How are our executives driving campaign success in 2023?
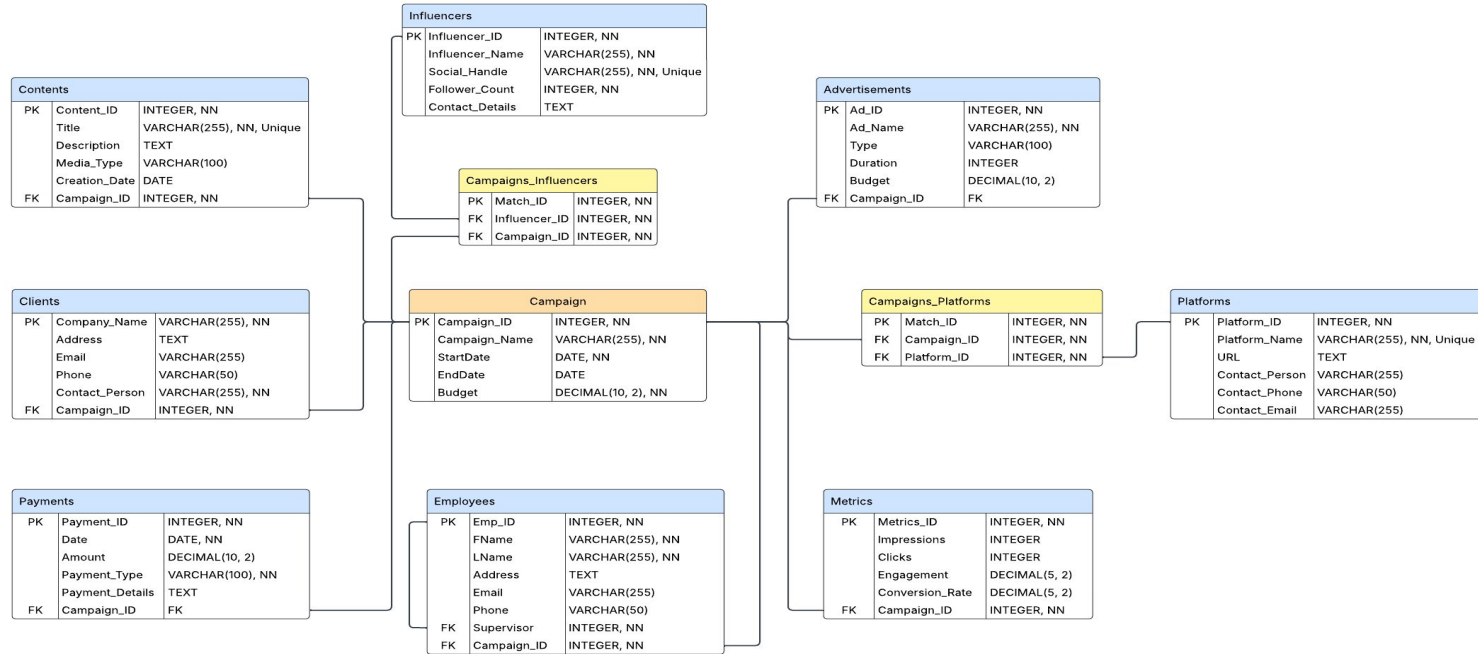
An overview of conversions, cost-efficiency, and team impact

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Functional ER-Diagram

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Database Setup in Beekeeper Studio

ENTITIES 11 +

- ⊞ Advertisements
  - Ad_ID — integer
  - Ad_Name — text
  - Type — text
  - Duration — integer
  - Budget — real
  - Campaign_ID — integer
  - Platform_ID — integer
- ⊞ Campaigns
  - Campaign_ID — integer
  - Campaign_Name — text
  - StartDate — text
  - EndDate — text
  - Budget — real
  - Client_ID — integer
  - Employee_ID — integer
- ⊞ Campaigns_Influencers
- ⊞ Campaigns_Platforms
- ⊞ Clients
- ⊞ Contents
- ⊞ Employees
- ⊞ Influencers
- ⊞ Metrics
- ⊞ Payments
- ⊞ Platforms

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```
13  CREATE TABLE "Clients" (
14    "Client_ID" INTEGER PRIMARY KEY,
15    "CompanyName" TEXT,
16    "Address" TEXT,
17    "Email" TEXT,
18    "PhoneNo" TEXT,
19    "ContactPerson" TEXT
20  );
21
22  CREATE TABLE "Influencers" (
23    "Influencer_ID" INTEGER PRIMARY KEY,
24    "Influencer_Name" TEXT,
25    "Social_Handle" TEXT,
26    "Follower_Count" INTEGER,
27    "Contact_Details" TEXT
28  );
29  CREATE TABLE "Platforms" (
30    "Platform_ID" INTEGER PRIMARY KEY,
31    "Platform_Name" TEXT,
32    "URL" TEXT,
33    "Contact_Person" TEXT,
34    "Contact_Phone" TEXT,
35    "Contact_Email" TEXT
36  );
37
38  CREATE TABLE "Employees" (
```

```
1  SELECT * FROM Campaigns;
2
3
4
5
6
7
8
```

Campaign_ID	Campaign_Name	StartDate	EndDate	Budget	Client_ID	Employee_ID
1	Mail_Spam	2025-07-10 00:00:00.000	2025-07-20 00:00:00.000	50.02	1	1
2	Meta_ED_Meds	2025-07-10 00:00:00.000	2025-07-20 00:00:00.000	70000.2	2	2
3	Tiktok_Dance_Ads	2025-07-10 00:00:00.000	2025-07-20 00:00:00.000	20.2	3	3
4	Google_MMA_PPV	2025-07-10 00:00:00.000	2025-07-20 00:00:00.000	40.3	4	4
5	WhatsApp_Nigerian_Prince	2025-07-10 00:00:00.000	2025-07-20 00:00:00.000	0	5	5

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SQL-Examples in Action

Test Join:

Average Cost per Click (CPC)

```sql
1  SELECT
2    ROUND(SUM(p.Amount) * 1.0 / SUM(m.Clicks), 2)
3    AS Avg_Cost_Per_Click
4  FROM
5    Payments p
6  JOIN
7    Metrics m ON p.Campaign_ID = m.Campaign_ID;
8
```

Avg_Cost_Per_Click ▲

0.05

Test Join:

Average Cost per Conversion

