



StratusLink Communications

Driving smarter spend and stronger results by unlocking insights from marketing data across digital and connectivity services

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Table of Contents

01

INTRODUCTION

Objectives & Overview

02

LOCATION

Analysis & Insights

03

AUDIENCE

Analysis & Insights

04

CREATIVE

Analysis & Insights

05

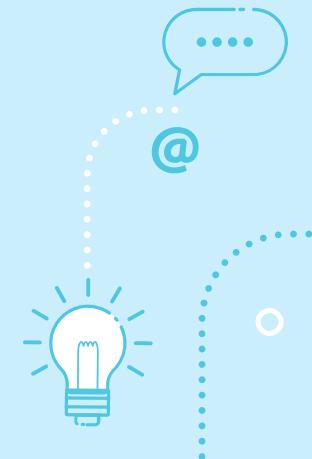
INVENTORY

Analysis & Insights

06

CONCLUSION

Final Recommendations





01 **INTRODUCTION**

Kickoff Countdown: Stakeholders, Strategy, and Stats





Client and Key Stakeholders

StratusLink Communications



StratusLink Communications is a national telecommunications provider headquartered in the United States, serving over 80 million customers across urban, suburban, and rural regions. As a full-service provider, StratusLink offers a comprehensive suite of connectivity and digital services tailored to both individual consumers and enterprise clients.



Maritza

Senior Manager, Marketing Analytics
Location & Audience



Julio

Manager, Marketing Analytics
Creative & Inventory



Objectives



Identify

Identify KPIs based on location, audience, creative, and inventory performance data.



Analyze

Analyze performance data using marketing analytics.



Benchmark

Benchmark performance relative to client goals.



Share

Share insights to inform budget allocation strategies to maximize performance and efficiency.

DATA

Data Sources

- 3 datasets via Google Analytics 4 (GA4)

Data Collection Date Range

- October 15, 2024 - October 15, 2025

KPI Focus Areas

- **Performance:** Click Through Rate (CTR)
- **Cost-effectiveness:** Cost Per Conversion (CPCV), Cost Per Mille (CPM), Cost Per Click (CPC)

