COOP Telecom

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

Reina Li, Lead Analyst, ReinaStudio

Last updated: October 28, 2024

Agenda

01 → **Introduction**
Objectives & Overview

02 → **Location**
Analysis & Insights

03 → **Audience**
Analysis & Insights

04 → **Creative**
Analysis & Insights

05 → **Inventory**
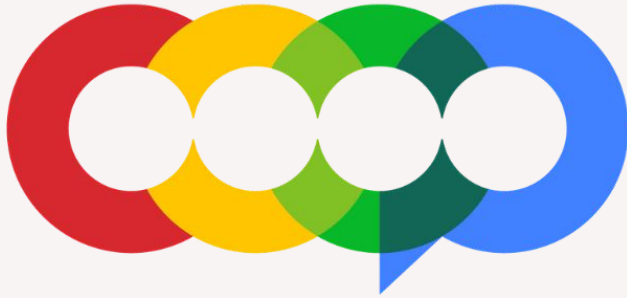Analysis & Insights

06 → **Conclusion**
Final Recommendations

01 Introduction

Key Stakeholders

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

Key Stakeholders

Maritza

Sr. Director of Marketing Analytics, *Location*

Kaiwen

Director of Marketing Analytics, *Audience*

Winnie

Director of Marketing Analytics, *Creative*

Chris

Director of Marketing Analytics, *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

- 2 datasets
- Collected through Google Analytics
- January 1, 2023 - September 30, 2024
- **KPI focus areas:** Click Through Rate, Cost Per Conversion, Cost Per Mille, Cost Per Click
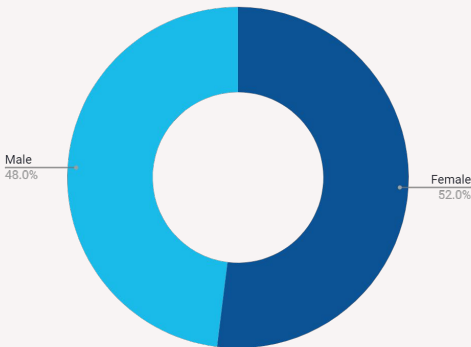
User Demographics

460
Users

52%
Female

Male 48.0%

Female 52.0%

41.7
Average age

Nebraska
US state with most users (15)

Overview

727

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
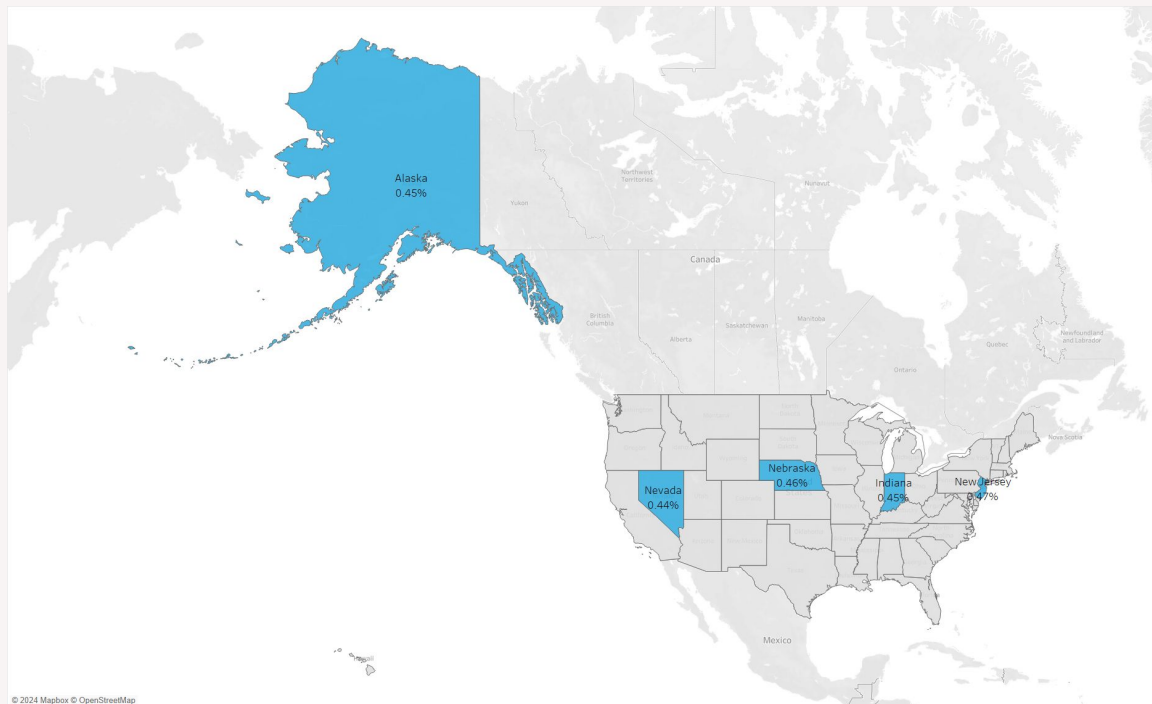
41.9M

