Optimizing Olay Campaigns: Key Findings from 2022-2023

Objective

Identify key factors driving campaign success by examining the correlation between ad spend and key performance indicators like clicks, CTR, and reach.

Methodology

- RStudio for data visualization and manipulation
- Explored data and assessed data quality
- Calculated CTR and CPC
- Data Visualization Techniques
- Identified Correlations and Patterns
- Insights

Key Insights, Patterns, and Trends

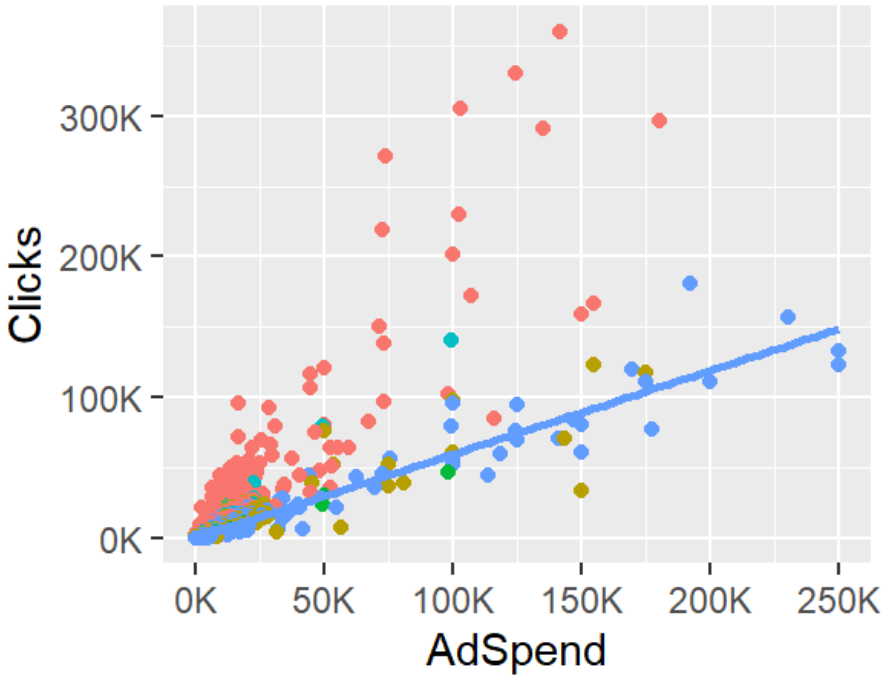
Strong positive correlation between ad spend and clicks in Trade Desk campaigns, suggesting higher ad spend drives more clicks.

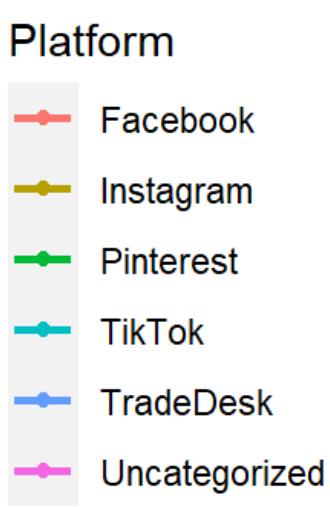
Pinterest shows even stronger correlation between ad spend and clicks for lower budget campaigns.

Seasonal trends in CTR observed, aiding in more effective advertising strategies throughout the year.

TradeDesk campaigns have significantly higher reach compared to other platforms, resulting in more clicks.

