



# DIGITAL MARKETING ADVICE ON SYNERGY MEDIA

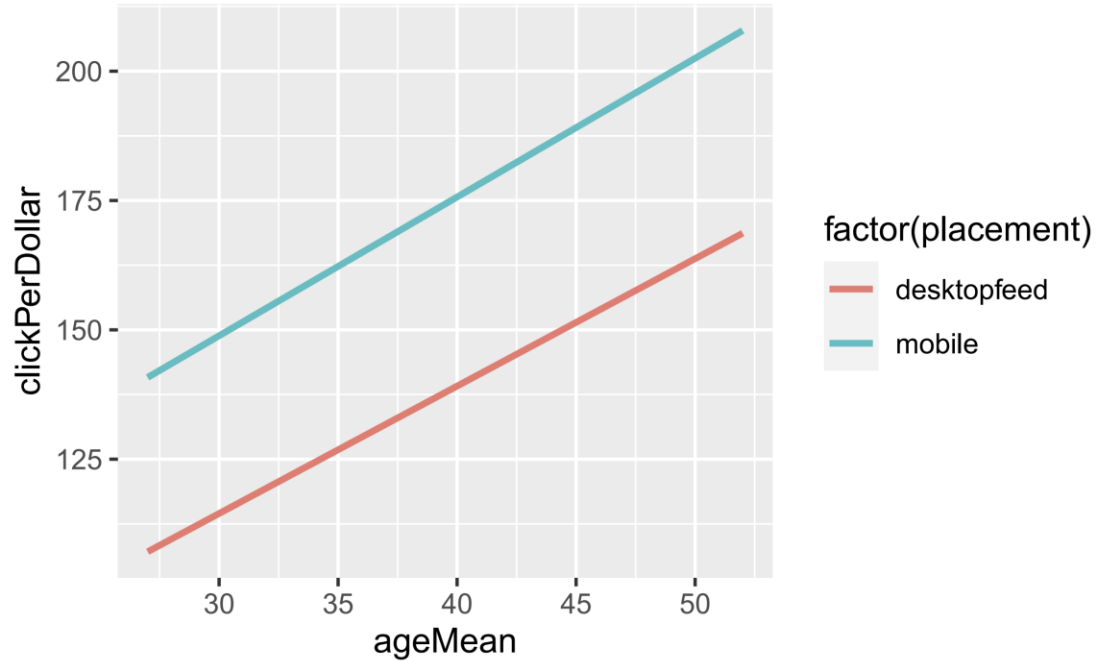
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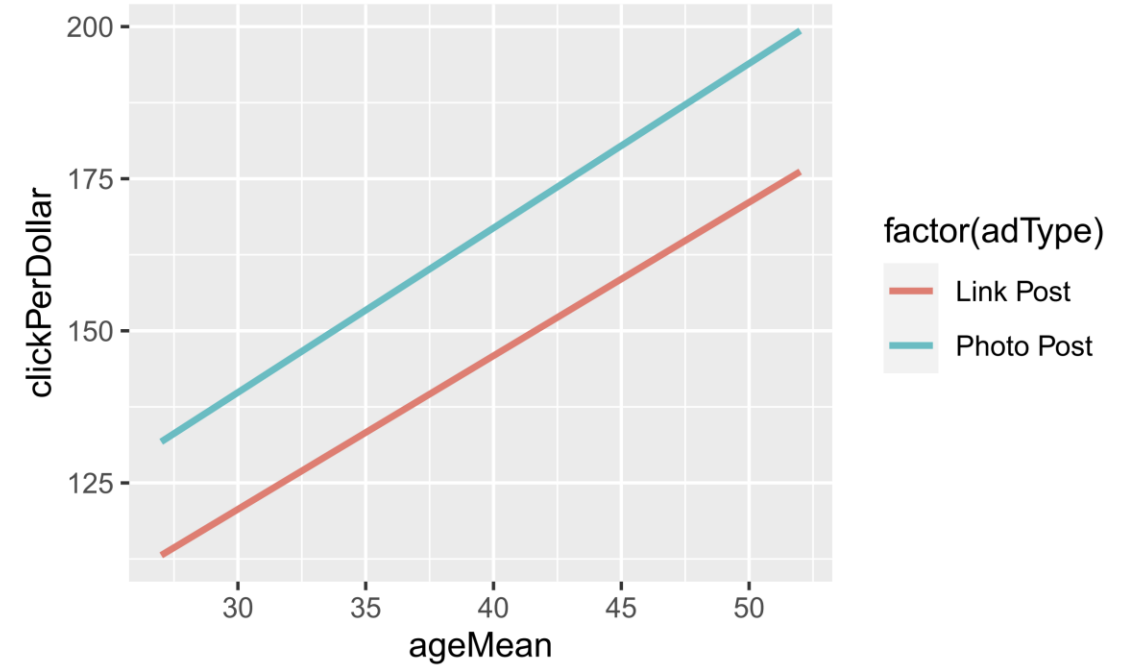
## CONTEXT

