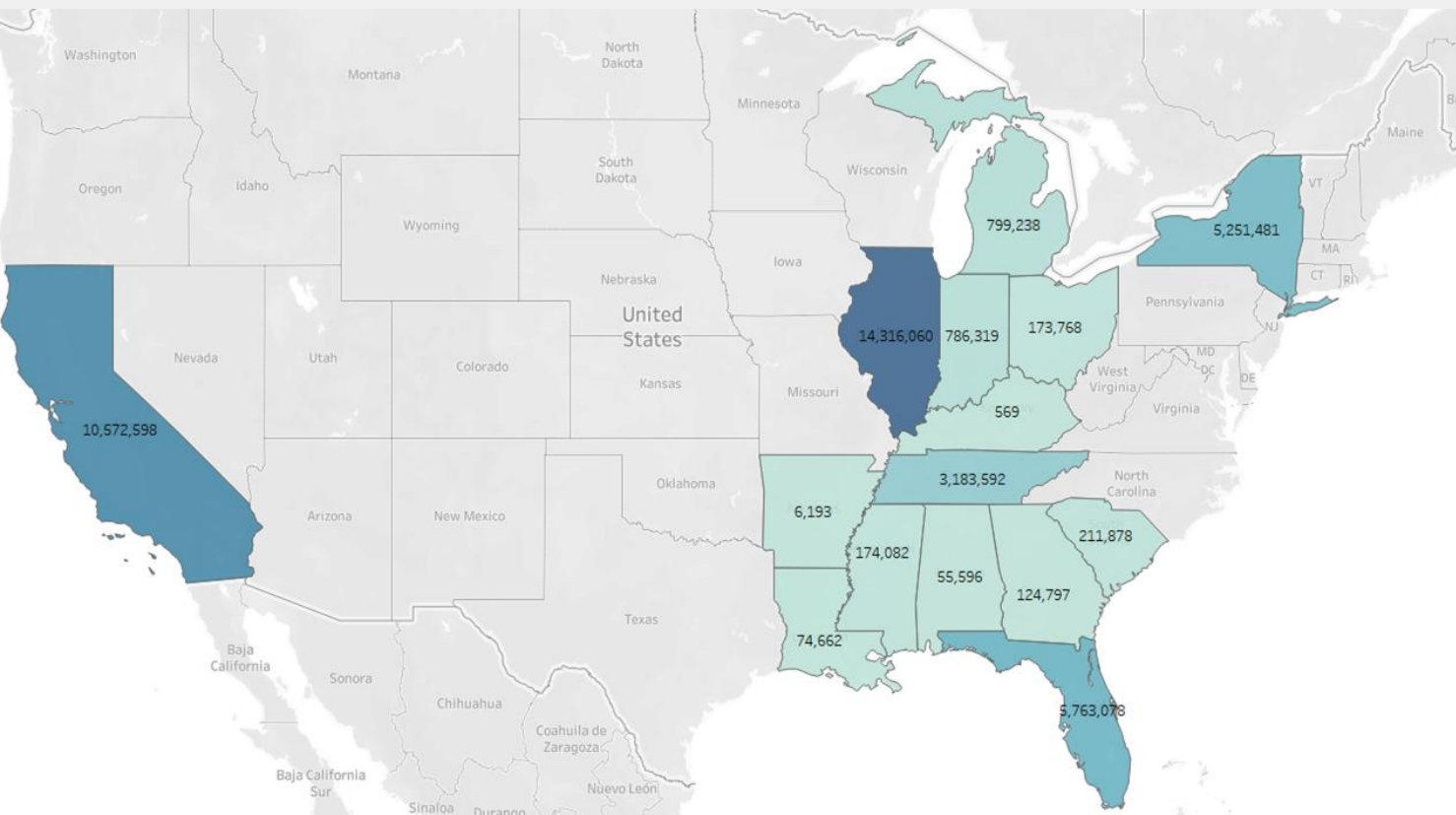
58.51

State	
Illinois	58.51
Florida	57.45
California	50.55
New York	33.33
Tennessee	25.61
Michigan	15.31
Indiana	5.17
Georgia	2.54
Florida - Georgia	2.00
Alabama	1.57
Mississippi	1.44
Tennessee - Virginia	1.42
South Carolina	1.39
Ohio	1.02
Louisiana	0.56
Arkansas	0.32
Kentucky	0.26