Overview

3,254

Total campaigns

\$698.7K

Average acquisition cost

216.3M

Total clicks

109.9M

Total conversions

1.7B

Total ad impressions

876.4M

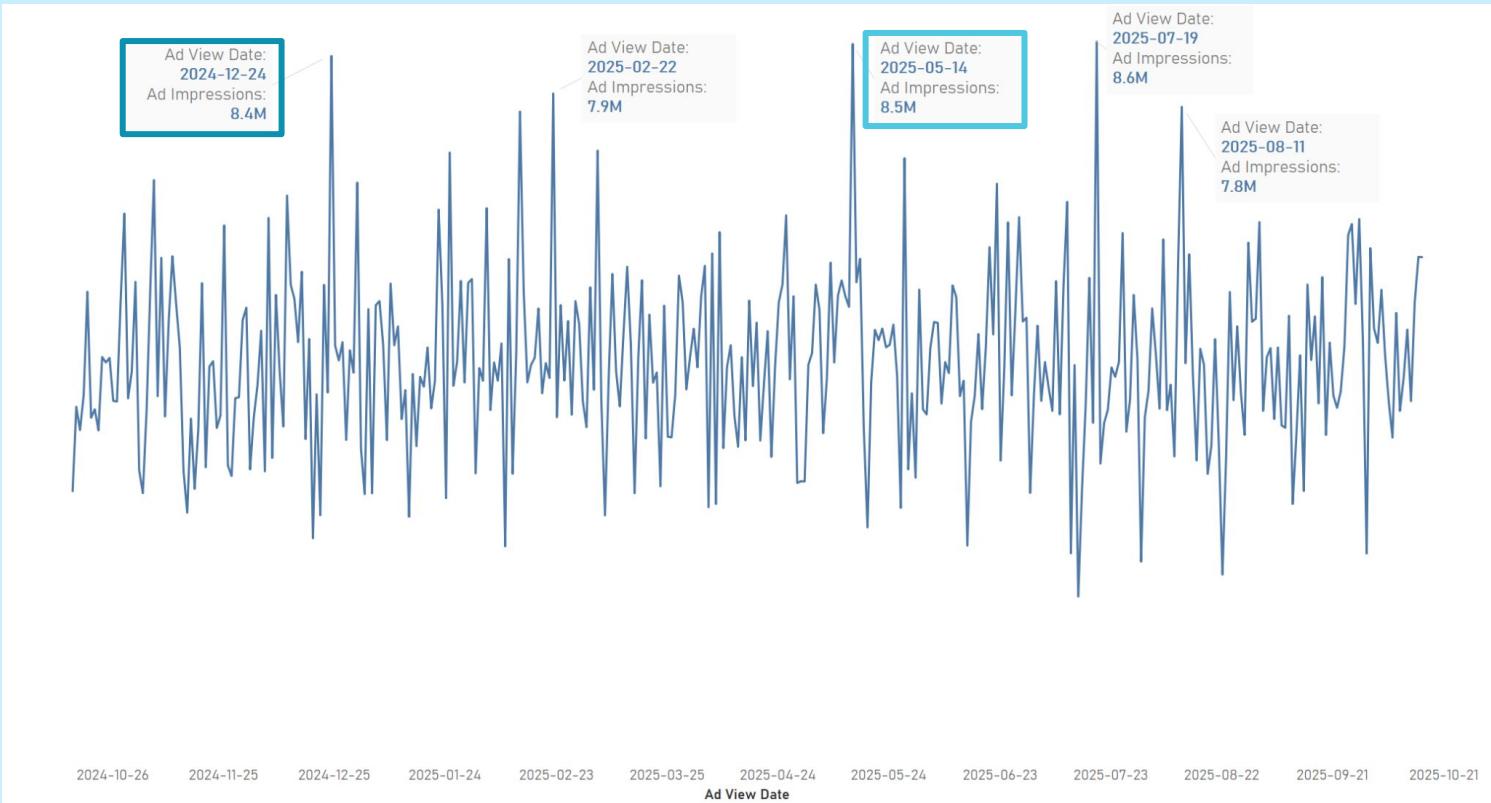
Total measurable impressions

431.1M

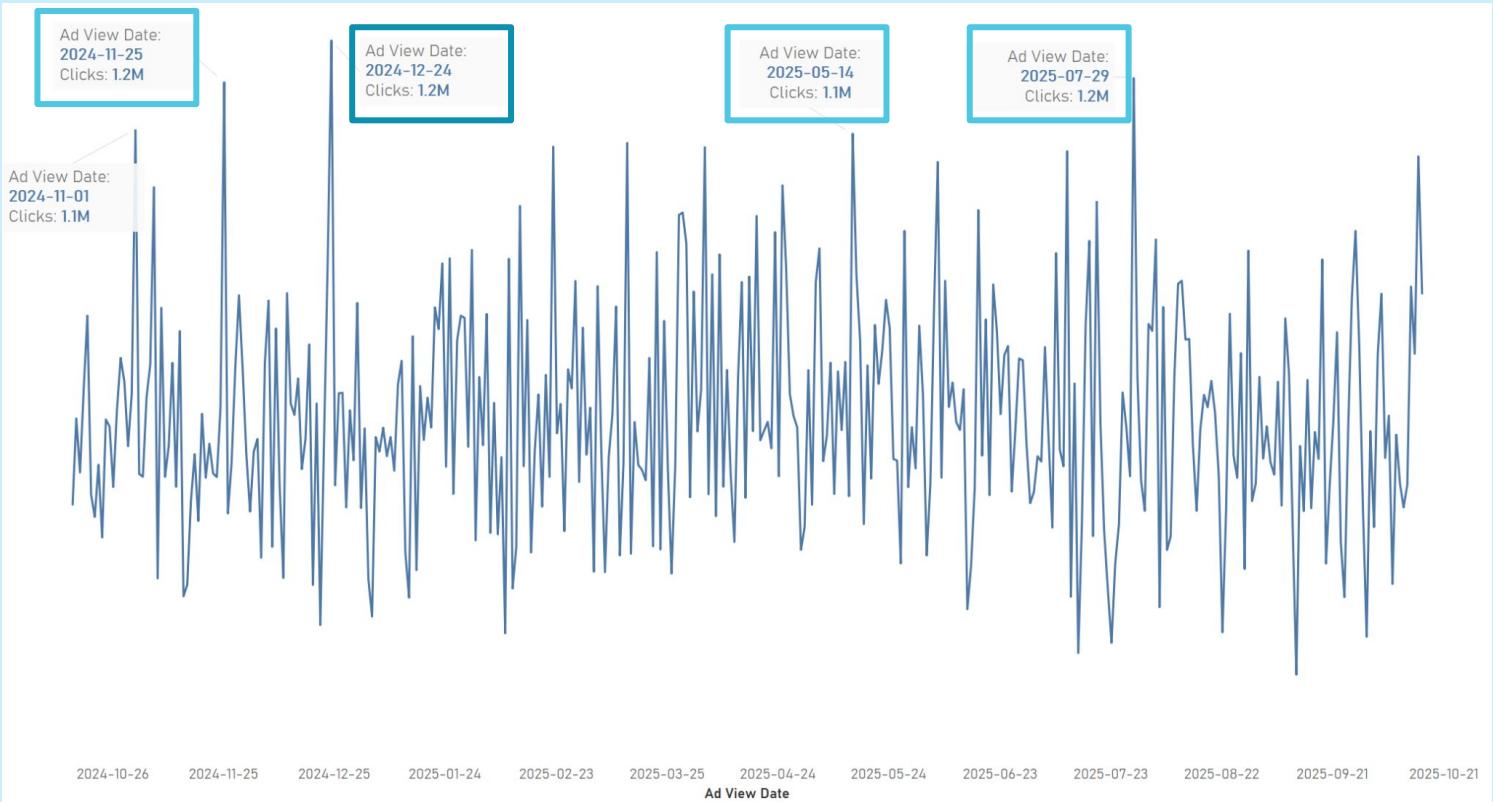
Total viewable impressions



Impressions

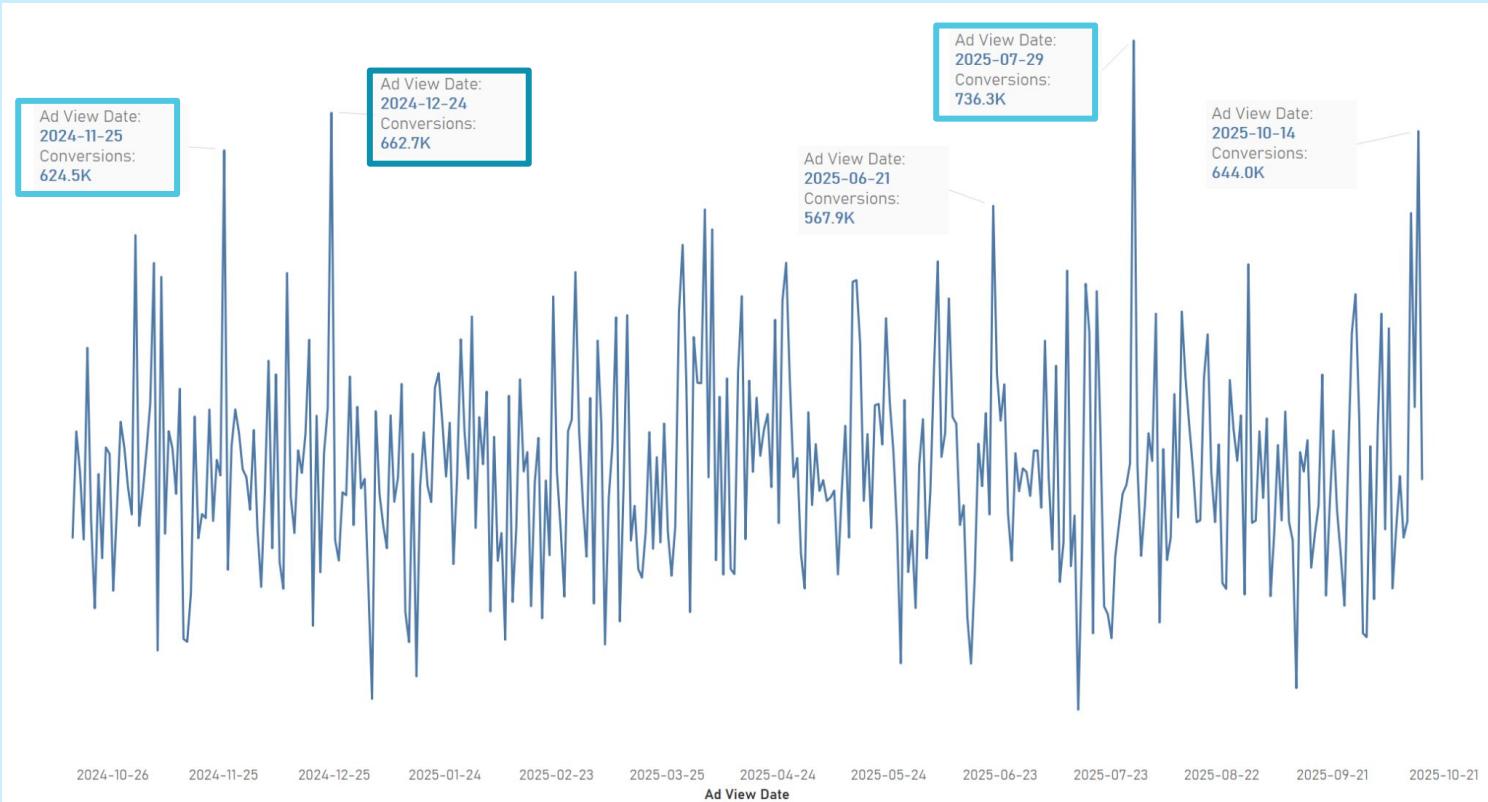


Clicks





Conversions



Key Dates & Insights

And why it performs well

12/24/2024

Top performing date for all 3 KPIs: impressions, clicks, and conversions

- Close to Black Friday
- Peak shopping and deal-seeking behavior
- Heavy consumer interest in tech products, bundled services, and promotions
- Businesses may upgrade communications tools ahead of the holiday season

05/14/2025

Top performing date for 2 KPIs: impressions and clicks

- Close to Mother's Day
- Consumers shop for meaningful and practical gifts, driving mobile plan upgrades or device gifts

11/25/2024

Top performing date for 2 KPIs: clicks and conversions

- Christmas Eve
- Final push for last-minute gifts (service upgrades)
- High mobile and online traffic as people travel and connect with family

07/29/2025

Top performing date for 2 KPIs: clicks and conversions

- Back to school and summer travel season
- Families prepare for school, needing reliable internet and student phone plans
- Many consumers are still traveling, needing strong mobile plans and data packages
- Businesses may be reevaluating digital services ahead of Q4 planning





