



# MARKETING CAMPAIGNS | Overview

Campaigns

All

Month | 2021

All

Thuy Linh  
Nguyen



Overview

Performance & Financials

Campaign Duration

Channels

Customers & Location

Company

## Engagement Metrics

(Choose a month to track the growth)

Impressions

1,101,460K

vs. PM

Clicks

109,954K

vs. PM

Conversions

8,807K

vs. PM

## Campaign Performance Funnel

- > The conversion & click-through rates are significantly low compared to impressions
- > Only around 10% of viewers click on the ad, and just 1% of them convert

Impressions

Clicks

Conversions

100%

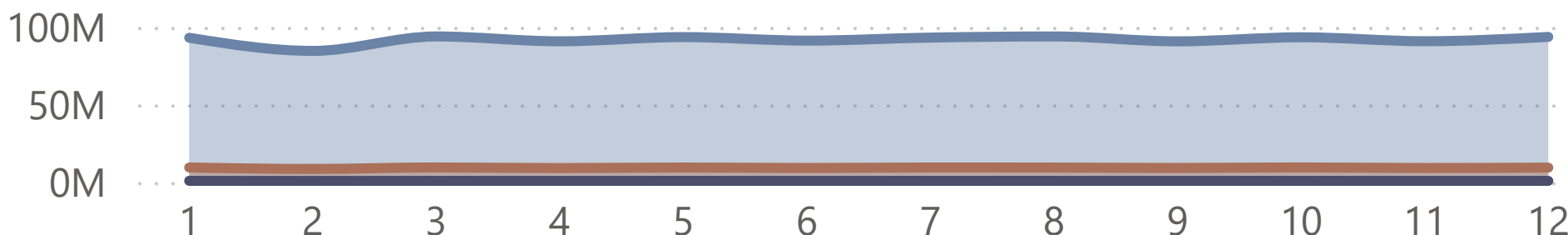
109,954K (9.98%)

8,807K (0.8%)

0.8%

## Impressions, Clicks and Conversions by Month

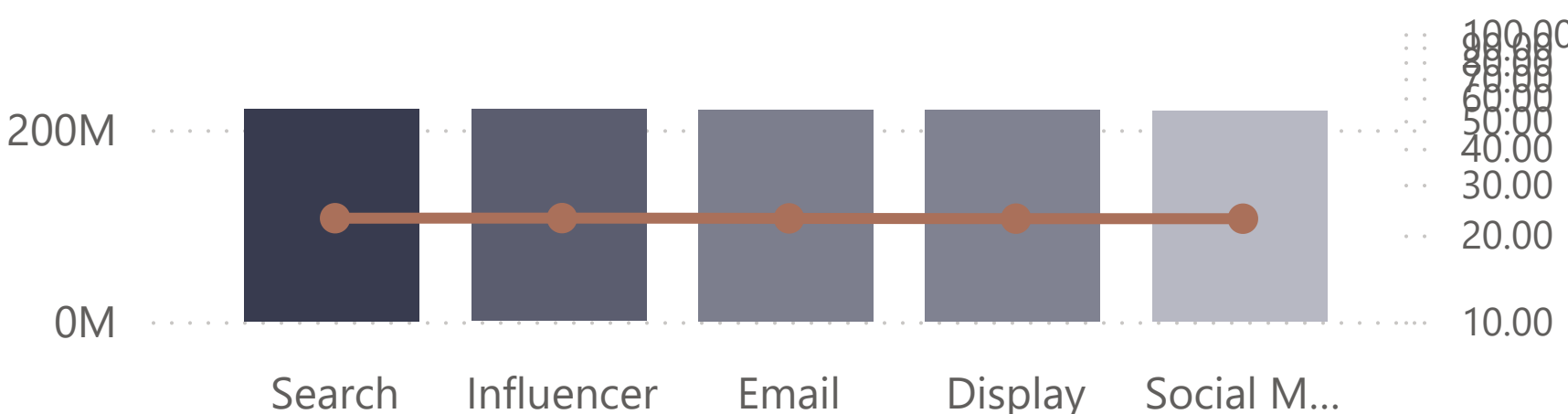
Impressions Clicks Conversions



> There is no significant fluctuation in engagement metrics across months, and the percentage ratios between metrics remain consistent

## Impressions and CPC by Campaigns

Impressions CPC



> Minor fluctuations in CPC suggest differences in cost-effectiveness among campaigns  
> Conversion Rate and CTR remain identical across campaigns, likely due to extensive preprocessing

## Campaigns Analytics Overall

Campaigns	Frequency	ROI	vs. PM	Impressions	vs. PM	Clicks	vs. PM	Conversions	vs. PM	Avg_Score	Cost	CPC	CT
Influencer	40169	5.01		220,769K		22,037.7K		1,771.6K		5.48	502,401K	22.80	(
Search	40157	5.01		221,415K		22,032.1K		1,764.6K		5.49	501,912K	22.78	(
Display	39987	5.01		220,075K		22,031.0K		1,764.2K		5.51	500,159K	22.70	(
Email	39870	4.99		220,145K		21,897.9K		1,747.4K		5.50	498,189K	22.75	(
Social Media	39817	4.99		219,056K		21,955.7K		1,758.8K		5.50	498,218K	22.69	(

> Most campaign metrics show little variation  
> 3 campaigns share the highest ROI  
> **Influencer Campaign:** Most used (40,169 times), highest ROI, but also the most expensive.  
> **Display Campaign:** Best balance—highest ROI & Average Engagement Score with mid-range cost

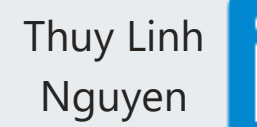


## Campaigns

All



All



## Performance & Financials

## Campaign Duration

## Channels

## Customers & Location

## Company

(Choose a month to track the growth)