Viewability



Viewable Impressions



Viewability Impressions

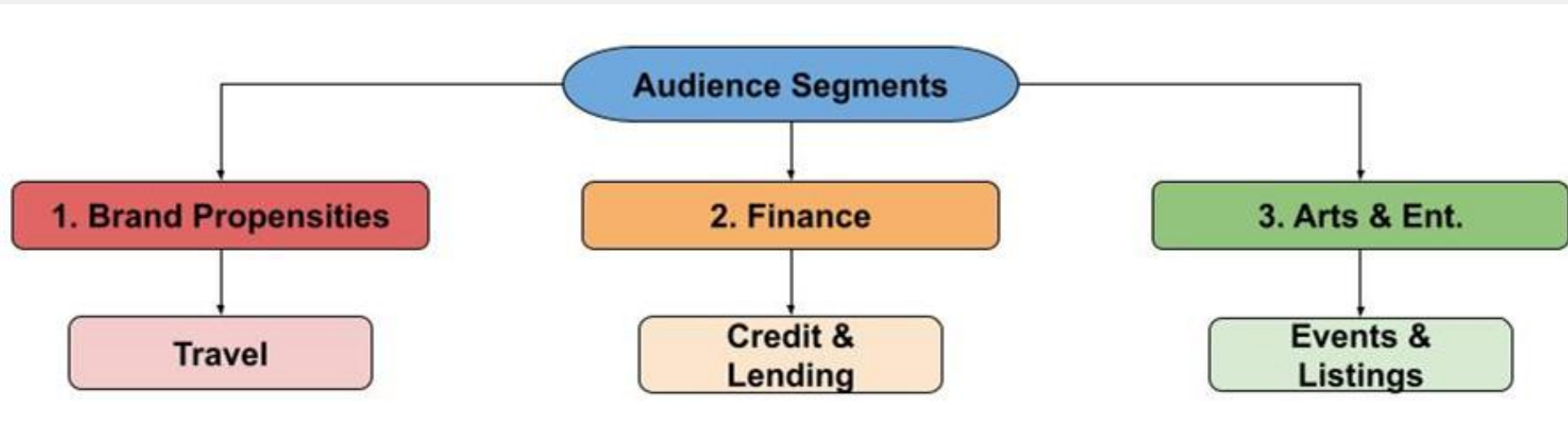
569	14,316,060
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State	≡
Illinois	14,316,060
California	10,572,598
Florida	5,763,078
New York	5,251,481
Tennessee	3,183,592
Michigan	799,238
Indiana	786,319
South Carolina	211,878
Tennessee - Virginia	210,839
Florida - Georgia	191,941
Mississippi	174,082
Ohio	173,768
Georgia	124,797
Louisiana	74,662
Alabama	55,596

Audience Analysis



On average, audiences interested in **Brand Propensity**, **Finance**, and **Arts/Ent.** are more likely to convert.