02 LOCATION

State of the Campaign: Top Spots and Missed Shots



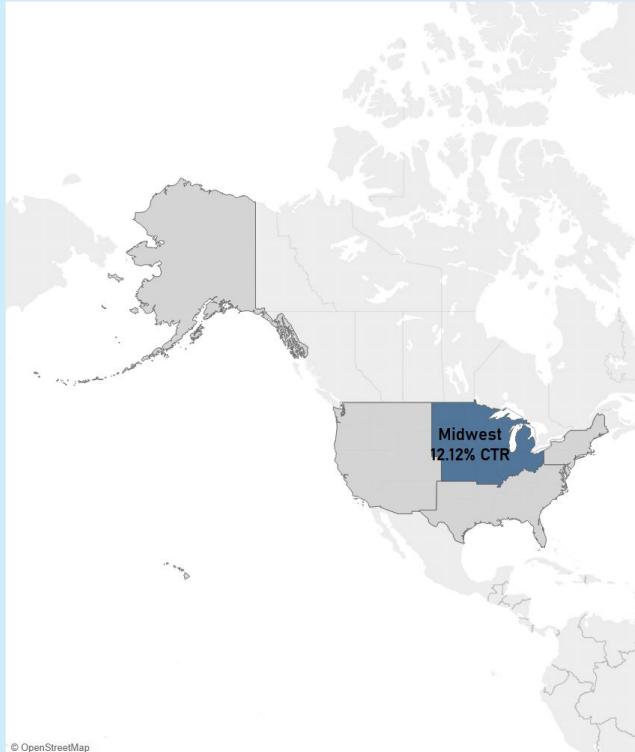
US Regions

By Performance

Top



Bottom





Top US Regions

By Cost-Effectiveness

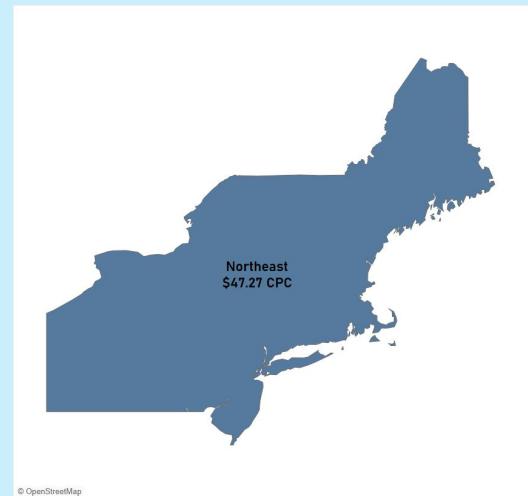
Cost Per Conversion



Cost Per Mille



Cost Per Click

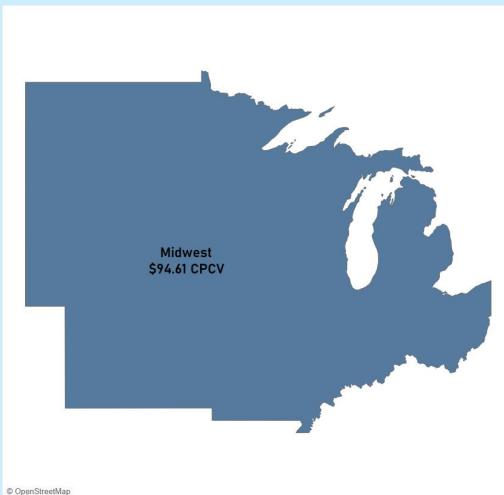




Bottom US Regions

By Cost-Effectiveness

Cost Per Conversion



Cost Per Mille

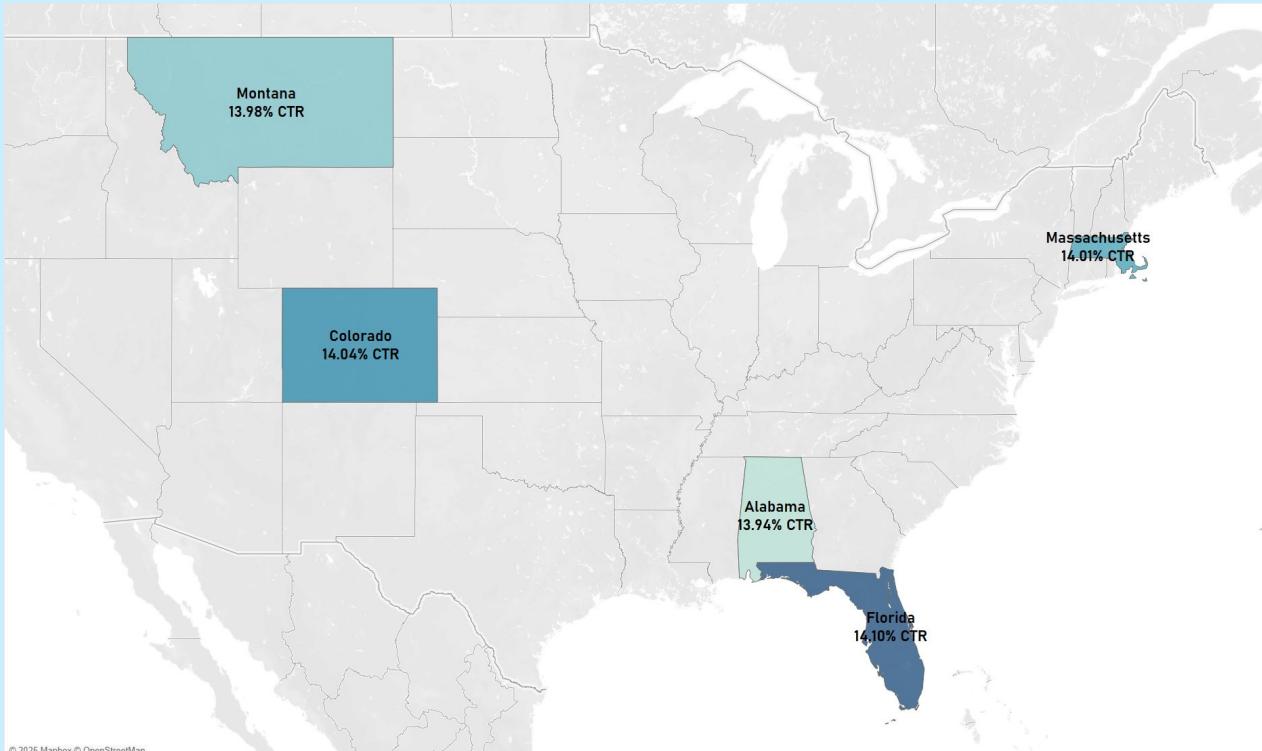


Cost Per Click



Top 5 US States

By Performance

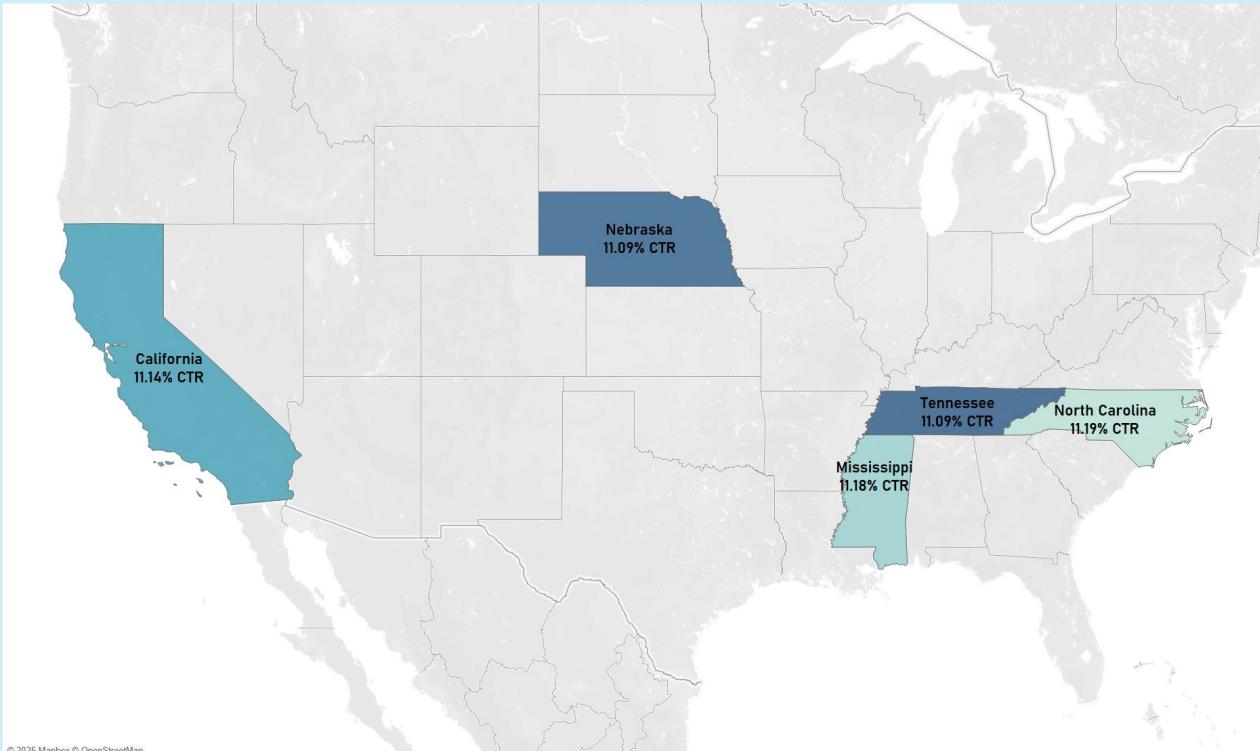


© 2025 Mapbox © OpenStreetMap



Bottom 5 US States

By Performance





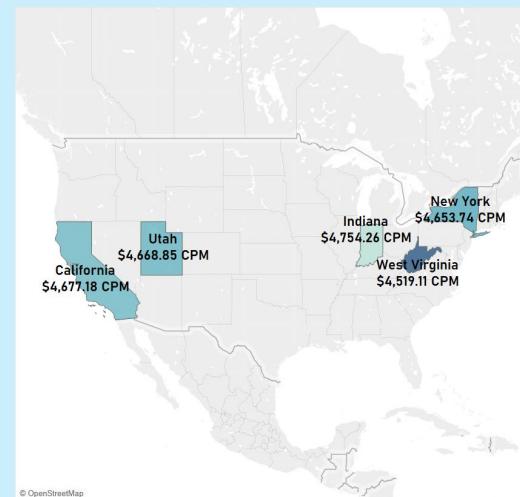
Top US States

By Cost-Effectiveness

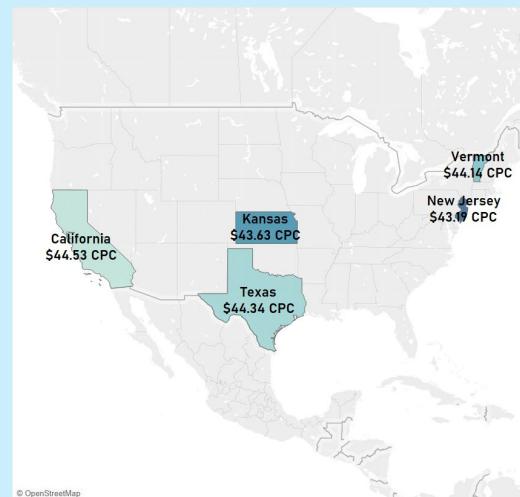
Cost Per Conversion



Cost Per Mille



Cost Per Click

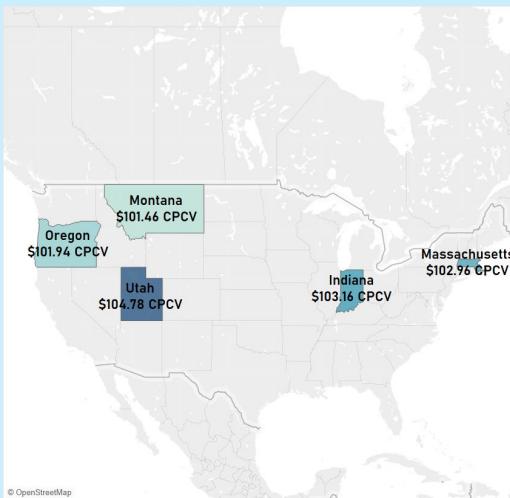




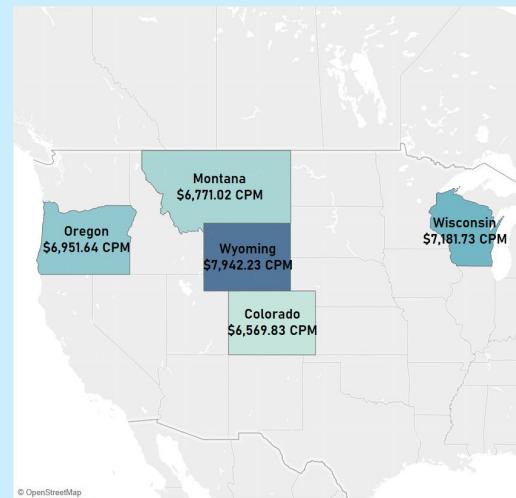
Bottom US States

By Cost-Effectiveness

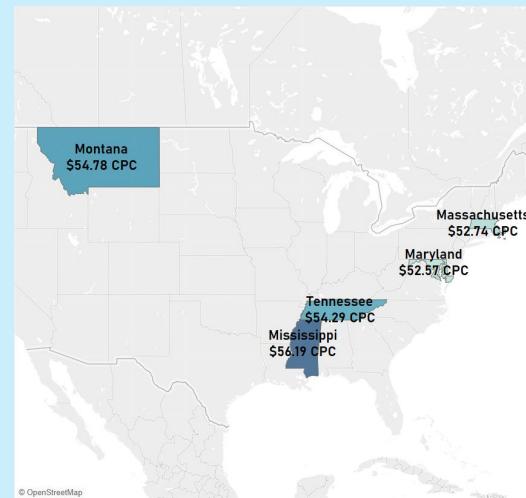
Cost Per Conversion



Cost Per Mille



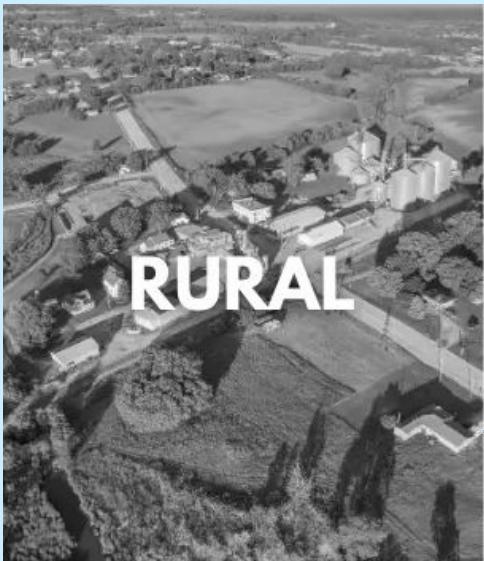