Total viewable impressions
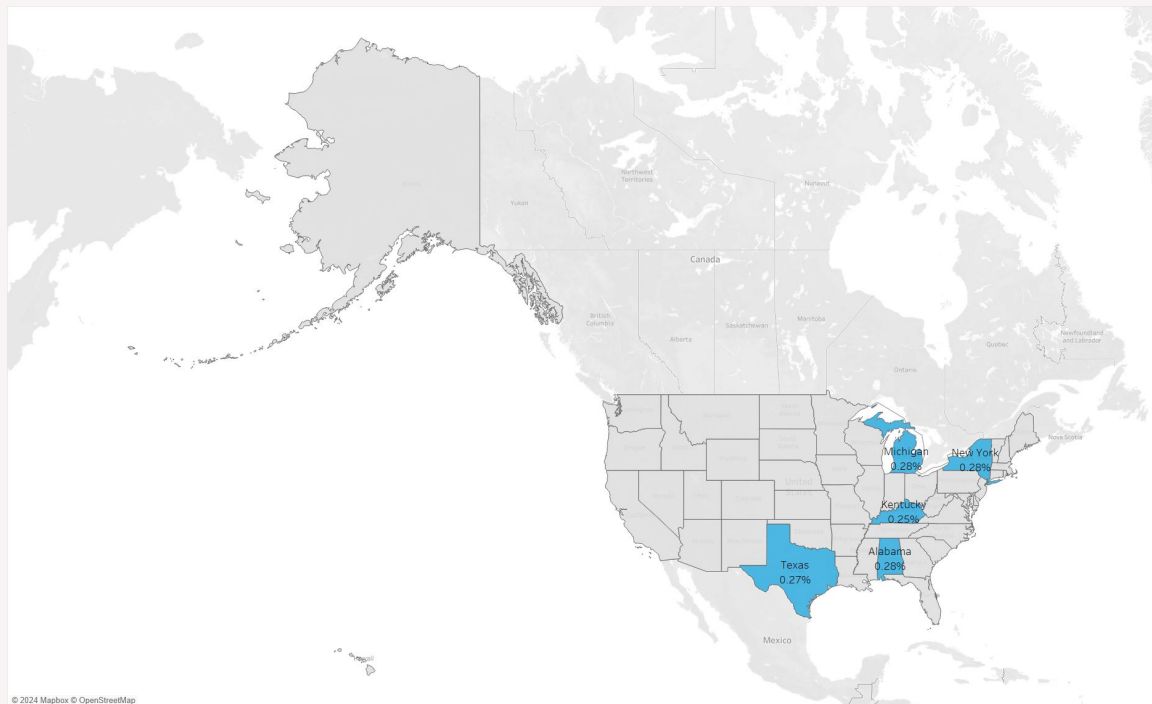
02 **Location Performance**