* data by avg. conversions

Performance Metrics



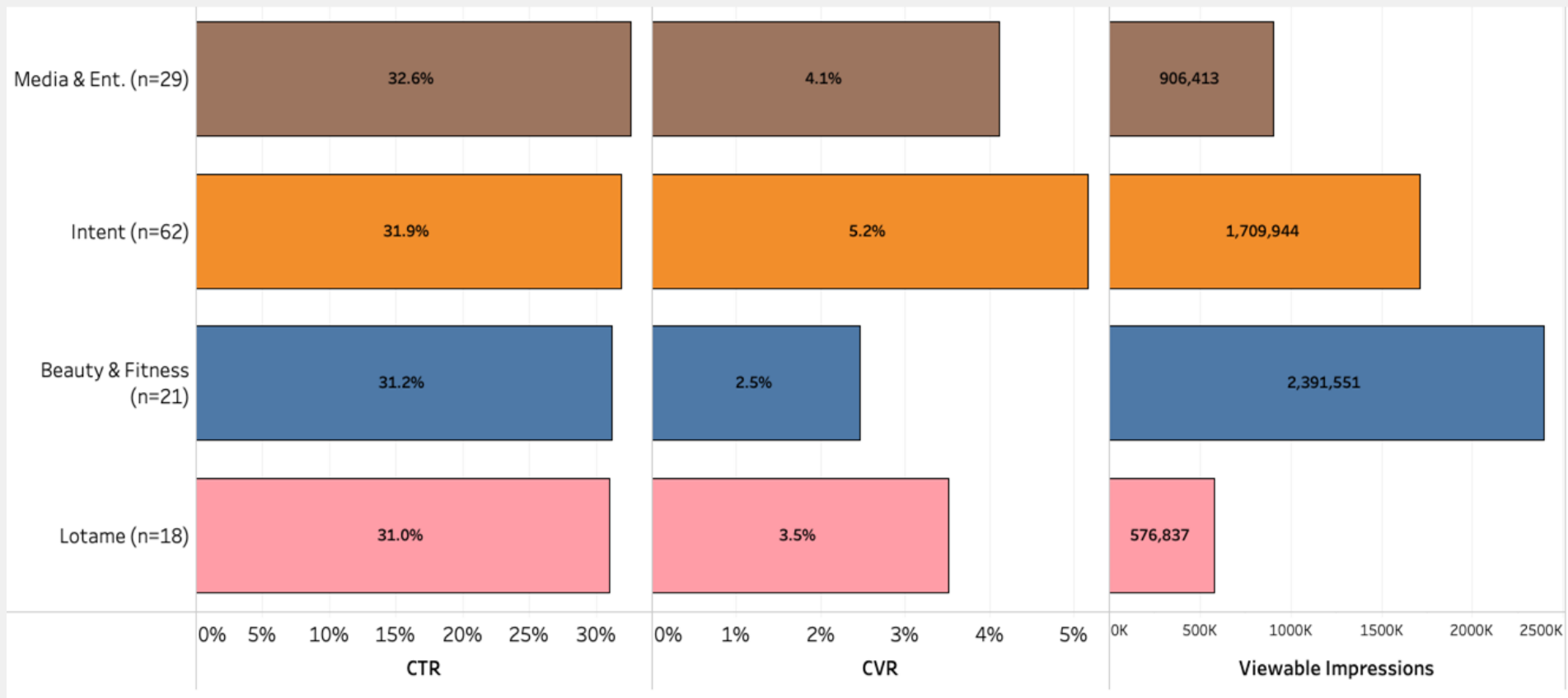
Performance Metrics

Audience Segment	CPA
Brand Propensities	\$166.14
Finance	\$174.30
Mobile	\$203.17
Sociodem.	\$226.91
OnAudience	\$237.67
Media & Ent.	\$240.49
Lotame	\$250.26
Interest Propensities	\$267.14
Financial	\$274.61
Travel	\$297.00

Audience Segment	CPC
Brand Propensities	\$4.84
Life Event	\$5.77
Interest Propensities	\$6.61
Finance	\$7.24
Lotame	\$8.77
Beauty and Fitness	\$9.07
Sociodem.	\$9.11
Media & Ent.	\$9.88
The Changing Consumer	\$10.58
Mobile	\$10.64

Audience Segment	CPM
Brand Propensities	\$13.36
Finance	\$13.84
Life Event	\$16.37
Interest Propensities	\$19.13
Sociodemographic	\$25.79
Lotame	\$27.17
Beauty and Fitness	\$28.31
The Changing Consumer	\$29.25
Mobile	\$30.57
Sports	\$31.07

Engagement & Intent



Engagement & Intent

Audience Segment	CTR
Media and Entertainment	32.56%
Intent	31.93%
Beauty and Fitness	31.21%
Lotame	30.98%
OnAudience	30.76%
Reach	29.38%
Interest Propensities	28.96%
Autos and Vehicles	28.81%
Mobile	28.73%
Life Event	28.37%

Audience Segment	CVR
Financial	5.34%
Mobile	5.24%
Intent	5.16%
OnAudience	4.89%
Arts and Entertainment	4.82%
Travel	4.38%
Finance	4.15%
Media and Entertainment	4.11%
Sociodemographic	4.01%
B2B	3.96%



Name: Hotel Helen

Gender: Female¹

Age: 25-45¹

Location: Florida

Interests: Traveling, Hotel
Hopping



Name: Finance Frank

Gender: Male²

Age: 40+³

Location: Illinois

Interests: Financial
Literacy & Investing



Name: Artsy Ana

Gender: Female⁴

Age: 18 to 35⁴

Location: California

Interests: Live Events &
Nightlife

*Images are AI generated

Sources: [Hotel Booking Trend](#)(2017)¹, [Debt & Investing](#)(2025)², [Credit Card Trends](#)(2022)³, [Festival Demographic Trends \(2023\)](#)⁴