Cost Per Click



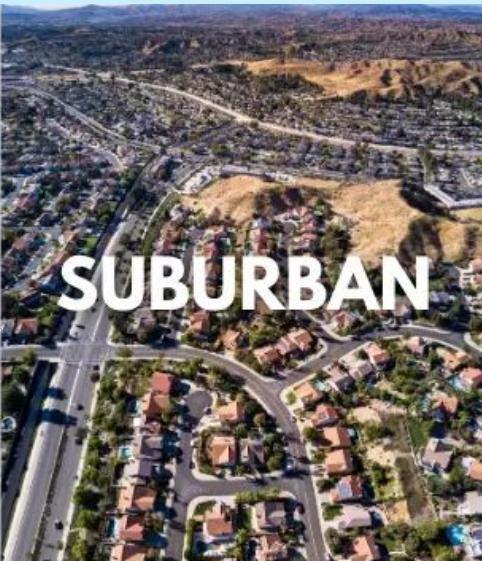
US Urbanicity

By Performance

12.19% CTR



12.59% CTR



12.51% CTR



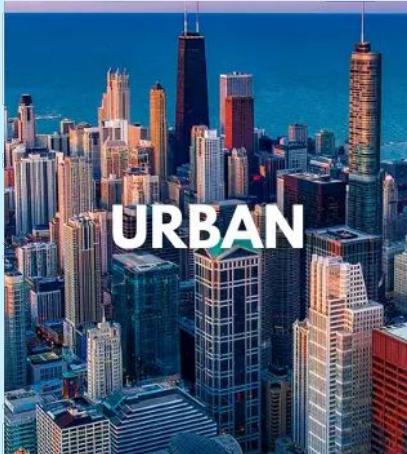


US Urbanicity

By Cost-Effectiveness

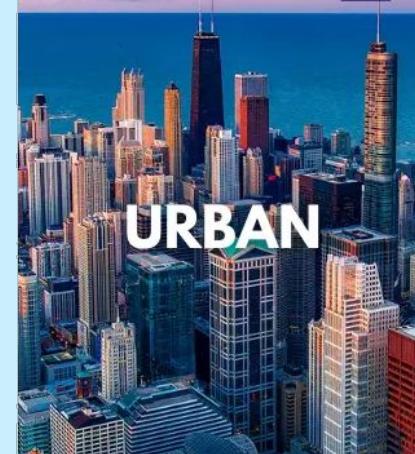
Cost Per Conversion

\$94.59 CPCV



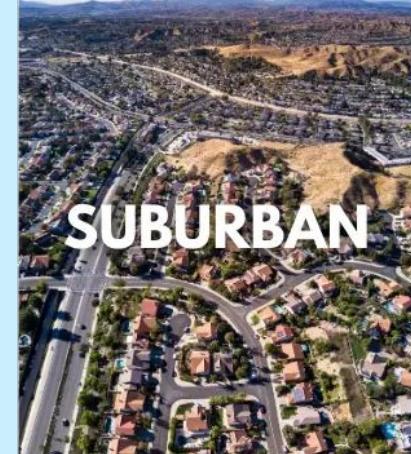
Cost Per Mille

\$5,563.73 CPM



Cost Per Click

\$48.50 CPC





03 **AUDIENCE**

Audience Insights: Hits, Misses, and Marketing Personas



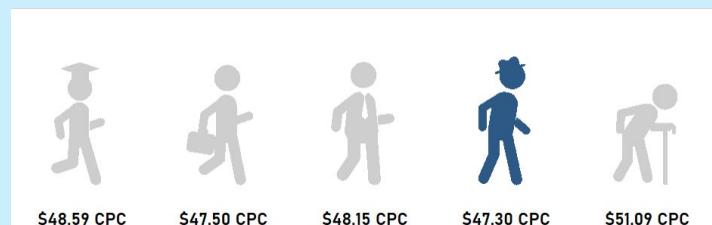
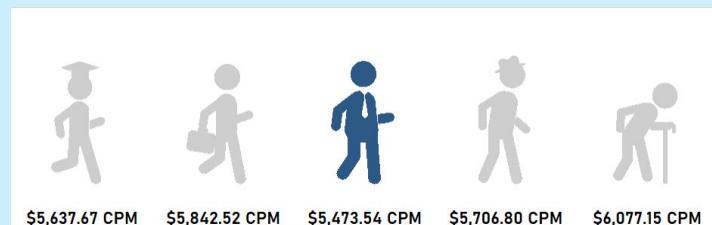
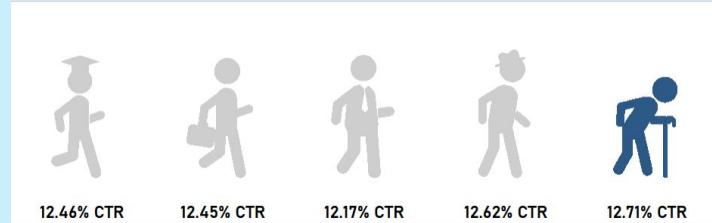
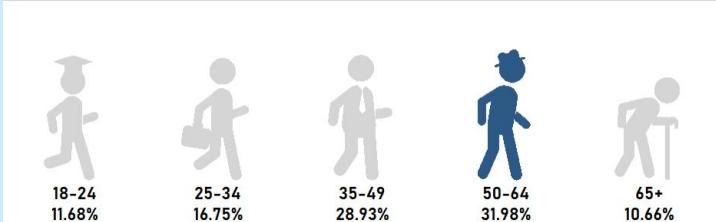


Audience Segmentation

Demographic

Age

- Ages 50–64 are the most cost-efficient, with the lowest CPC and cost per conversion, making them ideal for conversion-focused campaigns.
- Ages 65+ have the highest CTR but lower conversion efficiency, so testing landing pages or messaging could improve conversions.
- Ages 35–49 show strong CPM, making them effective for awareness campaigns.



