

Ecommerce Google Ads Data Analysis

In this instance, the dashboard is created to demonstrate the performance of campaigns conducted by an e-commerce company during the period of November 2023 (setting date control to last month, as the task is performed in December), compared to the previous month, October 2023 (comparison date range is the last period). The target audience for this dashboard is the digital marketing team, and it includes several metrics:

- **Impression:** The number of times an ad is displayed or viewed by users.
- **Clicks:** The number of times users click on the ad.
- **Conversions:** The number of users who take action, such as making a purchase, after viewing and clicking on the ad.
- **Cost:** The total expense incurred for marketing campaigns.
- **Conversion Rate:** The percentage of users who take the desired action compared to the total number of visitors or clicks.
- **Cost per Conversion:** The average cost incurred for each desired action.
- **Avg CPC (Cost per Click):** The average cost for each time a user clicks on the ad.
- **Avg CPM (Cost per Thousand Impressions):** The average cost for every thousand ad impressions.
- **CTR (Click Through Rate):** The percentage of clicks compared to the number of ad impressions.
- **ROAS (Return on Ad Spend) (primary):** The ratio of revenue generated by marketing campaigns compared to the expenses incurred.

Looker Studio Dashboard Link : <https://lookerstudio.google.com/reporting/90de1d92-08c9-47af-b13d-76bb93010a33>



On the dashboard, insights are gained that in November 2023, overall, the campaigns can be considered profitable due to a significant increase in the conversion value (up by 75.8% compared to the previous month). The expenses incurred for the campaigns in this month are relatively high, as indicated by the increased cost metric, but it seems justified as it successfully reached and persuaded/engaged a larger audience. This is evident from the increased metrics of impressions, clicks, and conversion rates. Similar metrics related to cost also show profitability, where the Cost/Conv for this month decreased by 14.8%. The increase in Avg CPC and the decrease in Avg CPM are related to the increased cost in this month. All these factors contribute to a substantial increase in ROAS by 111.2% in this month.

In terms of specific campaigns, the top three campaigns with the highest ROAS are Jackets, Accessories, and Fun, while the lowest three are Active Wear, Dynamic Search Ads, and Holiday. This provides us with motivation to conduct a more in-depth analysis of the campaign and identify the factors that contribute to its success or failure. These factors may include the quality of the copywriting which utilizing keyword targeting (when users search for these keywords, the Ads may appear in the search results), the content itself, whether the target audience aligns with the campaign based on demographics, locations and more, the use of talent on the campaign, whether there are current social media trends that could influence the level of public interest in our campaign, and probably one of the most important one is that Ads placement factor or where Ads will appear on the Google Search Network (text ads displayed on search engine results pages) and the Google Display Network (image and video ads on

websites within Google's network). By doing so, the patterns identified can provide insights to create a campaign that resonates with the preferences of the public.

Regarding the ROAS metric based on devices, it is highest on Mobile Phones, followed by Computers, and then Tablets. The high performance of smartphones and computers is closely related to the number of users or the ownership of devices and the frequency of device usage each day. People use smartphones daily for communication and entertainment through social media, while laptops are typically used for work and also for entertainment, leveraging a wider screen for activities like watching movies. Placing advertisement campaigns strategically (as explained from paragraph before), both in terms of quality and quantity, according to the type of device that tends to yield a higher Return on Advertising Spend (ROAS), will enhance the company's future profits.