Creative Analysis

- Kevin Nguyen



Apple PC

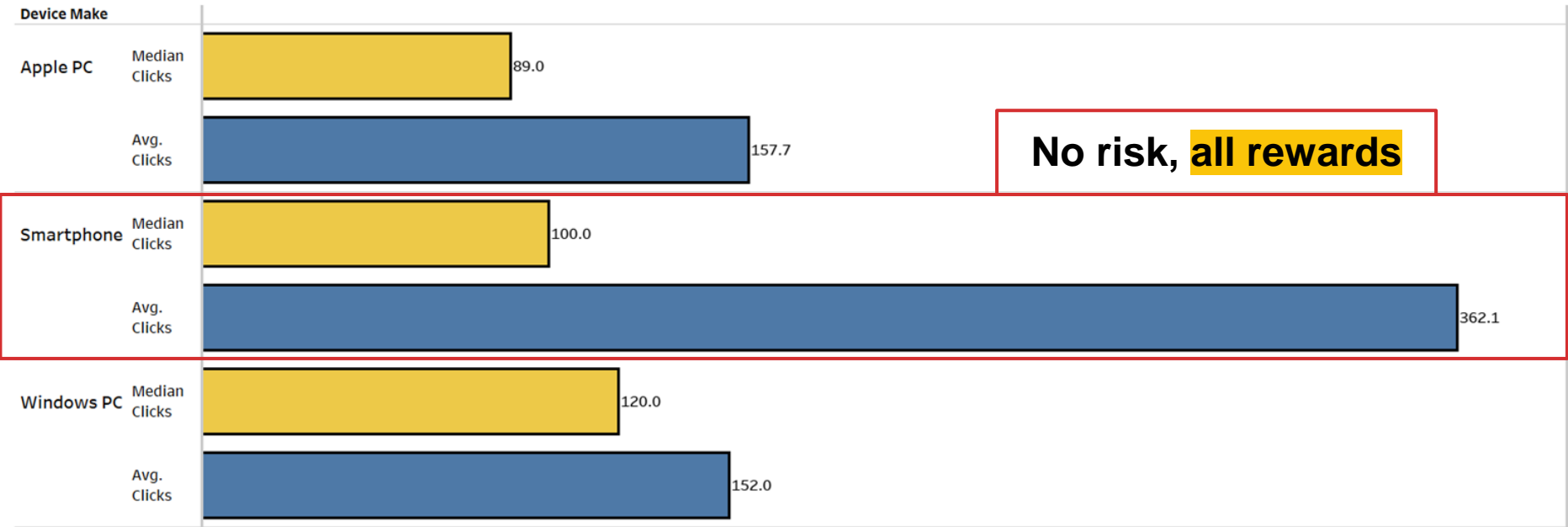
Smartphone

Windows PC

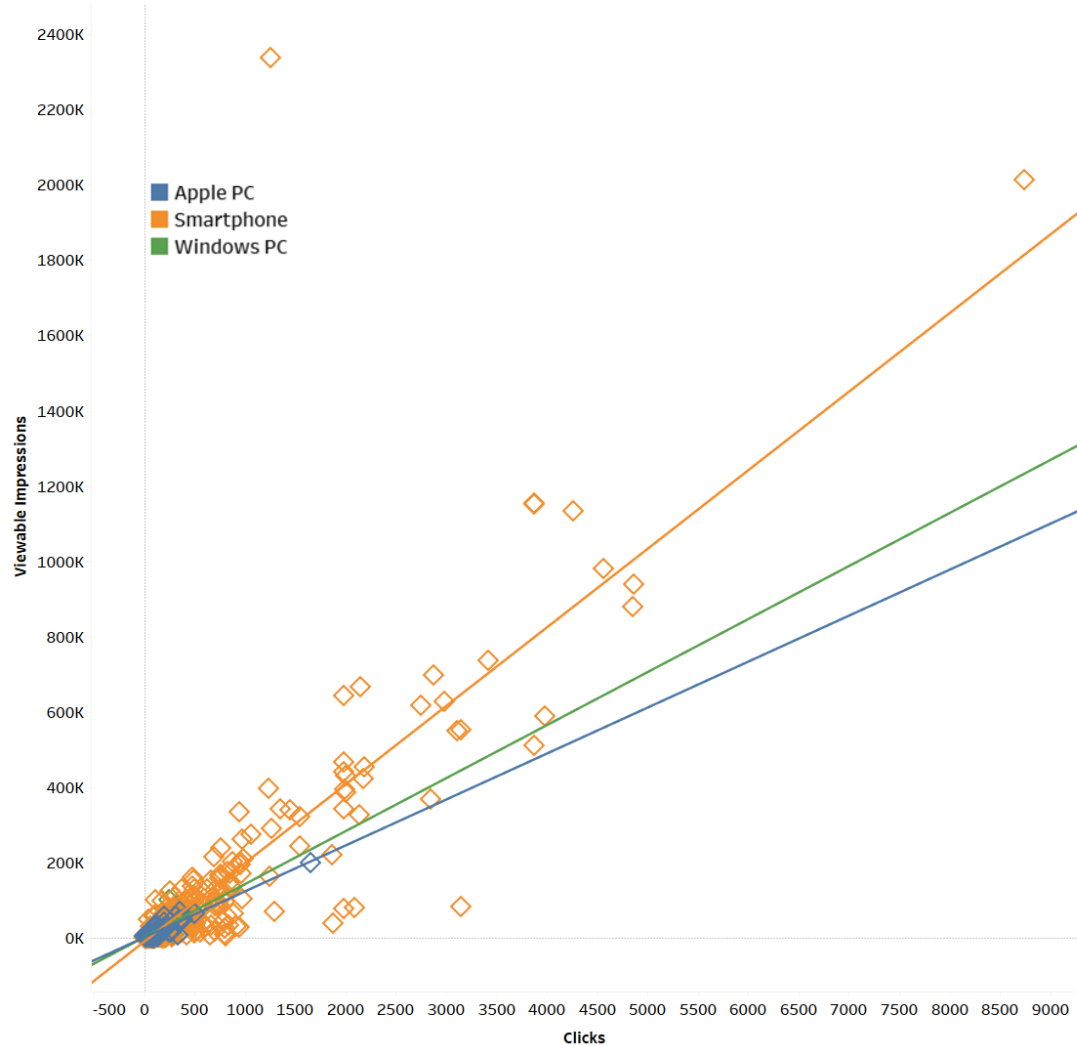
- 300x50
- 300x250
- 320x50

Smartphone devices support all creative sizes.

