



Marketing Campaign Performance Analysis

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1. DATASET OVERVIEW



DATASET OVERVIEW

- Campaign and duration
 - ❑ *Run*, 01/01/2022 – 01/02/2023
→ 1year 1 month
 - ❑ *Women*, 02/02/2023 – 31/05/2023
→ 4 months, ongoing
- 6-day cycle
- Channel: Facebook, Instagram

6-day cycle
repeated alternately

Facebook (FB),
Instagram (IG)

Date	Campaign	Country	Tactic Focus	Impressions	Clicks	Conversions	Channel
01 January 2022	Run	DE	Consideration	53964	560	2364	FB
02 January 2022	Run	DE	Consideration	60733	521	2325	FB
03 January 2022	Run	DE	Awareness	68995	76	9128	FB
04 January 2022	Run	DE	Awareness	96521	129	12071	FB
05 January 2022	Run	DE	Conversion	171899	534	4040	FB
06 January 2022	Run	DE	Conversion	113927	568	7109	FB
07 January 2022	Run	UK	Consideration	14037	434	930	FB
08 January 2022	Run	UK	Consideration	15743	569	982	FB
09 January 2022	Run	UK	Awareness	13985	23	1793	FB
10 January 2022	Run	UK	Awareness	13035	25	1404	FB
11 January 2022	Run	UK	Conversion	75823	403	1326	FB
12 January 2022	Run	UK	Conversion	75508	520	1797	FB
13 January 2022	Run	DE	Consideration	76951	1025	5989	FB
14 January 2022	Run	DE	Consideration	79467	1052	6422	FB

- Possible error in the “*Clicks*”, “*Conversions*” columns

- ❑ Correct values should be: Conversions < Clicks
- ❑ Names of these 2 columns are swapped for analysis

ANALYTICS TOOL

- Data cleaning and exploration in Python
 - Exported the cleaned dataset as Excel file
- Analysis and visualisation in Power BI
 - ✓ Excellent visual interaction capability
 - ✓ Convenient "drill down" functions on date
 - ✓ Easy customisation of visual elements for great user experience and aesthetics
- Same analysis was also done in Python

Power BI report



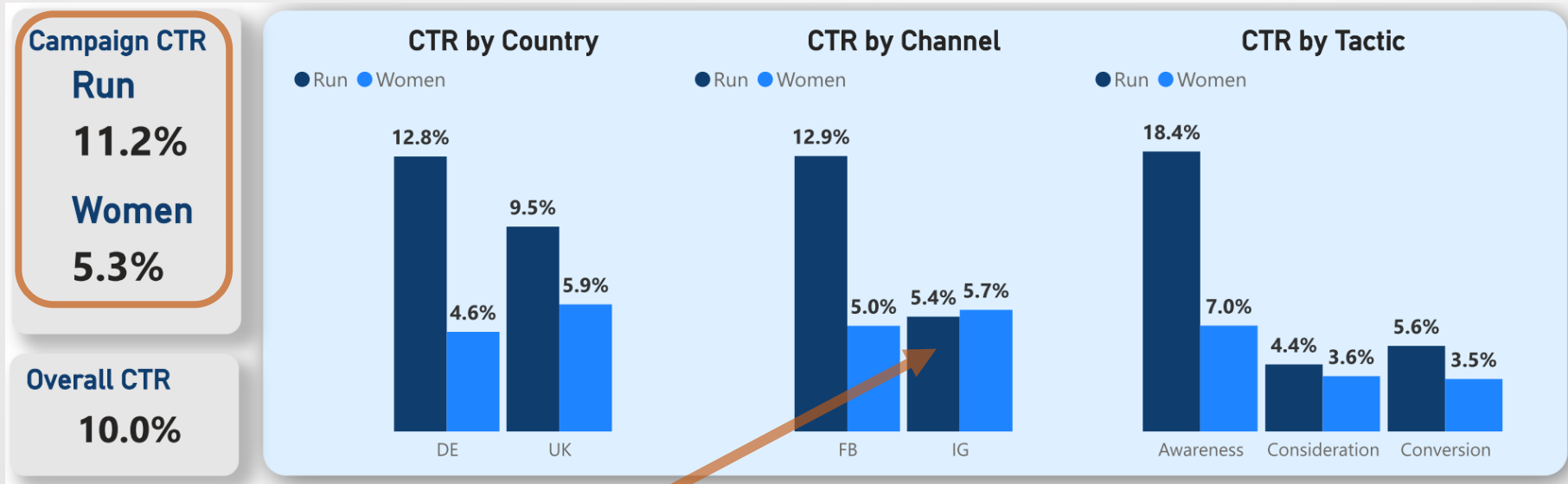
2. CLICK-THROUGH RATE (CTR)



