**📄 Project Brief: Marketing Performance Analysis & Lead Generation Insights**

**Issued by: ThriveHaus Media Ltd.**

**Project Title: Performance Analytics for Paid Social Campaigns – Q2 2025**

**Project Type: Freelance (Per Project / Monthly Retainer Basis)**

**Confidentiality: Internal Use Only**

**🧭 Background**

ThriveHaus Media is a digital performance agency specializing in lead generation for home improvement businesses across the UK. We manage paid advertising campaigns on platforms including Meta (Facebook/Instagram) and Google Ads for service-based clients in niches such as roofing, insulation, garden redesign, and window installation.

As part of our ongoing performance optimization efforts, we are seeking a Data Analyst to audit, analyze, and visualize our campaign performance data from April to June 2025. The outcome will directly inform our client reporting and strategic planning for Q3.

**🎯 Objectives**

The primary objectives of this engagement are to:

1. Evaluate the performance of paid campaigns across Meta and Google Ads.
2. Identify high-performing campaigns and underperforming areas requiring optimization.
3. Generate actionable insights that guide budget allocation, creative strategy, and lead generation improvements.
4. Deliver an interactive dashboard and a written report summarizing key findings.

**📊 Scope of Work**

The consultant will work with anonymized performance data across **5 client accounts**, covering approximately **650 rows of campaign activity**. Data fields include impressions, clicks, leads, conversions, cost, revenue, ad creatives, and targeting regions.

Deliverables must include, but are not limited to:

* A performance dashboard (Google Looker Studio, Power BI, or similar)
* KPI analysis: CPL, CTR, CVR, ROAS, etc.
* Creative performance breakdown by hook type, placement, and platform
* Trend analysis across time, platform, and region
* Campaign benchmarking and budget reallocation suggestions
* Optional: lead forecasting or predictive insights

**🔍 Key Business Questions**

* Which platforms and campaigns are generating the most cost-effective leads?
* What patterns exist across service types, regions, and placements?
* Which creatives (hooks, formats) deliver the strongest engagement and conversion?
* How do Meta and Google campaigns compare in terms of ROAS and CPL?
* Are there dayparting or temporal trends we can leverage?
* What campaigns or accounts require immediate optimization?

**📦 Deliverables**

1. **Interactive Marketing Dashboard** with filterable views by client, platform, campaign, and date range.
2. **Executive Summary Report (PDF)** highlighting findings, recommendations, and visualized KPIs.
3. (Optional) A data appendix or cleaned CSV file ready for client use.

**📁 Data Access & Resources Provided**

* Raw campaign performance dataset (.xlsx format)
* Defined reporting periods (April 1 – June 30, 2025)
* Pre-established KPI definitions and formatting guidelines
* Access to brand assets (logos, colors) for branded report output

**🕒 Timeline**

* **Project Start:** Upon agreement
* **Initial Findings Due:** Within 5 business days
* **Final Deliverables:** Within 10 business days from start date

**💰 Compensation**

To be negotiated — based on scope, speed, and inclusion of forecasting or additional insights. Payment available per project or via monthly retainer.