



# COOP Marketing

Using marketing analytics to analyze KPIs in four areas to inform budget allocation strategies to maximum performance and efficiency

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# Agenda

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Objectives &  
Overview

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Analysis & Insights

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## Audience

Analysis & Insights

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## Inventory

Analysis & Insights

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## Conclusion

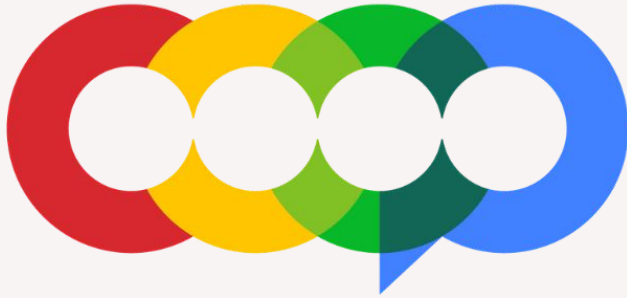
Final Recommendations



# 01 Introduction



# Key Stakeholders



- U.S. telecommunications company based in New York City
- Works with multiple agencies to activate media across various channels

# Key Stakeholders



**Maritza**

Senior Director,  
Marketing Analytics

*Location*



**Winnie**

Senior Director,  
Marketing Analytics

*Audience*



**Kaiwen**

Director,  
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 maximum performance and efficiency.

# Data

- **Data Source:** 2 Google Analytics datasets
- **Data collection date range:** September 1, 2024 - March 31, 2025
- **KPI focus areas:** Click Through Rate, Cost Per Conversion, Cost Per Mille, Cost Per Click

# User Demographics

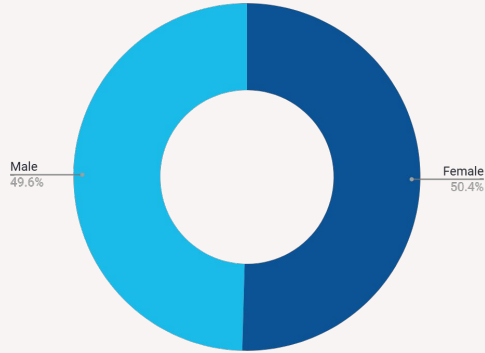
**452**

Users



**50.4%**

Female



**42.9**

Average age



**North Dakota**

US state with most users (17)





# User Demographics

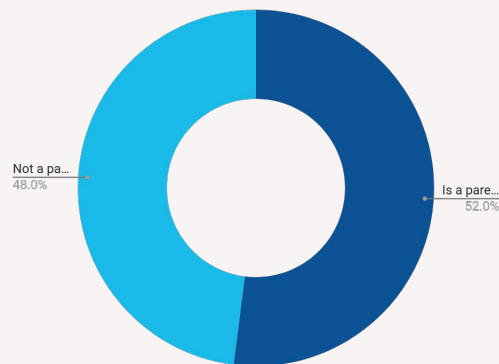
**239**

College graduates



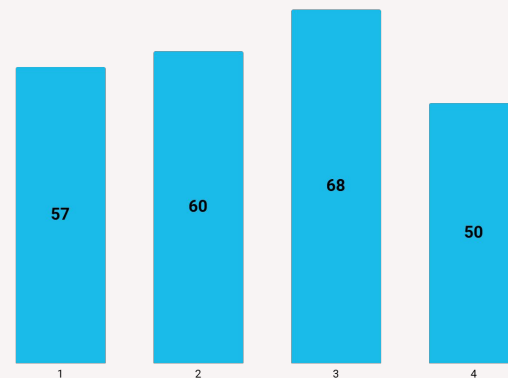
**52.0%**

Parents



**2.53**

Average amount of children (*parents only*)



