**Day 1- Understand Marketing Analytics**

**Goal:**  
To understand how digital marketing campaigns are structured and what key metrics (KPIs) determine their success.  
This knowledge is the foundation for designing datasets, defining features, and building data-driven insights in AdWise360.

**What Is a Marketing Campaign?**

A **digital marketing campaign** is a set of coordinated ads created to achieve a one specific, measurable business goal e.g., increasing brand awareness, website traffic, or sales within a defined timeframe.

**Campaign Workflow:**

1. **Campaign Setup:** Choose platform (Google Ads, Facebook Ads, YouTube)
2. **Target:** Define region, audience, budget
3. **Execution:** Ads are shown (impressions) and clicked by users
4. **Tracking:** track clicks, conversions, spend, revenue
5. **Optimization:** improving based on metrics

**Key Performance Indicator (KPI’s)?**

KPI is used to measure a company's performance in the long run. With the help of KPIs, the company can track its performance over time and make crucial changes to make sure that they are moving in the right direction. It is important because it helps in setting priorities and allocating the resources to help the companies identify their strength and weaknesses, opportunities and dangers.

**Digital Marketing KPIs:**

* **Impressions:** This is simply the count of how many times your ad was shown to a potential customer. Think of it as a magazine's circulation—it measures the opportunity your ad had to be seen. It doesn't mean the person actually looked at the ad, only that it loaded on their screen.
* **Clicks:** This is the count of how many times a user interacted with your ad (e.g., clicking on a text ad, or clicking a link on a display ad and was taken to your landing page or website. Clicks are the first indicator of how interesting or compelling your ad copy and creative were to the audience.
* **Click-Through Rate (CTR):** It measures the effectiveness and relevance of your ad creative. It shows the percentage of people who saw your ad (Impressions) and were interested enough to actually click on it (Clicks). A higher CTR generally indicates the ad is highly relevant to the people seeing it, which is often rewarded by ad platforms with lower costs.

CTR = (Clicks ÷ Impressions) × 100

* **Cost Per Click (CPC):** CPCis the average amount of money you paid for each individual click your ad received. This is a critical metric because it directly impacts your overall budget. CPC is calculated by dividing your total advertising Cost (Spend) by the total number of Clicks. The CPC actual you pay is determined by an auction system, where factors like your ad's relevance and competition play a role.

CPC = Total Spend ÷ Total Clicks

* **Conversions:** A Conversion is the specific, desirable action you want a user to take after they click your ad. This is the ultimate goal of the campaign. Examples include making a purchase, signing up for a newsletter, downloading a whitepaper, or filling out a lead form.
* **Conversion Rate:** This metric measures the efficiency of your website or landing page. It is the percentage of people who clicked your ad (Clicks) and then completed the desired goal (Conversion). If your Conversion rate is low, it suggests the traffic is good, but the page they landed on may be confusing, slow, or not believable.

(Total Conversions ÷ Total Clicks) × 100

* **Cost Per Acquisition (CPA):** It is the key financial metric that tells you the average amount of money you spend in marketing to achieve one valuable result, such as a new sale, a lead form submission, or a new subscription. This metric is critical because it acts as a profitability check: if your CPA is higher than the profit you earn from the acquired customer, your campaign is losing money, and you must lower the CPA to ensure a positive Return on Investment (ROI).

CPA = Total Spend ÷ Total Conversions

* **Revenue:** It is the total dollar amount of income generated directly from the conversions attributed to your marketing campaign. It represents the money that came into the business from the efforts you measured. It is important to note that this is the gross income, not the profit.
* **Return on Investment (ROI):** It is the most critical measure of campaign success, showing the actual financial gain (or loss) relative to the money spent. It answers the fundamental question: *"For every dollar we spent, how much did we get back?"* A positive ROI means the campaign is profitable, while a negative ROI indicates a loss.