- Using 12.5% as the success threshold for return rate.
- Types and placements will affect successfulness of an ad
- The new eCom ads are successful for younger people.
- Analyzing the Re-designed dataset based on categories and age-Mean
- Different types of key words have different return rates

Desktop feed vs. mobile

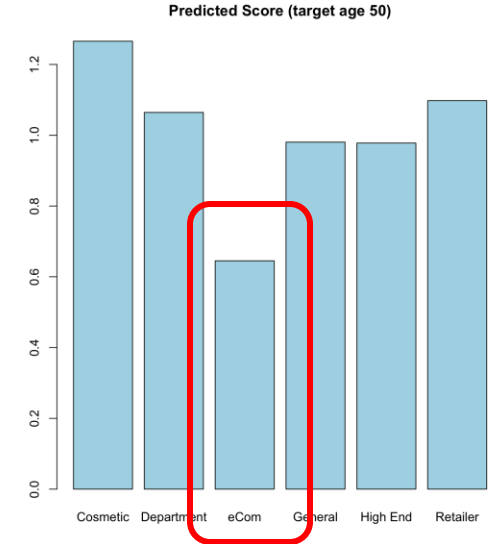
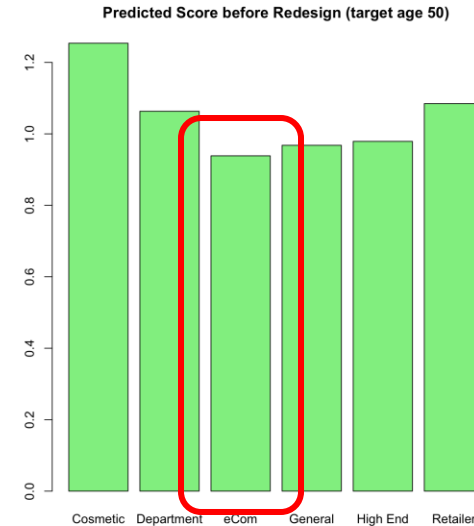
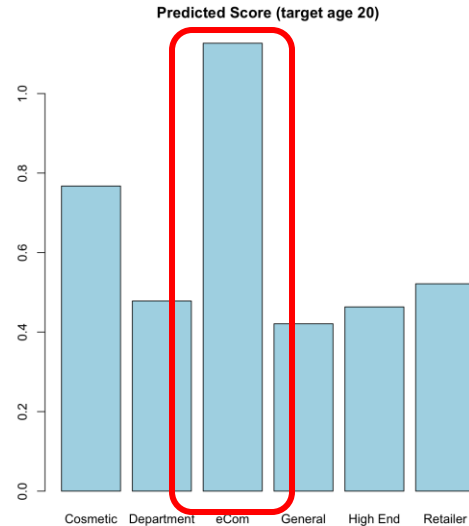
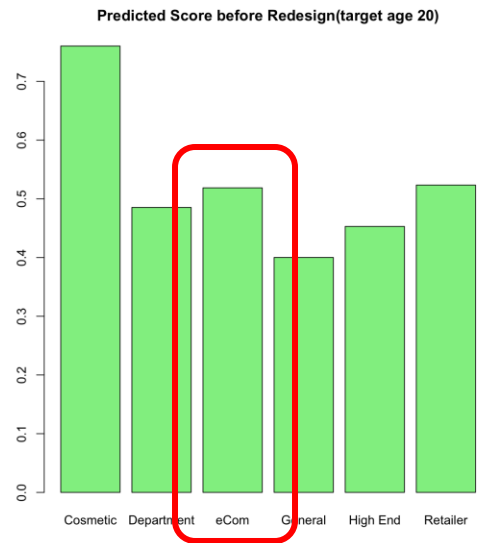


Link Post ads vs. Photo Post ads



## HOW PLACEMENT AND TYPES AFFECT AN ADS' SUCCESSFULNESS

- The profit conversion of ads on mobile is significantly higher than that of desktop feed
- Among customers of all ages, photos are more likely to attract attention and convert into profits than links. Differences in age do not lead to different preferences for photo or link ads.
- The older the customer base, the better the effect of mobile and photo