## Overview



**729**

Total campaigns



**\$3,815.51**

Average campaign  
gross cost



**233K**

Total clicks



**8.5K**

Total conversions

**85.7M**

Total  
impressions

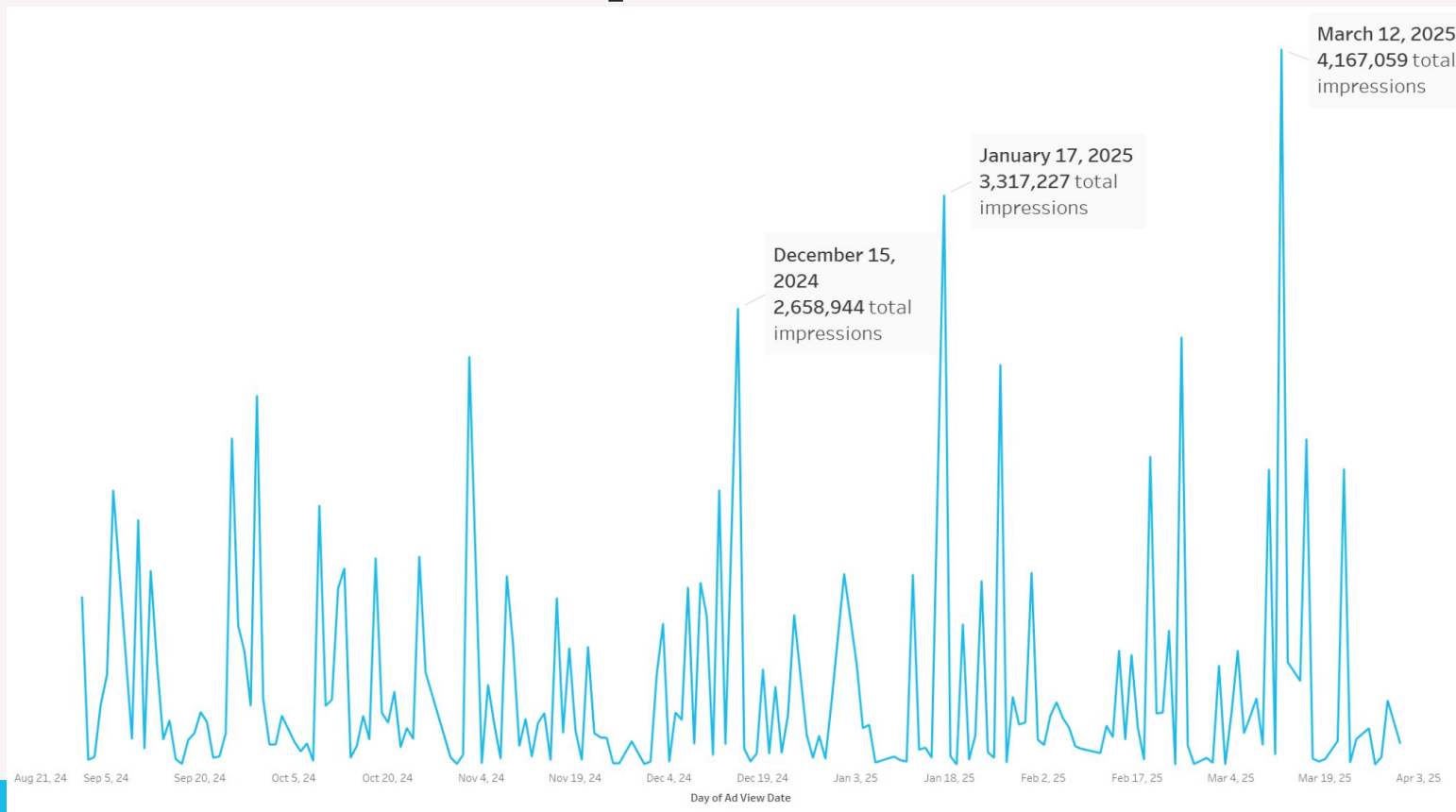
**74.1M**

Total measurable  
impressions

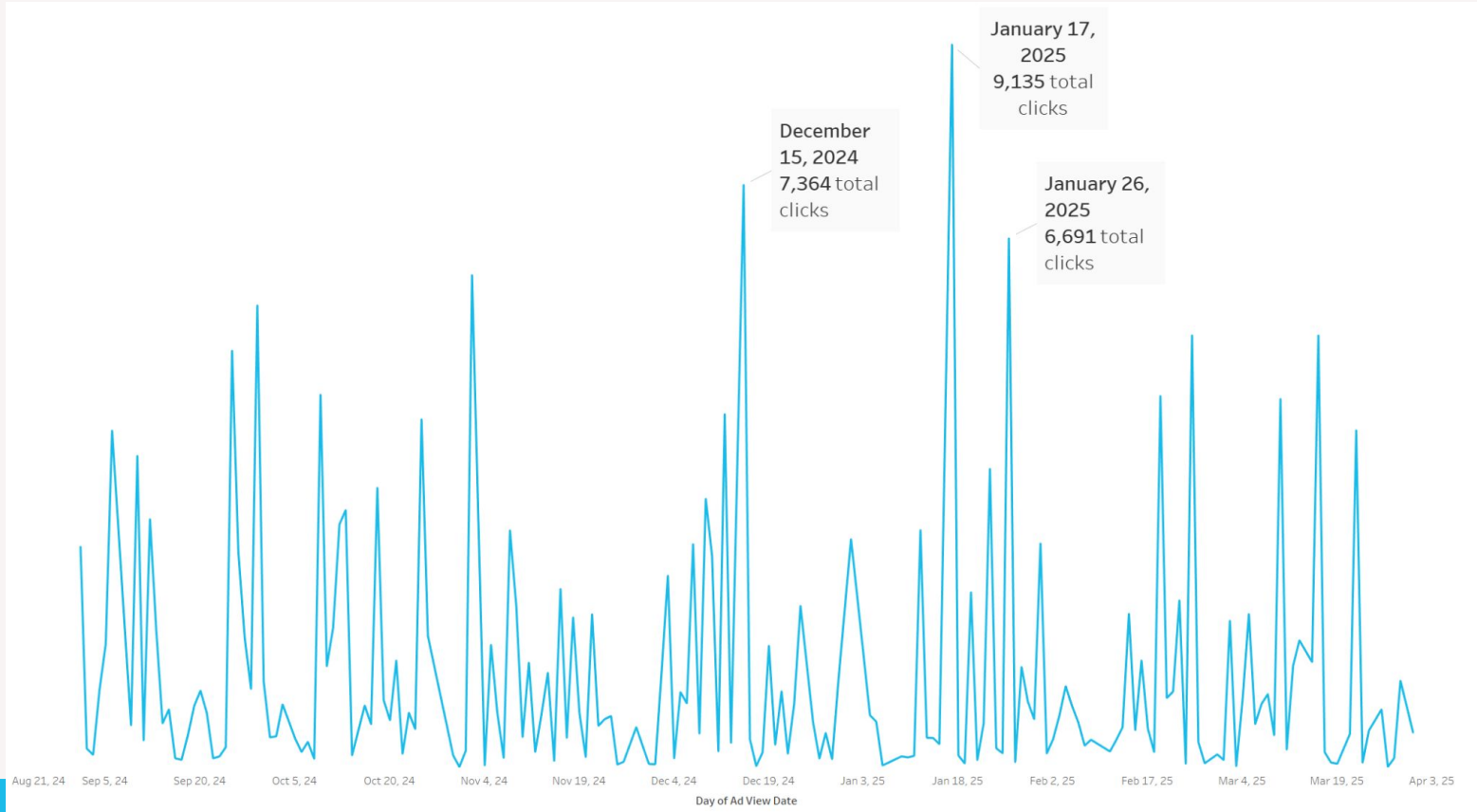
**41.9M**

Total viewable  
impressions

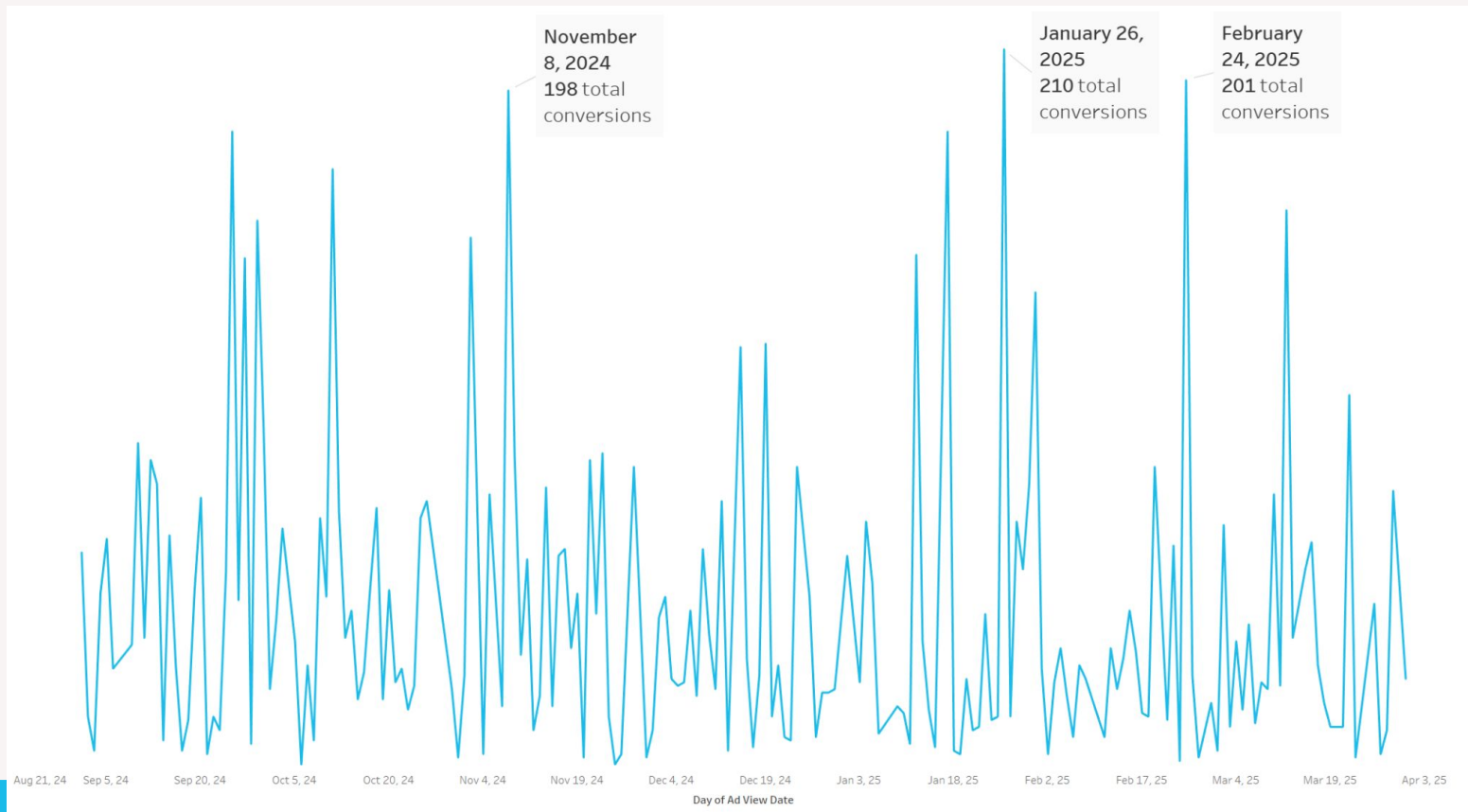
# Impressions



# Clicks



# Conversions



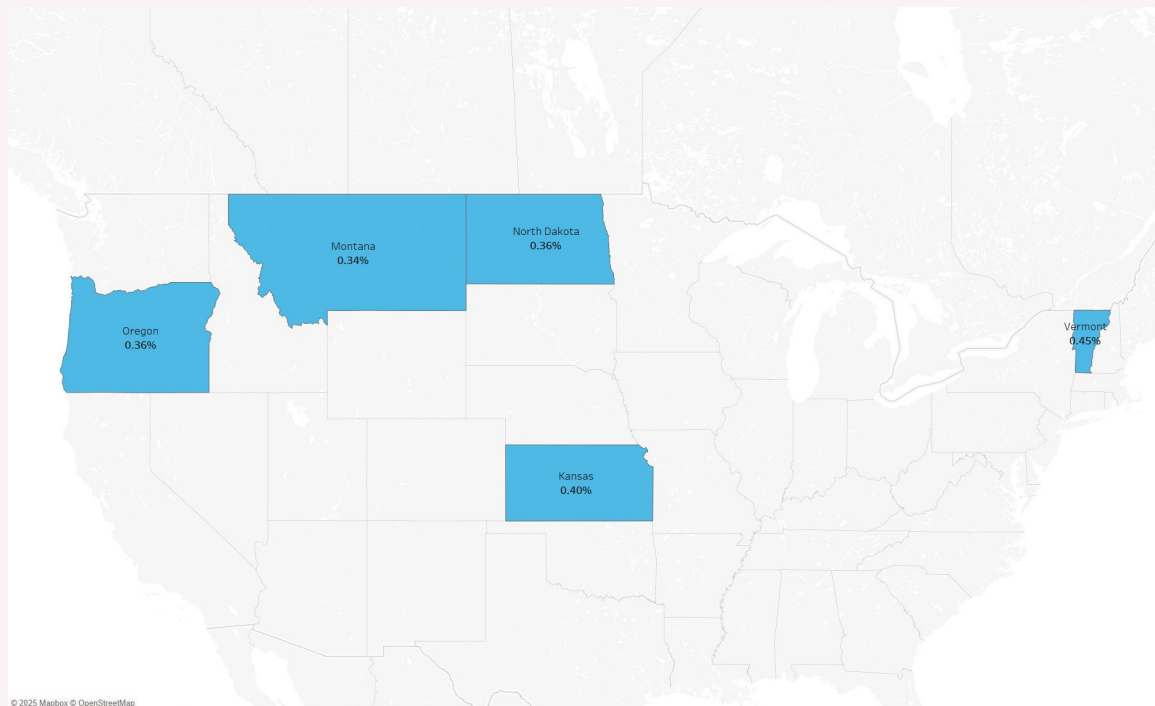


# 02 **Location Performance**



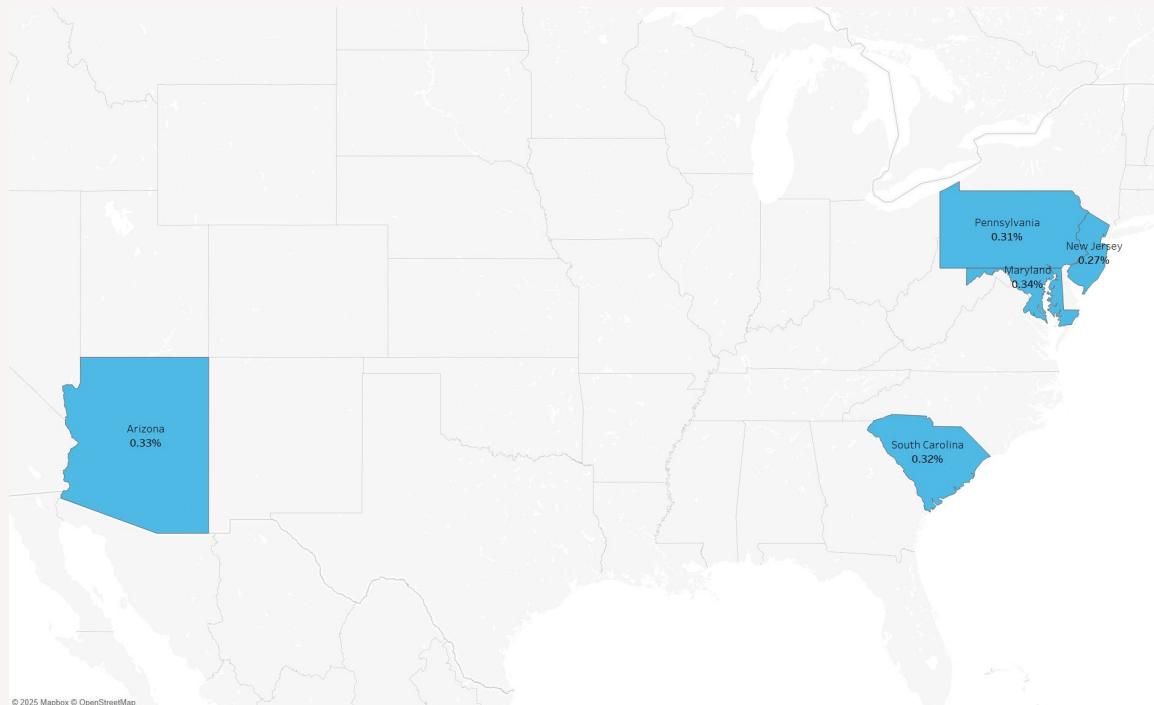
# Top 5 Performing US States by Click Through Rate

1. **Vermont** (0.45%)
2. **Kansas** (0.40%)
3. **North Dakota** (0.36%)
4. **Oregon** (0.36%)
5. **Montana** (0.34%)



# Bottom 5 Performing US States by Click Through Rate

1. **Maryland** (0.34%)