Top performance in clicks



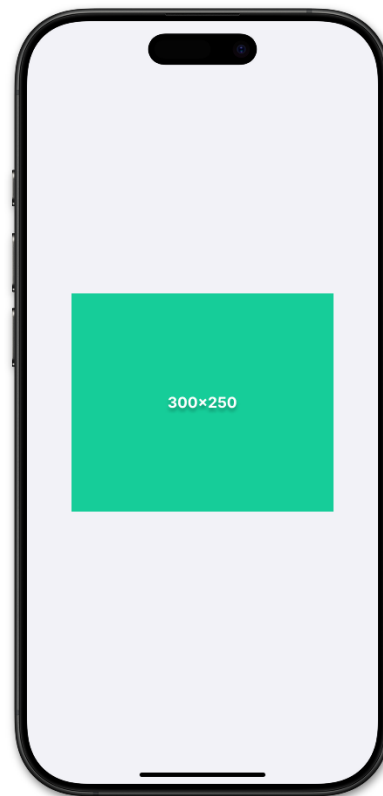
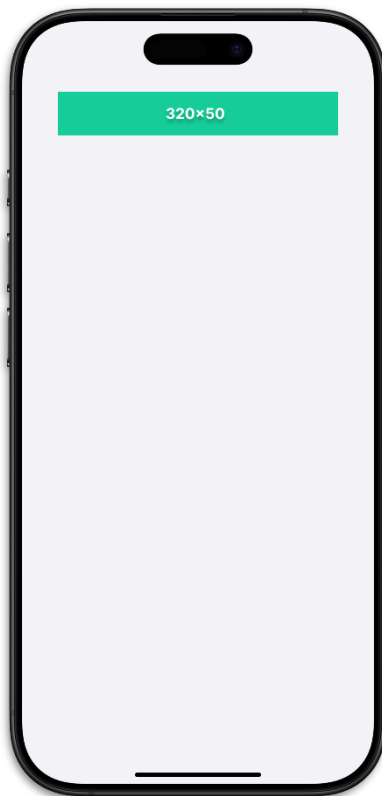
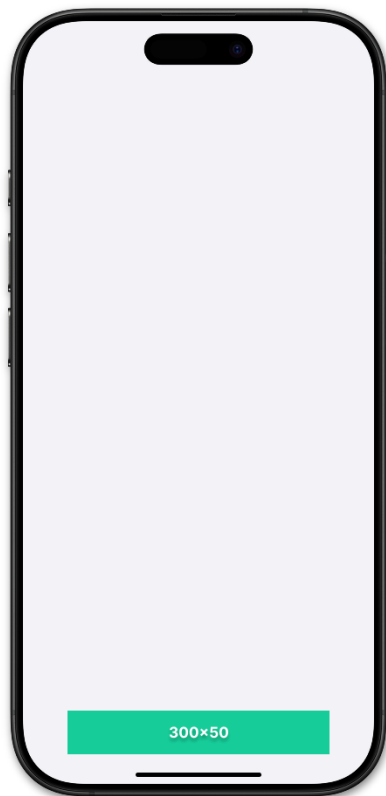
Viewable Impressions vs. Clicks by Device Type