Question

Which campaign has the highest click-through rate (CTR)?

CAMPAIGN CLICK-THROUGH RATE (CTR)



- *Run* > *Women*, except on *IG*
- Average ads CTR across all industries from research:
 - ❑ FB 0.89%¹
 - ❑ IG between 0.22% and 0.88%²
- Excellent performance in both campaigns

$$\text{CTR} = \frac{\text{Clicks}}{\text{Impressions}} \times 100$$

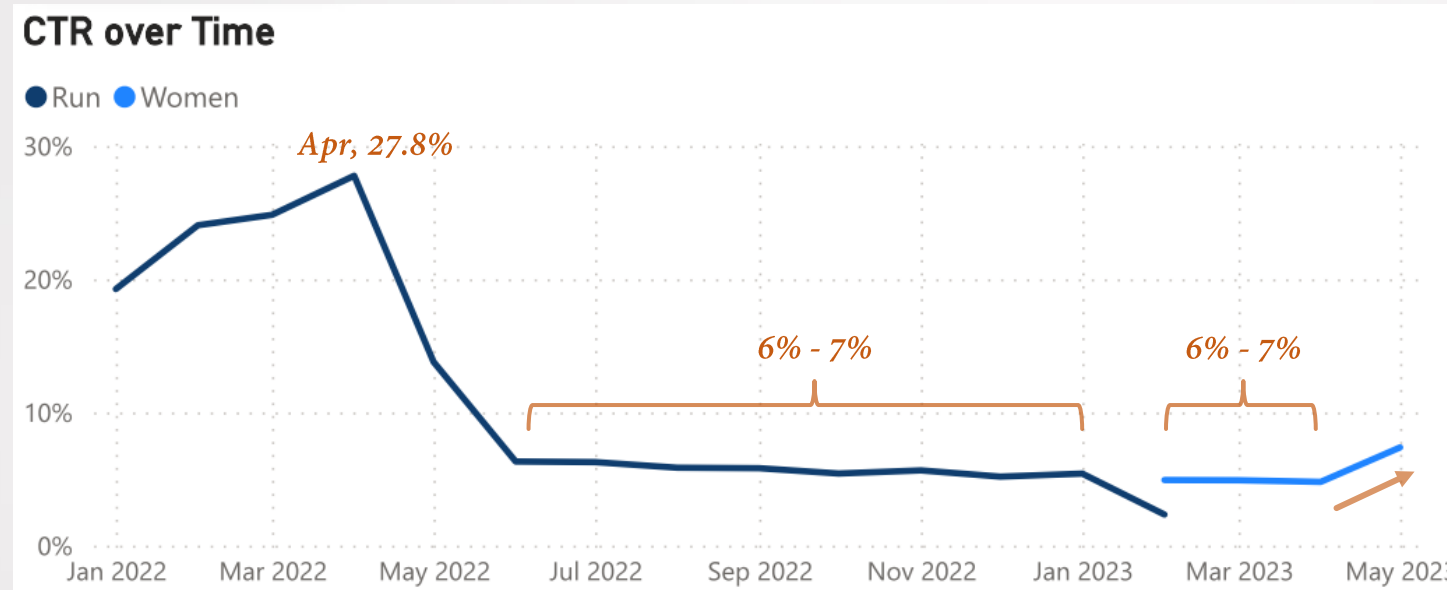
number of people who clicked on the ad

number of people who saw the ad

1. Source: WordStream, <https://www.wordstream.com/blog/ws/2019/11/12/facebook-ad-benchmarks>

2. Source: Smart Insights, <https://www.smartinsights.com/internet-advertising/internet-advertising-analytics/display-advertising-clickthrough-rates/>