2. **Arizona** (0.33%)
3. **South Carolina** (0.32%)
4. **Pennsylvania** (0.31%)
5. **New Jersey** (0.27%)





# Top 5 Cost-Effective US States

## Cost Per Conversion

1. **Arizona** (\$236.04)
2. Kentucky (\$362.30)
3. North Dakota (\$366.46)
4. Connecticut (\$376.37)
5. South Dakota (\$387.77)

## Cost Per Mille

1. **Pennsylvania** (\$49.77)
2. **Arizona** (\$59.59)
3. **New Mexico** (\$75.08)
4. **New York** (\$75.26)
5. North Carolina (\$86.83)

## Cost Per Click

1. **Pennsylvania** (\$14.26)
2. **Arizona** (\$16.72)
3. **New York** (\$21.57)
4. **New Mexico** (\$25.95)
5. Idaho (\$27.74)

# Bottom 5 Cost-Effective US States

## Cost Per Conversion

1. **Maryland** (\$1,561.15)
2. New Jersey (\$1,309.40)
3. Pennsylvania (\$1,277.18)
4. Florida (\$1,247.91)
5. Vermont (\$1,163.31)

## Cost Per Mille

1. **Washington** (\$289.13)
2. **South Carolina** (\$275.22)
3. **Maryland** (\$270.73)
4. Nevada (\$243.98)
5. **Alaska** (\$243.63)

## Cost Per Click

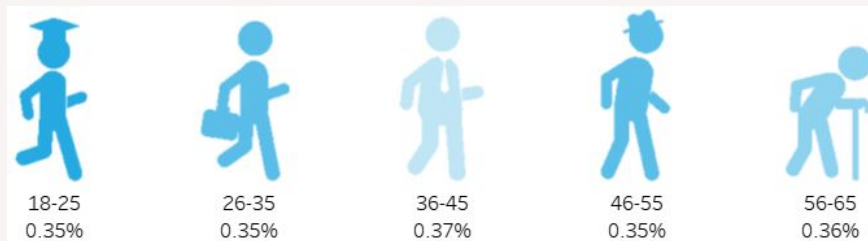
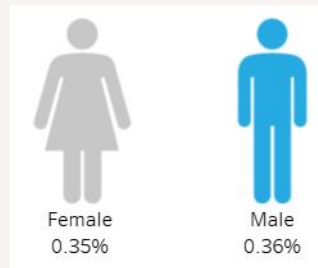
1. **Alaska** (\$153.13)
2. Colorado (\$132.53)
3. **Maryland** (\$120.22)
4. **South Carolina** (\$97.28)
5. **Washington** (\$79.30)



# 03 **Audience Performance**

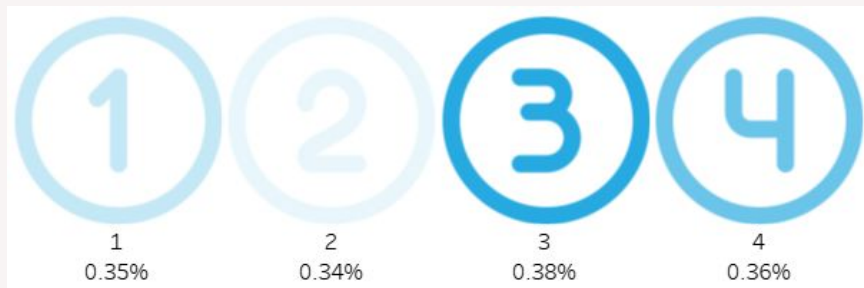
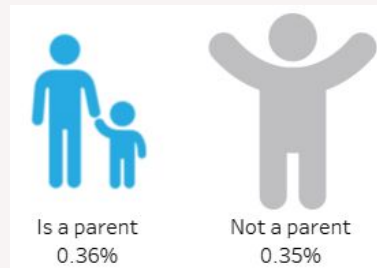
# Top 5 Performing Audiences by Click Through Rate

- **Male** users had a slightly **better click through rate** (0.36%), but it is minimal when compared to that of women (0.35%).
- Steady click through rate across all age groups, but marginally better rates for **36-45** and **56-65** age groups.



