AD REVENUE

ROI (%) by ad_id

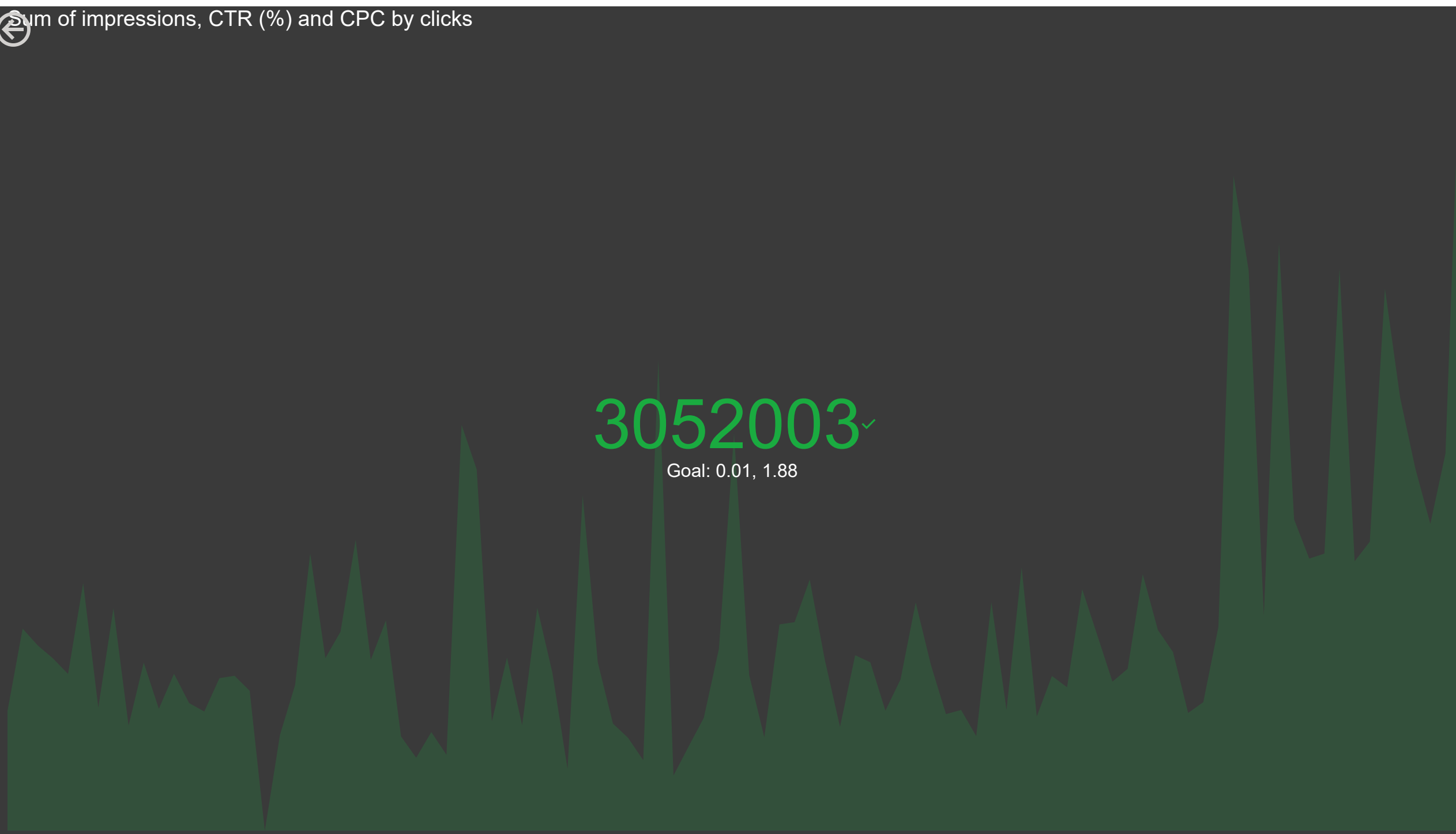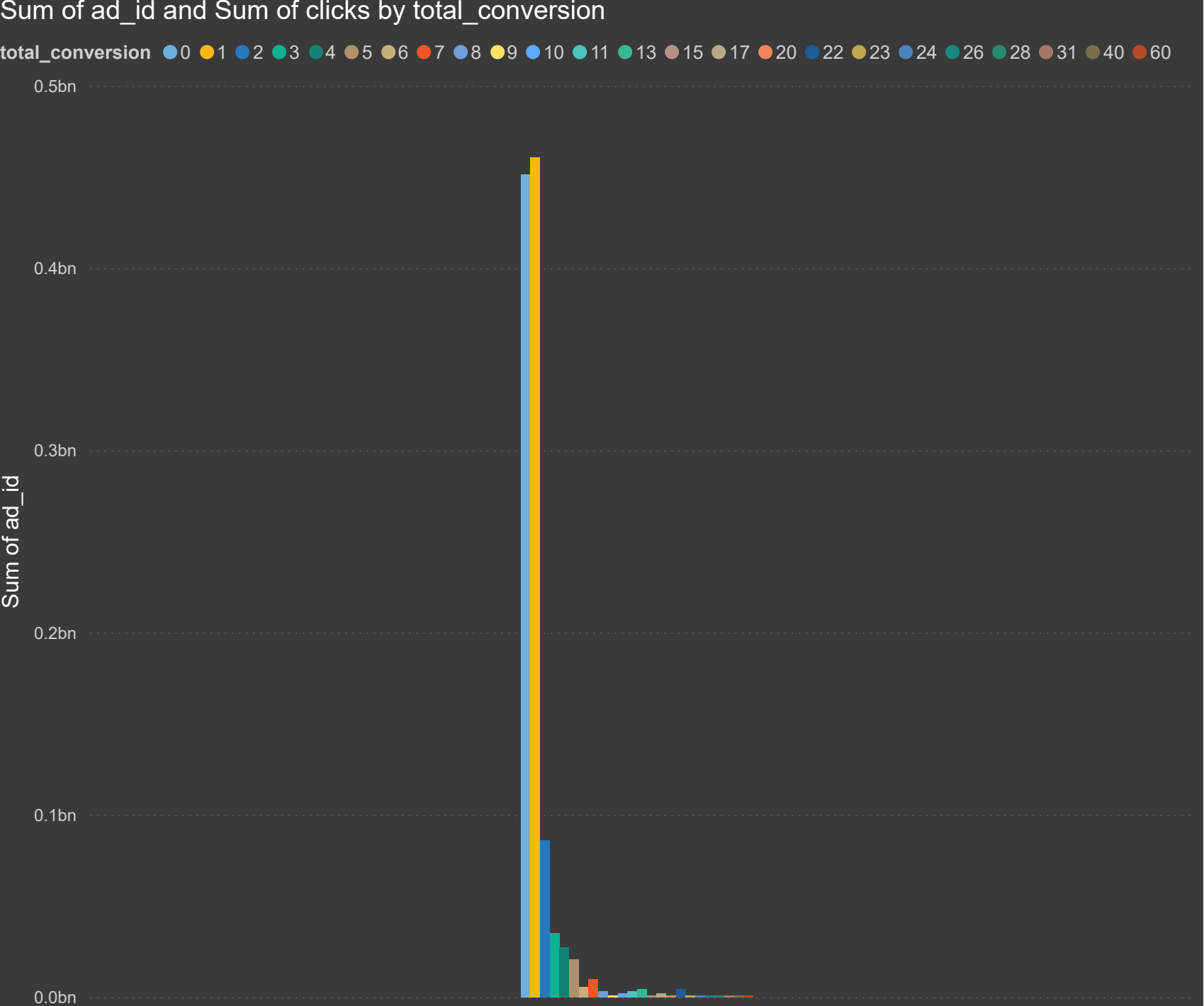# 3052003 ✓