CAMPAIGN CLICK-THROUGH RATE (CTR)



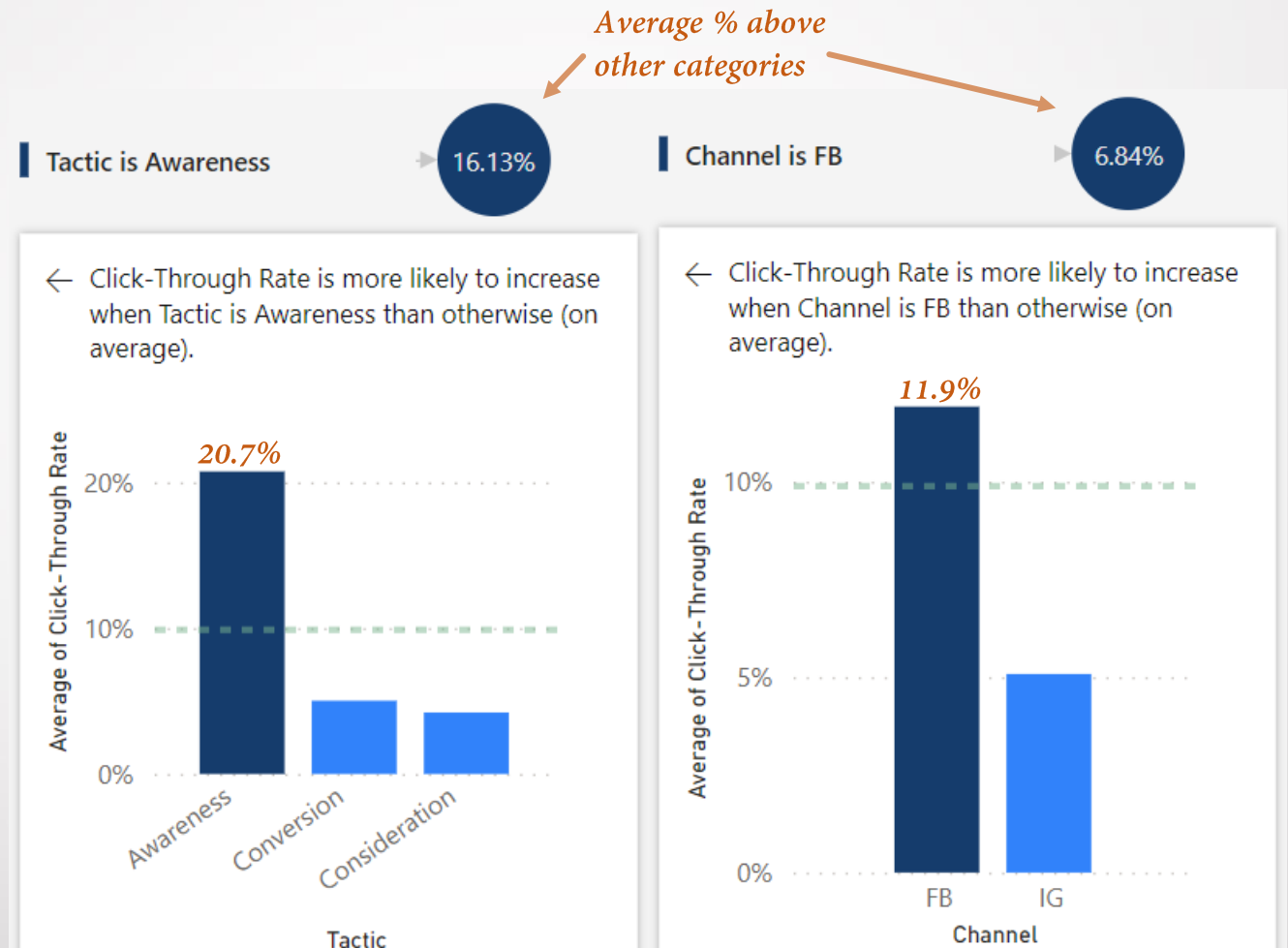
- High CTR in initial period in **Run**
- Since June 2022, steady between 6% - 7%
- Uptrend from Apr 2023 (6.2%) – May 2023 (14.1%) in **Women**
 - More data from June to October (current month) required to confirm the uptrend