## Cost

2,500,879K

% Growth Cost formatted ▼

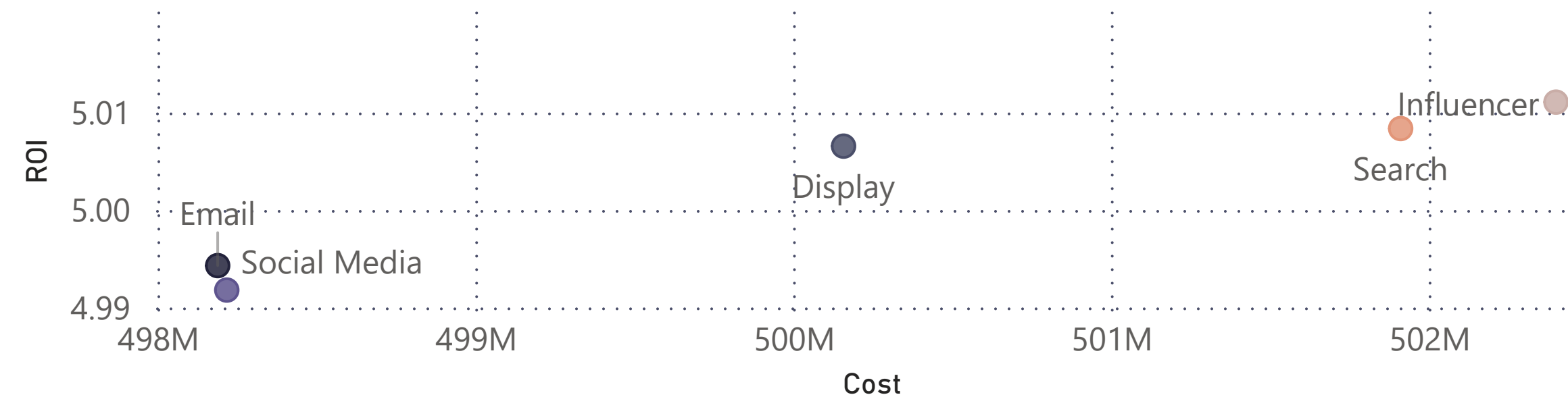
ROI

5.00

% Growth ROI formatted ▼

## Cost and ROI by Campaigns and Campaigns

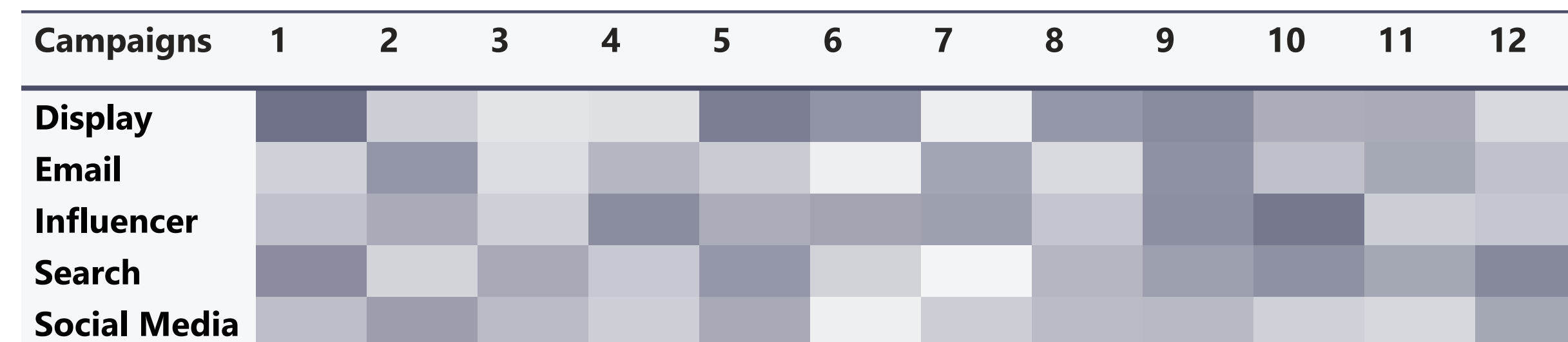
> Influencer & Search have higher costs but higher ROI, while Email & Social Media have lower costs and lower ROI; Display offers a good balance.



## ROI Performance by Campaigns and Month in 2021

> Display in January & Influencer in October had the highest ROI

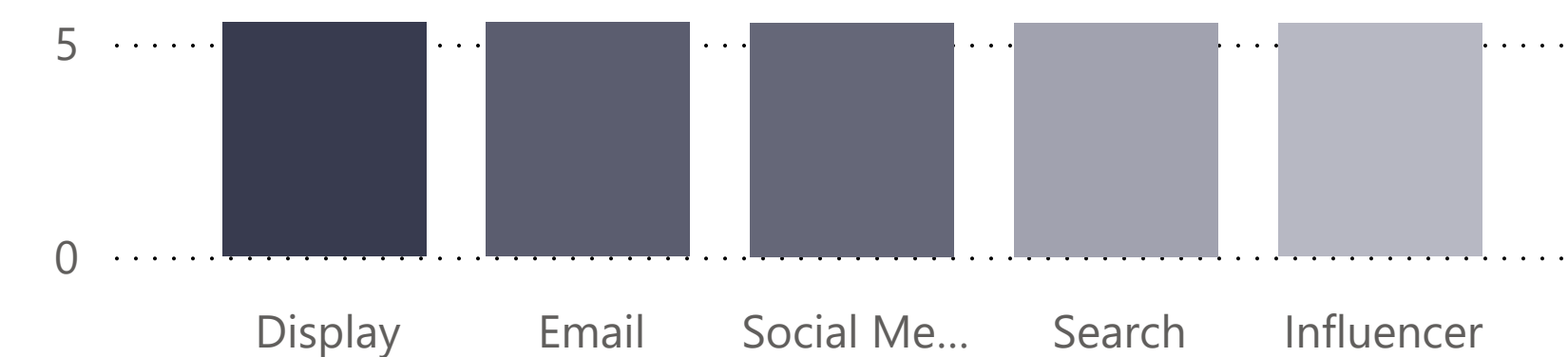
> Overall, ROI remains consistent across months



## ENGAGEMENT SCORES

### Average Engagement Score by Campaigns

> All campaigns have Avg\_Scores close to the overall average of 5.5, showing no significant outliers