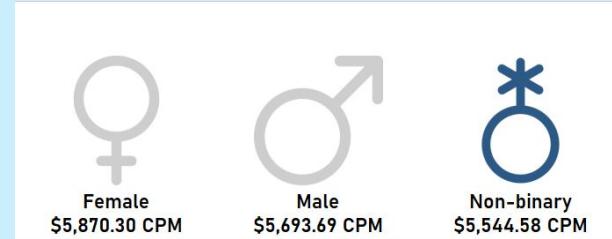
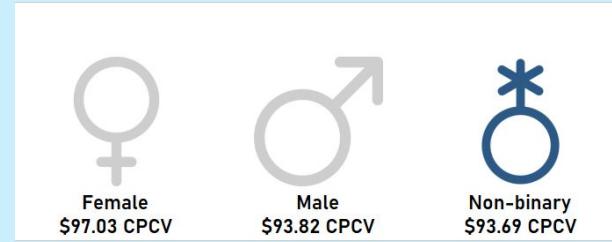
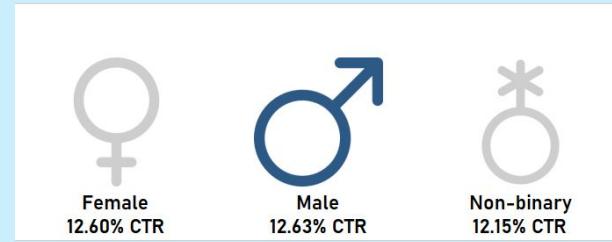
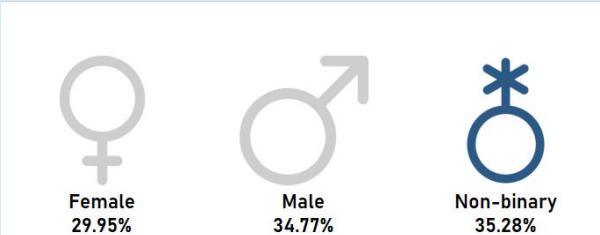


Audience Segmentation

Demographic

Gender

- Non-binary users are the most cost-efficient, with the best CPC, CPM, and cost per conversion, making them ideal for performance-focused campaigns.
- Male users show the highest CTR and best CPC, indicating strong ad engagement, so creatives that resonate with this group can help maximize clicks while continuing to optimize conversion paths.



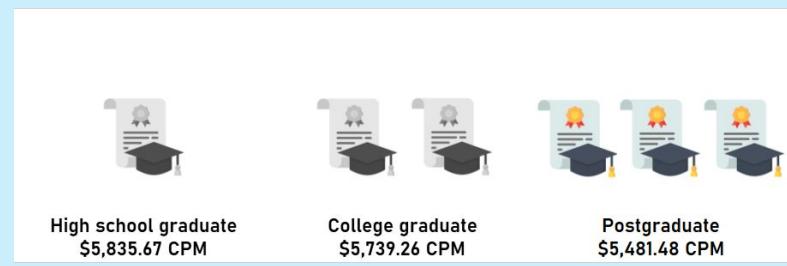


Audience Segmentation

Demographic

Education Level

- Postgraduates are the most cost-effective, with the best CPC, CPM, and cost per conversion, and should be prioritized for performance-driven campaigns.
- High school graduates have the highest CTR but weaker conversion, so refining messaging and landing pages can help turn interest into action.
- Consider allocating a small portion of spend to test high school audiences.



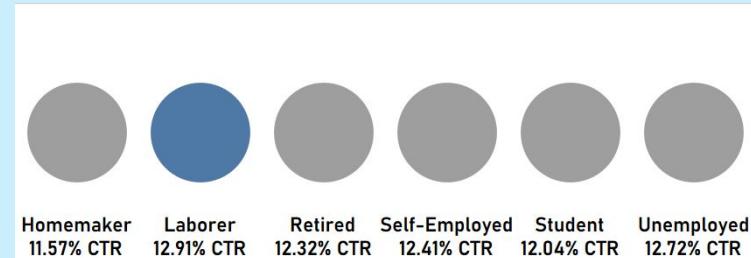


Audience Segmentation

Demographic

Occupation

- Self-employed users are the most cost-efficient with the best CPC and cost per conversion, making them a top target for conversion campaigns.
- Laborers show the highest CTR, suggesting ad appeal, while students achieve the best CPM, making them ideal for awareness-focused campaigns.
- Ads that resonate with laborers can inform creatives for other segments.





Audience Segmentation

Demographic

Income

- Middle-income users are the most cost-efficient, with the best CPM and CPC, making them ideal for broad, cost-effective reach.
- Low-income users have the highest CTR, indicating strong interest, while high-income users deliver the best cost per conversion, showing high purchase intent.
- Retarget high-income users to maximize conversions and optimize messaging for low-income users to turn clicks into action.

\$
Low-income
25.13%

\$\$
Middle-income
28.93%

\$\$\$
High-income
45.94%



Low-income
12.66% CTR



Middle-income
12.26% CTR



High-income
12.45% CTR



Low-income
\$94.92 CPCV



Middle-income
\$95.52 CPCV



High-income
\$94.15 CPCV



Low-income
\$5,823.85 CPM



Middle-income
\$5,456.54 CPM



High-income
\$5,769.56 CPM



Low-income
\$48.14 CPC



Middle-income
\$47.47 CPC



High-income
\$48.54 CPC



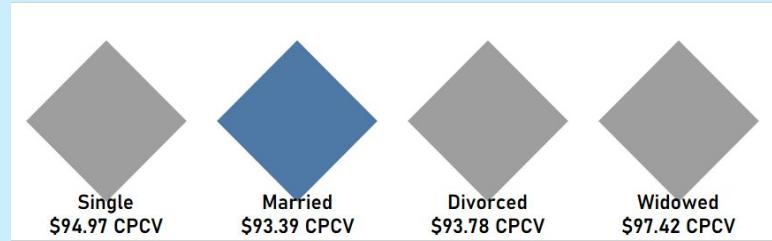
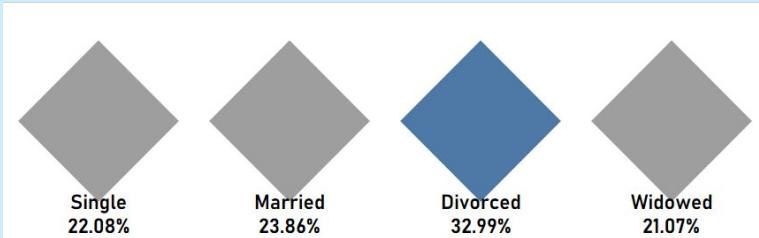


Audience Segmentation

Demographic

Marital Status

- Married users are the most cost-efficient, with the best CPC, CPM, and cost per conversion, making them ideal for conversion-focused campaigns.
- Divorced users show the highest CTR, indicating strong ad interest, so messaging that resonates with this group can help turn engagement into conversions.





Audience Segmentation

Demographic

Family Size

- Households with children outperform single-person households across all key metrics: CTR, CPC, CPM, and cost per conversion, making them the most cost-effective and engaged audience.
- Campaigns should prioritize this segment while testing strategies to increase engagement and conversions among single-person households.



Single-person household
35.03%



Two-person household
34.26%



Household with children
30.71%



Single-person household
12.09% CTR



Two-person household
12.58% CTR



Household with children
12.71% CTR



Single-person household
\$97.37 CPCV



Two-person household
\$94.22 CPCV



Household with children
\$92.38 CPCV



Single-person household
\$6,035.60 CPM



Two-person household
\$5,641.49 CPM



Household with children
\$5,370.12 CPM



Single-person household
\$50.82 CPC



Two-person household
\$47.50 CPC



Household with children
\$45.83 CPC

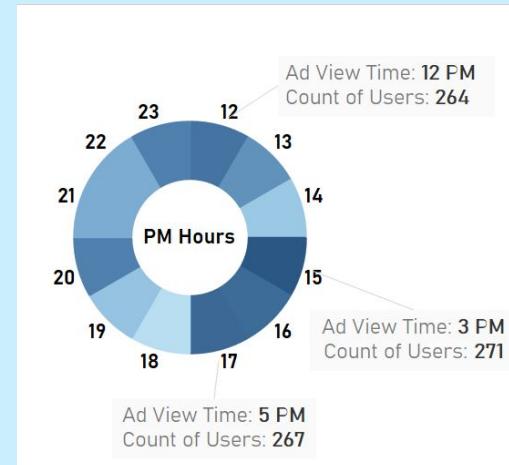
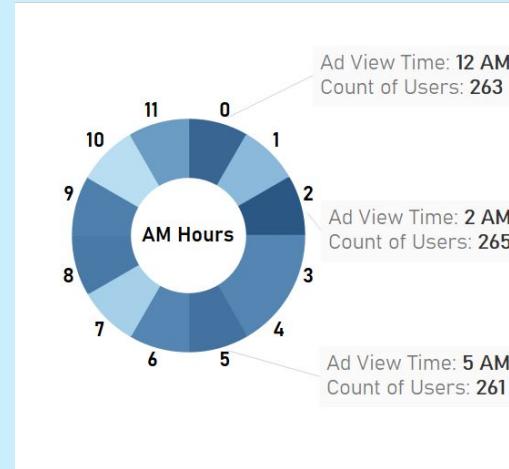
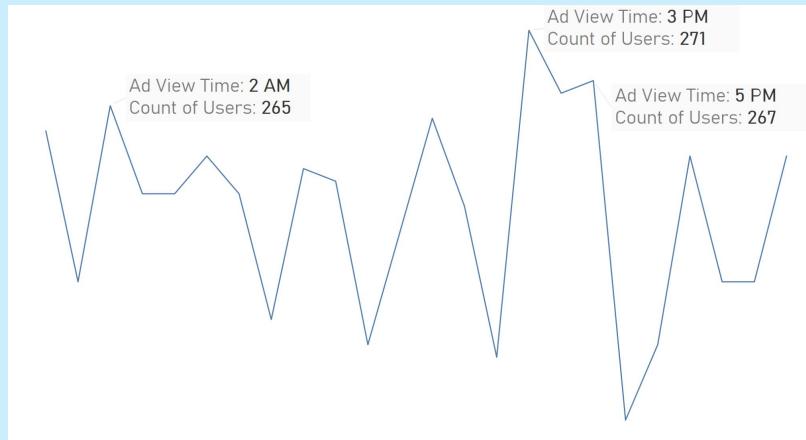