Top 5 Performing US States by Click Through Rate

1. **New Jersey** (0.47%)
2. **Nebraska** (0.46%)
3. **Alaska** (0.45%)
4. **Indiana** (0.45%)
5. **Nevada** (0.44%)

Alaska
0.45%

Nevada
0.44%

Nebraska
0.46%

Indiana
0.45%

New Jersey
0.47%

© 2024 Mapbox © OpenStreetMap

Bottom 5 Performing US States by Click Through Rate

1. **Kentucky** (0.25%)
2. **Texas** (0.27%)
3. **Michigan** (0.28%)
4. **Alabama** (0.28%)
5. **New York** (0.28%)

Michigan
0.28%

New York
0.28%

Kentucky
0.25%

Alabama
0.28%

Texas
0.27%

© 2024 Mapbox © OpenStreetMap

Top 5 Cost-Effective US States

Cost Per Conversion

1. Maryland ($357.99)
2. Mississippi ($384.59)
3. Minnesota ($384.90)
4. **Louisiana** ($394.32)
5. **Virginia** ($441.87)

Cost Per Mille

1. **Louisiana** ($48.71)
2. **North Dakota** ($85.10)
3. Connecticut ($85.13)
4. **Florida** ($90.89)
5. **Virginia** ($94.68)

Cost Per Click

1. **Louisiana** ($14.40)
2. Michigan ($16.30)
3. **North Dakota** ($22.86)
4. Montana ($24.38)
5. **Florida** ($25.03)

Bottom 5 Cost-Effective US States

Cost Per Conversion

1. **Oklahoma** ($1,649.50)
2. Rhode Island ($1,331.91)
3. California ($1,230.97)
4. Delaware ($1,210.86)
5. West Virginia ($1,168.95)

Cost Per Mille

1. Massachusetts ($264.13)
2. Arizona ($258.35)
3. **Wyoming** ($240.82)
4. New Jersey ($240.63)
5. Alaska ($227.94)

Cost Per Click

1. Kentucky ($120.90)
2. **Oklahoma** ($111.57)
3. New York ($101.50)
4. **Wyoming** ($95.80)
5. Washington ($88.14)

03

Audience Performance

Top 5 Performing Audiences by Click Through Rate

- **Male** users had a **better click through rate** (0.36%), but it is minimal when compared to that of women (0.35%).

- **Younger age groups** (< 36 years old) had a **better click through rate**, but older age groups (46+ years old) also had a steady click through rate.

Female
0.35%

Male
0.36%

18-25
0.39%

26-35
0.36%

36-45
0.33%

46-55
0.36%

56-65
0.35%
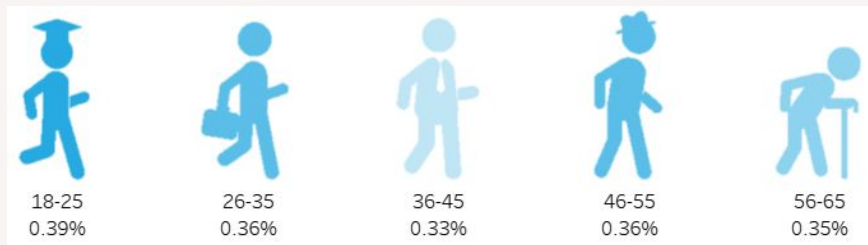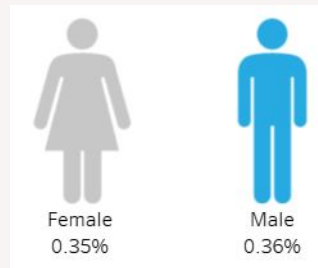
Top 5 Cost-Effective Audiences

Cost Per Conversion

1. **Male, 65**, $82.23
2. Female, 56, $238.52
3. **Male, 31**, $258.11
4. Male, 44, $260.59
5. **Male, 21**, $267.06

