

# Executive Summary: Ad Platform Analysis



Harley Analytics

Total Ads Cost

€ 67K

Total Revenue

€ 330K

Overall ROAS

490%

Overall CPC

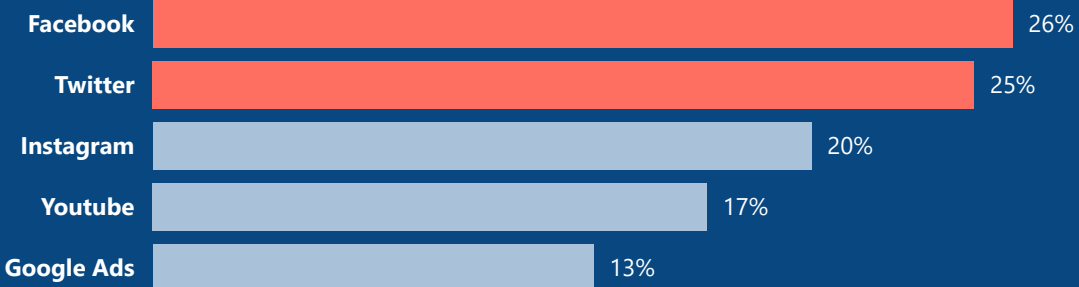
€ 7.82

Conversion Rate

5%

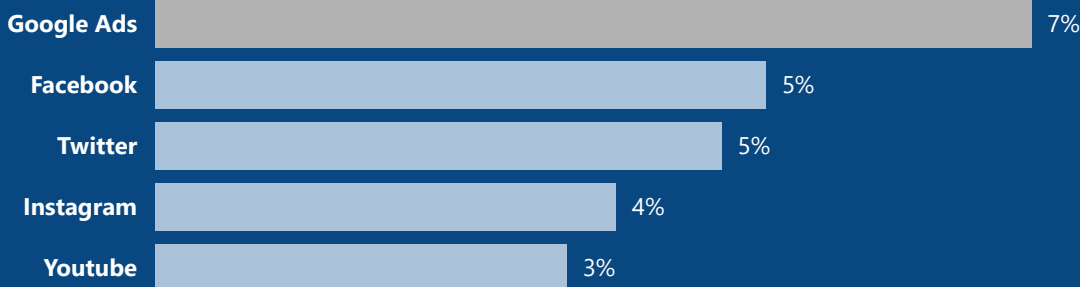
**Facebook** and **Twitter** are responsible for over 50% of total sales revenue from Harley Analytics' ad campaigns.

## % of Total Revenue



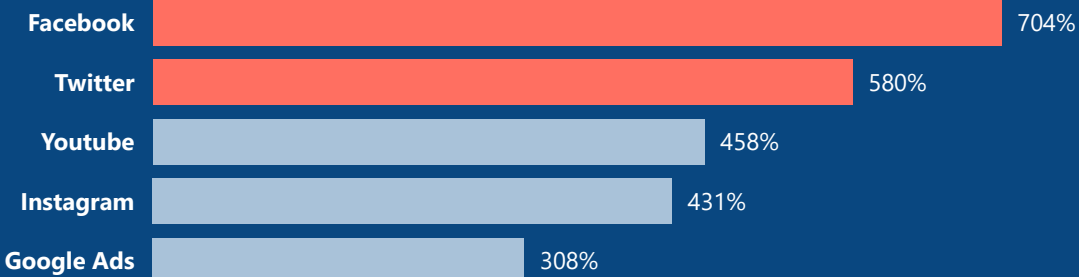
The platform with the highest conversion rate is **Google Ads**. Yet, it contributes the lowest portion of the sales revenue.

## Conversion Rates



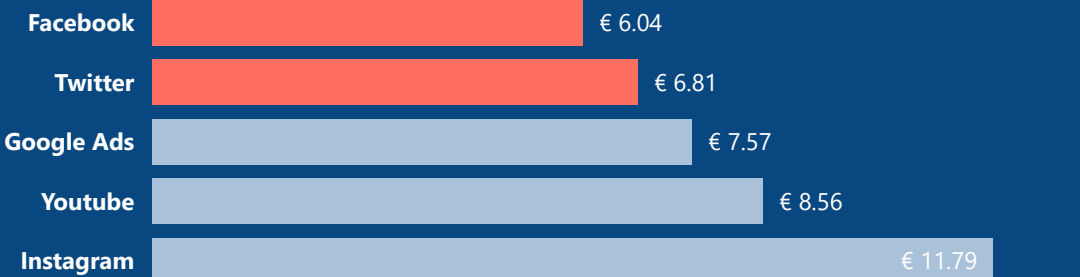
**Facebook** and **Twitter** offer the highest return on ad spend of all ad platforms, consistent with the sales revenue record.

