codecademy

Marketing Data Analysis

The current ad is failing to bring in sufficient clicks

- Through testing it is shown that Ad C receives the most clicks
- Current Ad experience is far behind with only 23.8% clicks
- Changing the ad experience would increase CTR
- User feedback informed changes

User feedback research:

Lack of clarity and details is a consistent pain point

"I wasn't aware of Ready features."

"I have a hard time understanding how I'd be billed, so I didn't want to give my credit card information."

"I'm really interested in the Ready and Pro features, but I've paid for them before and never used them. I didn't feel like I was getting my money's worth."

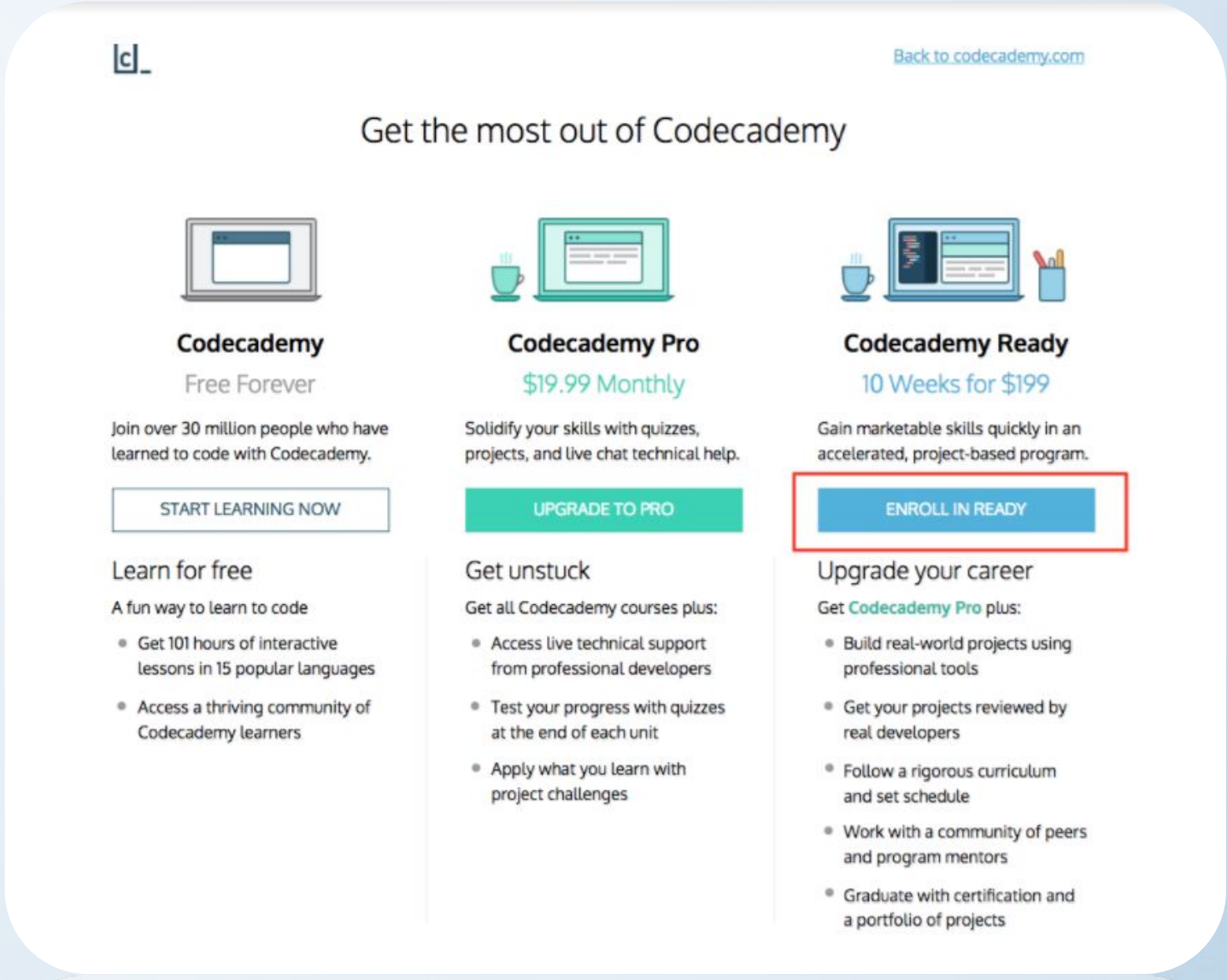
"I'm a Ready user. I love the projects! I wish I had more time to make progress. It's hard to balance my course workload and time for individual projects."

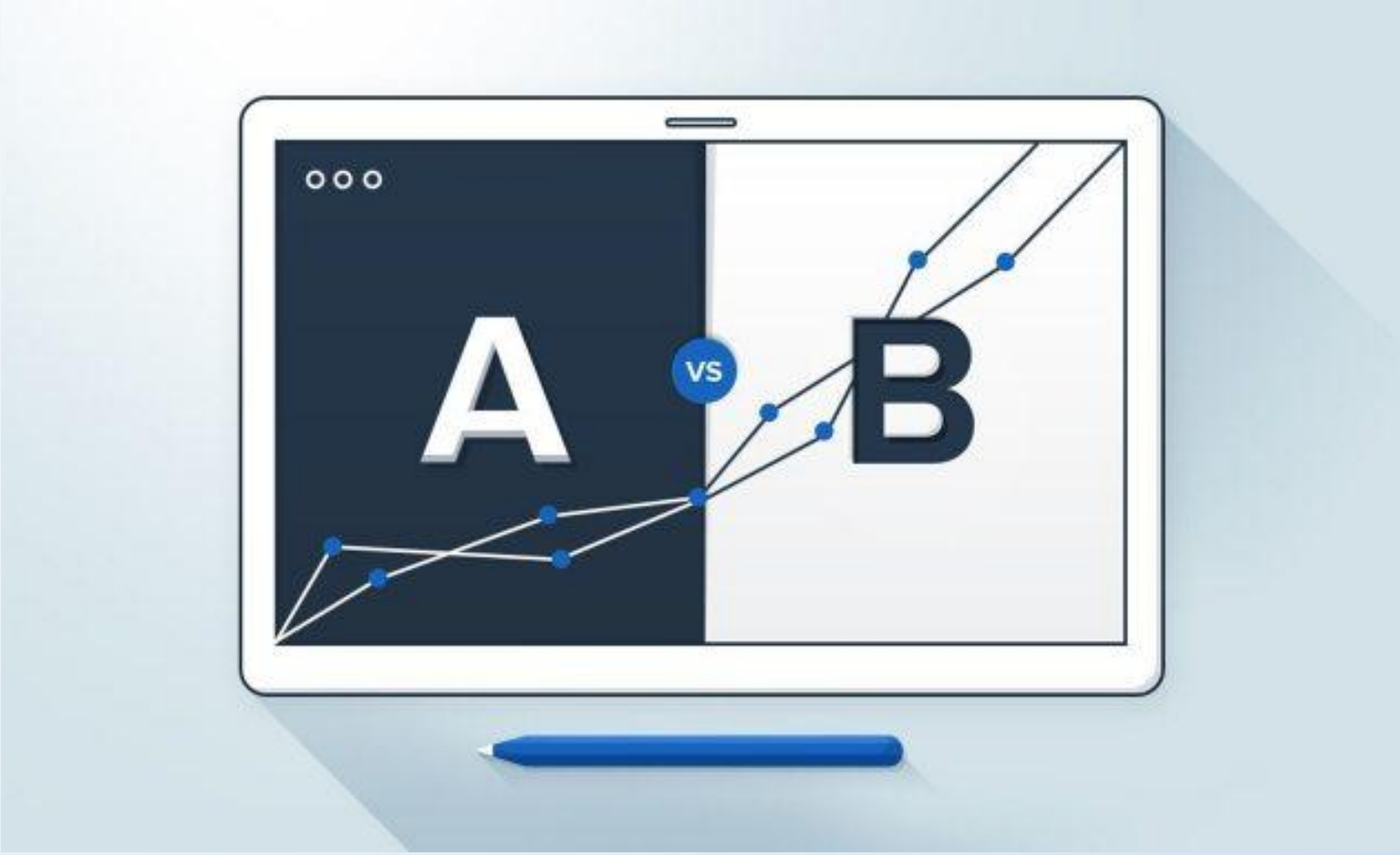
Current Ad

- Small
- No info on cost
- Few details on curriculum
- Overall lacking in details

Ad C

- Larger footprint / presence
- Clear information on:
  - Cost
  - Curriculum
  - Timing

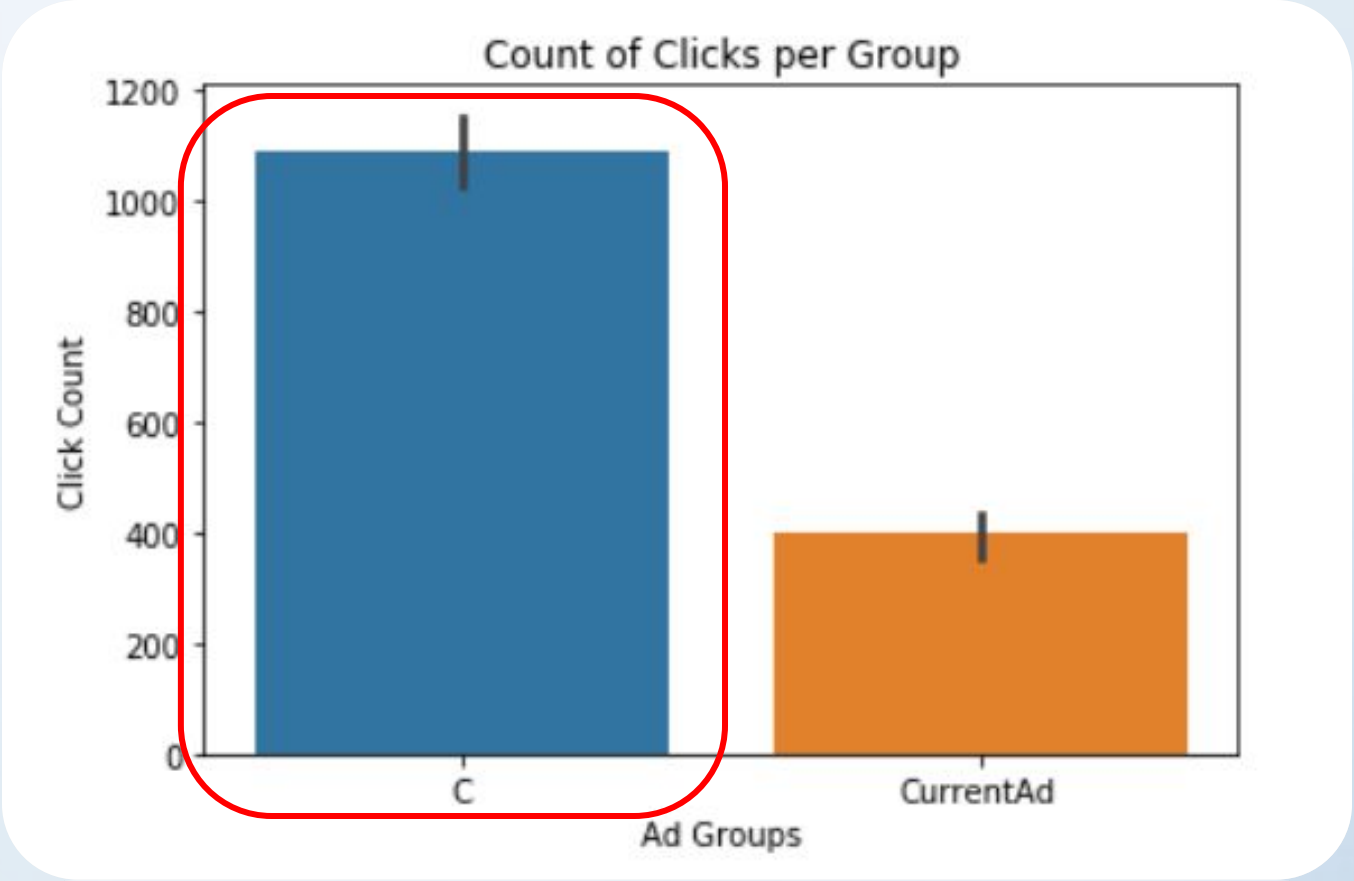




A/B Testing was used to determine success of each ad

- CTR was measured
- Statistical significance was tested

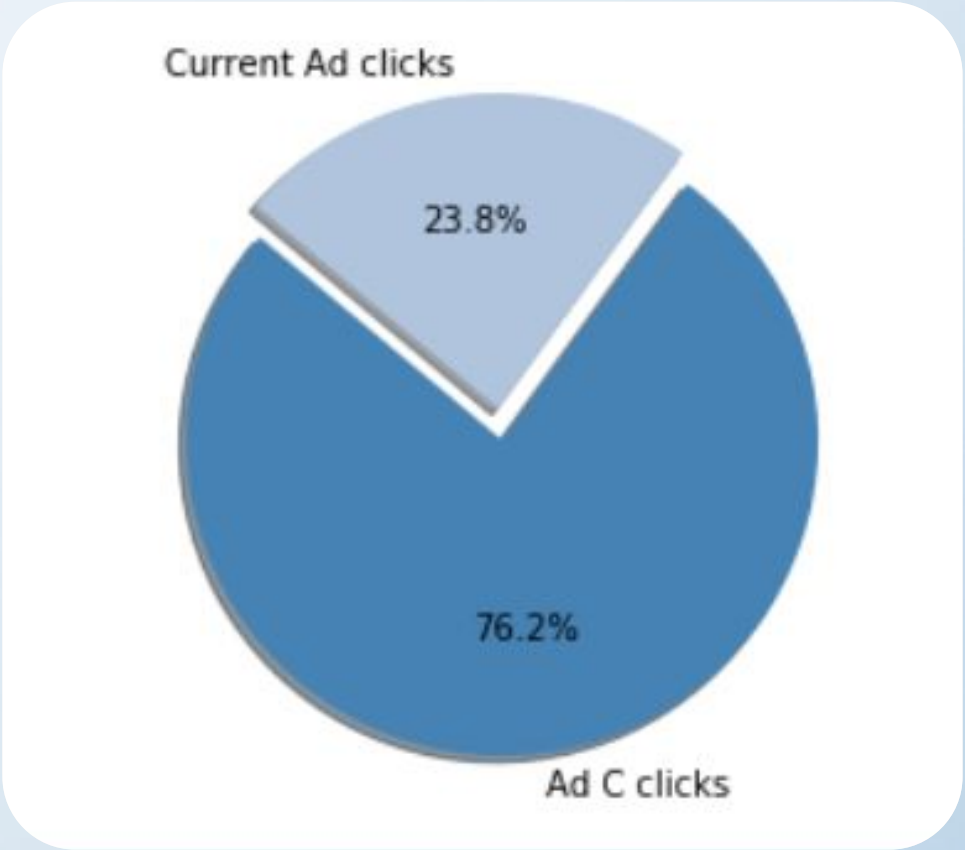
Clicks per Ad



CTR: Current ad & Ad C

- Current ad = 23.8%
- Ad C = 76.2%

Ad C is the clear leader



User feedback powered ads

- Clarity & wealth of information are primary drivers in clicks
- Ad C increased CTR by resolving these pain points