## E-COMMERCE ADS BEING EFFECTIVE ON THE YOUNG AFTER REDESIGN

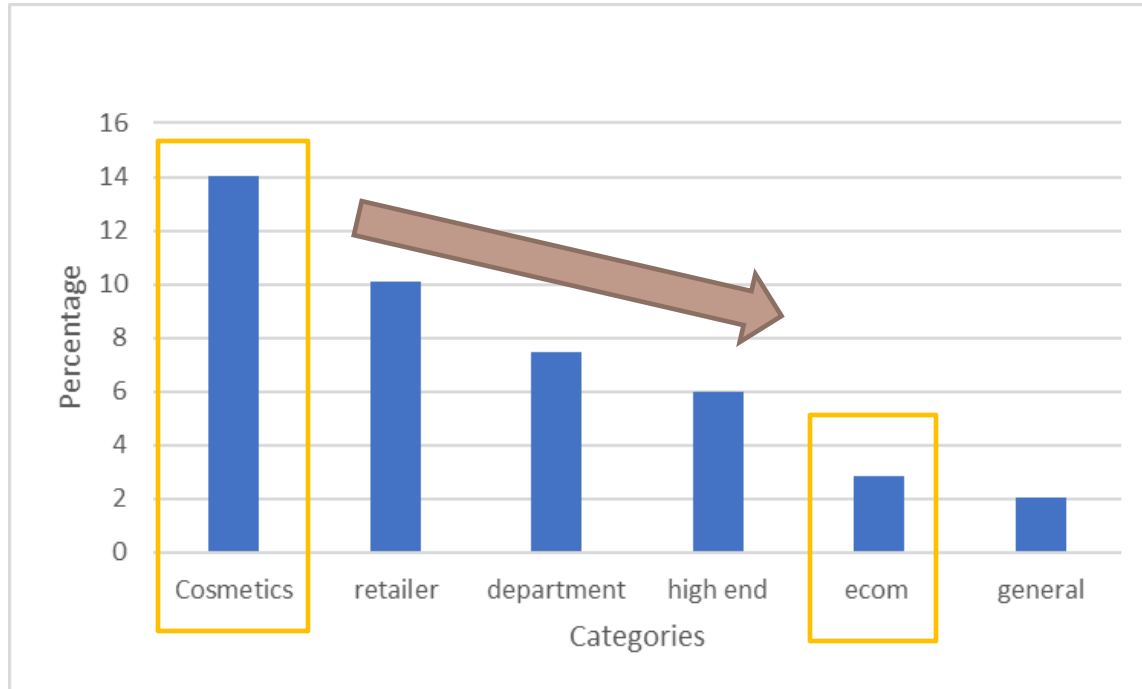
- Before Redesign: E-Commerce doesn't have obvious advantage on young group or disadvantage on old group.
- After Redesign: E-Commerce especially focuses on young group and becomes obviously not effective on old group.

## PERCENTAGE EFFECTS FOR ECOM ADS AFTER THE REDESIGN

CRITERIA	TOTAL NUMBER
WITH YES	1877
WITH ECOM	441
WITH AGE 27	1101

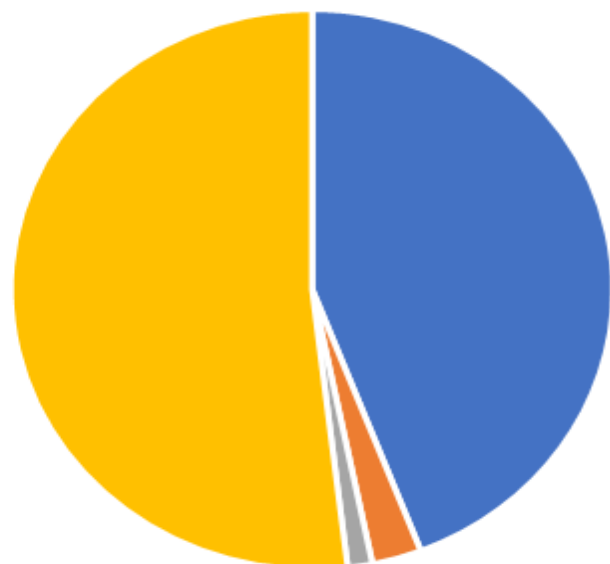
- 28.34% of the ecom ads were successful
- Within Ecom successful % by ageMean