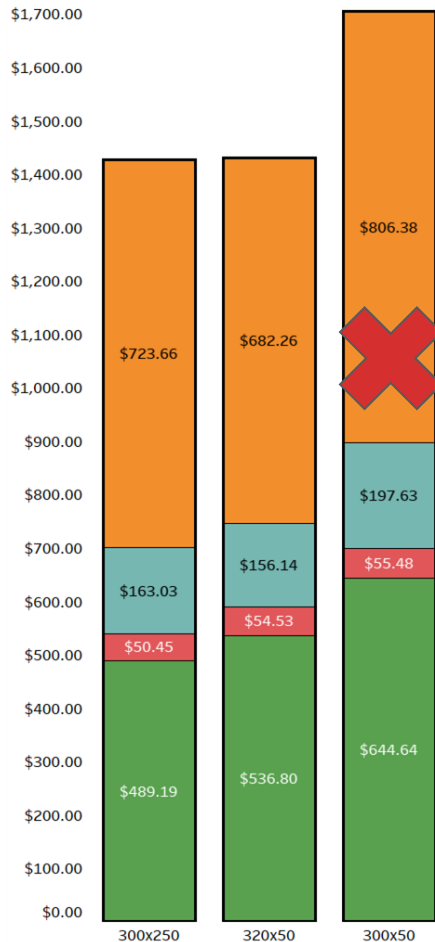
Smartphone shows a lot of impressive outliers over other devices.

All devices are reliably perform indicated by the trend lines.

Creative Sizing Reference

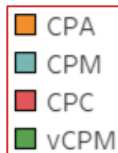


Average

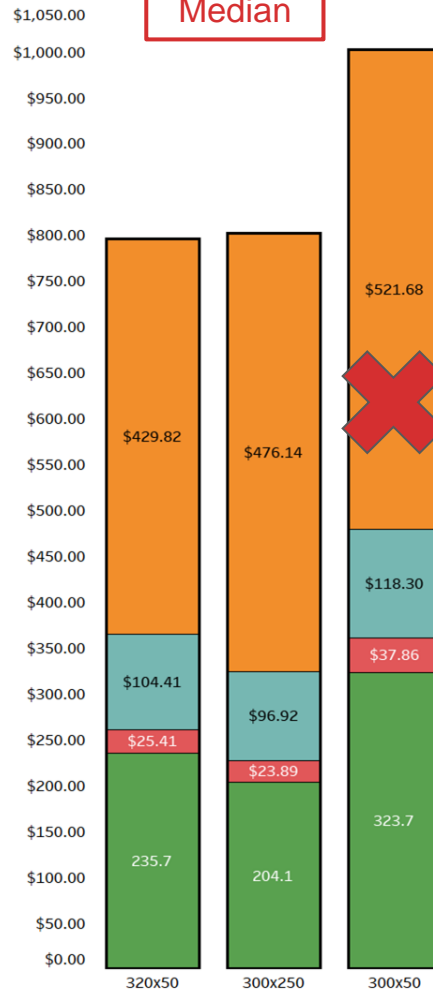


Cost Performance KPIs

The 300x50 creative size is **NOT** the best choice. Very expensive.