# Top 5 Performing Audiences by Click Through Rate

- **Parent** users had a slightly **better click through rate** (0.36%), but it is minimal when compared to that of non-parents (0.35%).
- Parents with **3** children had the performed the best in terms of click through rate (0.38%)



# Top 5 Cost-Effective Audiences

## Cost Per Conversion

1. Female, 31, \$264.59
2. Male, 36, \$281.62
3. Female, 62, \$315.63
4. Male, 26, \$328.28
5. **Female, 59**, \$333.40

## Cost Per Mille

1. Female, 48, \$39.49
2. **Female, 59**, \$42.97
3. **Male, 52**, \$49.84
4. Female, 43, \$50.92
5. **Female, 46**, \$57.33

## Cost Per Click

1. Female, 32, \$4.41
2. **Female, 46**, \$11.71
3. **Male, 52**, \$11.85
4. Female, 57, \$13.72
5. **Female, 59**, \$14.02

# Bottom 5 Cost-Effective Audiences

## Cost Per Conversion

1. **Male, 23**, \$2,564.46
2. Female, 40, \$1,977.02
3. Male, 25, \$1,823.85
4. Male, 42, \$1,564.21
5. Female, 24, \$1,485.19

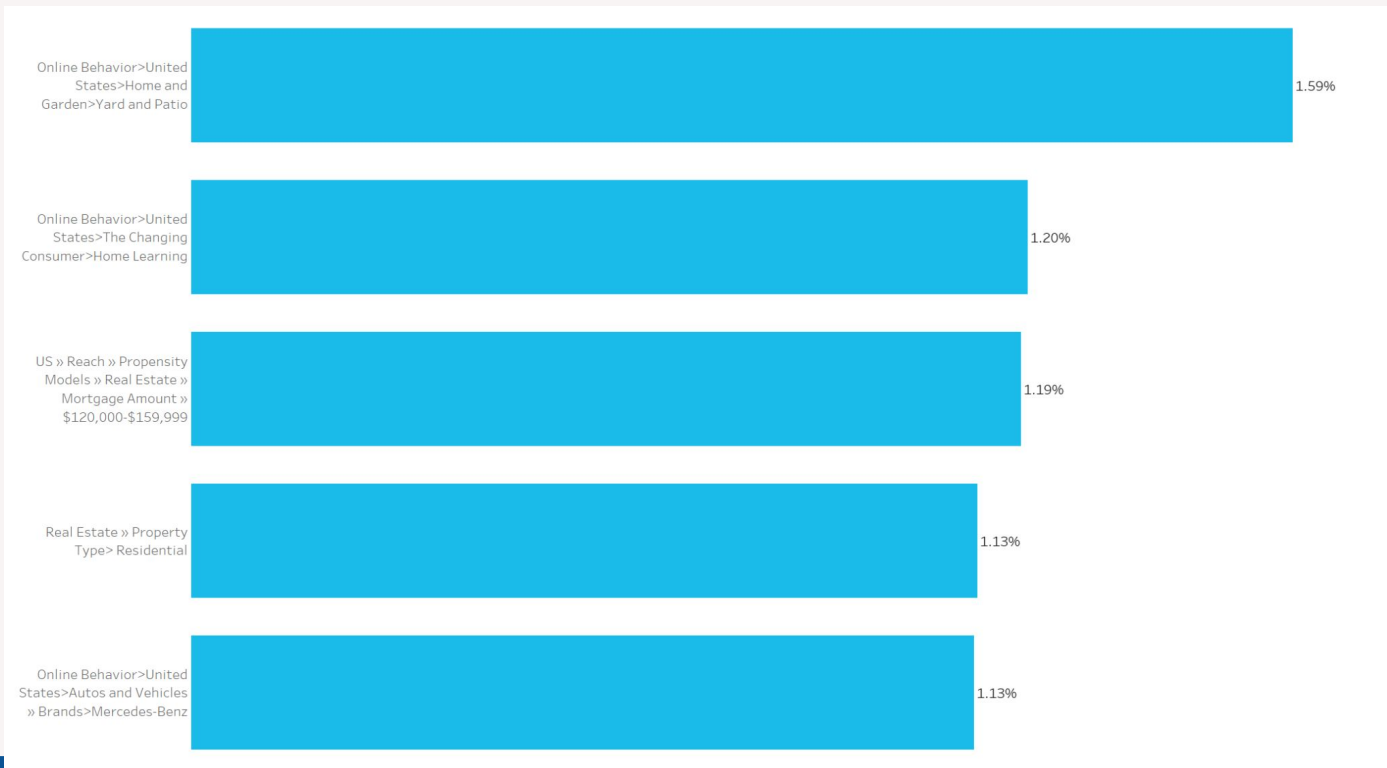
## Cost Per Mille

1. **Male, 23**, \$358.37
2. **Male, 31**, \$353.31
3. Female, 45, \$334.91
4. **Male, 61**, \$295.47
5. **Female, 64**, \$290.84