Clicks vs Ad Spend





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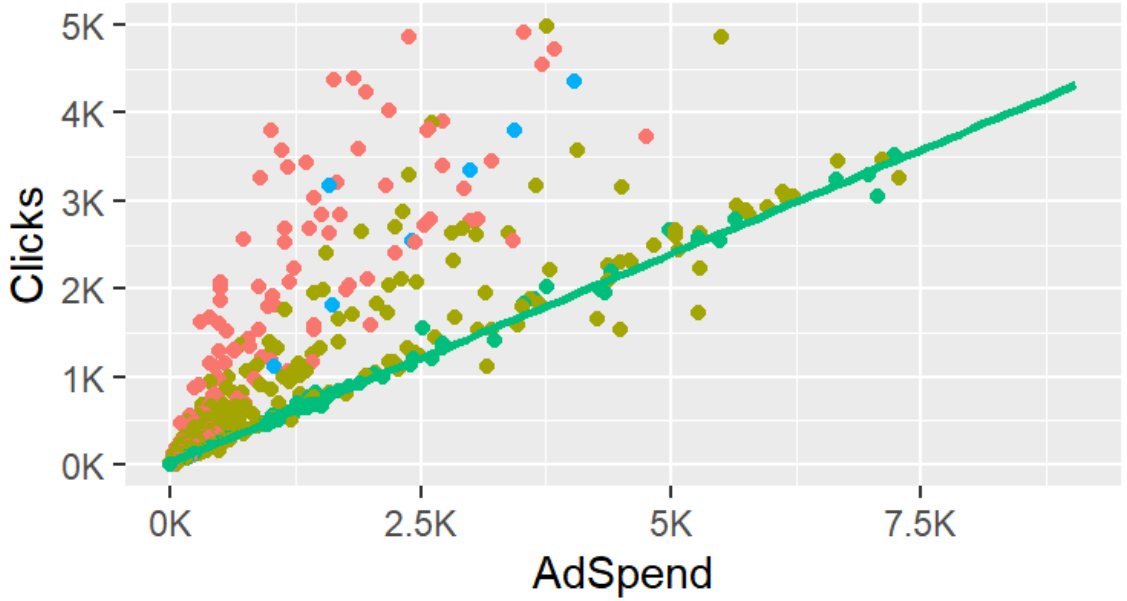
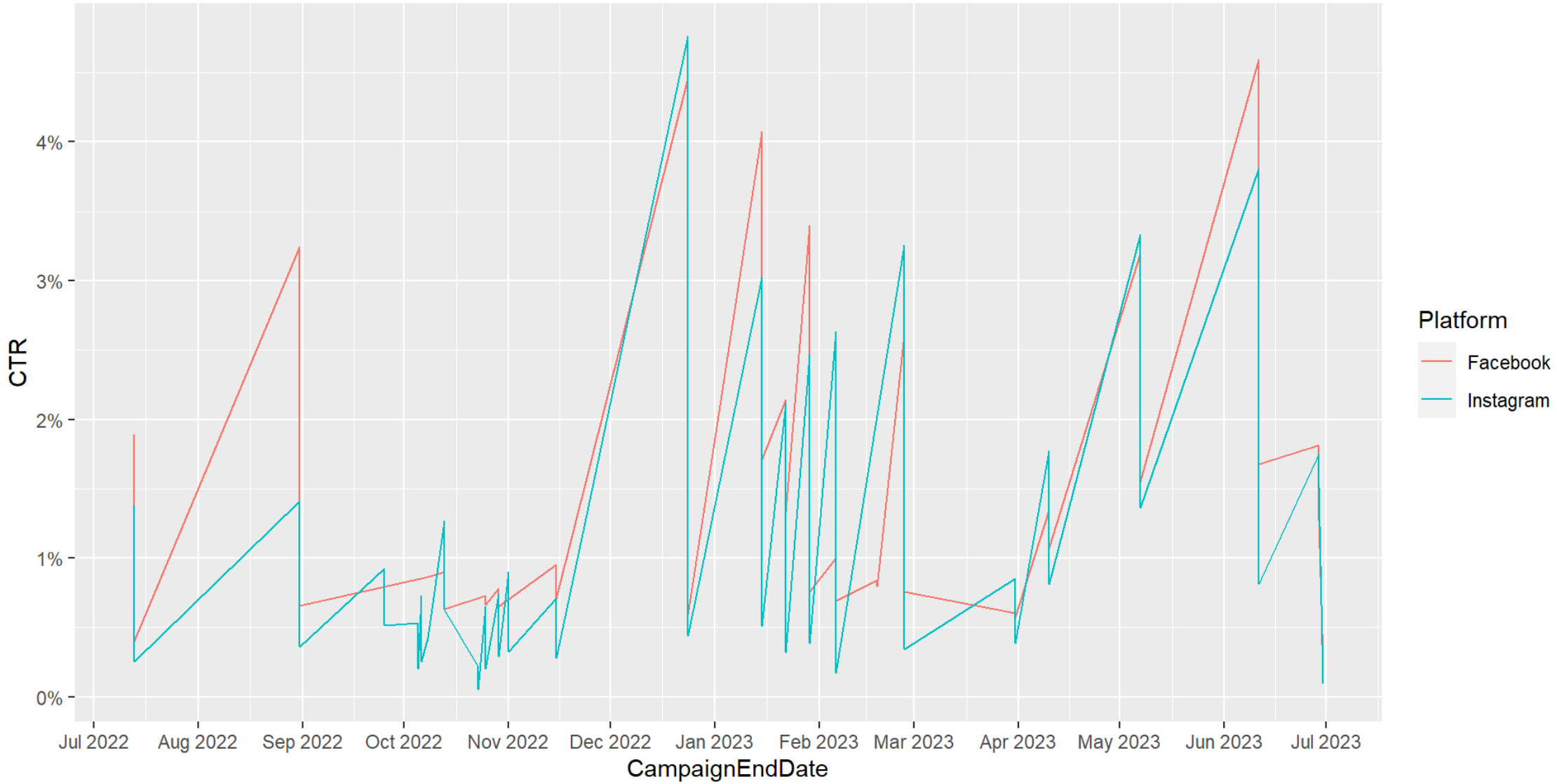
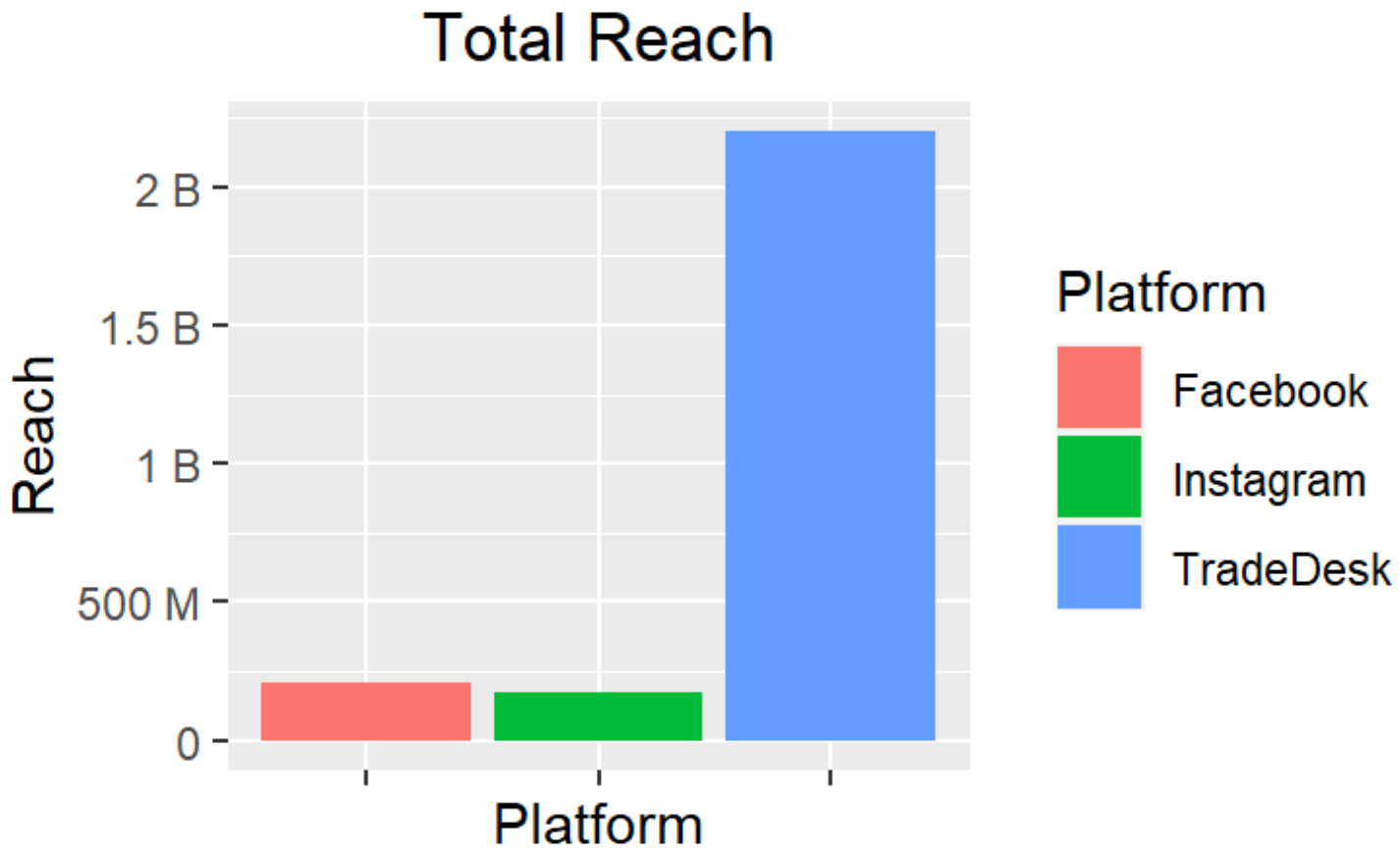


Zoomed in on the graph and excluded TikTok campaigns, focusing on a narrower range of data points

CTR Over the Year



Reach


Total Reach
2 B
1.5 B
1 B
500 M
0
Reach
Platform
Platform
Facebook
Instagram
TradeDesk

Recommendations

- Allocate higher advertising budgets to Trade Desk for campaigns where clicks are the main KPI.
- For campaigns with lower budgets, prioritize Pinterest as it exhibits an even stronger correlation between ad spend and clicks, indicating better returns on investment for clicks.
- Consider investing in advanced analytics and AI tools to gain deeper insights into consumer behavior and preferences, enabling more targeted and personalized advertising approaches.

Key Takeaways

- **Seasonal Trends:** Understanding the seasonality of click-through rates (CTR) is crucial for effective advertising strategies.
- **Trade Desk's Reach Advantage:** Trade Desk's campaigns demonstrated higher reach compared to other platforms. The larger audience reach provided more opportunities for interactions and clicks on ads, driving greater overall engagement.
- **Data-Driven Decision Making:** The presentation emphasized the importance of data-driven decision-making in advertising and marketing efforts.

Thank You!

Questions?