Cost Per Mille

1. **Male, 65**, $1.80
2. **Female, 32**, $38.62
3. **Male, 31**, $41.80
4. Male, 45, $44.22
5. Female, 35, $53.09

Cost Per Click

1. **Male, 65**, $0.66
2. Female, 40, $9.76
3. **Female, 32**, $13.23
4. Male, 60, $14.01
5. **Male, 21**, $14.06

Bottom 5 Cost-Effective Audiences

Cost Per Conversion

1. **Male, 23**, $2,329.24
2. Female, 65, $1,773.29
3. Female, 60, $1,766.71
4. Female, 30, $1,690.72
5. Male, 39, $1,344.12

Cost Per Mille

1. **Male, 23**, $578.26
2. Male, 18, $312.47
3. Female, 50, $282.80
4. Female, 34, $282.12
5. Female, 33, $276.07

Cost Per Click

1. Female, 26, $179.94
2. **Male, 23**, $166.34
3. Female, 58, $133.69
4. Female, 53, $131.58
5. Male, 33, $121.16

Audience Personas

Persona 1:
Grandpa Joe

- Male
- ~65 years old
- From Nevada
- Interested in Autos and Vehicles > Brands > Porsche

Persona 2:
Mr. Doe

- Male
- ~41 years old
- From Nevada
- Interested in Home and Garden > Yard and Patio

Persona 3:
College Grad John

- Male
- ~22 years old
- From New Jersey
- Interested in Real Estate > Property Type > Residential

Persona 4:
Grandma Jane

- Female
- ~59 years old
- From Alaska
- Interested in The Changing Consumer > Home Learning
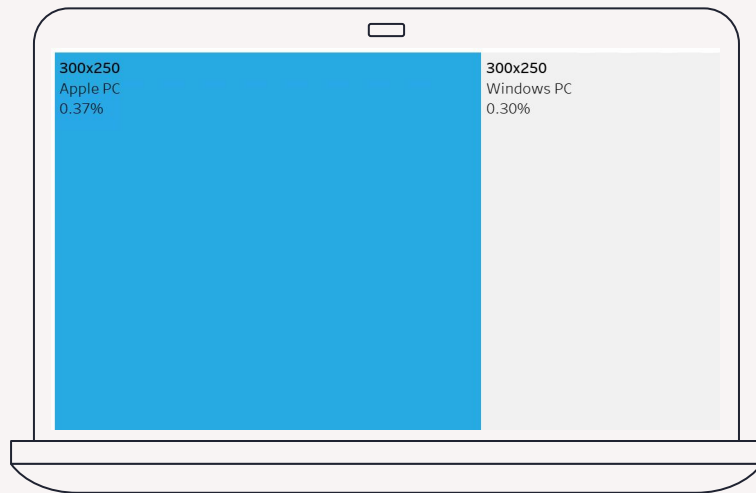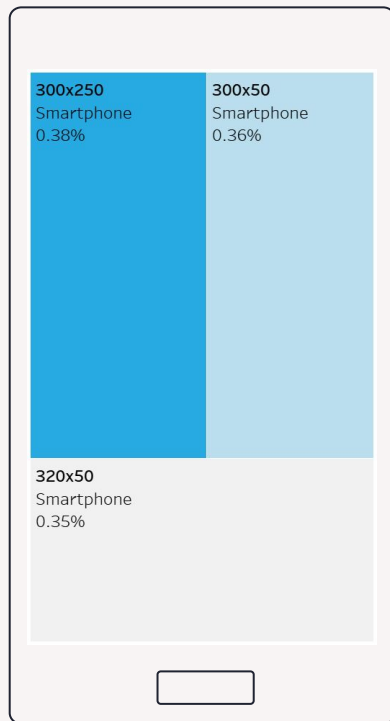
04 Creative Performance