## Cost Per Click

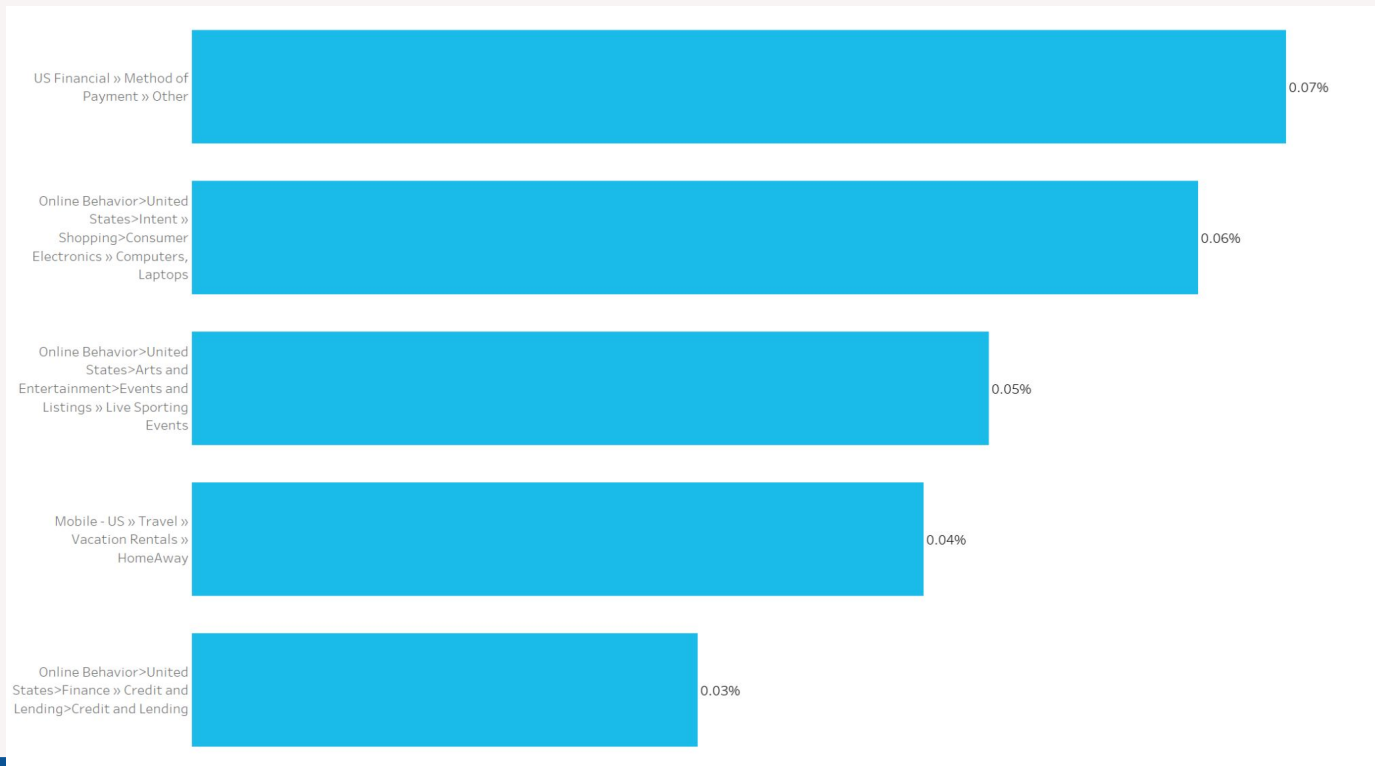
1. **Male, 31**, \$176.90
2. **Male, 61**, \$155.96
3. Female, 54, \$144.81
4. **Female, 64**, \$143.09
5. Female, 53, \$113.84

# Top 5 Performing Audience Segments by Click Through Rate

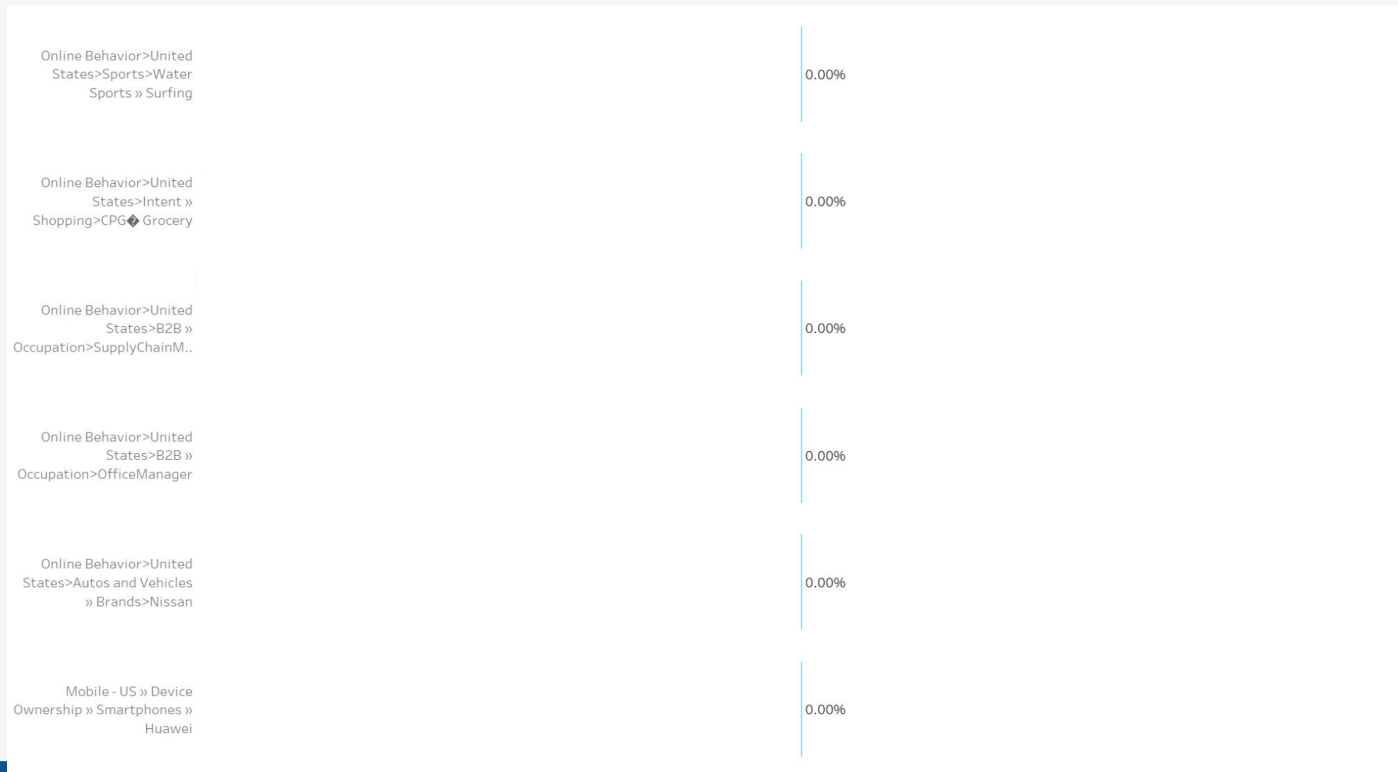




# Bottom 5 Performing Audience Segments by Click Through Rate



# Worst Performing Audience Segments by Click Through Rate



# Audience Personas



## **Persona 1:** **Mr. Doe**

- Male
- 46-55 years old
- Is a college graduate
- Is a parent
- From Michigan
- Interest in Real Estate > Mortgage Amount > \$120,000-\$159,999



## **Persona 2:** **John**

- Male
- 26-35 years old
- Is a college graduate
- Is a parent
- From Illinois
- Interest in The Changing Consumer > Home Learning



## **Persona 3:** **Jane**

- Female
- 18-25 years old
- Is a college graduate
- Is a parent
- From Texas
- Interest in Real Estate > Property Type > Residential



