Some Key Highlights from the campaign
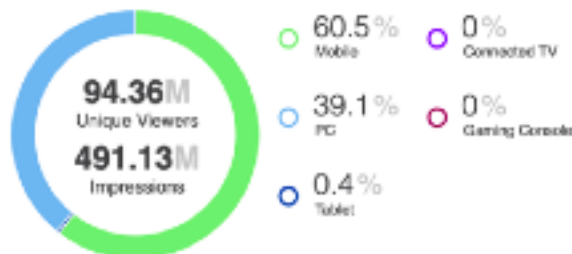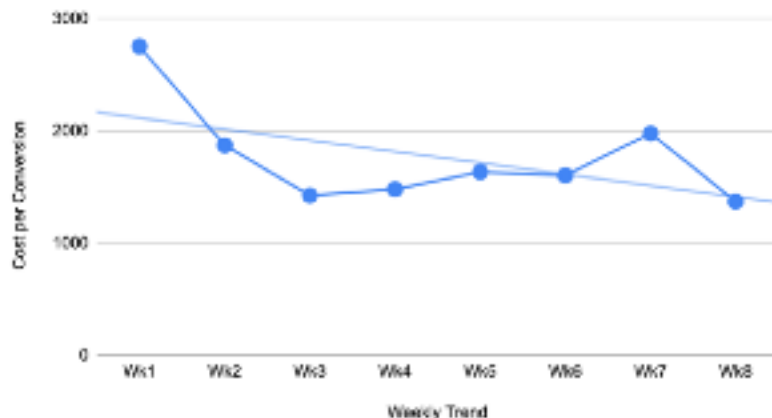
- Unique Reach of the Campaign : ~ 94.4 Million
- Number of Impression Delivered to the relevant audiences : ~ 490 Million
- Number of relevant audiences that clicked on ads : ~ 2K
- The cost of driving a conversion reduced by ~ 46% from Week 1 to Week 8.
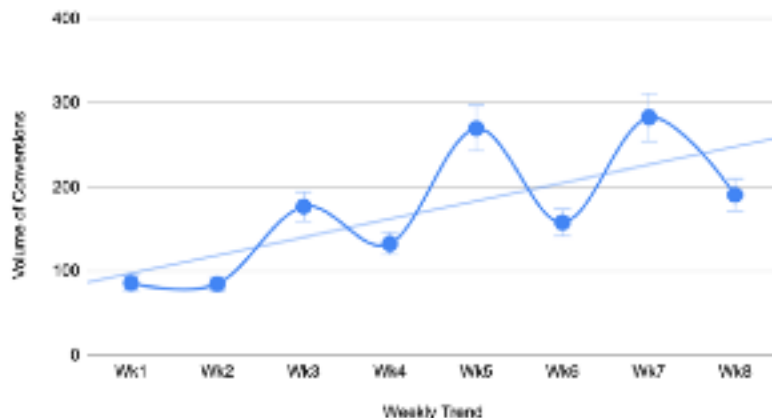- Volume of Conversion increased by around ~ 100% from the start of the campaigns.

Weekly decline in Cost per Conversion

Weekly Increase in Conversion Volume

Impressions & Reach

94.36M Unique Viewers
491.13M Impressions

60.5% Mobile
39.1% PC
0.4% Tablet
0% Connected TV
0% Gaming Console

My Contribution

- I spearheaded the three months of pitching process and presented the machine learning and data capabilities to client and the media agency.
- I collaborated data insight to create strategy for campaign execution.
- I engaged with optimization team to select the right targeting model and conducted continues session for effective campaign delivery.
- To increase the volume of deliveries, I connected the partner supply team to add relevant supply sources.
- I worked with creative strategy team to develop ad copies with the appropriate messaging to increase the clicks on the advertisements.

Learnings

- I got an extensive understanding about machine learning and data insights.
- After closely working with optimization team, my understanding on optimization modeling enhanced.
- I understood more about competition product Google's Demand Side Platform (DV360).
- I also learnt about the importance of targeting the right audiences and the impact it can have on client's ROI
- This campaign pitching and execution become a benchmark to approach other similar advertisers.
- I develop the habit of reading about unfamiliar technical terms that were used by tech and optimization team.