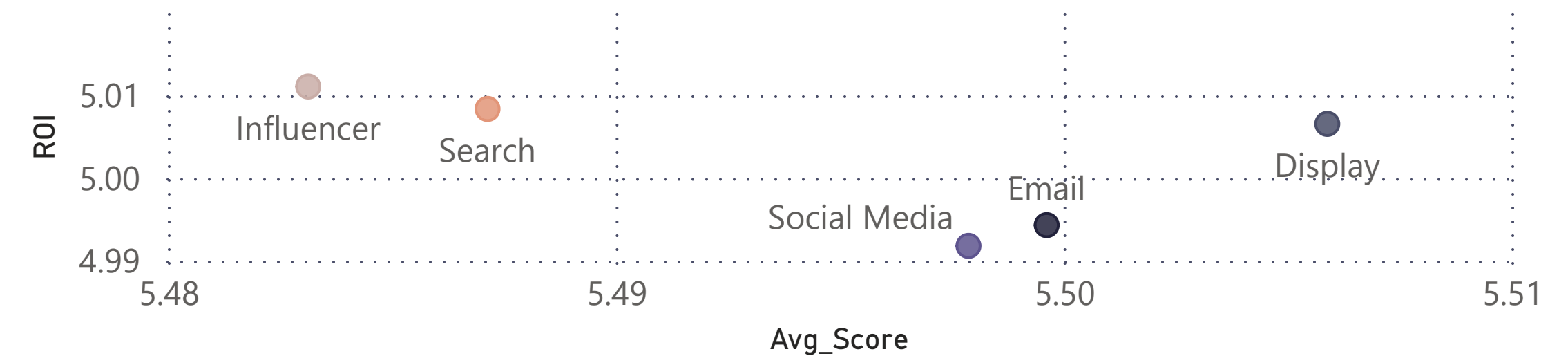
## Avg\_Score

## 5.49

### Avg Engagement Score and ROI by Campaigns

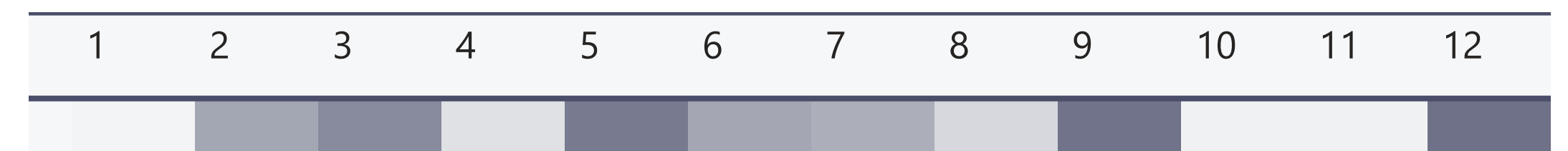
> Influencer & Search have the highest ROI but lower Avg\_Score, while Display has the highest Avg\_Score with mid-tier ROI; However, the differences are minimal.