## Return on Ad Spend



Considering revenue, ROAS, and conversion rates, **Facebook** and **Twitter** offer the highest ROI for ad campaigns.

## Cost per Conversion



# Recommendations

Copenhagen

Gothenburg

Helsinki

Oslo

Stockholm

## Which Platform is the most effective for Ad Campaigns?

Overall, Facebook offers the highest ROI for advertising campaigns, with Twitter (now known as X) coming a very close second. Here are the reasons:

- 1. Highest ROAS:** Facebook produced an impressive 704% return on Ad Spend (ROAS). this means that for every euro spent on advertising on Facebook, Harley Analytics' clients made \$7.04 in return. For comparison, this is only \$5.8 per euro spent for the platform with the second highest ROAS: Twitter.
- 2. Lowest Cost Per Conversion:** The Cost Per Conversion [CPC] on Facebook (\$6.04) is much lower than for the other platforms, with Twitter being the next lowest (\$6.81). For comparison, CPC on Facebook is ca. 50% lower than that of Instagram (\$11.79).
- 3. Efficiency:** Both Facebook and Twitter offer customer conversion rates (ca. 5%) only bettered by Google Ads (7%), yet yield the most sales revenue. When ad duration is considered, Twitter is the most efficient platform, having the shortest average ad duration (2.9 weeks) of all platforms.

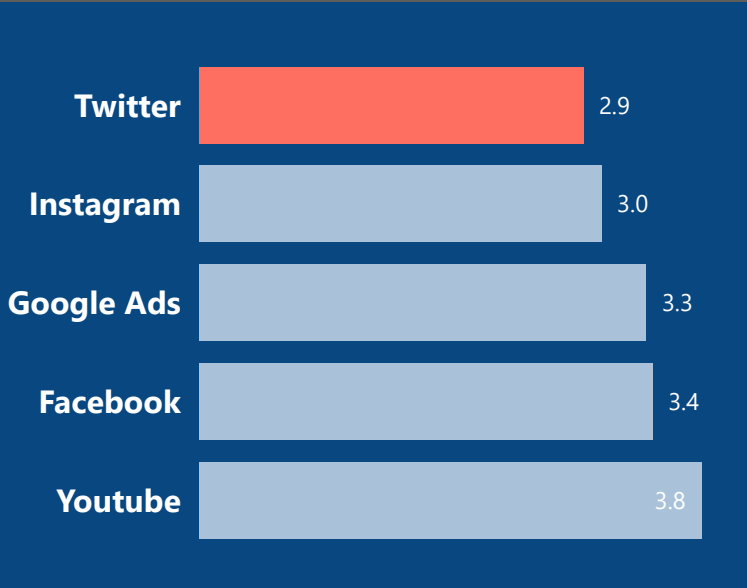
Considering these points, a combination of Facebook and Twitter may offer the most cost-effective strategy for Harley Analytics' clients.

## Which Platform is the least Effective for Ad Campaigns?

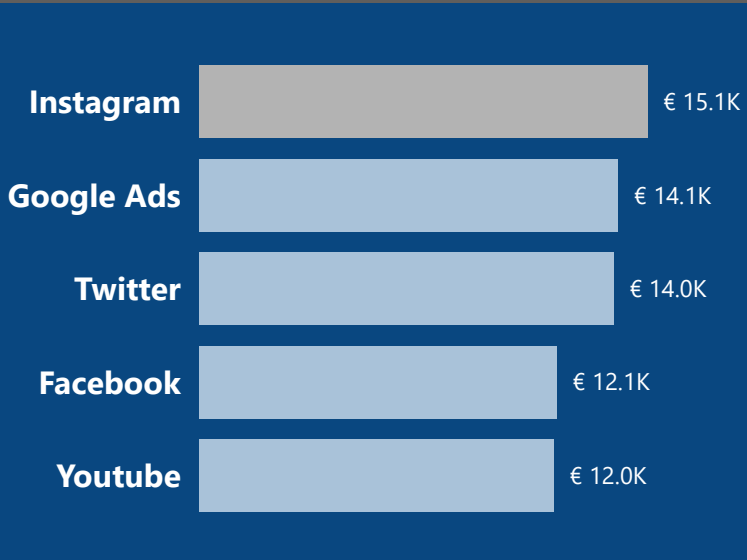
With the highest conversion rates (7%) of all the Ad platforms, Google Ads contributed the least (13%) to the total sales revenue and also has the lowest return on Ad spend (308%). In addition, it also accounts for the second highest Ad costs. As such, Google Ads is the least effective platform.