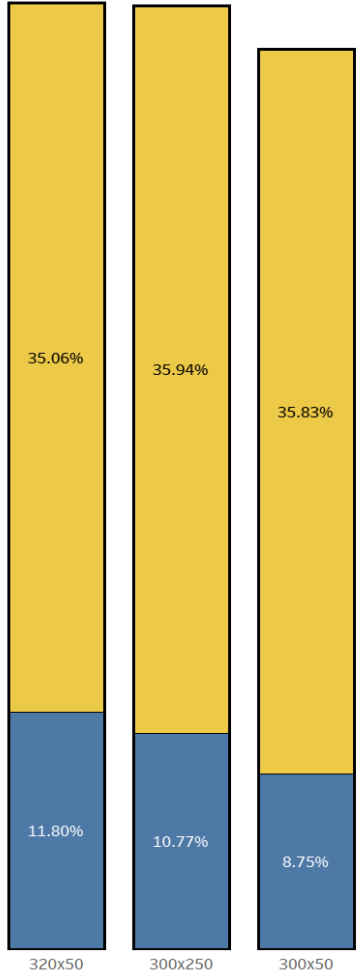
Median



Click Performance KPIs

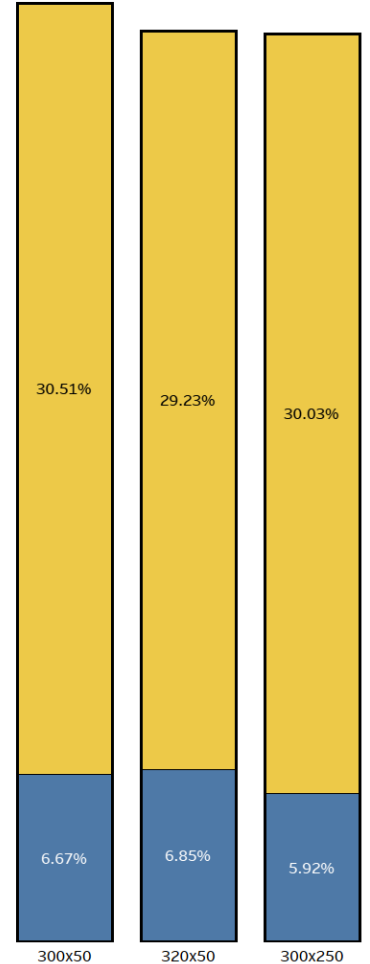
CTR and CVR are roughly
the same across all creative
sizes.