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

300x250
0.36%

320x50
0.35%

300x50
0.36%
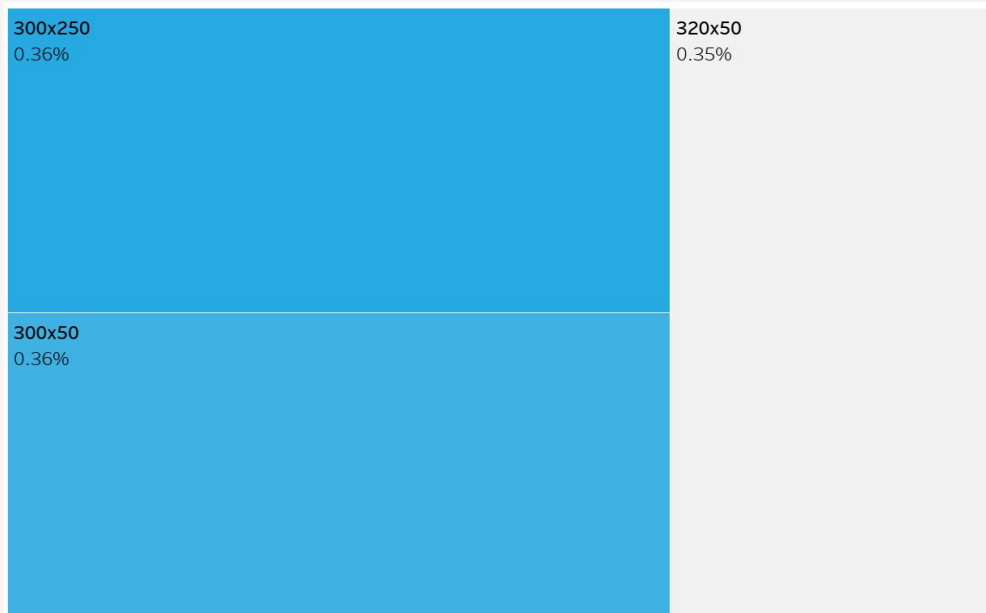
Top Performing Creative Sizes by Device by Click Through Rate

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

300x250
Smartphone
0.38%

300x50
Smartphone
0.36%

320x50
Smartphone
0.35%

300x250
Apple PC
0.37%

300x250
Windows PC
0.30%

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)
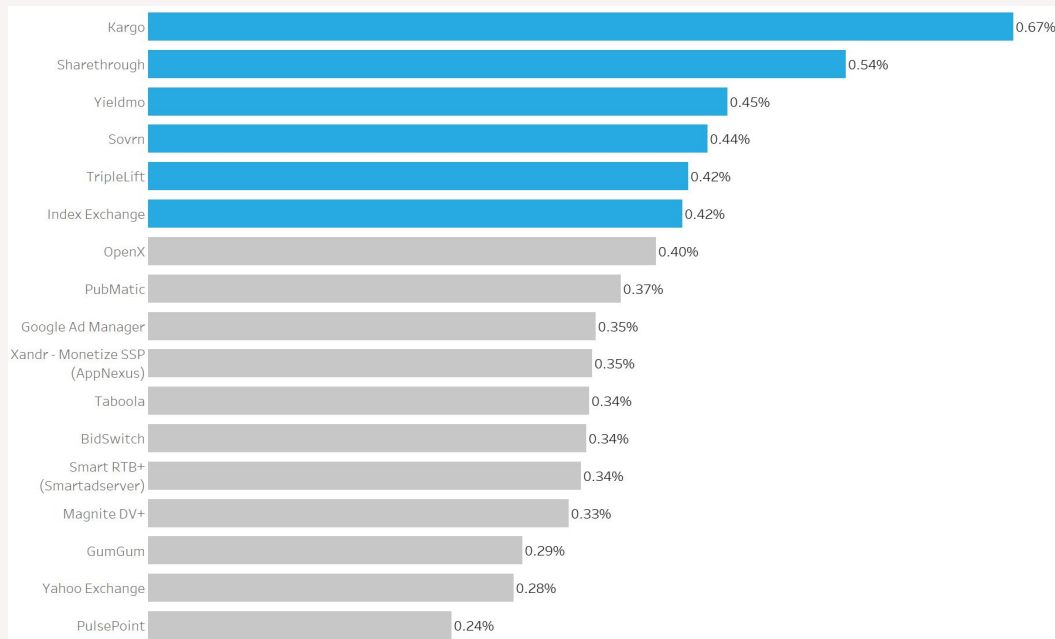5. 300x50, 10% Discount - Ends 6/1 ($52.63)

