

# **SOCIAL MEDIA ADVERTISEMENT ANALYTICS REPORT**



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## **INTRODUCTION :**

This report provides an analysis of social media advertising campaigns managed by the digital marketing agency. Using historical data, we aim to derive actionable insights to optimize future campaigns. The dataset encompasses a wide range of metrics across various social media platforms, including Facebook, Instagram, and Twitter.

## **PROJECT ROLE AND OBJECTIVES:**

As a data analyst, I worked on this project with the following objectives:

- To assess overall campaign performance.
- To analyze the effectiveness of different target audiences and channels.
- To provide geographical insights.
- To explore temporal trends.
- To evaluate the impact of language and culture.
- To compare campaign goals and outcomes.
- To assess company performance.
- To identify top-performing campaigns.
- To provide insights into customer segments.
- To determine factors contributing to high engagement scores.

## **DATASET DESCRIPTION:**

The dataset includes 30,000 rows and 16 columns, capturing details such as Campaign\_ID, Target\_Audience, Campaign\_Goal, Duration, Channel\_Used, Conversion\_Rate, Acquisition\_Cost, ROI, Location, Language, Clicks, Impressions, Engagement\_Score, Customer\_Segment, Date, and Company.

## ANALYSIS OBJECTIVES:

The primary objectives of this analysis are to:

- Assess overall campaign performance.
- Analyze the effectiveness of different target audiences and channels.
- Provide geographical insights.
- Explore temporal trends.
- Evaluate the impact of language and culture.
- Compare campaign goals and outcomes.
- Assess company performance.
- Identify top-performing campaigns.
- Provide insights into customer segments.
- Determine factors contributing to high engagement scores.

### *Overall Campaign Performance*

#### *Conversion Rates, Acquisition Costs, and ROI*

- **Overall Performance:** Campaigns are evaluated based on their conversion rates, acquisition costs, and ROI.
- **Engagement Scores:** Identification of campaigns with the highest and lowest engagement scores.

### *Findings:*

- Campaigns targeting younger audiences (18-24) tend to have higher engagement scores.
- Campaigns with a clear product launch goal often exhibit higher conversion rates and ROI.

### *Target Audience Analysis*

#### *Performance Across Different Target Audiences*

- **Conversion Rate and ROI:** Evaluation of conversion rates and ROI across different age groups and gender.
- **Trends in Engagement Scores:** Analysis of engagement scores across various customer segments.

#### *Findings:*

- Women aged 18-24 show the highest conversion rates and ROI.
- Engagement scores are generally higher in campaigns targeting specific interest groups such as health and fitness.

### **Channel Effectiveness**

#### *Engagement and Conversion Rates*

- **Social Media Channel Performance:** Comparison of engagement and conversion rates across Facebook, Instagram, and Twitter.
- **Cost Per Acquisition:** Analysis of acquisition costs across different channels.
- **ROI Comparison:** Evaluation of ROI for campaigns run on various platforms.

#### *Findings:*

- Instagram campaigns have the highest engagement rates.
- Facebook shows the lowest cost per acquisition, contributing to higher ROI.

### **Geographical Insights**

#### *Engagement and Conversion Rates by Location*

- **Top-performing Locations:** Identification of regions with the highest engagement and conversion rates.
- **Campaign Type Performance:** Analysis of how different campaign types (brand awareness, product launch) perform across regions.

### *Findings:*

- Campaigns in urban areas like Los Angeles and New York have higher engagement and conversion rates.
- Product launch campaigns perform better in metropolitan regions.

## Temporal Analysis

### *Campaign Performance Over Time*

- **Monthly and Quarterly Trends:** Analysis of performance changes over time.
- **Seasonal Trends:** Identification of seasonal impacts on campaign effectiveness.

### *Findings:*

- Engagement rates tend to peak during the holiday season (November-December).
- Quarterly performance reviews reveal steady growth in conversion rates over time.

## Language and Cultural Impact

### *Performance by Language*

- **Engagement and Conversion Rates:** Comparison of campaigns in different languages.
- **ROI by Language:** Evaluation of ROI across various languages.

### *Findings:*

- English-language campaigns exhibit higher engagement and conversion rates.
- Spanish-language campaigns yield a higher ROI, possibly due to targeted marketing strategies.

## Campaign Goals and Outcomes

### *Success of Different Campaign Goals*

- **High Engagement and Conversion Rates:** Assessment of how successful various campaign goals are in achieving desired outcomes.
- **ROI Comparison:** Comparison of ROI between campaigns with different goals.
- **Customer Acquisition Cost:** Evaluation of acquisition costs for various campaign goals.

#### *Findings:*

- Brand awareness campaigns have the highest engagement rates.
- Product launch campaigns exhibit the highest ROI and conversion rates.

### Top-performing Campaigns

#### *Characteristics of Top-performing Campaigns*

- **Common Traits:** Analysis of characteristics shared by top-performing campaigns.
- **Consistent Outperformers:** Identification of campaigns that consistently outperform others.

#### *Findings:*

- Successful campaigns often have clear, concise goals and target specific demographics.
- High-performing campaigns utilize engaging visual content and interactive elements.

### Customer Segment Insights

#### *Engagement Across Campaign Goals and Channels*

- **High Engagement but Low Conversion:** Identification of segments with high engagement but low conversion rates, and vice versa.
- **Most Engaged Segments:** Analysis of customer segments with the highest engagement across different campaign goals and channels.

### *Findings:*

- Segments interested in technology and gadgets show high engagement but lower conversion rates.
- Health and fitness segments exhibit high engagement and conversion rates.

### Engagement Score Factors

#### *Contributors to High Engagement Scores*

- **Significant Factors:** Analysis of factors contributing to high engagement scores, such as duration, channel used, and target audience.
- **Correlation with Conversion Rates and ROI:** Evaluation of how engagement scores correlate with conversion rates and ROI.

### *Findings:*

- Longer campaign durations generally lead to higher engagement scores.
- Engagement scores are positively correlated with conversion rates and ROI.

## CONCLUSION:

This analysis provides valuable insights into the performance of social media advertising campaigns. By leveraging these insights, the digital marketing agency can optimize future campaigns, enhance targeting strategies, and improve overall ROI. The comprehensive Power BI dashboard created as part of this project offers a visual representation of these findings, facilitating data-driven decision-making for campaign optimization.

## POWER BI DASHBOARD:

PAGE 1:







