

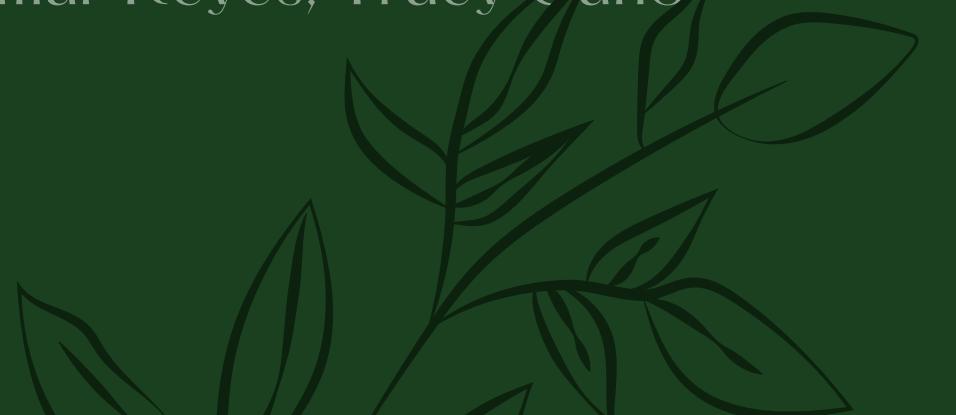
COOP Careers

Capstone Project

Telecom Reporting Optimization

S.I.B.

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Introduction

Our client is a telecommunications company who is outsourcing their reporting needs to your organization.

The client needs your expertise to maximize their future strategies by analyzing their reporting for Location, Audience, Creative and Inventory insights and recommendations

Objective: Identify KPIs based on Location, Audience, Creative and Inventory. Benchmark performance relative to client goals. Dive deeper into the data by identifying insights related to your high level findings

Contents

01/
Creative

02/
Audience

03/
Inventory



01/ Creative

Uncover patterns, trends, and insights that inform decision-making based on creative performance by analyzing creative performance to inform strategies



Overview

Creative Analyst Guidelines

01



Creative Size Performance Metrics

02



Creative Size Branding Metrics

03



Device Make KPIs

04



Geographic Analysis

05



Creative Messaging KPIs

01/ Creative Size Performance KPIs

- Highest Performer = 320x50
- Lowest Performer = 300x50
- Bigger mobile ad sizes = Higher Revenue

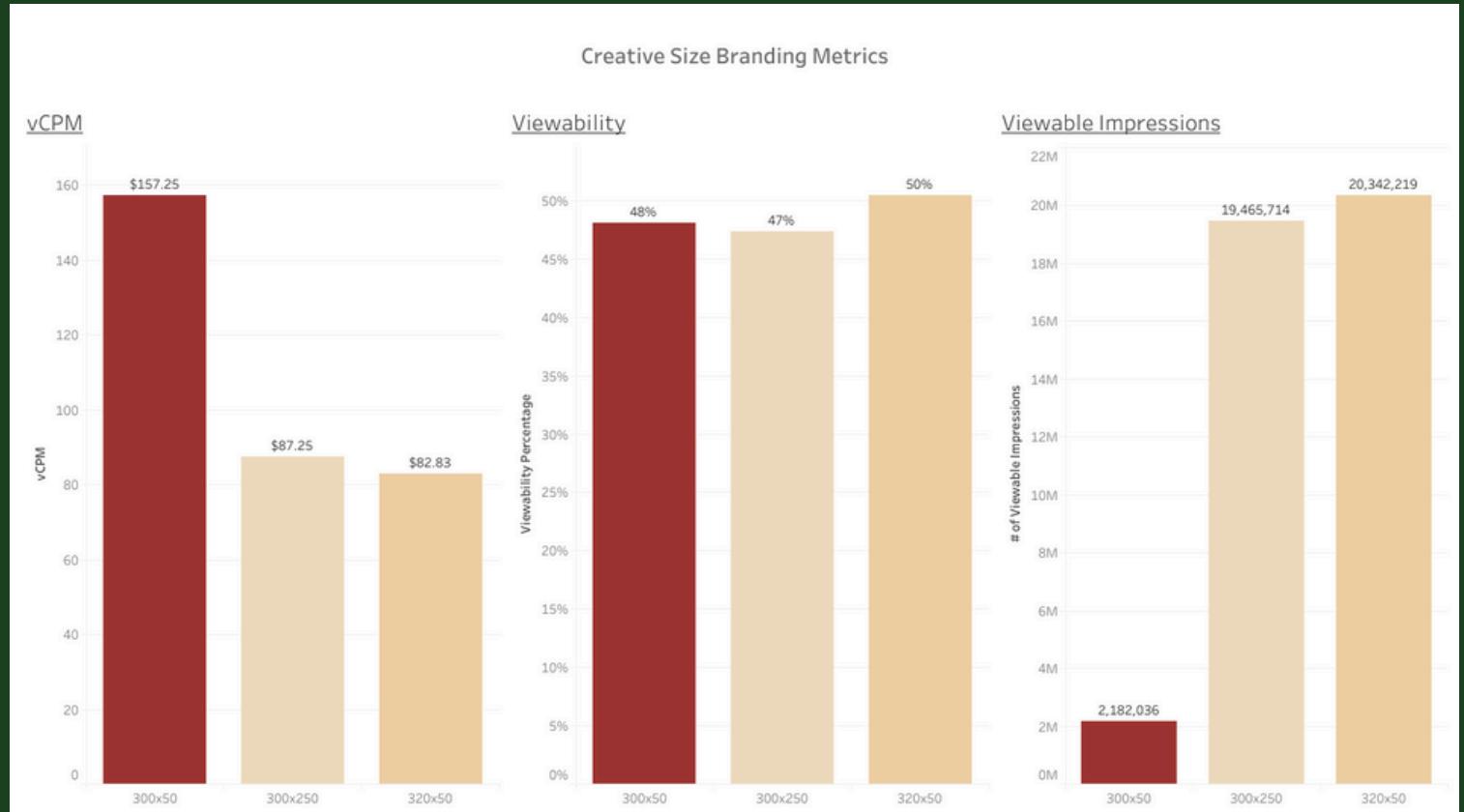
Creative Size	CPA	CPC	CVR	CPM
300x250	\$399.92	\$245.73	61.44%	\$41.33
300x50	\$595.72	\$340.07	57.09%	\$75.56
320x50	\$390.23	\$243.36	62.36%	\$41.81