## **Persona 4:** **Mrs. Smith**

- Female
- 56-65 years old
- Is a college graduate
- Is a parent
- From Oklahoma
- Interest in Home and Garden > Yard and Patio

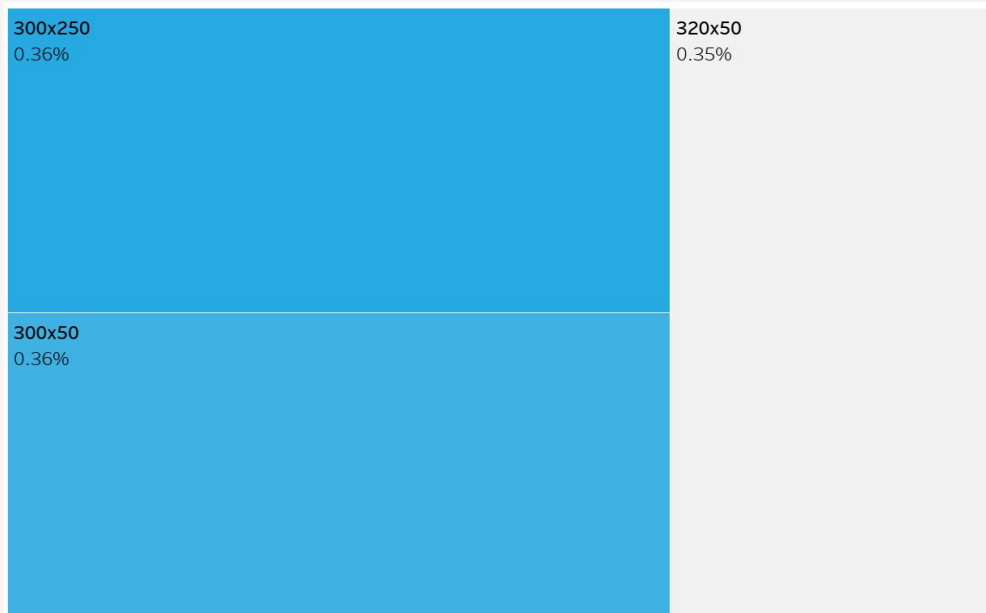


# 04 **Creative Performance**



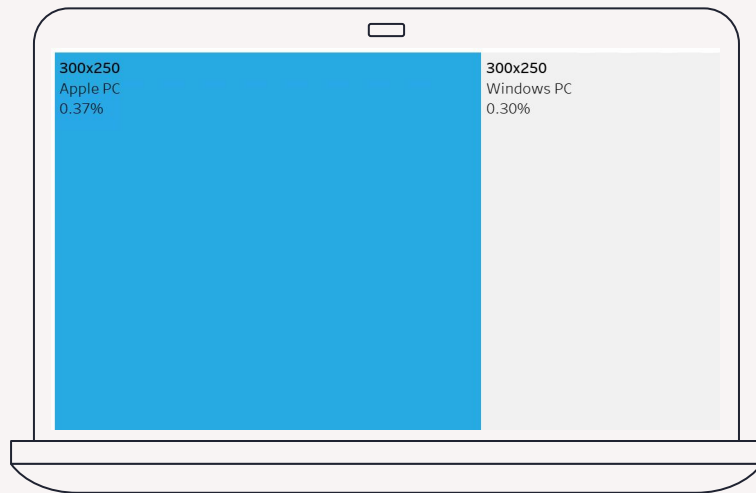
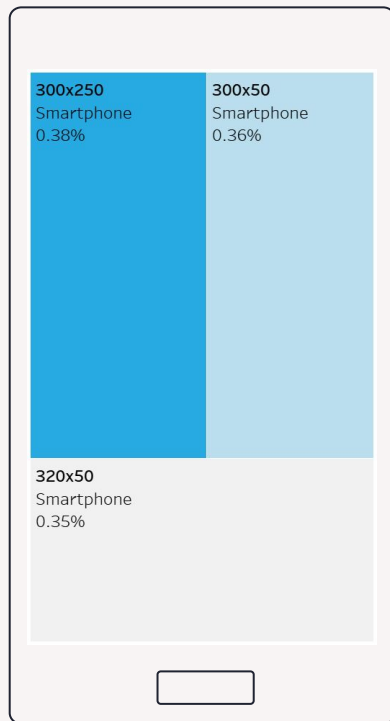
# Top Performing Creative Sizes by Click Through Rate

- **300x250 (0.36%)**
  - Standard banner ad size, or medium rectangle or mid page unit
  - Tends to have more ad inventory available from advertisers, which can increase earnings when both text and image ads are turned on.
- **300x50 (0.36%)**
  - Mobile-friendly web size also known as "mobile banner"
  - Fits larger mobile phone screens at the top or bottom of the screen.
- **320x50 (0.35%)**
  - "Mobile leaderboard", a mobile-optimized banner



# Top Performing Creative Sizes by Device by Click Through Rate

- Smartphone, **300x250**
- Apple PC, **300x250**
- Windows PC, **300x250**



# Top Performing Creative Sizes by Creative Messaging by Click Through Rate

Creative Size	10% Discount - Ends 6/1	Sign up Now - 10% Off	Sign up Today - 10% Off	Subscribe Today - 10% Discount
300x50	0.34%	0.31%	0.36%	0.40%
300x250	0.35%	0.36%	0.37%	0.36%
320x50	0.34%	0.35%	0.33%	0.38%

- **Subscribe Today - 10% Discount**
  - Performed really well with mobile formats (300x50 and 320x50)
- **Sign up Today - 10% Off**
  - Performed best with medium rectangle (300x250)

# Top 5 Performing Creative Sizes by Creative Messaging

## Cost Per Conversion

1. **300x50, Sign up Now - 10% Off**  
(\$360.61)
2. **320x50, 10% Discount - Ends 6/1**  
(\$556.73)
3. **300x250, Sign up Now - 10% Off**  
(\$562.18)
4. **320x50, Sign up Today - 10% Off**  
(\$586.58)
5. **300x250, Discount - Ends 6/1**  
(\$666.40)


## Cost Per Mille

1. **300x250, Sign up Now - 10% Off**  
(\$133.90)
2. **320x50, Sign up Today - 10% Off**  
(\$140.01)
3. **300x50, Sign up Today - 10% Off**  
(\$142.61)
4. **320x50, Subscribe Today - 10% Discount**  
(\$147.64)
5. **300x50, Sign up Now - 10% Off**  
(\$156.08)