Goal: 0.01, 1.88

ad_id	Count of clicks	Sum of total_conversion	Sum of spent
1121100	1	60.00	639.95
1121367	1	11.00	420.58
1121593	1	15.00	365.66
1121104	1	40.00	360.15
1121452	1	17.00	359.47
1121196	1	31.00	358.55
1121197	1	13.00	280.99
1121167	1	23.00	260.38
1121451	1	11.00	260.07
1121125	1	20.00	257.71
1121378	1	13.00	254.25
1121091	1	28.00	254.05
1121278	1	22.00	245.60
1121098	1	24.00	236.77
1121302	1	17.00	236.12
1121369	1	5.00	232.37
1121203	1	22.00	219.77
1121182	1	22.00	216.56
1121113	1	7.00	215.84
1121110	1	6.00	210.36
1121300	1	5.00	192.93
1121290	1	13.00	189.13
776325	1	1.00	180.22
1121527	1	4.00	179.62
1121361	1	10.00	177.89
738592	1	4.00	176.38
1121108	1	26.00	163.90
1121439	1	5.00	163.36
1121096	1	11.00	161.91
1121116	1	7.00	157.33
1121370	1	3.00	150.14
1121466	1	3.00	143.43
1121455	1	3.00	143.30
1121544	1	4.00	140.97
1121164	1	9.00	138.77
Total	**97**	**1,645.00**	**20,114.24**