● Display ● Email ● Influencer ● Search ● Social Media



### Average Engagement Score Performance by Month

> Sep & Dec have the highest Average Engagement Score





Overview

Performance & Financials

Campaign Duration

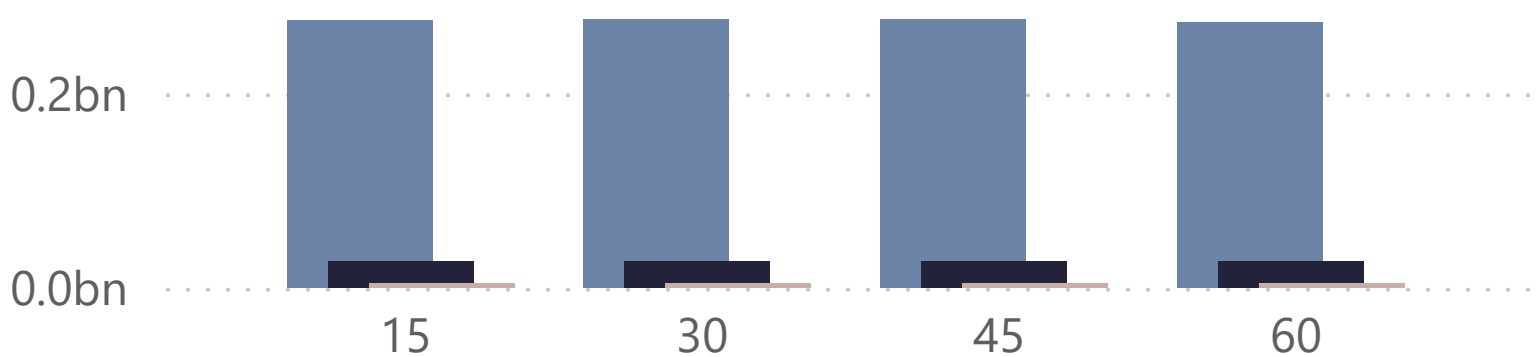
Channels

Customers & Location

Company

### Impressions, Clicks and Conversions by Duration days

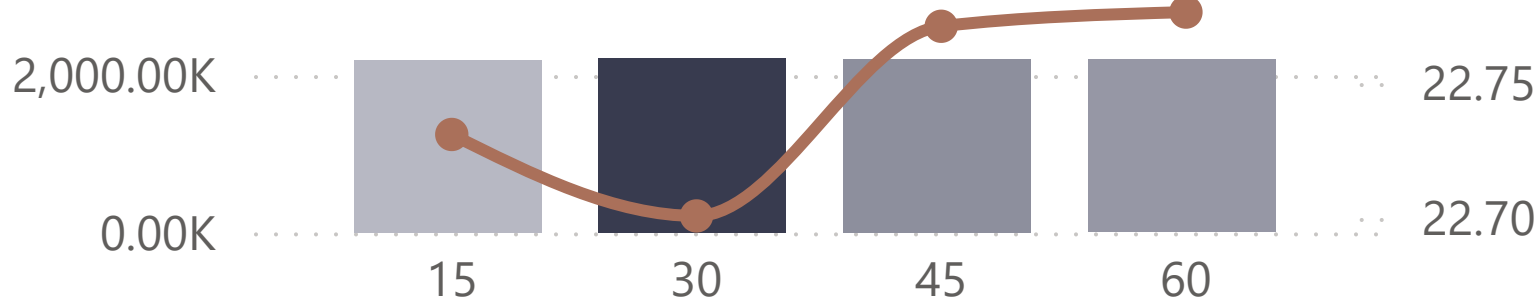
Impressions Clicks Conversions



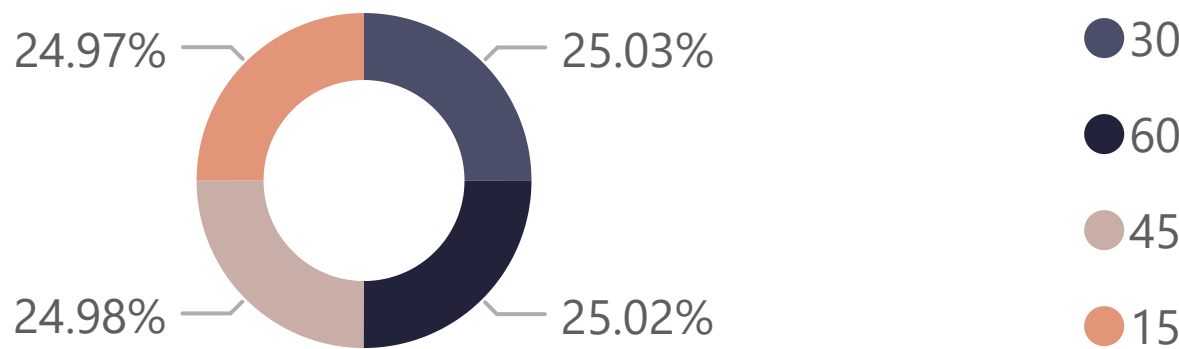
### Conversions and CPC by Duration days

> Although 30 days has more conversions, its CPC is lower than 60 days

Conversions CPC

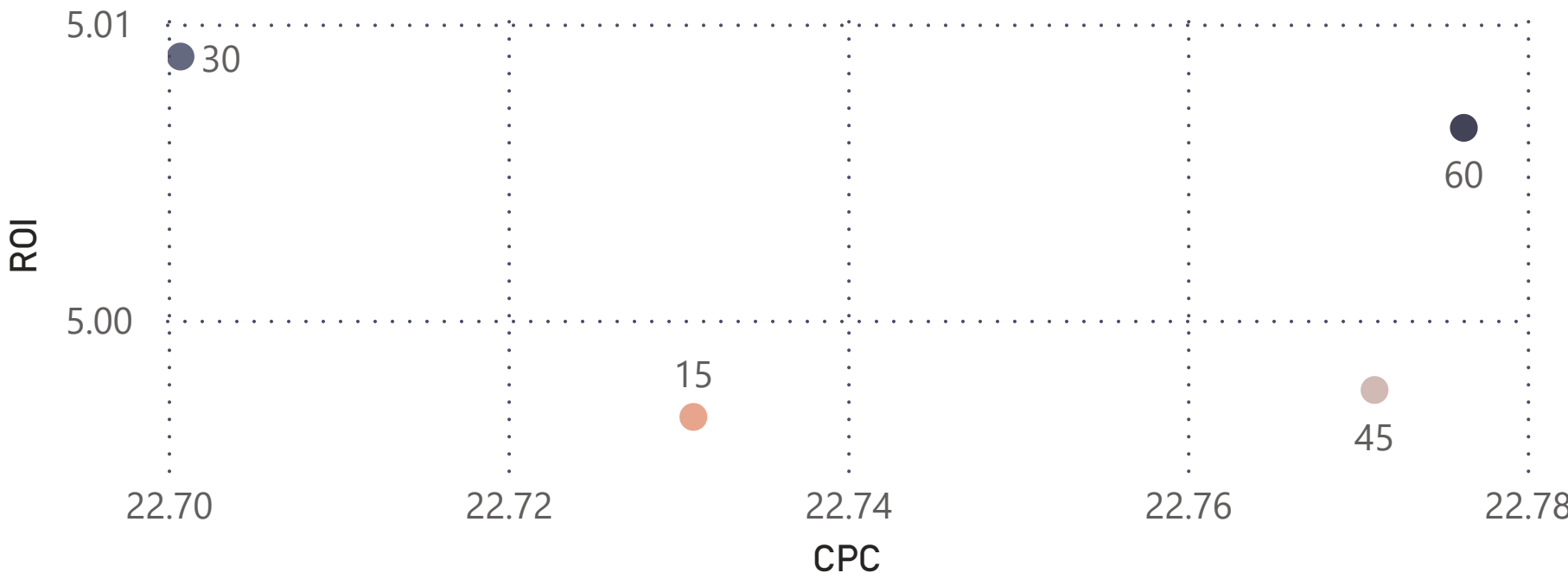


### ROI by Duration days



### CPC and ROI by Duration\_days and Duration\_days

> Overall, 30 days and 60 days have the highest ROI but 30 days has the lower CPC



### Roi by Campaigns and Duration Days

Campaigns	15	30	45	60
Display				
Email				
Influencer				
Search				
Social Media				

(CTR and Conversion Rate are constant, so the focus is on ROI and CPC)

+ **Display:** ROI remains the highest and consistent across 30, 45, and 60 days, with 45 days having the lowest CPC

> Avoid running this campaign for **15 days** or consider capping at **45 days**.

+ **Email:** ROI increases from 15 to 30 days with stable CPC, but both ROI and CPC rise at 45 days.

+ **Influencer:** ROI is stable across 30, 45, and 60 days, but 30 days has the lowest CPC, making it the most cost-effective choice.

+ **Search:** Performs best at 30 days, with the highest ROI and lowest CPC. Extending beyond this period reduces ROI and increases CPC.

+ **Social Media:** Most effective at 15 days with the lowest CPC. If a longer duration is needed, 60 days is preferable, as ROI decreases only slightly compared to 30 or 45 days.