Audience Segmentation

Behavioral

Most Active Times of the Day

- 12AM, 2AM, 5AM
- 12PM, 3PM, 5PM





Audience Segmentation

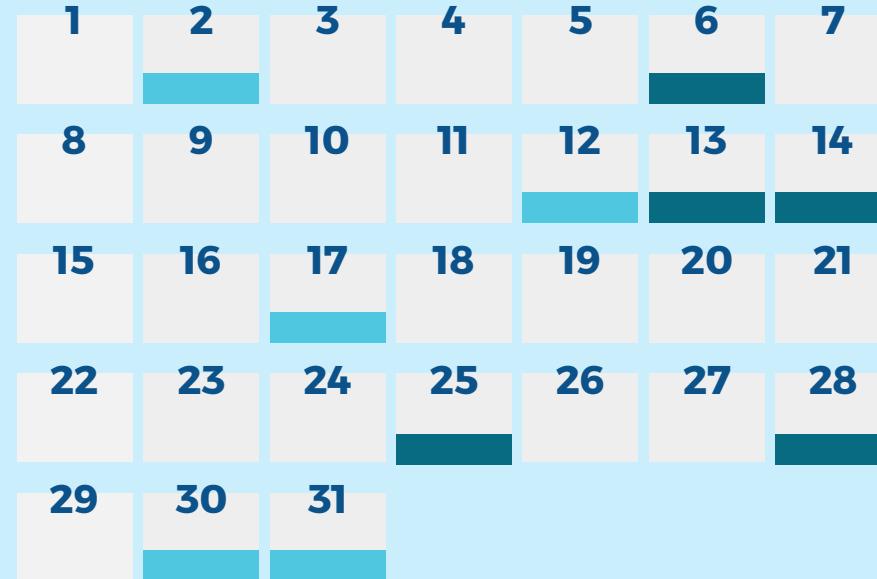
Most Active Days of
the Month



Least Active Days of
the Month



Behavioral

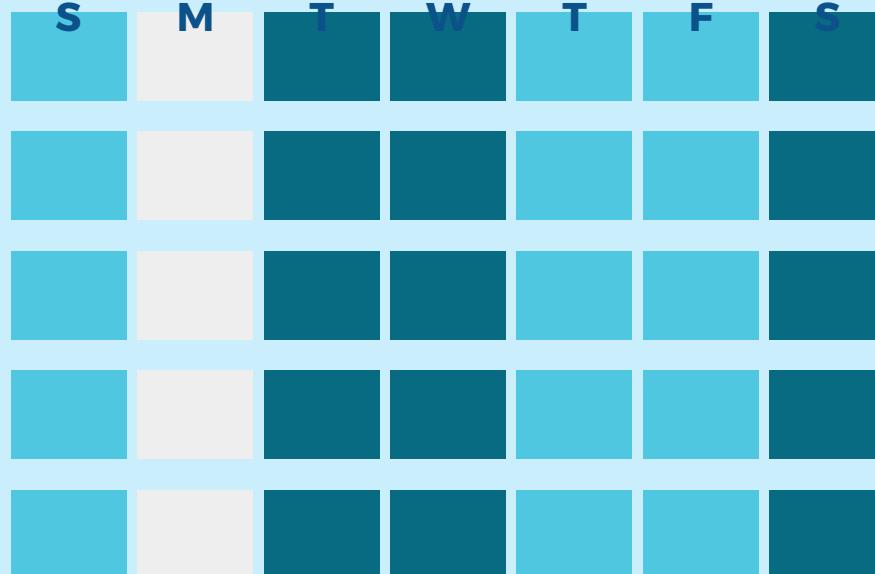




Audience Segmentation

Behavioral

Most Active Days
of the Week

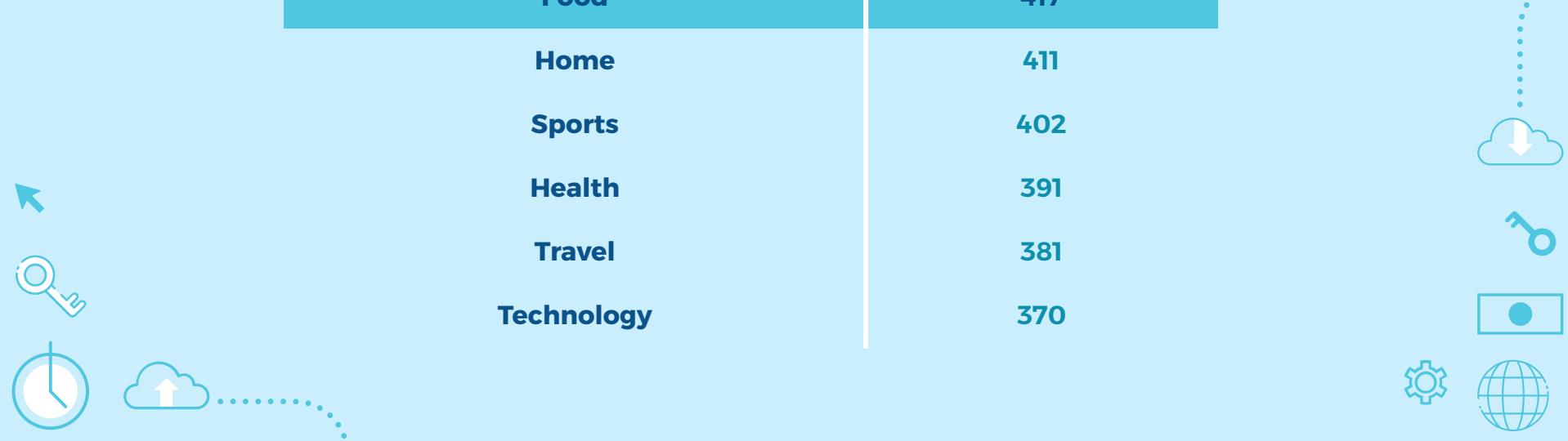


Least Active Days
of the Week



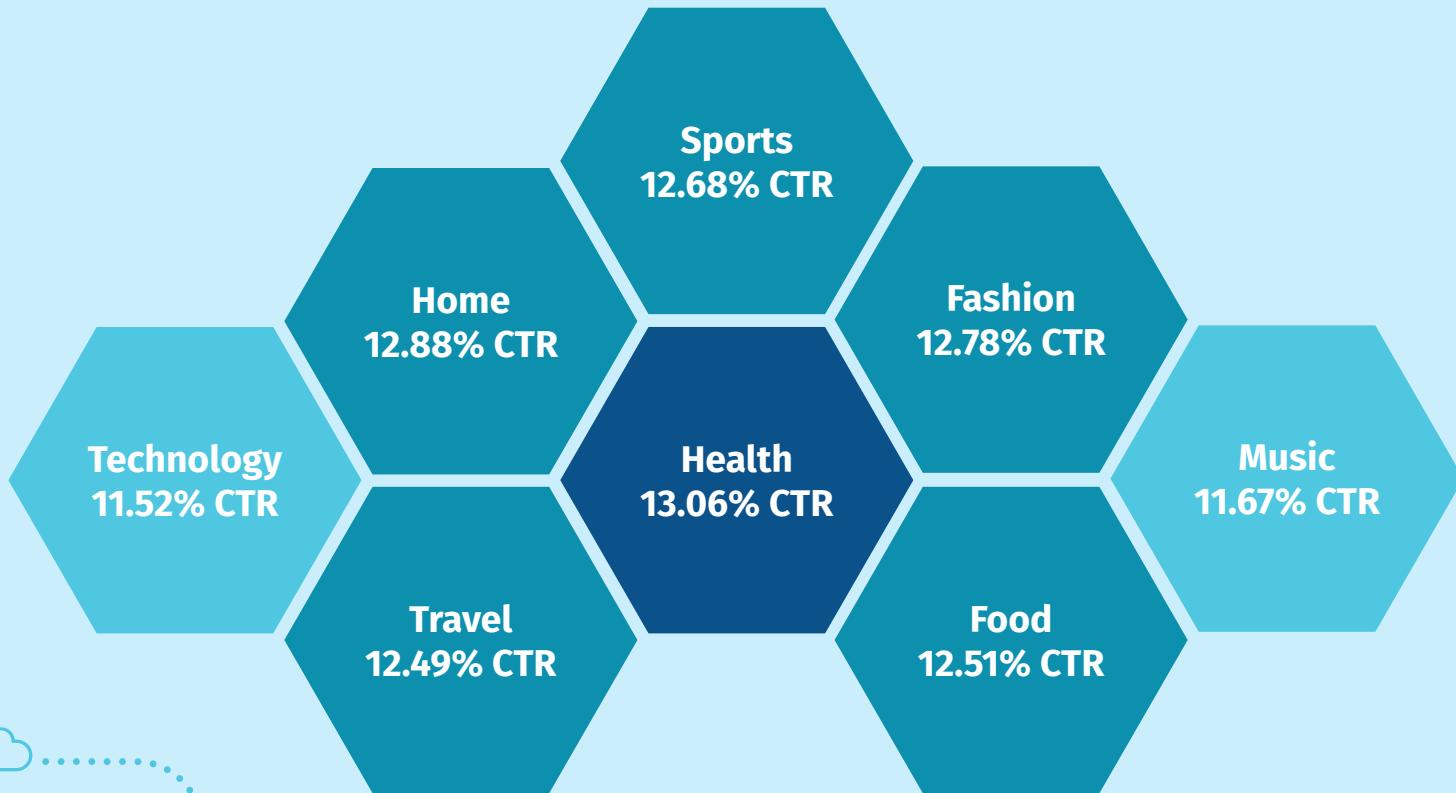
Topics/Custom Segments

	Count of Campaigns
Music	442
Fashion	440
Food	417
Home	411
Sports	402
Health	391
Travel	381
Technology	370



Topics/Custom Segments

By Performance





Top 3 Topics/Custom Segments

By Cost-Effectiveness

Cost Per Conversion

1. Travel (\$90.10)
2. Sports (\$92.11)
3. Health (\$92.87)

Cost Per Mille

1. Technology (\$4,908.83)
2. Music (\$5,178.59)
3. Travel (\$5,314.31)

Cost Per Click

1. Health (\$44.05)
2. Sports (\$45.73)
3. Home (\$46.68)



@



Audience Personas



PERSONA 1: MR. JOHN
Engaged urban professional

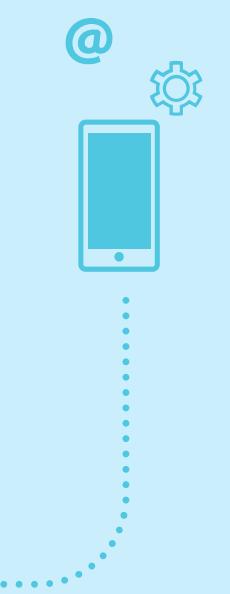
- **Demographics:**
 - Age: 50–64 (cost-efficient for conversions)
 - Gender: Male (highest CTR, strong engagement)
 - Education: Postgraduate (most cost-efficient for CPC, CPM, conversions)
 - Occupation: Self-employed (cost-efficient for conversions)
 - Household: Married with children (most cost-effective)
 - Income: Middle- to high-income
- **Geography:**
 - US West (best CTR & CPCV)
 - Key states: California, Montana, Colorado, Florida, Massachusetts
 - Urban/ Suburban mix: Suburban for CTR/CPC, Urban for CPCV
- **Interests & Topics:**
 - Music, fashion, food (top topics by campaign count)
 - Health (highest CTR), Travel, Sports (best CPCV)



PERSONA 2: MR. JOHN
Curious retiree explorer

- **Demographics:**
 - Age: 65+ (highest CTR, lower conversion efficiency)
 - Gender: Male or Non-binary (CTR strong, cost-efficient)
 - Education: High school or some college (high CTR, needs optimized messaging)
 - Occupation: Retired / Laborers (high CTR)
 - Household: Single-person or empty nesters
 - Income: Low- to middle-income
- **Geography:**
 - US Northeast (best CPC)
 - Key states: Massachusetts, Maine, New York, Vermont, New Jersey
 - Urbanicity: Urban (best CPCV & CPM)