PERCENTAGE	AGE MEAN
17.69	27
7.71	34.5
2.95	44.5
0	52



## IS ECOM AS SUCCESSFUL WHEN COMPARED WITH OTHER CATEGORIES

CATEGORY	SUCCESS PERCENTAGE
Cosmetics	14.03
Retailer	10.07
Department	7.45
High End	5.96
eCom	2.82
General	2.03

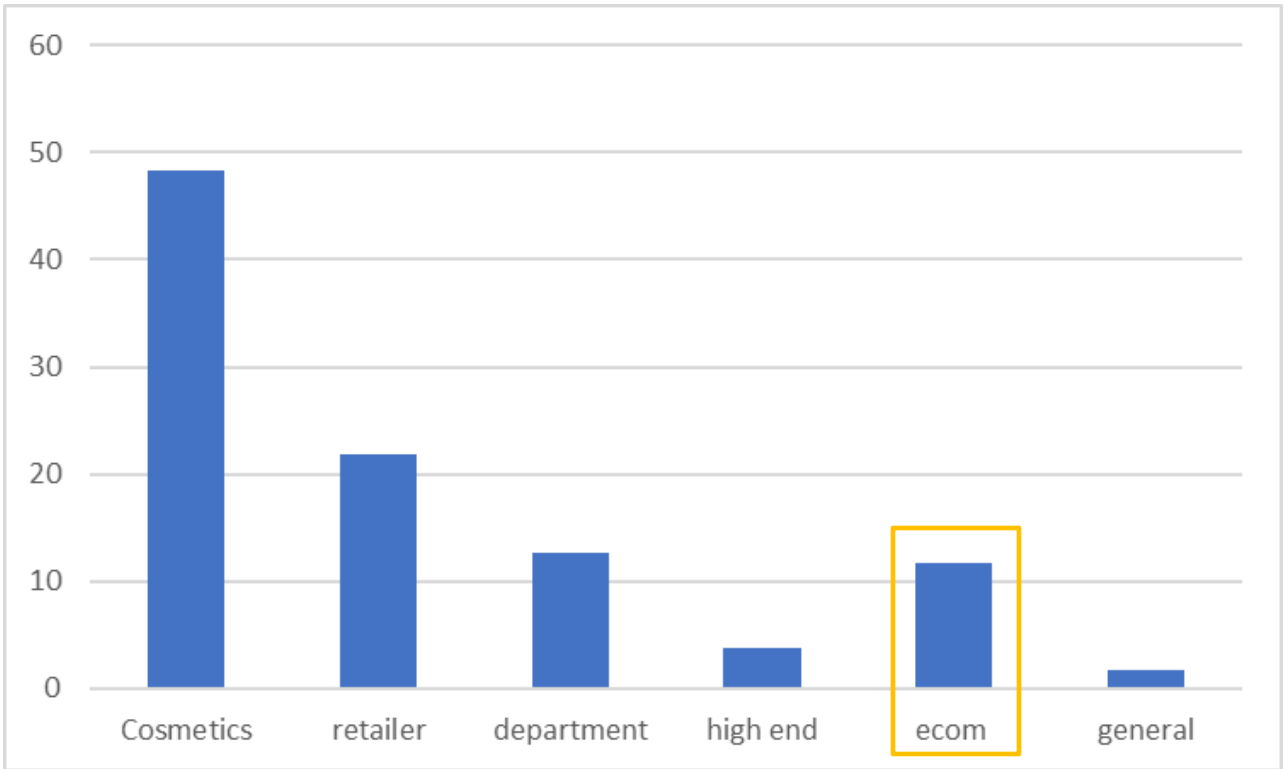


■ Cosmetics ■ retailer ■ department ■ ecom

## CATEGORIES CONTRIBUTING MOST TOWARDS THE AGE GROUP OF 27

■ **Success Rate** for the ageMean of 27 is **14.26**

CATEGORY	PERCENTAGE
Cosmetics	42.26
Retailer	2.55
Department	1.27
eCom	49.68



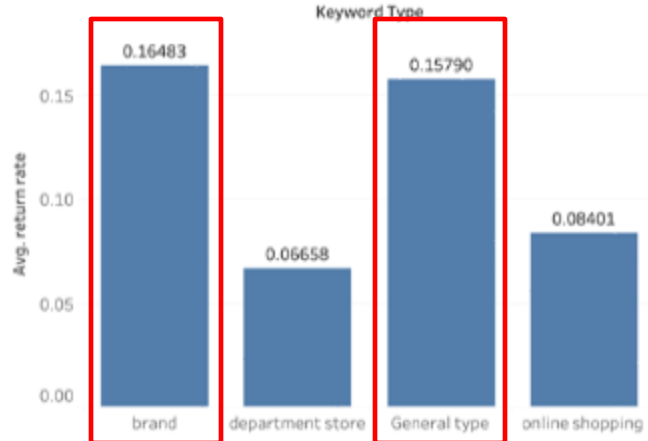
## CATEGORIES CONTRIBUTING MOST TOWARDS THE AGE GROUP OF 34.5

■ **Success Rate** for the ageMean of 34.5 is **26.24**

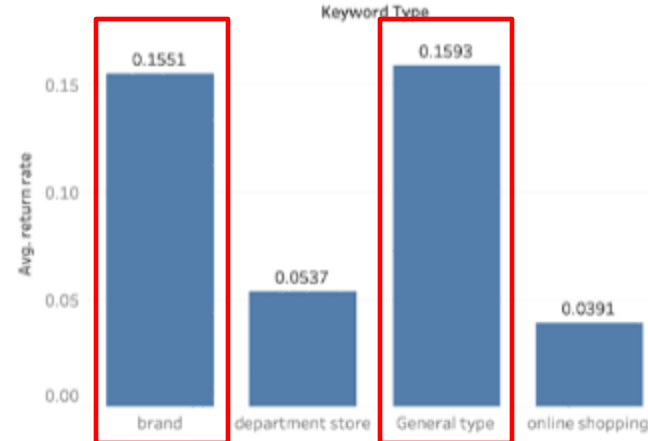
CATEGORY	PERCENTAGE
Cosmetics	48.29
Retailer	21.92
Department	12.67
High end	3.77
eCom	11.64
General	1.71



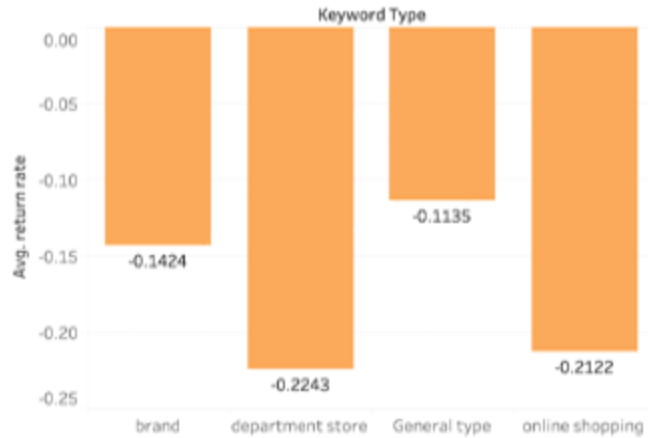
before return rate (old)



