

Case Study: Analyzing a Ramadan Digital Marketing Campaign

Introduction

This report presents the findings from analyzing a digital marketing campaign conducted during Ramadan by a leading company across three major platforms: TikTok, Meta, and Snapchat. The goal was to boost brand awareness, engagement, and conversions by targeting diverse demographics. This analysis utilized Excel to clean data, apply performance evaluation metrics, and summarize findings using Pivot Tables and visual representations.

Methodology

Data Preparation and Cleaning Process:

In the initial phase of our analysis, we undertook a thorough data-cleaning process to ensure the accuracy of our findings. All duplicate records were removed from the datasets collected across three platforms—TikTok, Meta, and Snapchat—to avoid skewed results. We utilized Excel's Text-to-Column feature to split compact strings of information into distinct, manageable columns, facilitating a more granular analysis of campaign performance metrics. Additionally, data initially recorded in text format was converted into numerical data types, allowing for precise quantitative analysis. To further refine our dataset and align it with our analytical goals, we added necessary columns for assessing the effectiveness of the digital marketing strategies employed during the campaign. These preparatory steps were crucial in setting the stage for a detailed and insightful evaluation of the campaign's impact.

what patterns or errors did you notice?

During the cleaning of Metadata for our digital marketing campaign analysis, we identified key issues with campaign names that included unwanted characters and redundant information. We used Excel's SUBSTITUTE, TRIM, and Text-to-Columns features to remove non-standard symbols and correctly distribute data elements into their respective columns. These adjustments improved data clarity and facilitated more accurate analysis.

Adding columns

Additionally, we enhanced the Meta data by adding a column to evaluate campaign performance, categorizing it as "Good" if the CTR (Click-Through Rate) exceeded 2%, and "Poor" otherwise. For the Snapchat data, we introduced a column to assess engagement, labeling it "Sufficient" if clicks reached or exceeded 1000, and "Insufficient" if they did not. These modifications have allowed for more nuanced insights into the effectiveness of our advertising strategies across platforms.

Results

Pivot tables

1. In the analysis of the TikTok campaign data, a Pivot Table was created to aggregate impressions and clicks by campaign name. The campaign that achieved the highest Click-Through Rate (CTR) was identified using conditional formatting, where the highest value was distinctly colored to stand out. This visual highlight allowed for an immediate recognition of the campaign's superior performance relative to others.

Row Labels	Sum of CTR	Sum of Total Impressions	Sum of Clicks
BIG_MK~RIY_TG~Awareness_PP~Brand_LG~ENAR_KT~Exact_CA~Interests_FM	0.640%	16873762	31766
iktok_MK~AE_TG~Awareness_PP~Brand_LG~ENAR_KT~Exact_CA~CDPAudience	1.130%	51434	86
iktok_MK~AE_TG~Awareness_PP~Brand_LG~ENAR_KT~Exact_CA~Interests_FM	0.560%	11311893	12683
iktok_MK~BAH_TG~Awareness_PP~Brand_LG~ENAR_KT~Exact_CA~Interests_FM	0.800%	2098862	3613
iktok_MK~JED_TG~Awareness_PP~Brand_LG~ENAR_KT~Exact_CA~Interests_FM	0.600%	15307011	17744
iktok_MK~KWT_TG~Awareness_PP~Brand_LG~ENAR_KT~Exact_CA~CDPAudience	0.730%	15708	11
iktok_MK~KWT_TG~Awareness_PP~Brand_LG~ENAR_KT~Exact_CA~Interests_FM	0.690%	5867081	6925
iktok_MK~OMA_TG~Awareness_PP~Brand_LG~ENAR_KT~Exact_CA~Interests_FM	0.000%	2567839	0
iktok_MK~QAT_TG~Awareness_PP~Brand_LG~ENAR_KT~Exact_CA~Interests_FM	0.700%	4128788	6429
iktok_MK~RIY_TG~Awareness_PP~Brand_LG~ENAR_KT~Exact_CA~CDPCampaign	0.950%	56264	131
Grand Total	6.800%	58278642	79388

what might be the reason for its success?

The reason for the campaign by targeting the right audience, engaging content, and match what the audience in that area likes. It will increase the engagement rate.

2. I created a Pivot Table from the Meta dataset to analyze the performance of ads targeted at two different age groups: Millennials and Boomers.