Sum of ad_id and Sum of clicks by total_conversion

total_conversion ● 0 ● 1 ● 2 ● 3 ● 4 ● 5 ● 6 ● 7 ● 8 ● 9 ● 10 ● 11 ● 13 ● 15 ● 17 ● 20 ● 22 ● 23 ● 24 ● 26 ● 28 ● 31 ● 40 ● 60

-70.92

ROI (%)

0.02

CTR (%)

ad_id	clicks	impressions	CPC
708746	1	7350	1.43
708749	2	17861	0.91
708815	1	4259	1.25
708818	1	4133	1.29
708889	3	15615	1.59
708895	1	10951	1.27
708953	1	2355	1.50
708958	3	9502	1.05
709059	7	14669	1.47
709115	1	2305	0.57
709179	1	4627	1.69
709183	4	21026	1.16
709323	2	7132	1.30
709326	2	12190	1.52
709327	2	12193	1.53
709544	2	7440	1.49
709614	4	19113	1.38
709756	2	10976	0.85
709901	7	23817	1.21
710045	12	47224	1.32
710088	1	2283	1.47
710360	1	2182	1.53
710480	14	57665	1.29
710571	1	3091	1.61
710617	1	5014	1.19
710623	7	38726	1.32
710763	1	5369	1.51
710836	7	22221	1.35
710880	5	13019	1.39
710961	1	2508	1.22
710968	2	5864	1.40
711217	1	2783	1.60
711623	1	3812	1.13
711764	4	11199	1.43
711877	7	17572	1.34
Total			**1.51**