```sql
1  SELECT
2    ROUND(SUM(p.Amount) * 1.0 / SUM(m.Clicks * m.Conversion_Rate / 100.0), 2)
3    AS Avg_Cost_Per_Conversion
4  FROM
5    Payments p
6  JOIN
7    Metrics m ON p.Campaign_ID = m.Campaign_ID;
8
```

Avg_Cost_Per_Conversion ▲
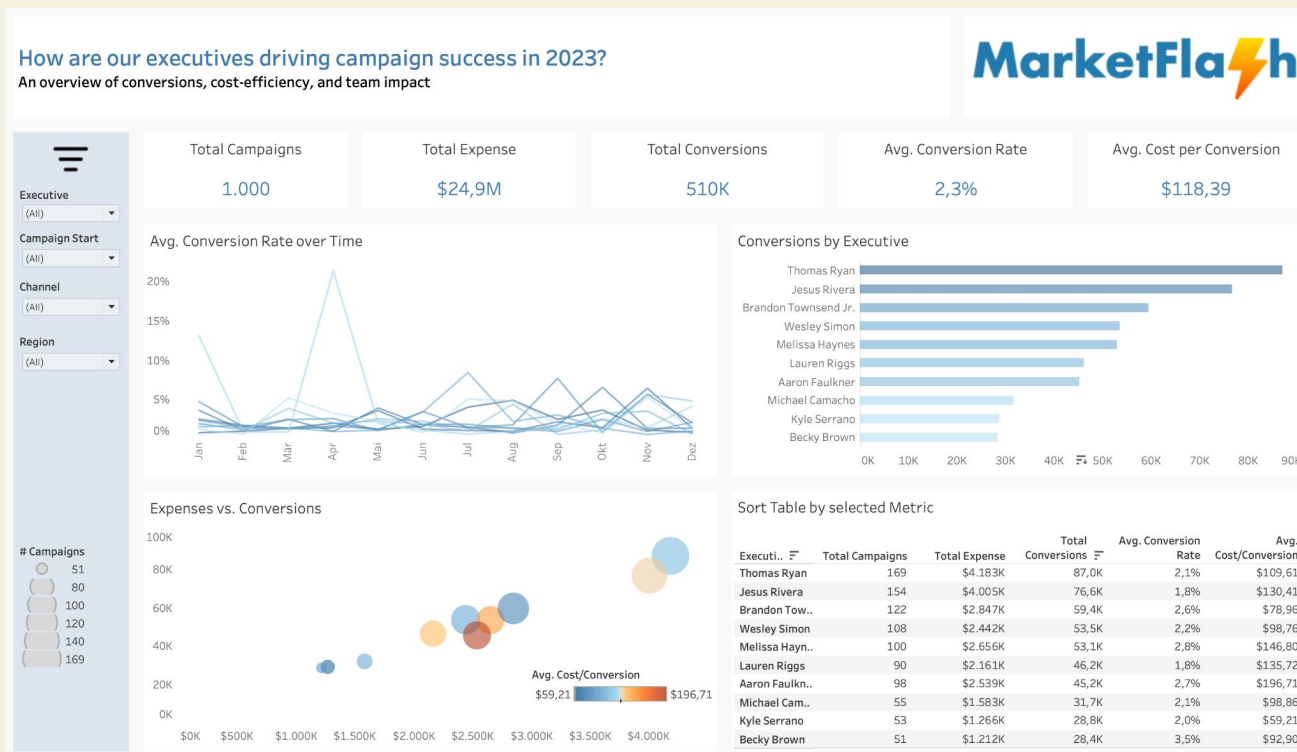
0.53

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Tableau-Dashboard: Structure, Logic, Insights
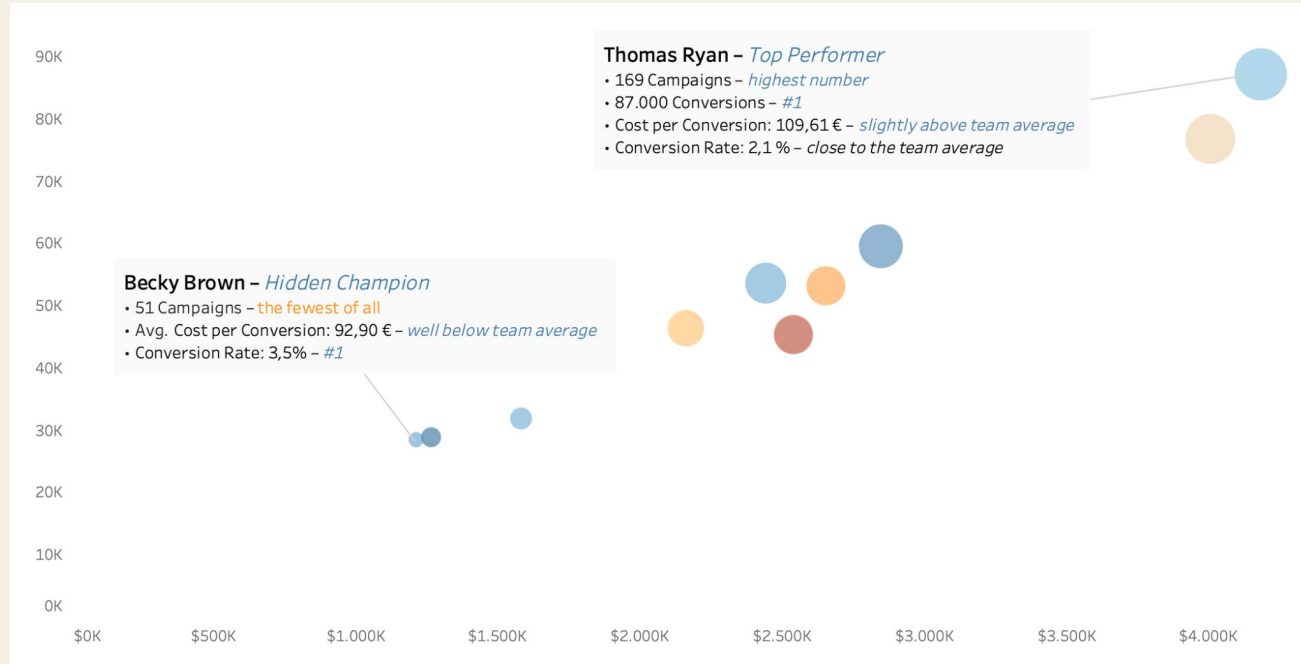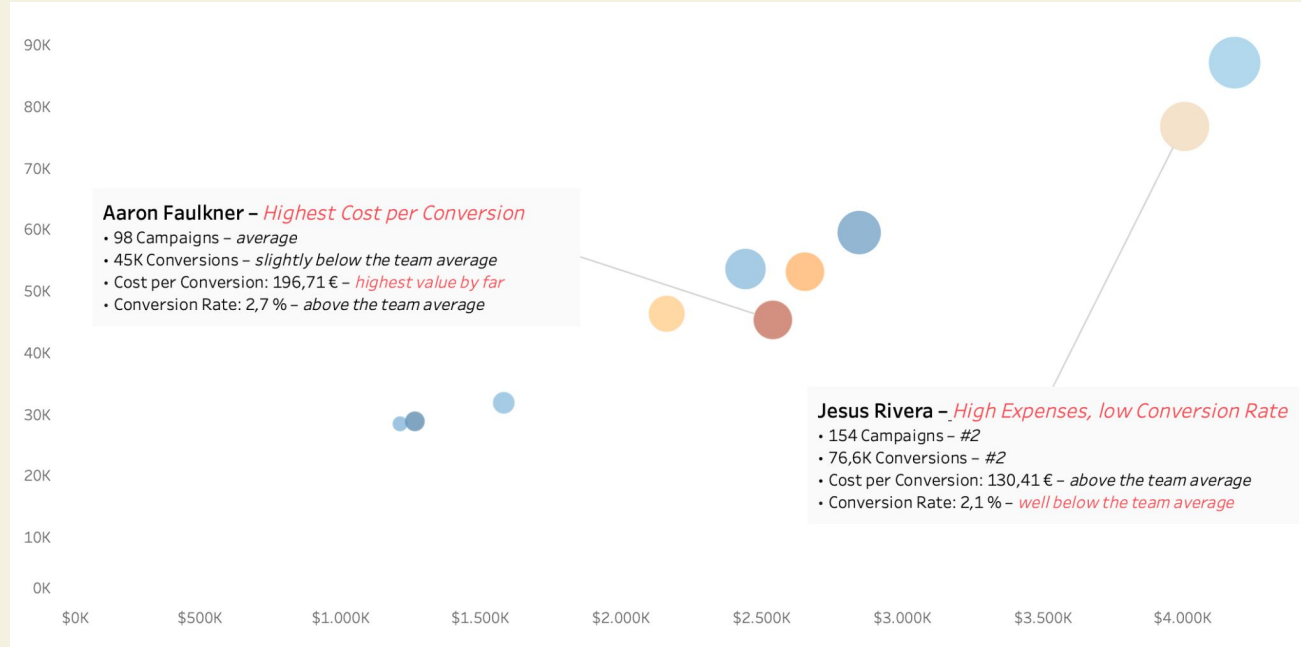
Tableau-Dashboard: Structure, Logic, Insights

Tableau-Dashboard: Structure, Logic, Insights

Aaron Faulkner – *Highest Cost per Conversion*
- 98 Campaigns – *average*
- 45K Conversions – *slightly below the team average*
- Cost per Conversion: 196,71 € – *highest value by far*
- Conversion Rate: 2,7 % – *above the team average*

Jesus Rivera – *High Expenses, low Conversion Rate*
- 154 Campaigns – *#2*
- 76,6K Conversions – *#2*
- Cost per Conversion: 130,41 € – *above the team average*
- Conversion Rate: 2,1 % – *well below the team average*

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Recommendations

1 **Expanding best practices**
B. Brown, for example, shows that high conversion rates are possible - despite small budgets.

Analysis of content and channel strategies and develop potentials.

2 **Scale instead of scatter**
Focus the budget on the top executives, in particular T. Ryan M. Haynes, B. Townsend.

Scale best practices internally.

3 **Targeted coaching**
Take targeted measures for executives with a large budget but low efficiency (e.g. Jesus Rivera).

Check coaching, campaign analysis or redistribution.

4 **Keep dynamic monitoring**
The dashboard offers you live transparency by month, executive and channel.

Review and develop monthly.

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Thank you.