- **Interests & Topics:**
 - Health (CTR)
 - Travel, Sports (CPCV)
 - Technology, Music (CPM)





04 **CREATIVE**



The Big Picture: Which Creatives Clicked (and
Which Flopped)

Top 3 Creative Sizes

By Performance

970x250 px
13.26% CTR

300x600 px
13.01% CTR

300x50 px
12.70% CTR





Top Creative Sizes

By Cost-Effectiveness

Cost Per Conversion

1. **300x600** (\$90.92)
2. 300x250 (\$92.05)
3. **728x90** (\$92.24)
4. **300x50** (\$94.19)
5. 320x50 (\$96.67)

Cost Per Mille

1. **728x90** (\$5,042.61)
2. **300x50** (\$5,174.78)
3. 160x600 (\$5,474.70)
4. **300x600** (\$5,561.83)
5. 320x250 (\$5,594.11)

Cost Per Click

1. **728x90** (\$43.99)
2. **300x50** (\$44.54)
3. 300x250 (\$44.82)
4. 300x600 (\$48.18)
5. **160x600** (\$50.55)



Creative Messaging

By Performance

	Click Through Rate
Start Your Plan	12.83%
Upgrade Today	12.71%
Switch & Save	12.45%
Get Unlimited	12.28%
Fast WiFi Now	11.98%





Creative Messaging

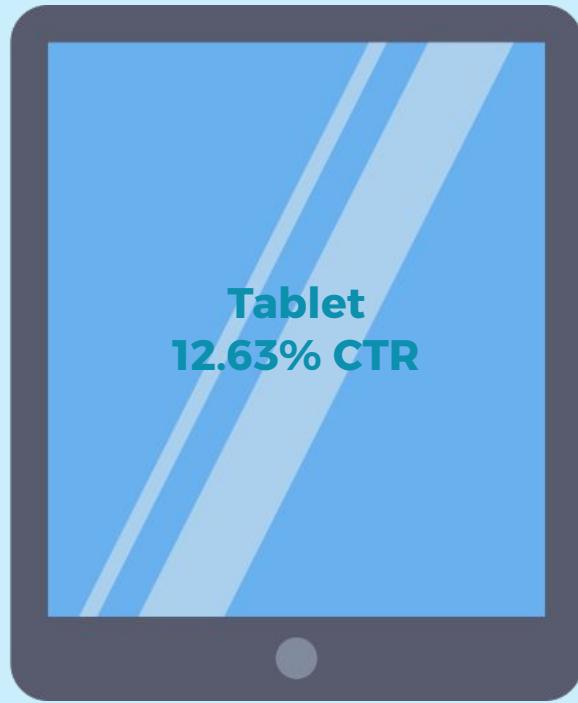
By Cost-Effectiveness

	Cost Per Conversion	Cost Per Mille	Cost Per Click
Start Your Plan	\$95.02	\$5,767.54	\$48.07
Upgrade Today	\$97.31	\$6,229.37	\$48.15
Switch & Save	\$96.16	\$5,548.48	\$48.22
Get Unlimited	\$91.78	\$5,607.67	\$49.23
Fast WiFi Now	\$93.62	\$5,385.17	\$46.95



Devices

By Performance

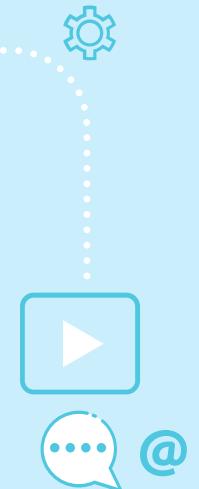




Devices

By Cost-Effectiveness

	Cost Per Conversion	Cost Per Mille	Cost Per Click
Computer	\$94.15	\$5,692.22	\$47.19
Smartphone	\$94.72	\$5,505.94	\$49.01
Tablet	\$95.36	\$5,882.38	\$48.21



Ad Formats

By Performance



Video
13.23% CTR



Native
12.44% CTR



Rich Media
12.31% CTR



Display
11.80% CTR



Ad Formats

By Cost-Effectiveness



	Cost Per Conversion	Cost Per Mille	Cost Per Click
Display	\$92.16	\$5,337.13	\$47.88
Video	\$93.76	\$5,884.55	\$46.76
Native	\$96.48	\$5,825.16	\$49.44
Rich Media	\$96.82	\$5,730.83	\$48.54



Ad Positions

By Performance

Above the Fold

12.23% CTR

Sidebar

12.26%
CTR

Below the Fold
13.21% CTR

Footer
12.12% CTR





Ad Positions

By Cost-Effectiveness

	Cost Per Conversion	Cost Per Mille	Cost Per Click
Above the Fold	\$99.35	\$6,220.74	\$50.99
Below the Fold	\$92.71	\$5,742.45	\$48.67
Sidebar	\$94.75	\$5,580.90	\$46.78
Footer	\$92.18	\$5,241.14	\$46.08