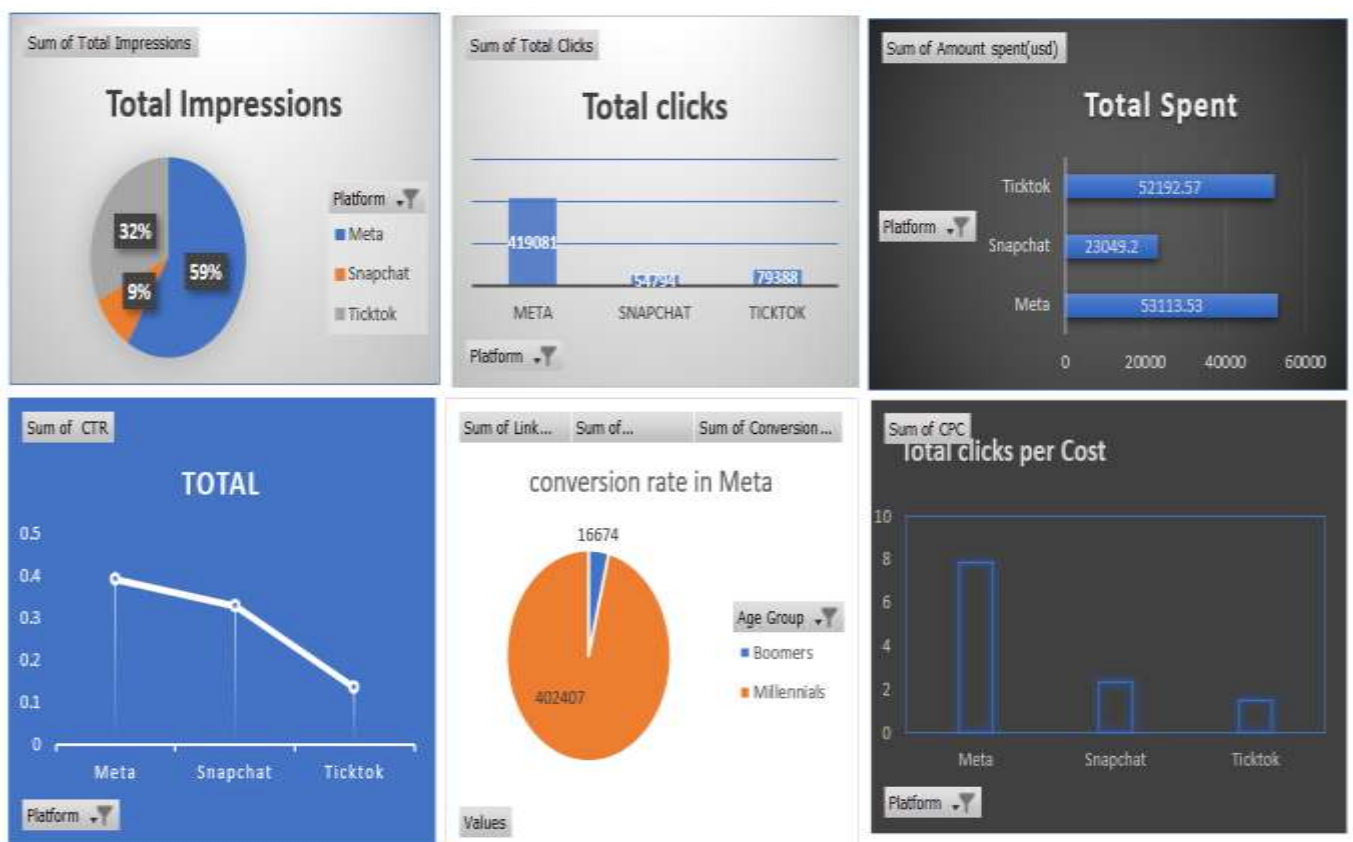
Row Labels	Sum of Link	Sum of Impressions	Sum of Conversion Rate
Boomers	16674	3736428	2.253794065
Millennials	402407	103214291	2.236140702
Grand Total	419081	106950719	4.489934767

the data revealed that the Boomer segment achieved a slightly higher conversion rate of 2.2537 compared to 2.2361 for Millennials, as highlighted through conditional formatting, Boomers have responded more effectively and could influence future campaigns by prompting adjustments in advertising strategies, such as reallocating budgets, refining ad content, or enhancing targeting techniques to capitalize on the higher conversion propensity of this demographic.

Comparative Analysis of Digital Marketing Campaign Performance Across TikTok, Meta, and Snapchat

In our comprehensive digital marketing campaign analysis, we compiled a separate Excel sheet to aggregate key metrics from TikTok, Meta, and Snapchat, allowing for a direct comparison of Total Impressions, Total Clicks, Amount Spent, Click-Through Rate (CTR), and Cost Per Click (CPC) across each platform. The data highlighted Meta's extensive reach and engagement with the highest impressions and clicks, while Snapchat demonstrated a competitive CTR, indicating high user engagement despite lower impressions. TikTok showed a higher CPC, suggesting costlier but potentially more valuable user interactions. This aggregated overview is critical for assessing the effectiveness and cost-efficiency of each platform, guiding strategic decisions on budget allocation and marketing strategies to optimize engagement and maximize return on investment across diverse user demographics.

Visual insights



Conclusion

Our review of the Ramadan campaign across TikTok, Meta, and Snapchat showed how each platform performed, Meta brought in the most impressions and clicks, showing its broad reach, while Snapchat's users were highly engaged, and TikTok, though pricier, hinted at deeper value in each interaction. For future campaigns, we suggest making ads on Meta more personalized to better connect with its large audience, We also found that adjusting our strategies based on different age groups like Boomers and Millennials could be beneficial. By reallocating budgets based on platform performance, and staying flexible to continually refine our approach, we can dramatically boost both engagement and returns, keeping our campaigns effective and competitive.