(Revenue – Total Spend) ÷ Total Spend × 100

**Note**: KPI’s will become column in my dataset and features for my ML model

**Campaign Objectives:**

**Awareness Campaigns -**

* **Goal**: Increase brand visibility and recognition
* **Key Metrics**: Impressions, CTR
* **Examples**: Display ads, video campaigns, social media content

**Traffic Campaigns -**

* **Goal**: Drive visitors to website or landing page
* **Key Metrics**: CTR, Clicks
* **Examples**: Search ads, social media promotions, email marketing

**Sales/Conversion Campaigns -**

* **Goal**: Generate direct revenue or leads
* **Key Metrics**: Conversion rate, ROI, CPA, revenue
* **Examples**: Remarketing, promotional offers, product-specific ads

**Note**: Each campaign in your dataset will have one of these objectives

**Understand Relationships Between Metrics :**



Impressions → Clicks → Conversions → Revenue

↓ ↓ ↓



CTR CR% ROI



**Understanding the Data Sources (Google & Meta):**

I need to understand the data platforms because they dictate the raw data structure for my dataset.

**Meta Ads (Facebook/Instagram):**

Targets users based on Interest and Behaviour (discovery). Data is rich in user demographics and creative performance.

**Why I Need to Know This:** Essential for understanding audience performance. issues here are often solved by adjusting targeting.

**Google Ads (Search, YouTube):**

Targets users based on Intent (what they are searching for). Data is rich in keyword costs and user motivation.

**Why I Need to Know This:** Essential for understanding demand performance. Issues here are often solved by adjusting bids or keywords.

**YouTube (Part of Google):**

Focuses on Video/Visual storytelling. Performance is heavily tied to view rates and engagement metrics.

**Why I Need to Know This:** Adds a complex video data type to the analysis, which requires specific metrics beyond standard clicks.

**Selected Platform:** Google Ads

**Top 3 Metrics Advertisers Monitor**

1. **Click-Through Rate (CTR):** Indicates how engaging the ad is to the target audience. A higher CTR means the ad is relevant and attracting interest.
2. **Conversion Rate (CVR):** Measures how effective the ad is at turning clicks into valuable actions (purchases, sign-ups).
3. **Return on Ad Spend (ROAS):** A profitability metric showing how much revenue is earned per rupee/dollar spent on ads.

**How Marketers Define a Successful Campaign**

Marketers using Google Ads define success based on the campaign’s objective.

* For awareness campaigns, a high number of impressions and CTR indicate success.
* For sales or lead-generation campaigns, success depends on achieving a high conversion rate, positive ROI, and low CPA (Cost per Acquisition).
* A balanced combination of CTR, Conversion Rate, and ROI provides a complete view of ad effectiveness.

Campaign success is also tied to Quality Score, a Google metric that combines relevance, landing page experience, and ad performance. A higher score means ads perform better at lower costs.

**How Frequently Campaigns Are Optimized**

In most professional marketing agencies (including Dentsu), campaigns are monitored daily but optimized weekly. Daily monitoring helps track spikes or drops in CTR or spend, while weekly optimization involves adjusting:

* Bids and budgets
* Ad creatives or headlines
* Target audience segments
* Keywords and landing pages

Optimization frequency also depends on campaign duration — short sales campaigns may be tweaked every 2–3 days, whereas awareness campaigns may run longer before changes are made.

Google Ads provides detailed analytics that let marketers make data-driven decisions. Advertisers track CTR to measure engagement, CVR to gauge ad efficiency, and ROI/ROAS to assess profitability. The combination of these metrics determines overall campaign health.  
Regular optimization ensures campaigns remain cost-effective and competitive. Over time, consistent performance analysis helps refine ad targeting and messaging to improve conversions while reducing acquisition costs.

**Which of these metrics will become features (inputs) in my dataset?**  
Impressions, Clicks, CTR, CPC, CPA, Budget, Region, and Objective — these represent measurable inputs that influence performance.

**Which one can serve as my target variable for ML modelling?**  
Performance Category (High vs Low) based on ROI or ROAS — I’ll create this as a label (target variable) later in my project when training the ML model.

**Key Learnings**

* Learned campaign structures and KPIs.
* Mapped metrics to project features.
* Understood campaign objectives and optimization cycles.
* Built business understanding for dataset design.

**Recourses:**

<https://youtu.be/qP7tddwUGU4?si=CYVRg09-uVYkwPOH>

<https://youtu.be/mFmammlOFYY?si=-AZT47uCLchRQMnr>

<https://youtu.be/vNc4DRz6uO8?si=SpzPD2mxds33tQFy>