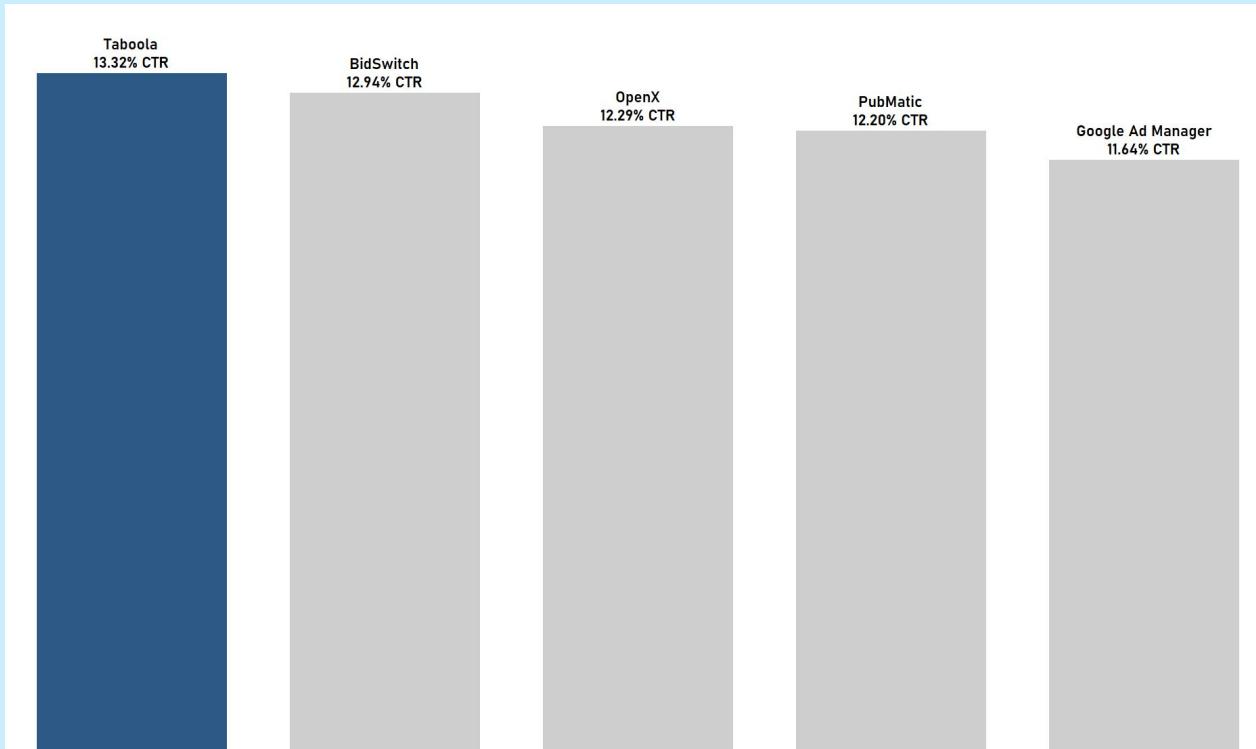
05 INVENTORY

Stocking Up on Success: Top Exchanges and Sites
That Delivered



Ad Exchanges

By Performance





Ad Exchanges

By Cost-Effectiveness

Cost Per Conversion

1. BidSwitch (\$91.77)
2. **PubMatic** (\$93.72)
3. OpenX (\$94.59)
4. Google Ad Manager (\$95.40)
5. Taboola (\$97.97)

Cost Per Mille

1. Google Ad Manager (\$4,817.44)
2. **PubMatic** (\$5,015.65)
3. Taboola (\$5,888.85)
4. BidSwitch (\$6,406.59)
5. OpenX (\$6,461.89)

Cost Per Click

1. **PubMatic** (\$45.91)
2. BidSwitch (\$47.39)
3. Google Ad Manager (\$47.69)
4. Taboola (\$49.46)
5. OpenX (\$50.14)

*PubMatic appears in the top 3 across each of the KPIs.



Deal Types

By Performance

Open Exchange
12.12% CTR



Hundreds of
buyers competing

**Private
Marketplace**
12.31% CTR



Invitation-only
Non-guaranteed
volumes

**Programmatic
Guaranteed**
12.93% CTR



Fixed price
One-to-one deals
Guaranteed
volumes



Deal Types

By Cost-Effectiveness

	Cost Per Conversion	Cost Per Mille	Cost Per Click
Programmatic Guaranteed	\$96.40	\$5,779.13	\$48.12
Private Marketplace	\$93.11	\$5,584.02	\$47.57
Open Exchange	\$94.81	\$5,724.78	\$48.74

Auction Types

By Performance

Second Price Auction

12.48% CTR



The highest bidder wins and pays the second-highest bid amount plus a small increment.

First Price Auction

12.42% CTR



The highest bidder wins and pays their full bid amount.





Auction Types

By Cost-Effectiveness

	Cost Per Conversion	Cost Per Mille	Cost Per Click
First Price Auction	\$94.97	\$5,910.59	\$49.11
Second Price Auction	\$94.50	\$5,475.24	\$47.15



Top Websites for Direct Contracts

By Performance

	Top App URL	Click Through Rate
Fashion	vogue.com	14.60%
Food	food52.com	13.80%
Health	healthline.com	14.57%
Home	architecturaldigest.com	14.28%
Music	pitchfork.com	13.55%
Sports	sports.yahoo.com	15.04%
Technology	cnet.com	13.70%
Travel	tripadvisor.com	14.86%





Top Websites for Direct Contracts

By Cost-Effectiveness

		Cost Per Conversion	Cost Per Mille	Cost Per Click
Fashion	vogue.com	\$98.35	\$6,339.99	\$53.36
Food	food52.com	\$104.02	\$8,015.51	\$56.61
Health	healthline.com	\$81.55	\$7,018.32	\$42.87
Home	architecturaldigest.com	\$97.13	\$6,414.65	\$52.93
Music	pitchfork.com	\$100.35	\$5,472.63	\$44.05
Sports	sports.yahoo.com	\$92.16	\$7,585.70	\$44.75
Technology	cnet.com	\$97.37	\$6,053.94	\$52.02
Travel	tripadvisor.com	\$83.45	\$5,303.63	\$43.76





06 CONCLUSION

The Final Word: Recommendations to Seal the Deal



Overall Campaign Benchmark Goals

Primary Goals (Performance/Conversion-Focused)

KPI	Benchmark Goal	Our Numbers	Goal?
Cost Per Conversion (CPCV)	\$50	\$94.74	Not Met
Click Through Rate (CTR)	10%	12.45%	Met
Cost Per Click (CPC)	\$25	\$48.13	Not Met
Desktop Conversion Rate	50%	50.04%	Met
Smartphone Conversion Rate	50%	51.56%	Met

Overall Campaign Benchmark Goals

Secondary Goals (Efficiency & Visibility-Focused)

KPI	Benchmark Goal	Our Numbers	Goal?
Cost Per Mille (CPM)	\$2,500	\$5,693.70	Not Met
Viewability CPM (vCPM)	\$5,000	\$11,511	Not Met
Viewability Rate	70%	49.15%	Not Met



Final Recommendations

For Better Performance

Get More Clicks, Not Just More Views

- **1. Geographic Targeting**
 - Focus on US West (Montana, Colorado, Florida, MA) for high CTR.
 - Prioritize US Northeast & Suburban areas for cost-efficient CPC.
 - Tailor creatives to regional culture & interests.
- **2. Demographics**
 - Ages 50–64, postgraduates, self-employed, married, households with children → conversion-focused.
 - 65+, high school grads, laborers, divorced, low-income → high CTR; optimize messaging/landing pages.
 - Male & non-binary users → maximize engagement and cost-efficiency.
- **3. Content & Topics**
 - CTR: Health, music, fashion, food
 - CPCV: Travel, sports, health
 - CPM: Technology, music, travel
 - CPC: Health, sports, home
- **4. Campaign Strategy**
 - Conversion campaigns: prioritize cost-efficient, high-intent segments.
 - Awareness campaigns: target 35–49, students, urban areas.
 - Retargeting: high-income for conversions; optimize messaging for low-income clicks.





Final Recommendations

For Greater Cost-Effectiveness

Reach More People For Less Money

- **1. Geographic Targeting**
 - Focus on US Midwest & West for CPM efficiency.
 - Key states: California, Utah, Indiana, West Virginia, New York, Kansas.
 - Leverage suburban areas for cost-efficient reach; include urban areas where CPM is strong.
- **2. Demographics**
 - Prioritize middle-income, postgraduates, non-binary, married, households with children → best CPM & CPC.
 - Target students & 35–49 age group for awareness campaigns (strong CPM).
 - Include small test budgets for low-income, high school grads, single-person households to capture additional engagement without overspending.
- **3. Content & Topics**
 - High-volume campaigns: music, fashion, food
 - CPM-focused campaigns: technology, music, travel
 - Awareness campaigns: students + interests aligned with trending topics
- **4. Campaign Strategy**
 - Broad reach campaigns: leverage segments with low CPC & CPM for maximum impressions per dollar.
 - Segmented testing: optimize creatives for high-CTR but less cost-efficient groups to identify scalable audiences.
 - Retarget high-performing audiences carefully to maintain reach efficiency without overspending.



Thanks!

Do you have any questions?

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