Sum of ad_id and Sum of impressions by Year, Quarter, Month and Day
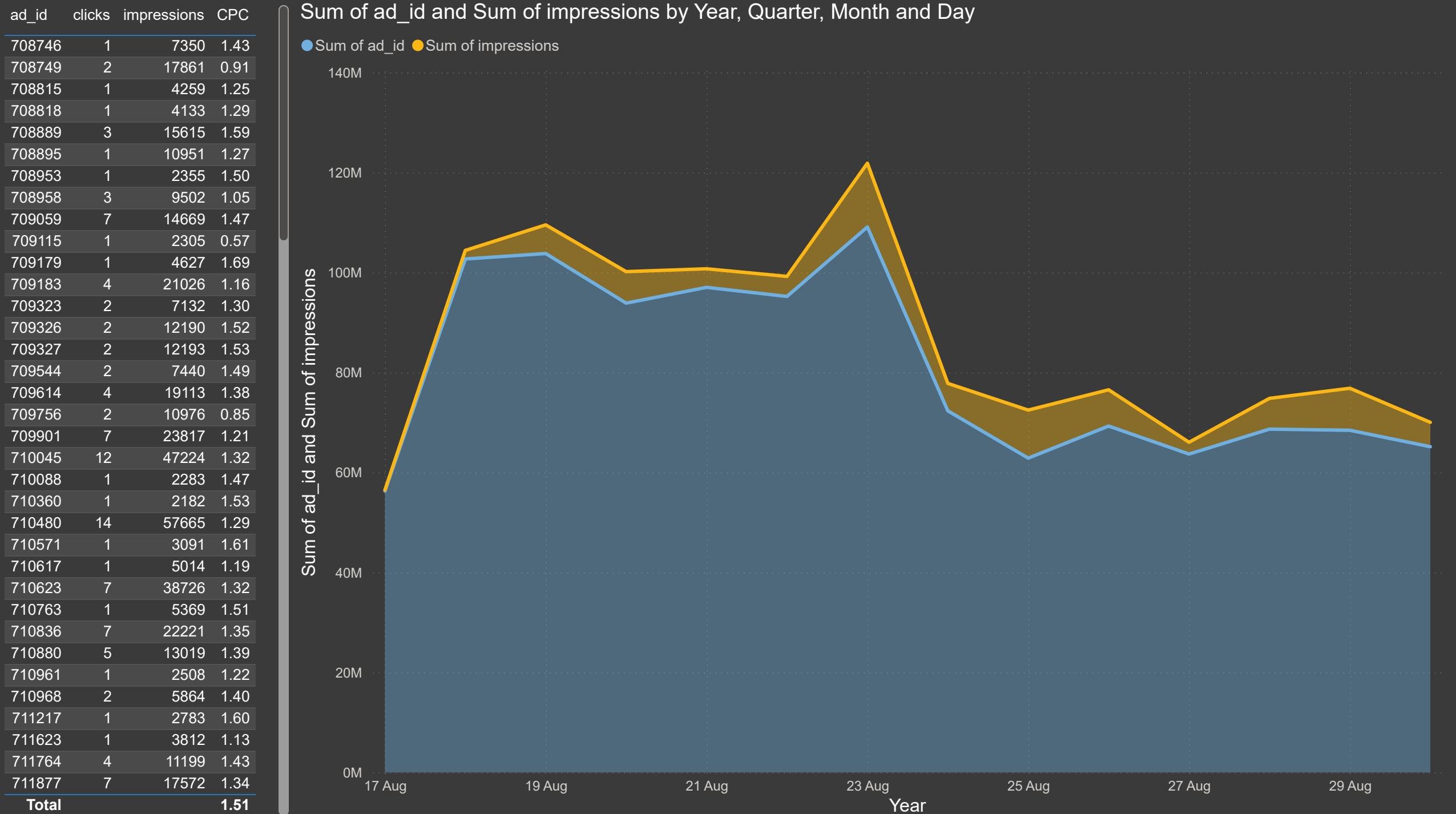
Sum of clicks and Sum of interest3 by age and gender
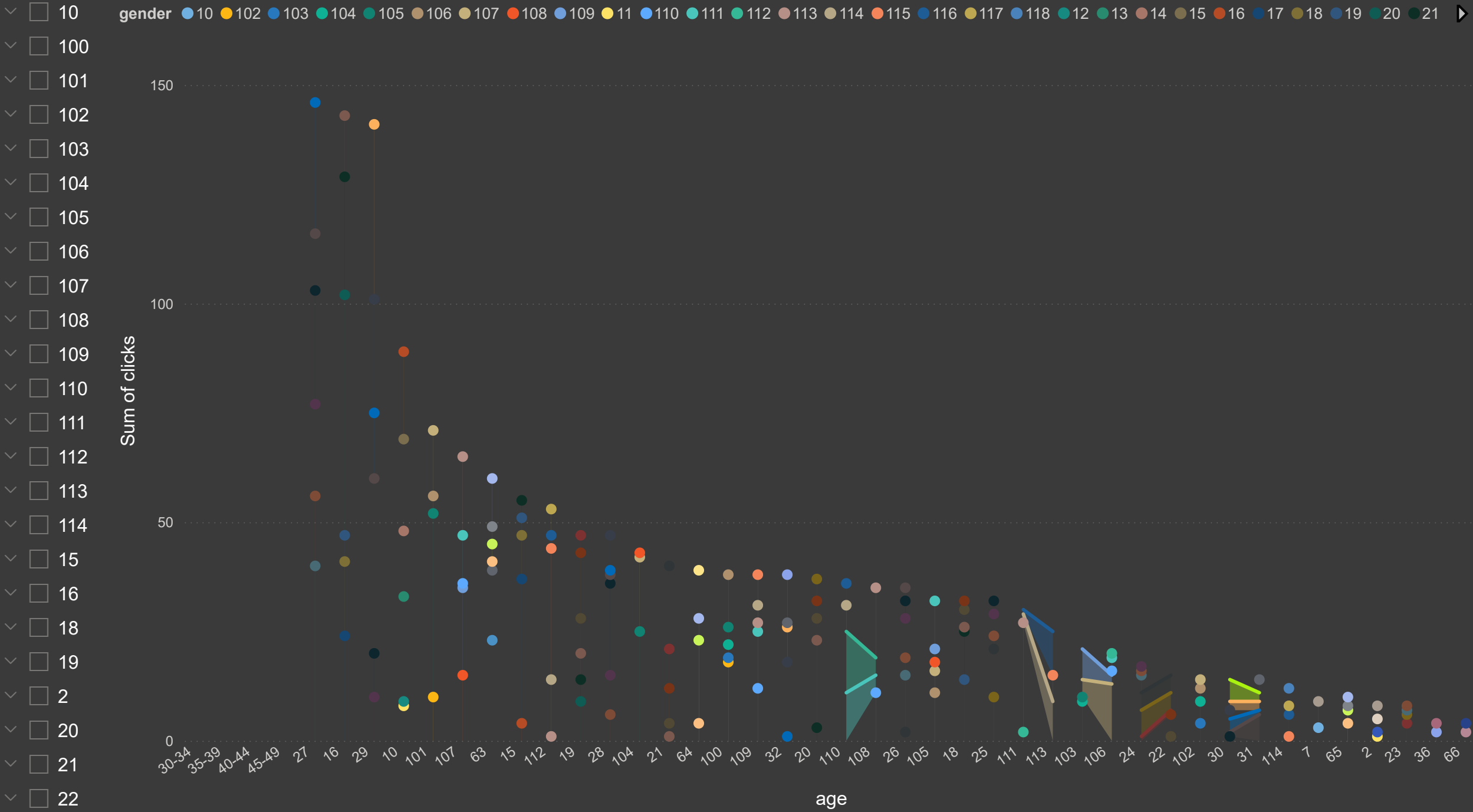
Actionable Improvements for the Next Ad Campaign