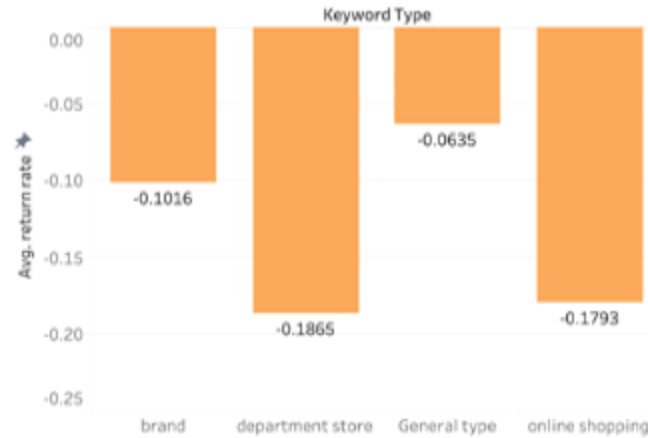
after return rate (old)



before return rate (young)



after return rate (young)



## KEYWORDS VS RETURN RATE (BEFORE & AFTER E-COM CHANGE)

- Divided "Keywords" into 4 Groups
- Brand (e.g lululemon); department store (e.g Macy's); General Type (e.g shopping); online shopping (e.g Amazon.com).
- Old group(ageMean>27) and young group(ageMean=27) have different preference on keywords.
- **Brand & General Type** is the best keywords to include in.

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# RECOMMENDATIONS

1. Target the right audience
2. Implement Redesign on eCom ads and focus on the young generation
3. E-commerce is good to invest, but also could focus on other categories
4. Mobile better than desktop feed; Photo better than link
5. Brand names and General Type are the best keywords to include in advertisements.



THANK YOU