Creative Size Performance Metrics



02/ Viewability

- Highest Performer = 320x50
- Lowest Performer = 300x50
- Viewability Goal 60% / \$80vCPM



Goal Assessment: Viewability

Viewability	vCPM
Creative Size	Creative Size
300x50	48%
300x250	47%
320x50	50%

Viewability	vCPM
Creative Size	Creative Size
300x50	\$157.25
300x250	\$87.25
320x50	\$82.83

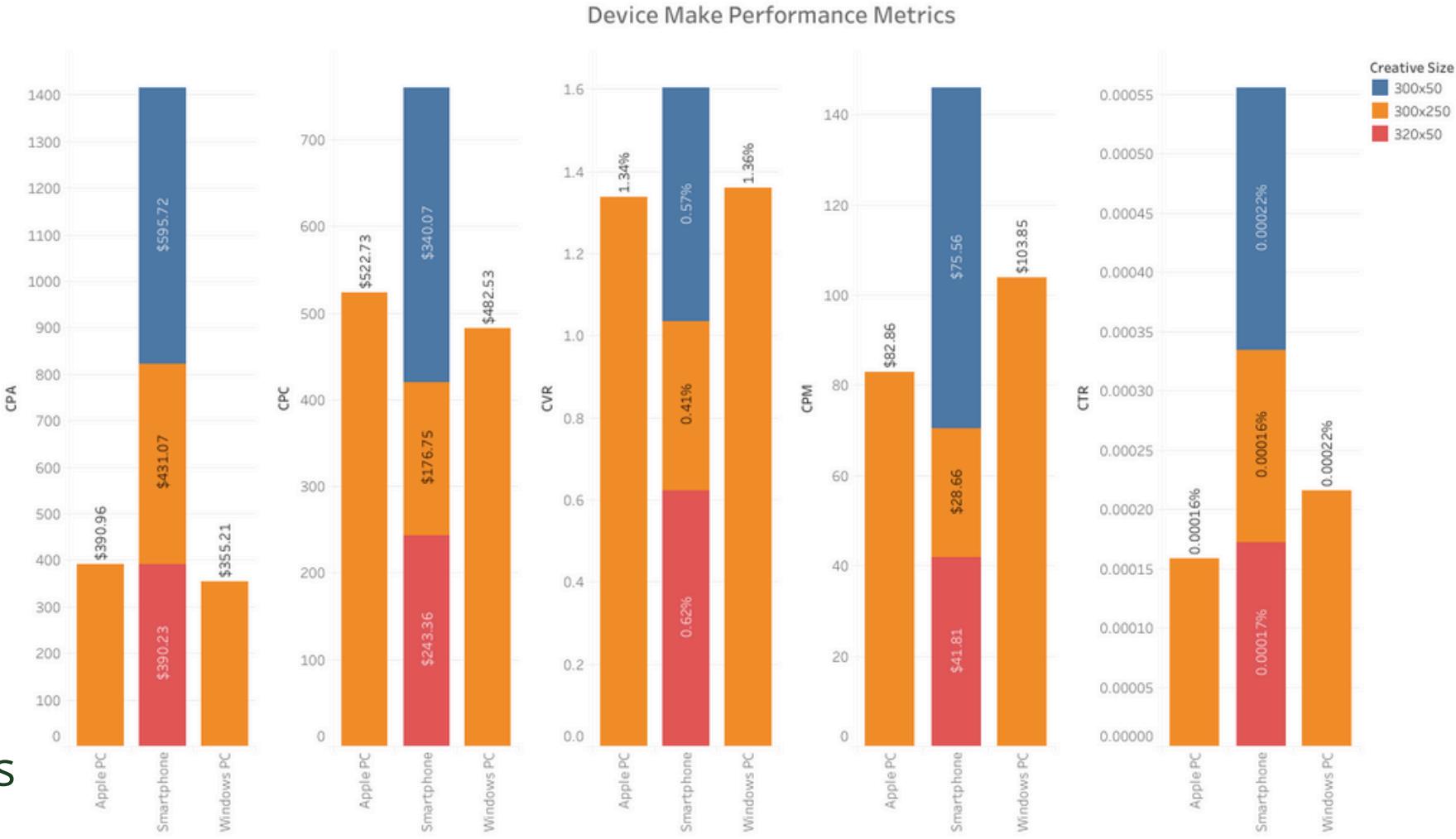
All Creative Sizes

- Do **NOT** meet the primary goal of 60% Viewability
- Do **NOT** meet the primary goal of a minimum of \$80 vCPM

03/ Device Make KPIs

Highest Performers

- CPA
 - 300x250 (Windows PC)
- CPC
 - 300x250 (Smartphone)
- CVR
 - 300x250 (Windows PC)
- CPM
 - 300x250 (Smartphone)
- CTR
 - 300x250/300x50 (Windows PC/Smartphone)



Goal Assessment: Device Make

Primary Goals: CPA

\$350 Desktop

\$400 Smartphone

Secondary Goals: CTR

0.015%

CPA		CTR
Creative Size	Device Make	Creative Size
Device Make	CPA	CTR
300x50	Smartphone	\$595.72
300x250	Apple PC	\$390.96
	Smartphone	\$431.07
	Windows PC	\$355.21
320x50	Smartphone	\$390.23

Desktop Conversion

CPA

- N/A (*300x250)

CTR

- 0.022%

Smartphone Conversion

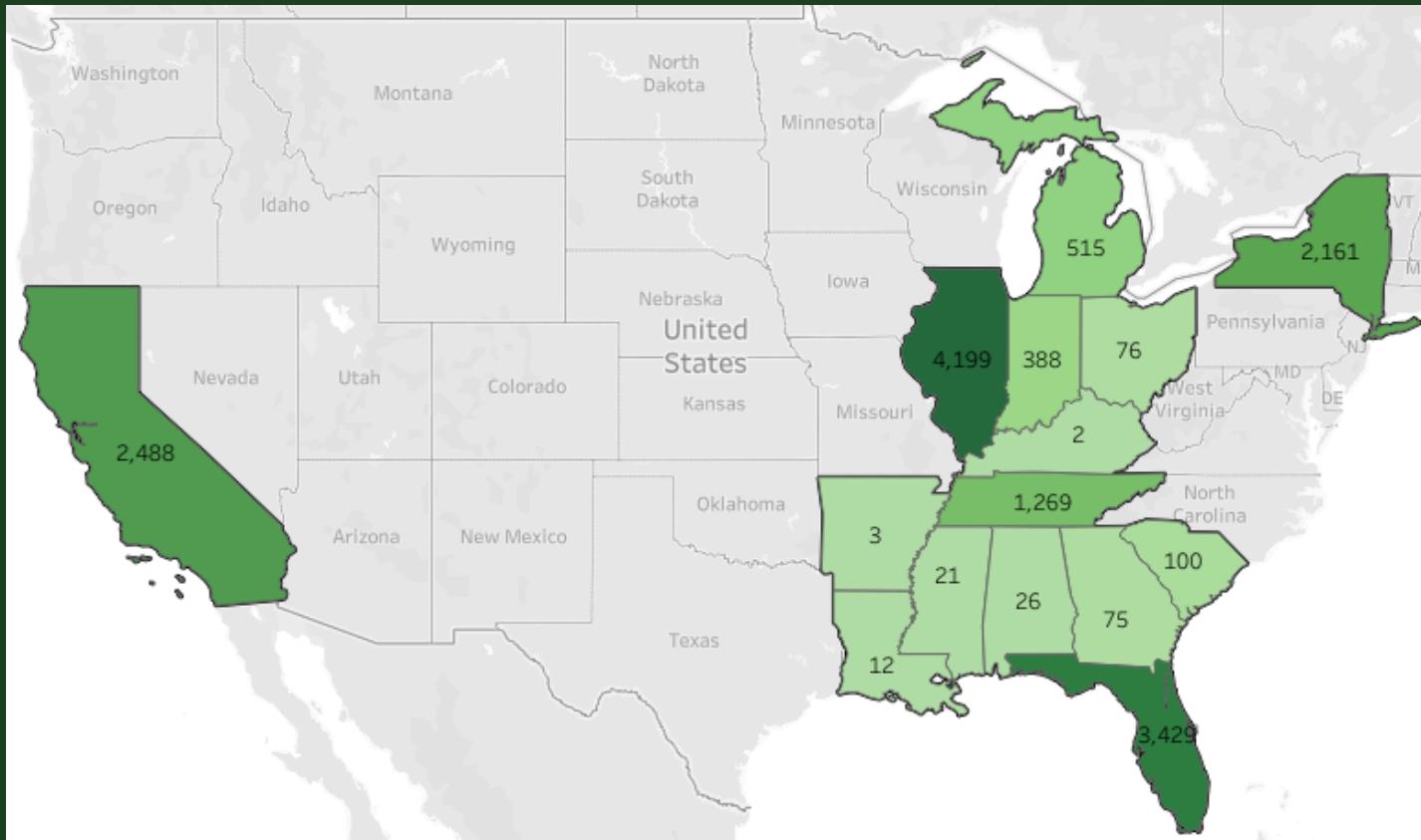
CPA

- 320x50

CTR

- 0.017%

04/ Geographic Analysis

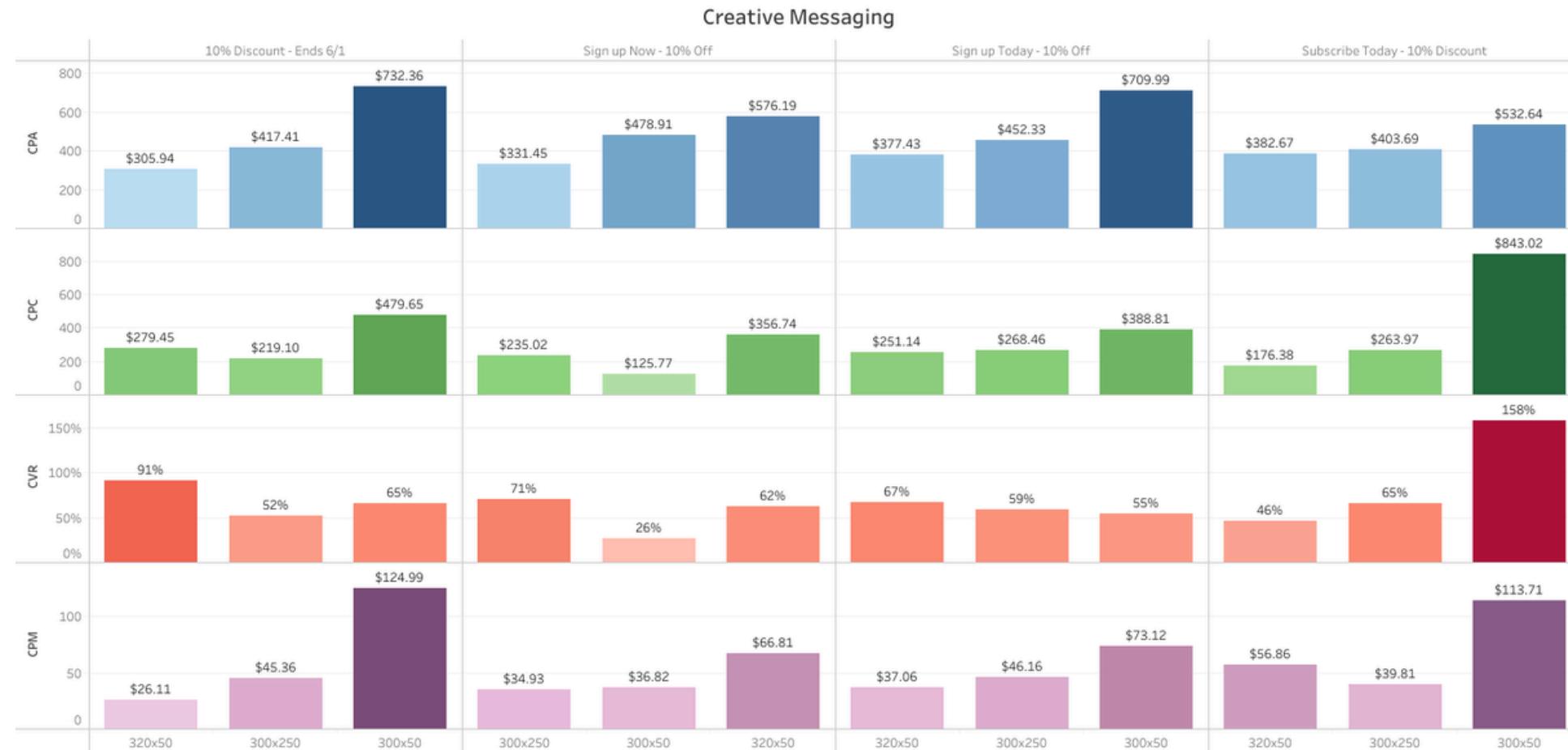


Top 5 States by Clicks

1. Illinois
2. Florida
3. New York
4. California
5. Tennessee

05/

Creative Messaging KPIs



05/ Goal Assessment: Audience

- Primary Goal - CPA \$250
- Secondary Goal - CTR 0.015%

CPA

Creative Messaging

10% Discount - Ends 6/1	\$371.25
Sign up Now - 10% Off	\$433.89
Sign up Today - 10% Off	\$431.80
Subscribe Today - 10% Dis..	\$404.00

CTR

Creative Messaging

10% Discount - Ends 6/1	0.014%
Sign up Now - 10% Off	0.018%
Sign up Today - 10% Off	0.016%
Subscribe Today - 10% Dis..	0.022%

None of the Creative Messages fulfilled the primary goal.

05/ Goal Assessment: Viewability

Viewability

Creative Messaging

10% Discount - Ends 6/1

50%

Sign up Now - 10% Off

49%

Sign up Today - 10% Off

50%

Subscribe Today - 10% Dis..

46%

vCPM

Creative Messaging

10% Discount - Ends 6/1

\$71.19

Sign up Now - 10% Off

\$93.92

Sign up Today - 10% Off

\$85.64

Subscribe Today - 10% Dis..

\$109.10

- Primary Goal - Viewability 60%

- Secondary Goal - vCPM \$80

None of the Creative Messages fulfilled the primary goal.

Recommendations

Based on the previously slides it is best to allocate more budget into the following:

Creative Size:

- 320x50 for Smartphone
- 300x250 for Desktop

Creative Messaging:

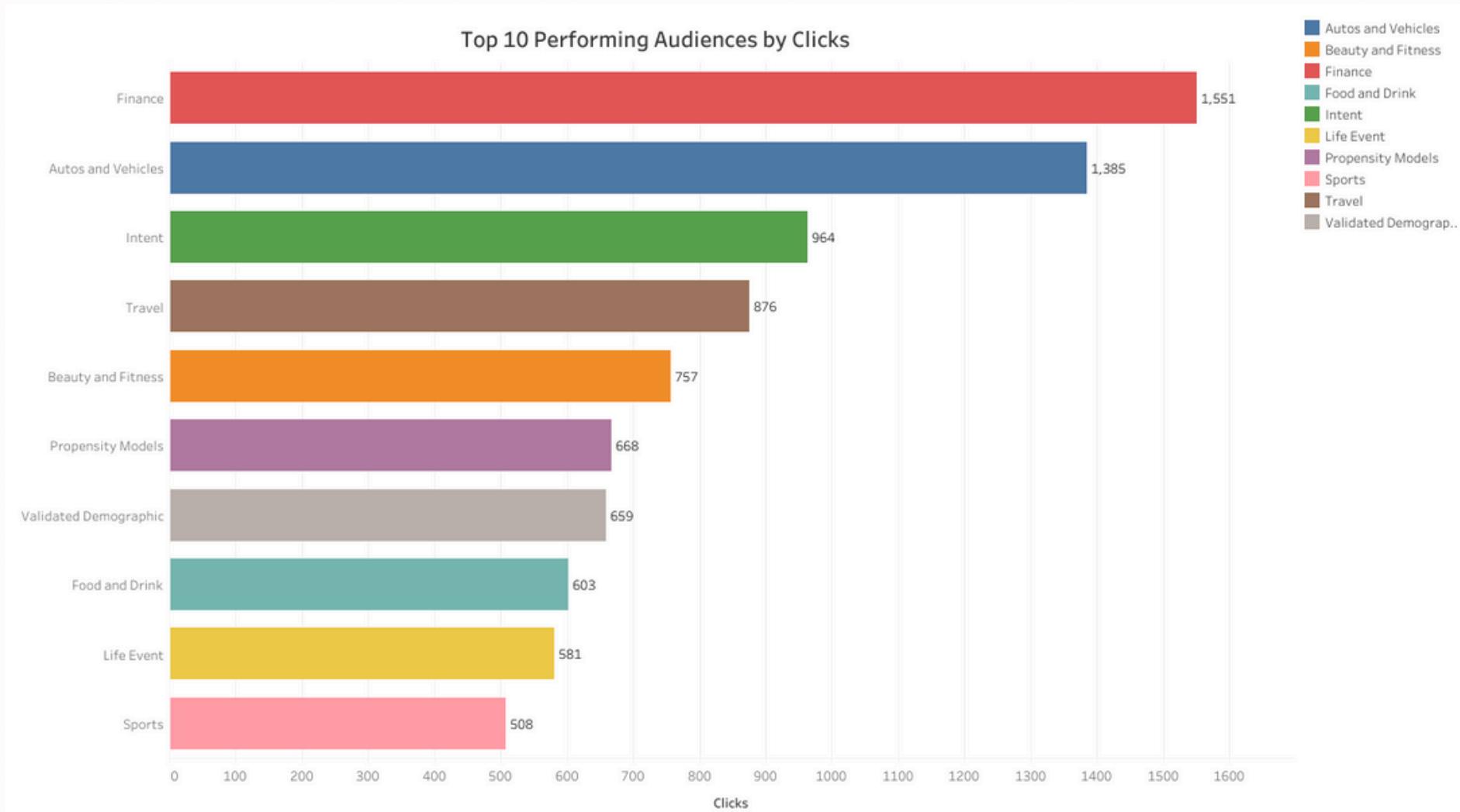
- “10% Discount - Ends 6/1”

02/ Audience

Primarily responsible for gathering, analyzing, and interpreting data related to audience behavior, preferences, and engagement across various platforms or channels



Identifying the top 10 performing audiences



Olivia Thompson(35)

Demographic/Background

Female, single, living in an urban area

Finance

Mid-level manager with a stable income, interested in investment opportunities and retirement planning

Vehicle

Owns a mid-sized sedan, considering upgrading to an eco-friendly vehicle

Intent

Frequently searches for productivity tools, professional development courses, and financial planning advice

Travel

Enjoys short, luxury getaways and occasional international trips for work and leisure



Olivia Thompson(35)

Beauty and Fitness

Invests in premium skincare and cosmetics, attends yoga classes regularly

Propensity Models

High propensity to spend on convenience services and premium products

Food/Drink

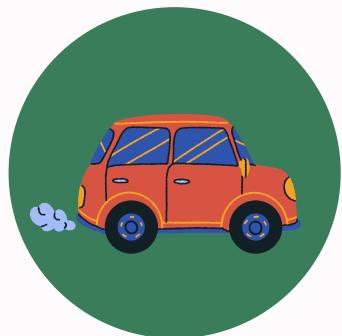
Prefers healthy, organic options, often eats out at high-end restaurants

Life Event

Recently promoted to a managerial position

Sports

Participates in running and yoga; follows professional tennis



Emily Rodriguez (28)

Demographic/Background

Female, single, living in a metropolitan area

Finance

Early career, focusing on budgeting and paying off student loans, uses budgeting apps

Vehicle

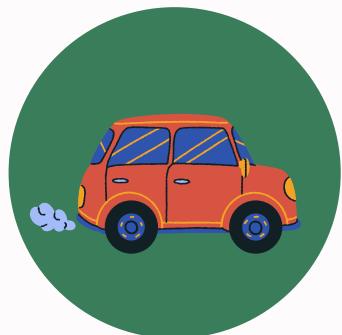
Relies on public transportation and ride-sharing services, considering buying her first car

Intent

Searches for budget travel options, affordable fashion, and DIY beauty tips

Travel

Enjoys backpacking trips and city breaks, often looks for affordable travel deals



Emily Rodriguez (28)

Beauty and Fitness

Follows beauty influencers, uses mid-range skincare and makeup, attends group fitness classes



Propensity Models

High propensity to engage with social media influencers and adopt new trends

Food/Drink

Loves trying new restaurants and cuisines, often orders food delivery

Life Event

Recently moved to a new city for a job

Sports

Participates in spin classes and follows fitness challenges on social media, enjoys watching soccer



Daniel Kim (43)

Demographic/Background

Male, married with two children, living in the suburbs

Finance

Dual-income household with a focus on saving for children's education and family vacations

Vehicle

Owns an SUV and a minivan, both suitable for family use

Intent

Looks for family-friendly travel destinations, financial planning for education, and home improvement ideas

Travel

Prefers family-oriented vacations, often visits national parks and theme parks



Daniel Kim (43)

Beauty and Fitness

Buys family health and wellness products, frequents the local gym

Propensity Models

High propensity to invest in family activities and home improvement

Food/Drink

enjoys cooking at home, buys organic groceries, and occasionally dines out at family restaurants

Life Event

Recently moved to a new house

Sports

Coaches his children's soccer team, follows professional football and basketball



Testing Strategy: Content Engagement and Conversion Optimization

Olivia Thompson
Busy Professional

Evaluate the effectiveness of financial planning content and conversion rates for premium services.

Daniel Kim
Active Family Man

Assess engagement with family-oriented travel content and the effectiveness of promotions.

Emily Rodriguez
Trendy Millennial

Measure the impact of social media influencer partnerships and content virality.

Performance Metrics

01

Created bar graphs from each of the following metric:

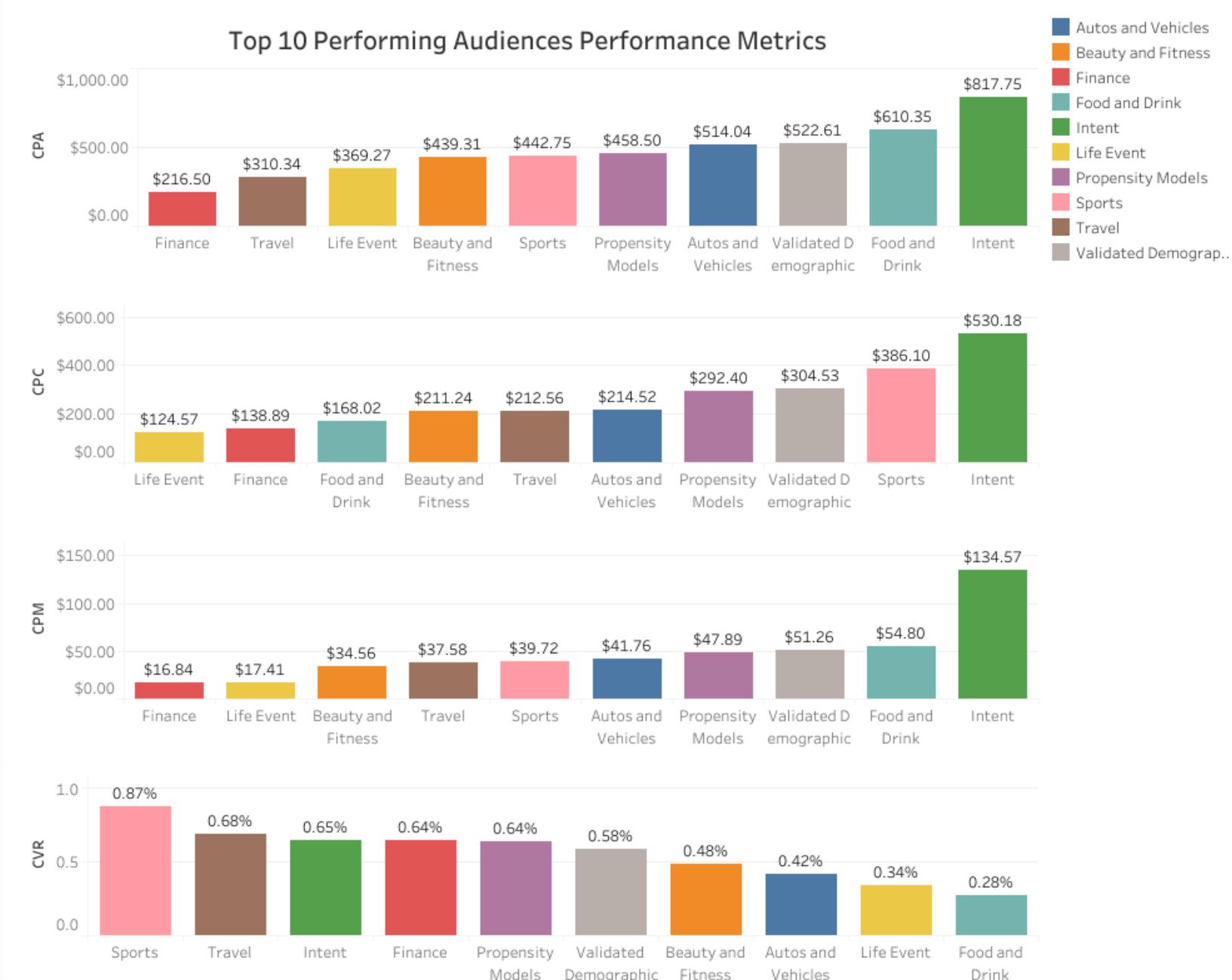
- CPA, CPC, CPM, and CVR

02

The Finance and Life Event Audiences are prevalent in the top 3 best performers for the metrics of CPA, CPC, CPM

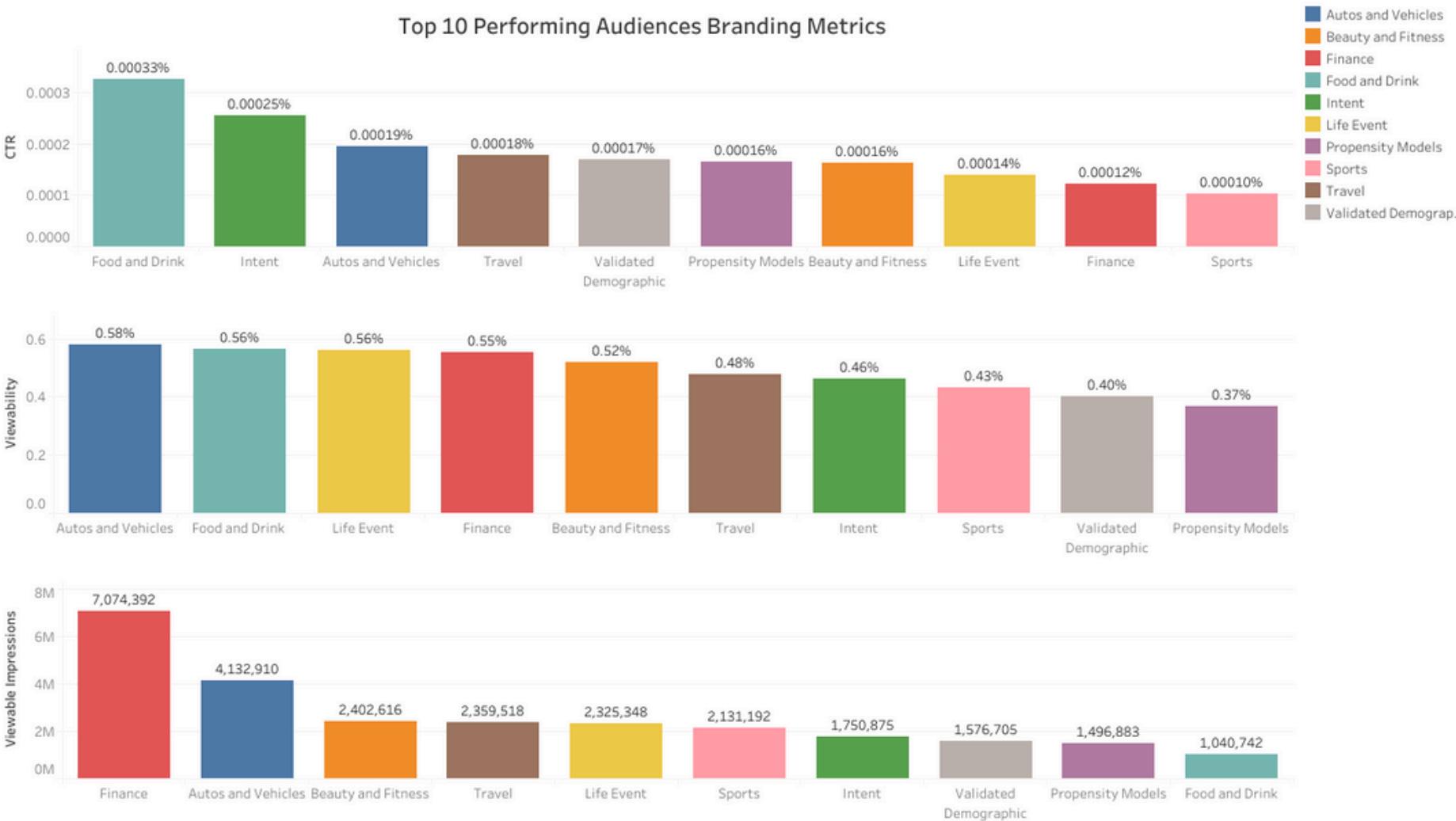
03

Validated Demographic, Food and Drink, and Intent are the 3 worst performers of the Top 10



Branding Metrics

Top 10 Performing Audiences Branding Metrics



01

Created bar graphs from each of the following metric:

- CTR, Viewability, Viewable Impressions

02

Top Performers:

- Food and Drink
- Autos and Vehicles
- **Life Event

Measuring Effectiveness

Goal type	Primary goal	Secondary goal
Audience	\$250 CPA	0.015% CTR
Desktop conversion	\$350 CPA	0.015% CTR
Smartphone conversion	\$400 CPA	0.015% CTR
Viewability	60%	\$80 vCPM

Measuring Effectiveness

Audience

CPA

Autos and Vehicles	\$514.04
Beauty and Fitness	\$439.31
Finance	\$216.50
Food and Drink	\$610.35
Intent	\$817.75
Life Event	\$369.27
Propensity Models	\$458.50
Sports	\$442.75
Travel	\$310.34
Validated Demographic	\$522.61

CTR

Autos and Vehicles	0.019%
Beauty and Fitness	0.016%
Finance	0.012%
Food and Drink	0.033%
Intent	0.025%
Life Event	0.014%
Propensity Models	0.016%
Sports	0.010%
Travel	0.018%
Validated Demographic	0.017%

Goal type	Primary goal	Secondary goal
Audience	\$250 CPA	0.015% CTR
Desktop conversion	\$350 CPA	0.015% CTR
Smartphone conversion	\$400 CPA	0.015% CTR
Viewability	60%	\$80 vCPM

Measuring Effectiveness

Device Make Conversion

Goal type	Primary goal	Secondary goal
Audience	\$250 CPA	0.015% CTR
Desktop conversion	\$350 CPA	0.015% CTR
Smartphone conversion	\$400 CPA	0.015% CTR
Viewability	60%	\$80 vCPM

CPA

Device Make	Autos and Vehicles		Beauty and Fitness		Food and Drink		Propensity Models		Validated Demographic	
	Finance	Intent	Life Event	Sports	Travel					
Apple PC	\$2,704.45	\$432.27	\$480.53	\$586.63	\$889.38		\$1,109.40	\$362.08	\$181.85	\$395.55
Smartphone	\$500.88	\$411.05	\$210.91	\$641.28	\$934.14	\$369.27	\$459.81	\$539.12	\$345.19	\$533.72
Windows PC	\$486.13	\$5,120.00	\$268.64	\$479.34	\$460.03		\$399.61	\$245.61	\$248.66	\$613.57

CTR

Device Make	Autos and Vehicles		Beauty and Fitness		Food and Drink		Propensity Models		Validated Demographic	
	Finance	Intent	Life Event	Sports	Travel					
Apple PC	0.006%	0.018%	0.000%	0.004%	0.022%		0.013%	0.010%	0.004%	0.040%
Smartphone	0.020%	0.016%	0.012%	0.035%	0.026%	0.014%	0.016%	0.011%	0.018%	0.017%
Windows PC	0.010%	0.020%	0.000%	0.001%	0.025%		0.028%	0.005%	0.029%	0.004%

Measuring Effectiveness

Viewability

Goal type	Primary goal	Secondary goal
Audience	\$250 CPA	0.015% CTR
Desktop conversion	\$350 CPA	0.015% CTR
Smartphone conversion	\$400 CPA	0.015% CTR
Viewability	60%	\$80 vCPM

Viewability

vCPM

		Autos and Vehicles		Beauty and Fitness		Food and Drink		Propensity Models		Sports		Travel		Validated Demographic		Autos and Vehicles		\$71.89
		Vehicles	and Fitn..	Finance	Drink	Intent	Life Event	Models		Sports		Travel		Demogra..		Beauty and Fitness		\$66.56
Apple PC	300x250	49.67%	33.81%	45.24%	48.55%	42.68%		41.50%	69.32%	48.02%	50.93%					Finance		\$30.45
Smartphone	300x50	46.41%	51.03%	69.30%	26.74%	60.75%		50.17%	65.47%	47.65%	15.55%					Food and Drink		\$97.35
	300x250	54.16%	55.85%	52.65%	61.47%	40.34%	45.79%	24.52%	39.53%	52.00%	41.65%					Intent		\$291.91
	320x50	60.59%	52.01%	56.16%	53.87%	48.12%	66.55%	51.01%	59.60%	35.33%	40.46%					Life Event		\$31.13
Windows PC	300x250	38.19%	22.82%	73.41%	12.49%	50.48%		42.63%	35.66%	65.54%	39.57%					Propensity Models		\$130.49
																Sports		\$92.03
																Travel		\$78.92
																Validated Demographic		\$127.28

Recommendations

Based on the previously slides it is best to allocate more budget into the following three audiences:

Life Event
Finance
Travel

03/ Inventory

Responsible for managing and optimizing inventory supply and demand based on performance and KPI



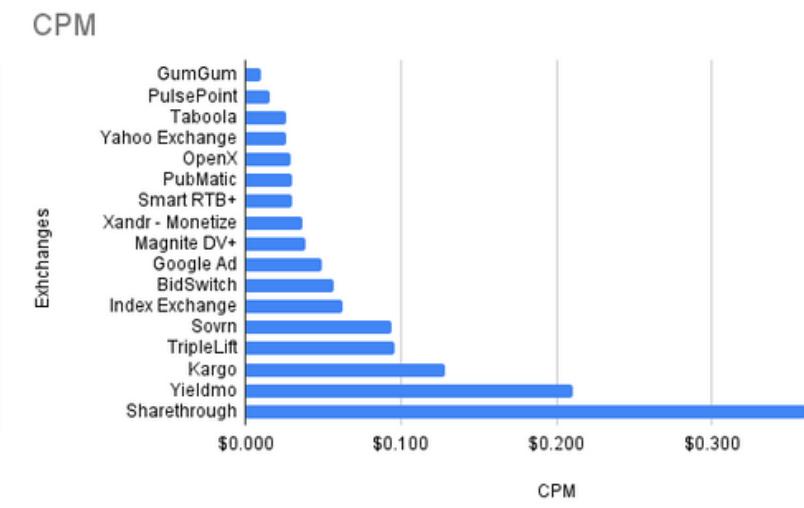
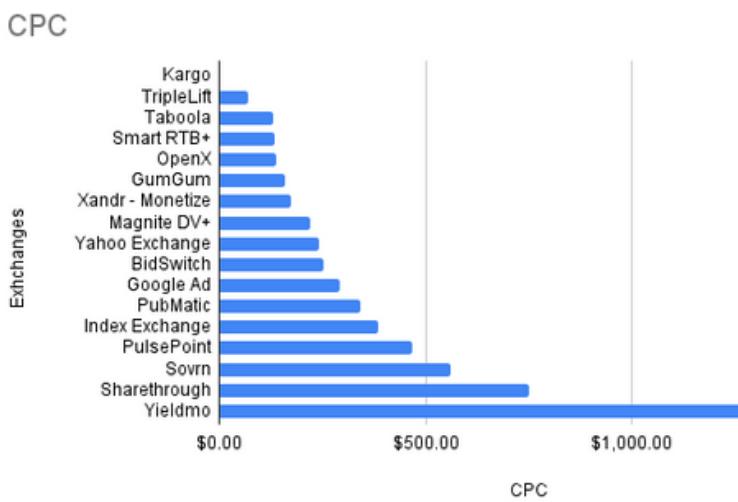
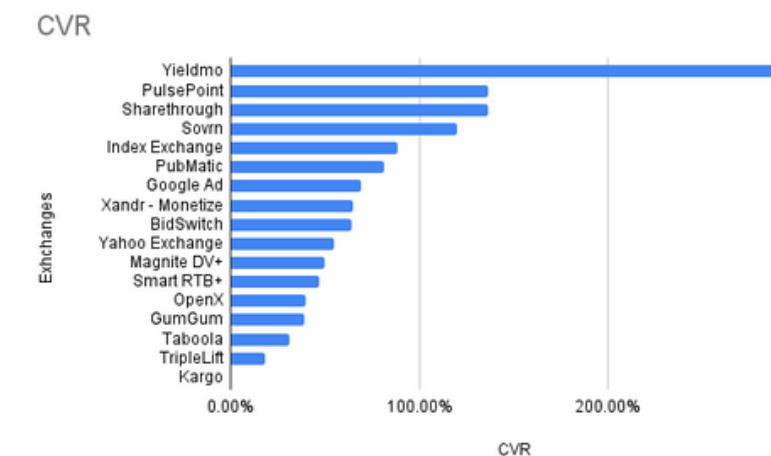
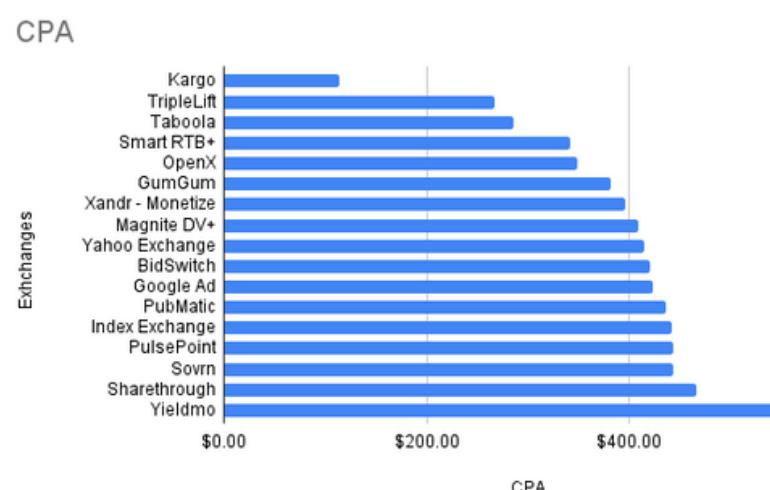
Performance Metrics

CPA (Cost per Action): Kargo = \$113.79

CVR (Conversion Rate): Yieldmo = 289.29%

CPC (Cost per Click): Triple Lift = \$69.22

CPM (Cost per Mille/Thousand): GumGum = \$0.010

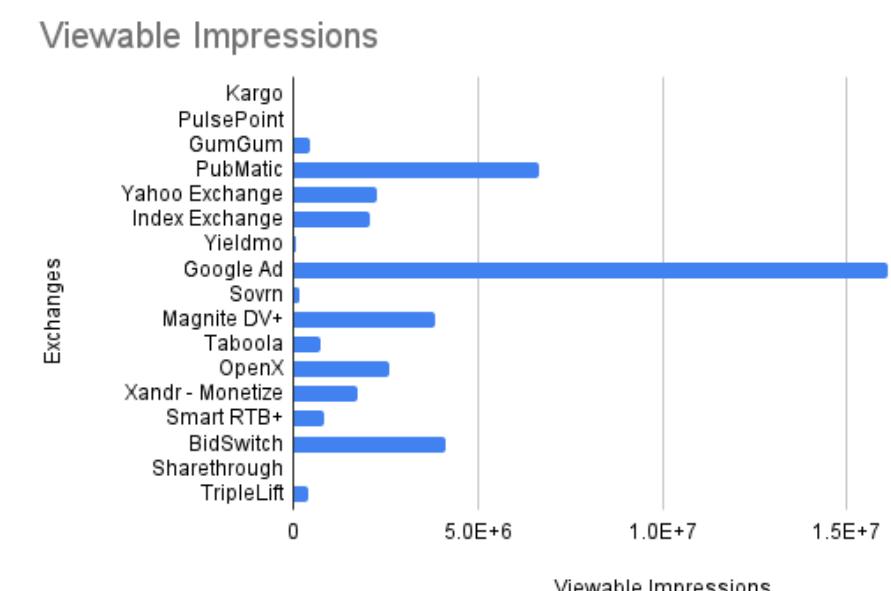
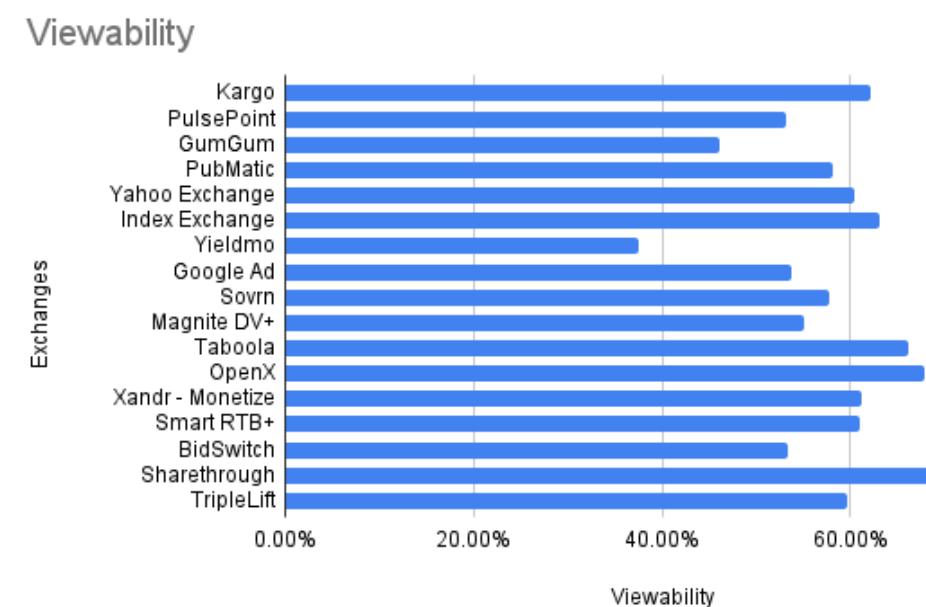


Branding Metrics

CTR (Click Through Rate): TripleLift = 0.138%

Viewability: Sharethrough = 69.68%

Viewable Impressions: Google Ad Manager = 16,114,800



Whom to Contact for a Direct Buy

Publishers	Viewability: > 60%	vCPM: < \$80
outlook.live.com	91.04%	\$37.25
historycollection.com	81.99%	\$50.92
mail.aol.com	79.07%	\$70.93
screenrant.com	76.66%	\$57.70
activebeat.com	74.65%	\$76.34

What Rate Should We Pay For a Direct Buy?

Direct Buy Rate: \$10-20 CPMs

Sources:

<https://newsinitiative.withgoogle.com/resources/trainings/grow-digital-ad-revenue/understanding-direct-and-programmatic-ad-revenue/>

<https://business.yelp.com/online-marketing/ad-cost/>

<https://www.topdraw.com/insights/is-online-advertising-expensive/#:~:text=Based%20on%20our%20own%20research,per%20click%20of%20%241%2D3.>

COOP Careers

Thanks!

C430
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