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%)

Exchange	CTR
Kargo	0.67%
Sharethrough	0.54%
Yieldmo	0.45%
Sovrn	0.44%
TripleLift	0.42%
Index Exchange	0.42%
OpenX	0.40%
PubMatic	0.37%
Google Ad Manager	0.35%
Xandr - Monetize SSP (AppNexus)	0.35%
Taboola	0.34%
BidSwitch	0.34%
Smart RTB+ (Smartadserver)	0.34%
Magnite DV+	0.33%
GumGum	0.29%
Yahoo Exchange	0.28%
PulsePoint	0.24%

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

wsvn.com
1.11%

androidpolice.com
0.94%

mydailymagazine.com
0.91%

doctoreport.com
1.03%

scitechdaily.com
0.86%
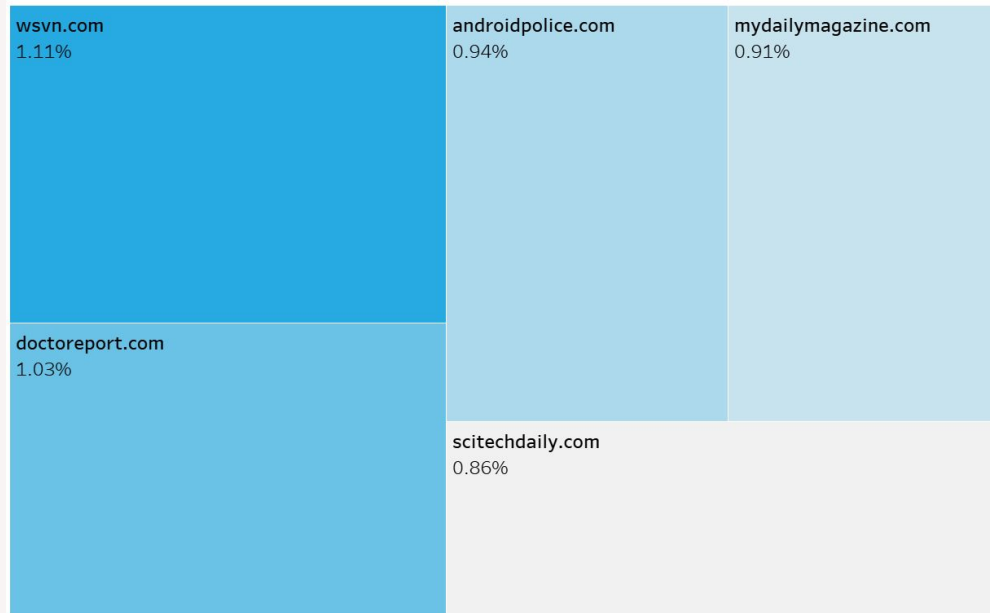
06 **Conclusion**

Final Recommendations

- **More clicks**
  - Focus on campaigns in **New Jersey, Nebraska, and Alaska**
  - Target **males** a little more than females, particularly in **younger ages (< 36)** and **older ages (46+)**
  - 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 **Louisiana, North Dakota, Florida, and Virginia**
  - Target **middle-aged and older males (~30-65)** and **middle-aged females (~30)**
  - 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?

capt.reina.li@coopcareers.org