### Campaigns and Duration Days

Campaigns	Day	ROI	vs. PM	Cost	vs. PM	Impressions	vs. PM	Clicks	vs. PM	Conversions	vs. PM	CPC	CTR	Co
Display	15	5.00		124,903K		55,270K		5,486K		441.15K		22.77	0.10	
	30	5.01		125,907K		54,878K		5,554K		445.14K		22.67	0.10	
	45	5.01		124,858K		55,278K		5,528K		441.67K		22.58	0.10	
	60	5.01		124,491K		54,649K		5,462K		436.22K		22.79	0.10	
Total		5.01		500,159K		220,075K		22,031K		1,764.18K		22.70	0.10	





# MARKETING CAMPAIGNS | Channels

Channel

All



Campaign

All



Month

All



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• Select Channels and Campaigns to view corresponding metrics

Impressions

1,101,460K

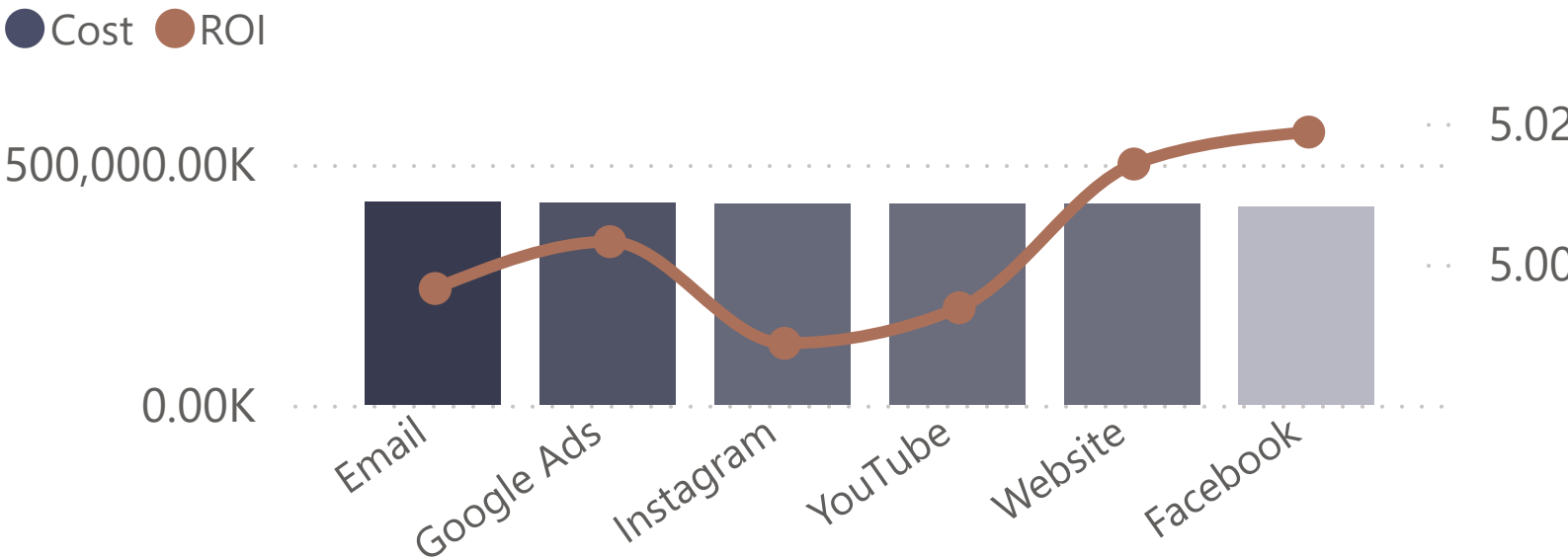
Clicks

109,954K

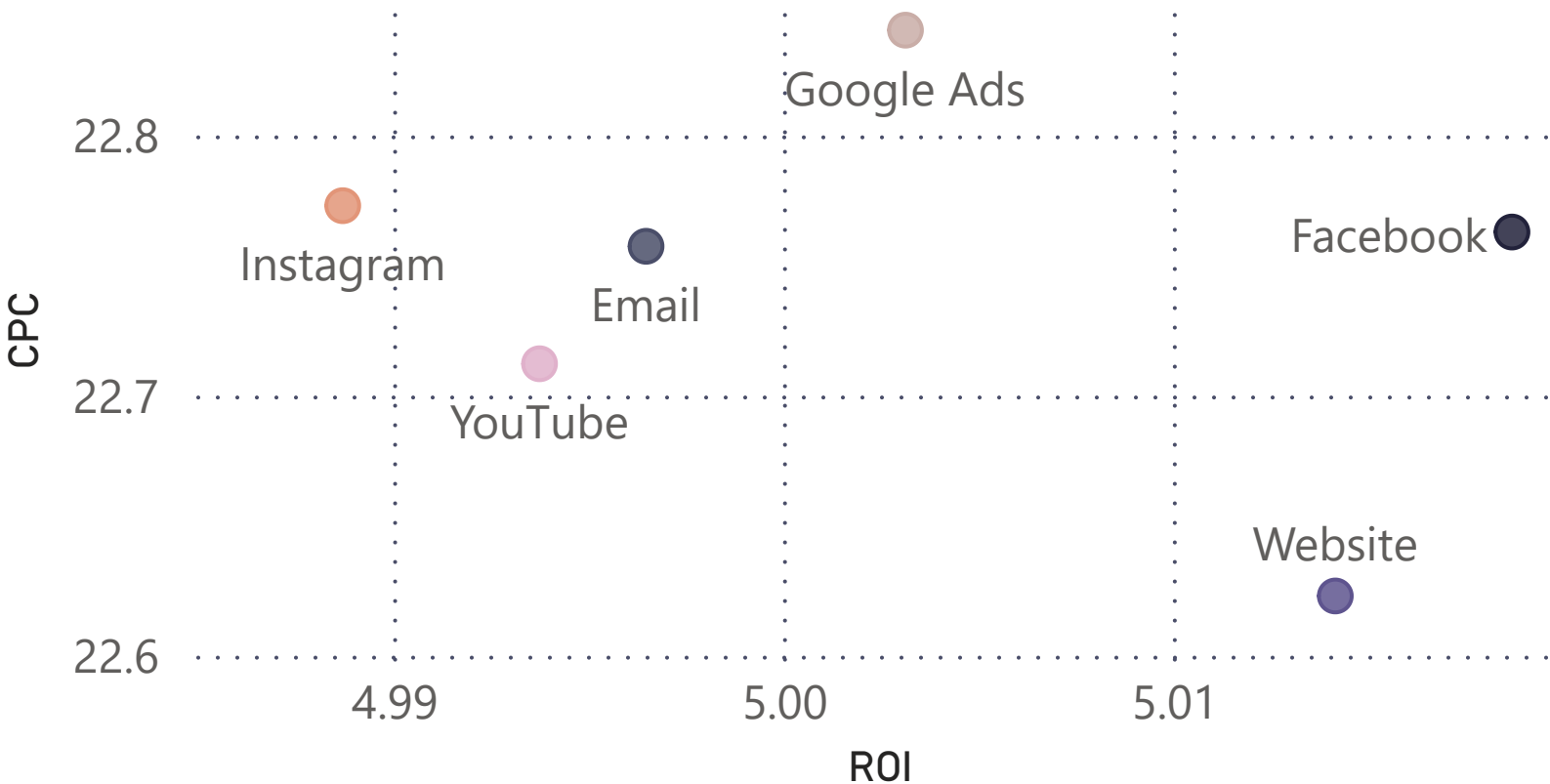
Conversions

8,807K

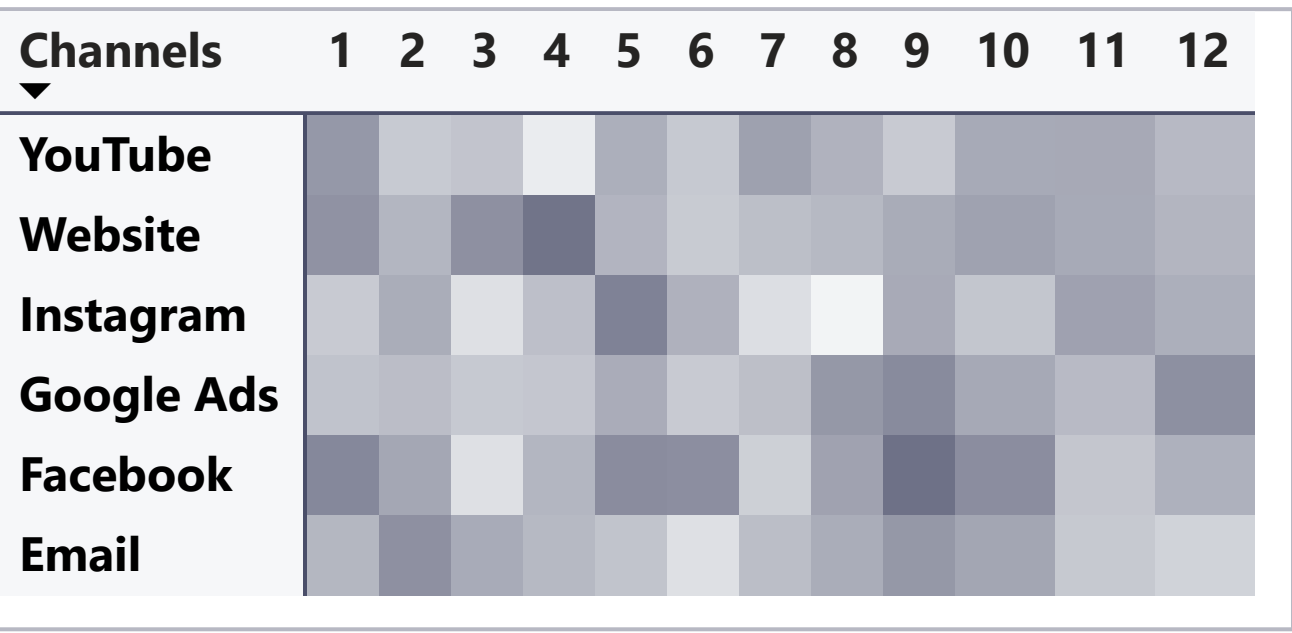
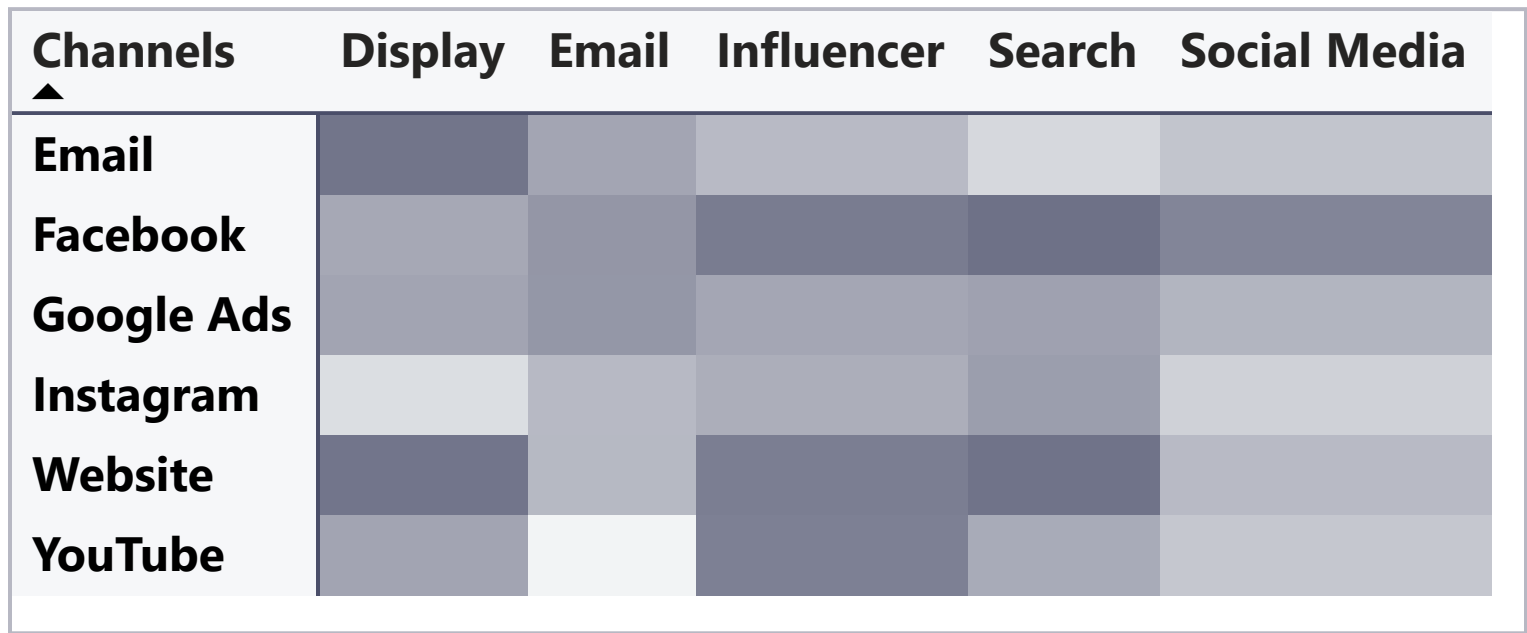
## ROI and Cost by Channels