After analyzing the current ad performance using Power BI, the following **key areas for improvement** were identified:

1 **Low-Performing Ads Need Optimization**
· **Observation:** Some ads had **CTR below 1%** and **ROI below 10%**, indicating poor user engagement or inefficient spending.

Improvement:
· A/B test different creatives (images, captions, call-to-action buttons).
· Revise ad copy to be more compelling or relevant.
· Reduce ad fatigue by rotating content more frequently.

2 **Optimize Audience Targeting**
· **Observation:** Ads targeted at certain **age groups or genders** underperformed in both CTR and conversions.
· **Improvement:**
· Focus budget on high-converting demographics.
· Use lookalike audiences from past converters.
· Narrow targeting to interested user segments based on past engagement.

3 **Improve Conversion Funnel**
· **Observation:** While some ads had good CTR, the **conversion rate was low**, indicating users clicked but didn't convert.
· **Improvement:**

· Optimize the **landing page experience** (faster load time, clearer CTA).
· Reduce form fields or steps to complete the conversion.
· Match landing page content closely with the ad's message.

4 **Reallocate Budget Based on ROI**

· **Observation:** A few ads had **high ROI**, while others drained the budget.
· **Improvement:**

· Scale up budget allocation for ads with ROI > 50%.
· Pause or limit budget on underperforming ads.
· Set automated budget rules based on live ROI tracking.

5 **Use Dynamic Reporting & Real-Time Monitoring**

· **Improvement:**
· Set up a Power BI dashboard to track key metrics (CTR, ROI, CPC) in real-time.
· Add alerts or data refresh schedules for daily monitoring.
· Include filters (date, platform, demographics) for deeper insight during campaigns.

📋 **Conclusion**

The analysis of the ad campaign using Power BI revealed clear insights into both the successes and areas of improvement. By calculating and visualizing key metrics such as **Click-Through Rate (CTR), Return on Investment (ROI), Cost Per Click (CPC)**, and **Conversion Rate**, we obtained a comprehensive understanding of campaign performance.

The campaign showed **strong engagement overall**, with certain ads performing exceptionally well in terms of CTR and ROI. However, some campaigns underperformed due to low conversions and high costs per click. By leveraging demographic filters and detailed DAX-based metrics in Power BI, we pinpointed which segments and creatives drove better results.

✅ **Key Takeaways:**
- **CTR and ROI** were strong indicators of ad effectiveness.
- Some ads with high impressions still had poor engagement, highlighting the need for better creatives.
- High-performing demographics (age/gender) should be prioritized in future campaigns.
- Ads with high spend but low conversions need to be paused or optimized.

📈 **Looking Ahead:**
To improve future ad campaigns:
- Focus on A/B testing creatives.
- Allocate more budget to ads and audiences with high ROI.
- Enhance the post-click user experience (landing pages).
- Use Power BI dashboards for real-time monitoring and agile decision-making.