## Cost Per Click

1. **300x250, Sign up Now - 10% Off**  
(\$34.98)
2. **300x50, Sign up Today - 10% Off**  
(\$35.39)
3. **300x250, Sign up Today - 10% Off**  
(\$44.08)
4. **320x50, 10% Discount - Ends 6/1**  
(\$45.67)
5. **300x50, 10% Discount - Ends 6/1**  
(\$52.63)

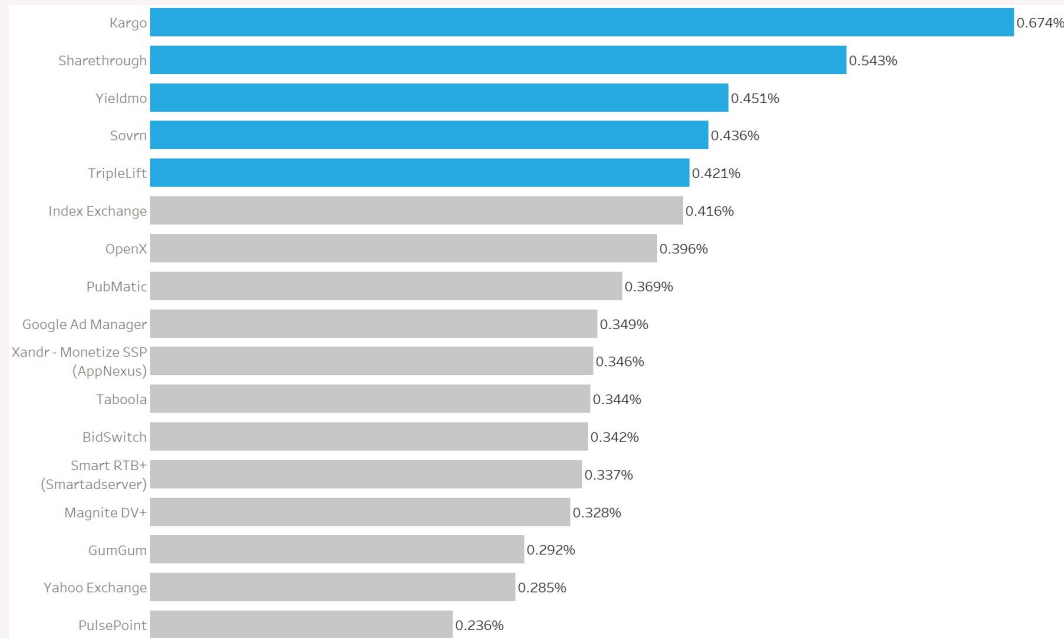




# 05 **Inventory Performance**

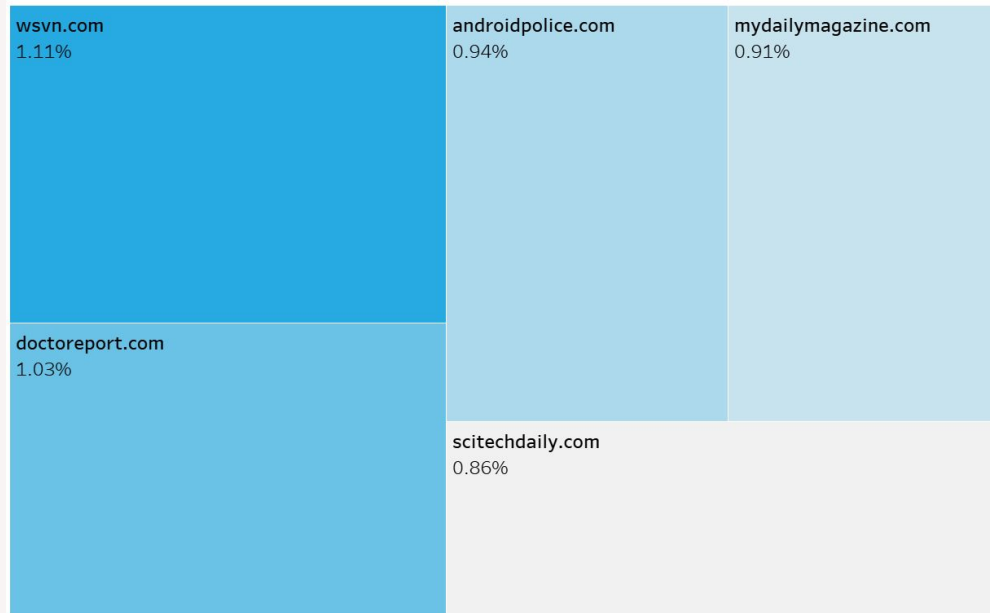
# Top 5 Performing Exchanges by Click Through Rate

- **Kargo** (0.67%)
- **Sharethrough** (0.54%)
- **Yieldmo** (0.45%)
- **Sovrn** (0.44%)
- **TripleLift, Index Exchange** (0.42%)



# Top 5 Websites to Contract for Direct Buy by Click Through Rate

- **wsvn.com** (1.11%)
  - Television station in Miami, Florida, affiliated with the FOX network
- **doctoreport.com** (1.03%)
  - Rebranded to thedoctorsreport.net
  - Digital publication focused on health and medical industry news from a private practice doctor's perspective
- **androidpolice.com** (0.94%)
  - Digital tech publication focused on Android and Google news, reviews, guides, editorials, and more
- **mydailymagazine.com** (0.91%)
  - Digital publication focused on new and latest trends in lifestyle and self-improvement
- **scitechdaily.com** (0.86%)
  - Digital science tech publication focused on science, space, and technology news





# 06 **Conclusion**



# Final Recommendations

- **More clicks**
  - Focus on campaigns in **Vermont, Kansas, and North Dakota**
  - Target **male parents** a little more than female parents, particularly in **older ages groups (36-45 and 56-65)**
  - Utilize **standard creative sizes** for appropriate devices, **300x250 for PC** and **300x50 for mobile**
  - **Longer creative messaging** for **mobile** formats
- **Greater cost-effectiveness** (*reach more people for less money*)
  - Focus on campaigns in **Arizona, Pennsylvania, and New York**
  - Target **middle-aged and older males and females (~46-59)**
  - Utilize **standard creative sizes** for appropriate devices, **300x250 for PC** and **300x50 for mobile**
  - Include **"Sign up"** in creative messaging



# THANKS!

**Do you have any questions?**  
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