The relatively low sales revenue from the Google Ads platform, despite having the highest conversion rates (7%) may indicate the customers gained via this platform may have lower net worth compared to those from Facebook and Twitter. Further analysis may be required to identify which campaigns were the most successful on the Google Ads platform.

## Average Ad Duration (in Weeks)



## Cost of Ad Campaigns by Platform





- Facebook
- Google Ads
- Instagram
- Twitter
- Youtube

All Campaigns

100

Avg. Duration (Weeks)

3.3

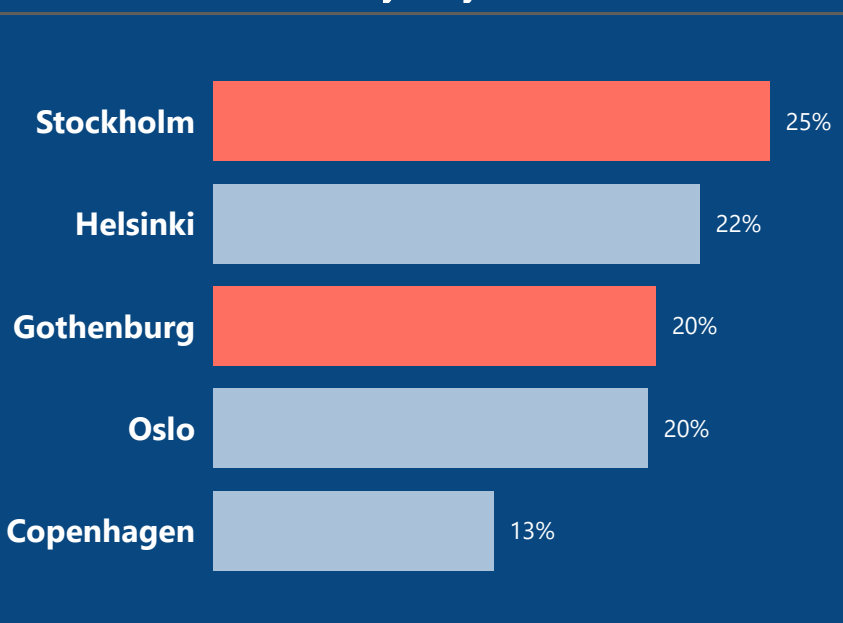
Overall CTR

1.37%

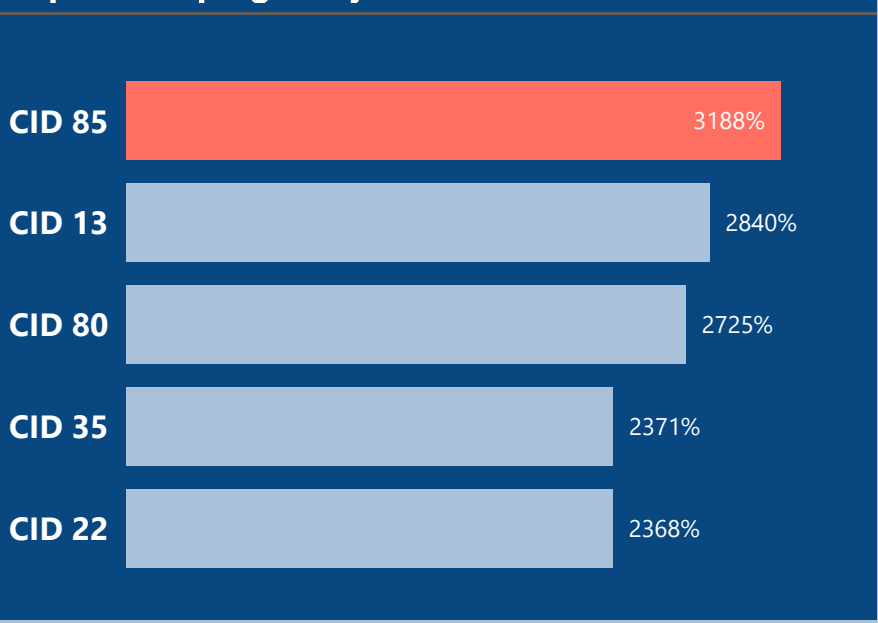
Revenue from Top 5

€ 34K

% of Total Revenue by City



Top 5 Campaigns by ROAS



Based on campaigns run only on Facebook and Twitter, customers located in Sweden (Stockholm + Gothenburg) account for ca. 45% of the total sales revenue of Harley Analytics' clients. Customers located in Copenhagen contributed the least (13%) to total sales revenue. Therefore, **Harley Analytics' clients should focus their Facebook and Twitter Ad campaigns on the Swedish market.**

Top 5 Campaigns by Revenue