Average



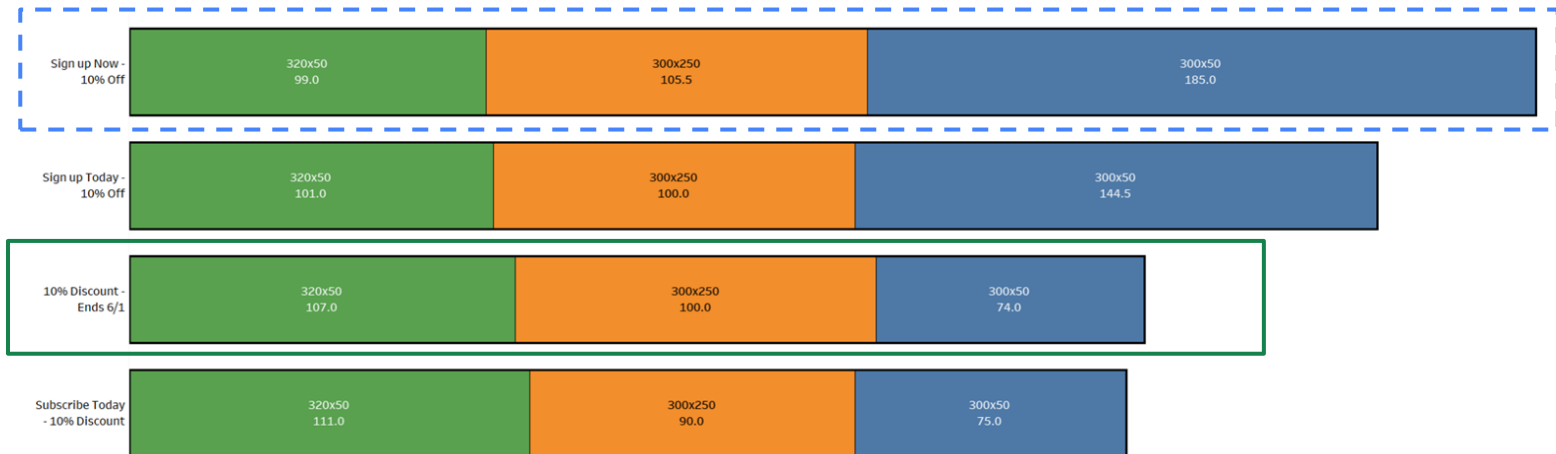
CTR
CVR

Median



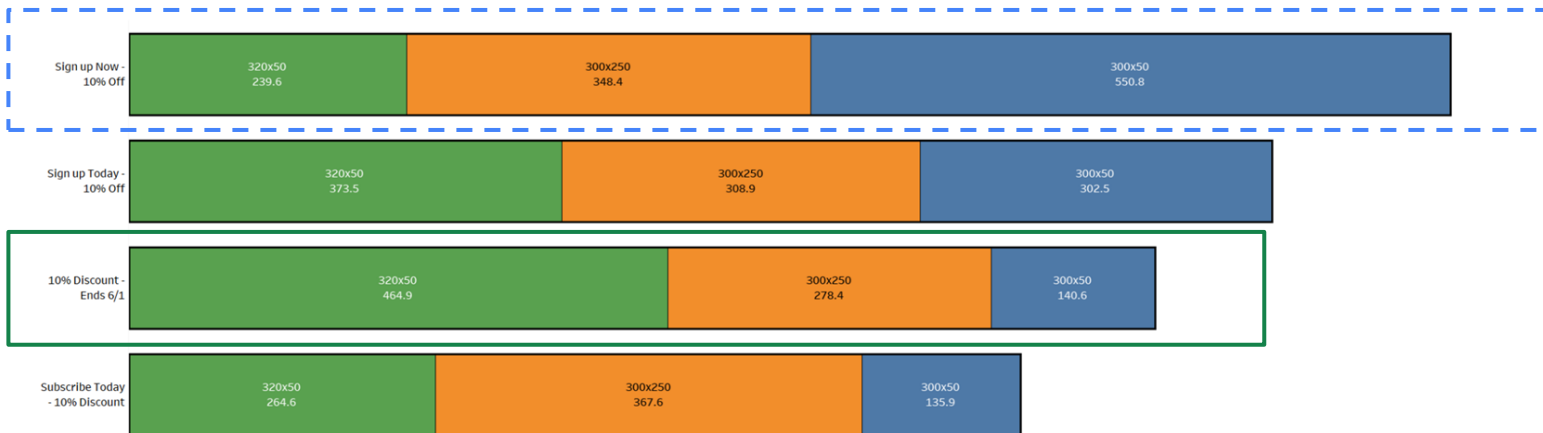
CTR
CVR

Median Clicks

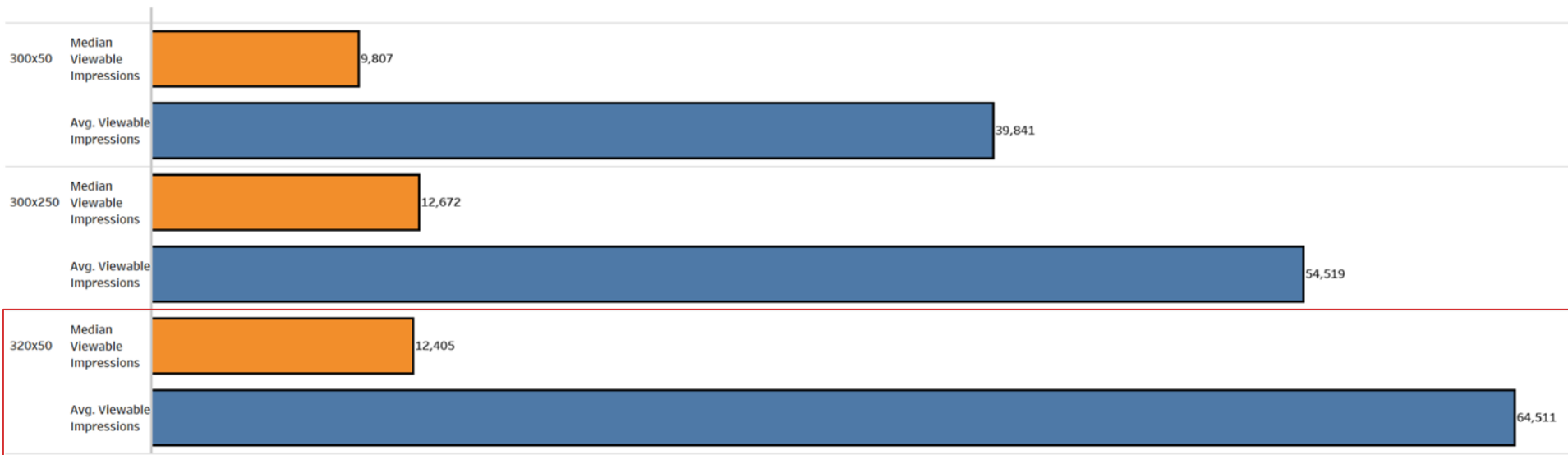


**Creative Message that
attracts the most Clicks**

Average Clicks



Viewable Impression Performance



Conclusion



Improve Campaign performance & spending by:

- Divest from campaigns targeting small audience segments
- Reduce spending over 300x50 ad size. The performance is not worth the overall costs.
- 320x50 creative sizing is doing amazingly well on smartphone while staying low on cost overall. We recommend testing it on PC, so the ads will be less intrusive and offer a better user experience.
- Further investigate if creative sizing and messaging explains region differences in viewability.

Thank you!
Any Questions?