## ROI and CPC by Channels



## Roi by Channels and Campaigns/ Duration Days



## Channels Analytics Overall

Channels	Campaigns	Impressions	vs. PM	Clicks	vs. PM	Conversions	vs. PM	Cost	CPC
Google Ads	Influencer	37,221K		3,697,121		296.75K		84,601K	22.8
	Search	37,179K		3,709,432		298.95K		83,922K	22.8
	Social Media	37,007K		3,655,052		290.94K		83,694K	22.8
	Email	36,997K		3,657,490		293.15K		83,643K	22.8
	Display	36,603K		3,621,712		289.23K		83,052K	22.8
	Total	185,007K		18,340,807		1,469.03K		418,912K	22.8
Email		184,801K		18,493,963		1,485.75K		420,874K	22.8

- > ROI across channels and campaigns remains relatively stable throughout 2021
- > **Facebook** has the highest ROI with the lowest cost, excelling in the **Search campaign**, especially in September
- > **Instagram** and **YouTube** have similar cost and ROI metrics, but **Instagram**'s CPC is slightly higher
- > **Email** is the most expensive channel but ranks third in ROI, performing well with the Display campaign
- > **Website** ranks second to **Facebook** and delivers strong results with **Display, Influencer, and Search campaigns**
- Consider prioritizing campaigns on Facebook and Website for better efficiency



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CUSTOMER SEGMENT

Age & Gender Performance Summary

> Only 25-34 has data for both genders. ROI is higher for men, but Engagement Score is the same

Age	Gender	ROI	Avg_Score	Impressions	Clicks	Conversions	Conversion Rate
18-24	Men	4.98	5.52	221,226,637	22,096,802	1,771,616.00	
	Total	4.98	5.52	221,226,637	22,096,802	1,771,616.00	
25-34	Men	5.02	5.49	220,388,856	22,014,338	1,765,841.00	

Customer Segment vs. Campaign Performance

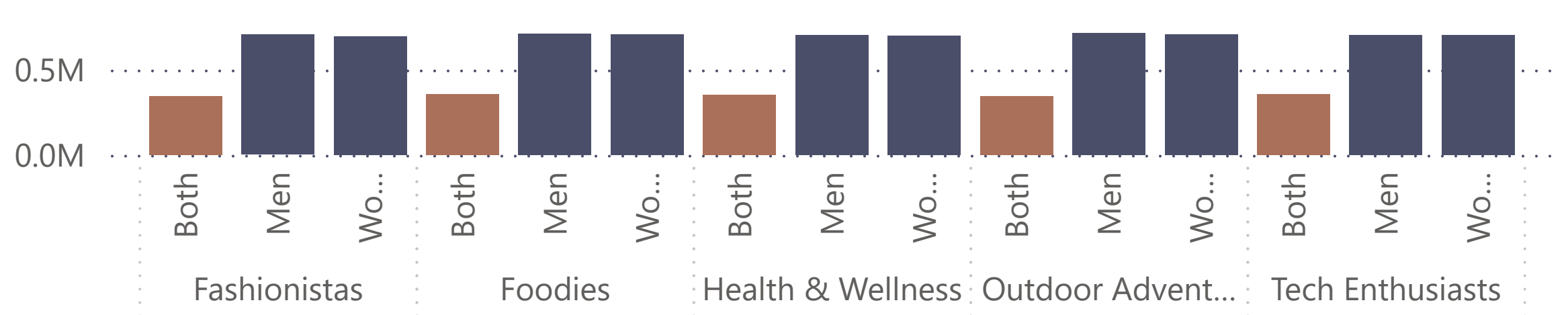
> ROI is similar across segments, but Foodies have the highest Average Engagement Score

> ROI and Score show slight variations depending on the campaign used for each segment

Customer_Segment	Campaigns	ROI	Avg_Score	Impressions	Clicks	Conversions
Fashionistas	Display	5.01	5.49	43,158,234	4,327,472	346,219.00
	Email	5.02	5.51	43,695,765	4,331,576	342,918.00
	Influencer	5.00	5.47	43,643,217	4,351,934	348,312.00
	Search	4.99	5.47	44,108,004	4,414,486	352,312.00

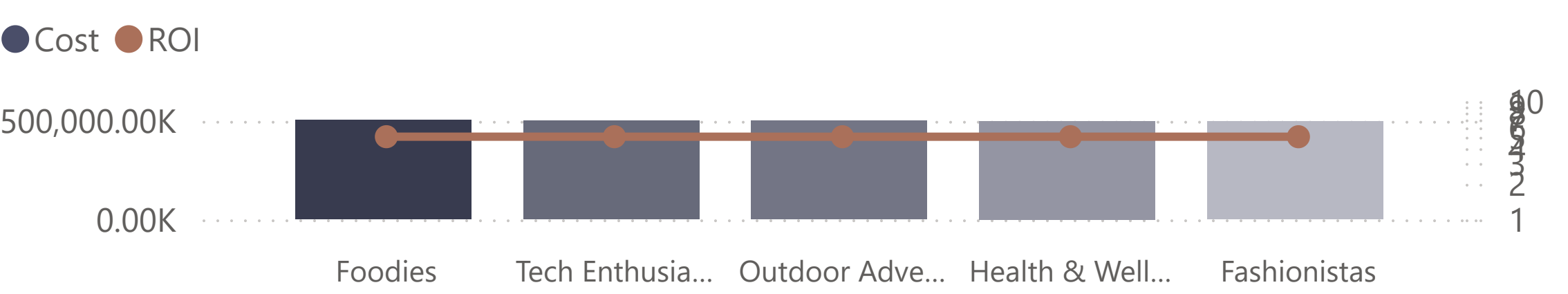
Conversions by Customer\_Segment and Gender

> Conversion is consistent across segments and genders, with the overall rate being half of individual groups.



