**ClickBait: Marketing Campaign Optimization Strategies**

**Introduction**

**ClickBait,** is a 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. In our project, we assist a telecommunications company with their campaign reporting. We use Spatial, Creative, and Audience Analysis to provide actionable recommendations and improve performance.

**Spatial Analysis**

* **Cost-Per-Action(CPA)**: Top five performing states with the highest CPA and the most views. Bottom five states have the lowest CPA but receive the fewest views.  
  Recommendation: Increase ad spend in the lower-performing states to drive more site views.
  + **Conversion Rate (CVR:** High-view states have higher conversion rates between 9.5% and 19%; low-view states have rates below 0.25. Recommendation: Focus on improving conversion rates in low-performing states
  + **Cost-Per-Click (CPC):**$5,000–$9,000 CPC; lower performing states : < $110 CPC. Recommend: Balance the budget between high-cost and low-cost states to maximize returns while minimizing unnecessary spending.

**Creative Analysis**

* 300x250 is the most stable and predictable performer, with consistently low CPC and vCPM, and minimal outlier impact.
  + **Recommendation: Prioritize 300x250 to drive conversions**
* Messaging with a clear offer (“Sign Up Now - 10% off”) generated the highest click-through rates, signaling that promotional urgency remains a key motivator.
  + **Recommendation: Continue using urgency-based creative messaging with strong CTAs to maintain high engagement.**
* Smartphone devices dominated both impression share and clicks, with creative sizes 300x250 and 320x50 being the most frequently served formats.
  + **Recommendation: Target smartphone placements where 320x50 and 300x250 formats dominate and performance is strongest.**

**Audience Analysis**

Branding and performance metrics highlight trade-offs between reach, engagement, and efficiency.

* Brand Propensities emerged as the most cost-efficient audience segment across the board.
  + Lowest CPM ($13.36), CPC ($4.84), and CPA ($166.14) among the top performing segments.
    - **Recommendation: Prioritize Brand Propensities and Intent segments**
* Media & Ent., Intent, and Beauty & Fitness demonstrated CTR above 31% with strong viewable impression volume.
  + However, their cost metrics showed moderate to high spending which may signal potential low viewability.
* Similarly, Financial, Mobile, and Intent Audiences had CVRs above 5% but also demonstrated elevated CPAs and CPMS.
  + Conversions were achieved at higher expenditures.
    - **Recommendation: Reallocate budget from high-cost branding segments**.