Cost and ROI by Customer\_Segment

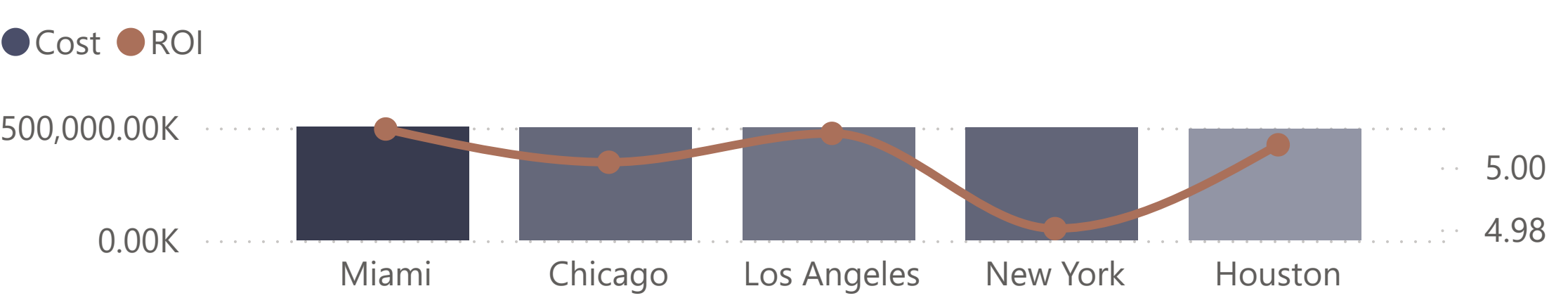
> Despite having the same ROI, the Foodies segment incurs the highest Cost



LOCATION

Cost and ROI by Location

> Although Miami and Houston have the highest ROI, Miami incurs a higher Cost



Location vs. Campaign Performance

Location	ROI	Avg_Score	Impressions	Clicks	Conversions	Conversion Rate
Chicago	5.00	5.51	219,983,009	21,978,398	1,762,269.00	
Display	4.98	5.54	44,190,398	4,420,958	353,189.00	
Email	4.99	5.52	43,765,928	4,351,858	347,646.00	
Influencer	5.04	5.47	44,436,596	4,425,863	358,206.00	
Total	5.00	5.49	1,101,460,304	109,954,406	8,806,654.00	



# MARKETING CAMPAIGNS | Company

Company

All



Campaign

All



Month

All



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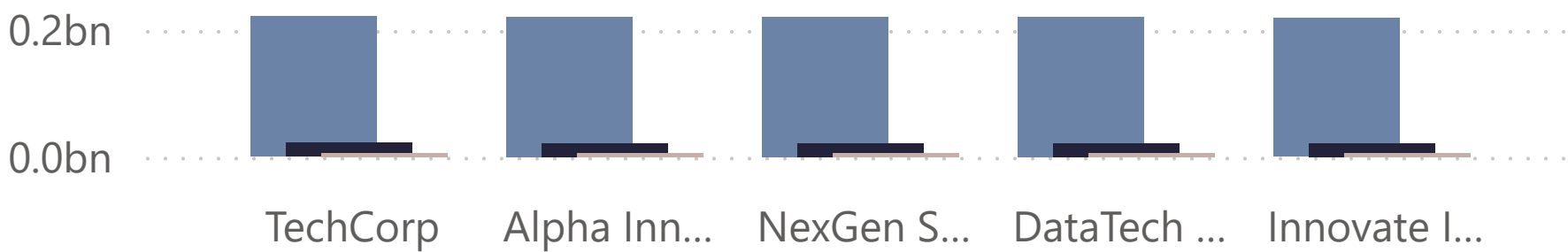
Customers & Location

Company

## Impressions, Clicks and Conversions by Company

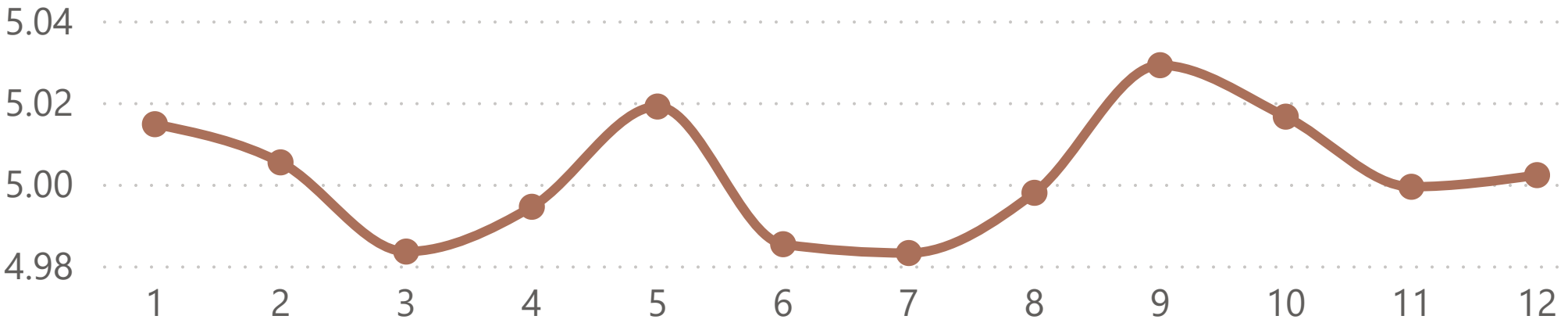
> The engagement metrics of the five companies are roughly similar

● Impressions ● Clicks ● Conversions



## ROI by Month

> ROI fluctuates slightly over the months



Cost

2,500,879K

ROI

5.00

## Campaign Performance Funnel

(Select a company to view the detailed breakdown of engagement metrics)



## Company vs. Campaign Performance

Company	Campaigns	Frequency	ROI	Cost	Impressions	Clicks	Conversions
TechCorp	Influencer	8148	5.02	102,119K	44,677K	4,479K	360K
	Email	8090	4.99	101,550K	44,834K	4,467K	357K
	Display	8023	5.00	99,920K	44,070K	4,426K	356K
	Search	8080	5.02	100,789K	44,394K	4,449K	354K
	Social Media	7896	5.00	98,956K	43,532K	4,345K	354K

## Roi by Company and Campaigns

> ROI is relatively similar across companies for these campaigns, with DataTech Solutions achieving the highest ROI (5.05) in the Display campaign.

Company	Display	Email	Influencer	Search	Social Media
Alpha Innovations					
DataTech Solutions					
Innovate Industries					
NexGen Systems					
TechCorp					

## Roi by Company and Customer Segments

Company	Fashionistas	Foodies	Health & Wellness	Outdoor Adventurers	Tech Enthusiasts
Alpha Innovations					
DataTech Solutions					
Innovate Industries					
NexGen Systems					
TechCorp					