CLICK-THROUGH RATE (CTR)

- Key influencers

- Tactic: Awareness

- Channel: Facebook



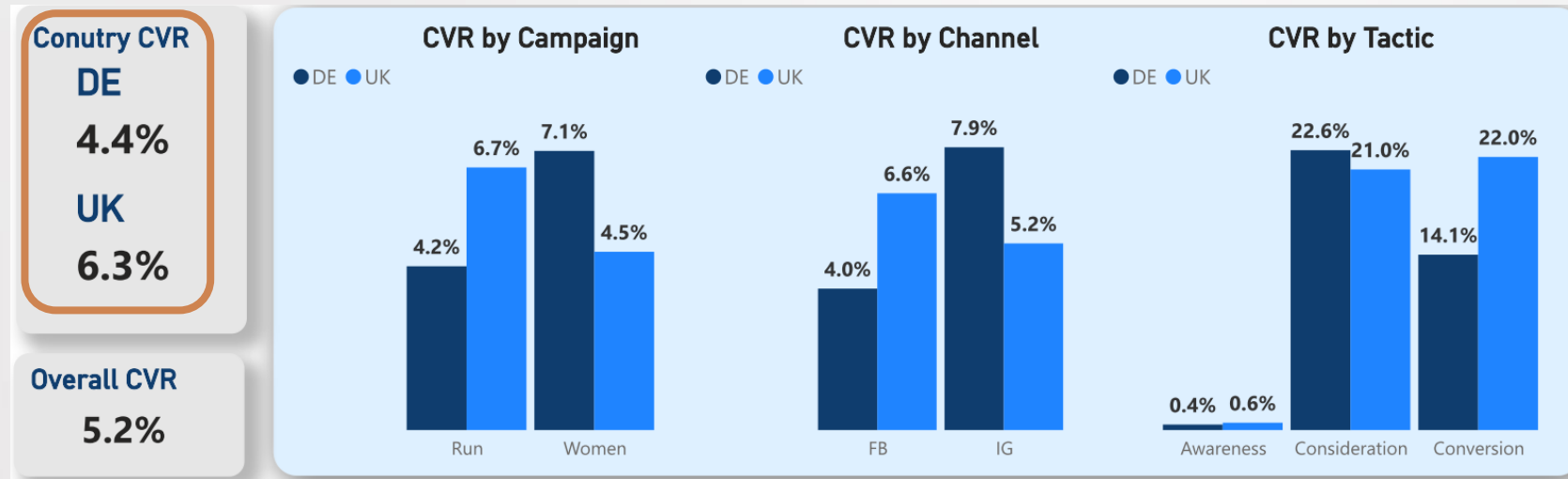
3. Conversions



Question

Which country has the highest conversion rate (CVR)?

COUNTRY CONVERSION RATE (CVR)



- Overall CVR *UK* 6.3% > *DE* 4.4%, but vary on details
- Average ads CVR across all industries from research:
 - ❑ FB 9.11%¹
 - ❑ IG between 0.7% and 1.3%³

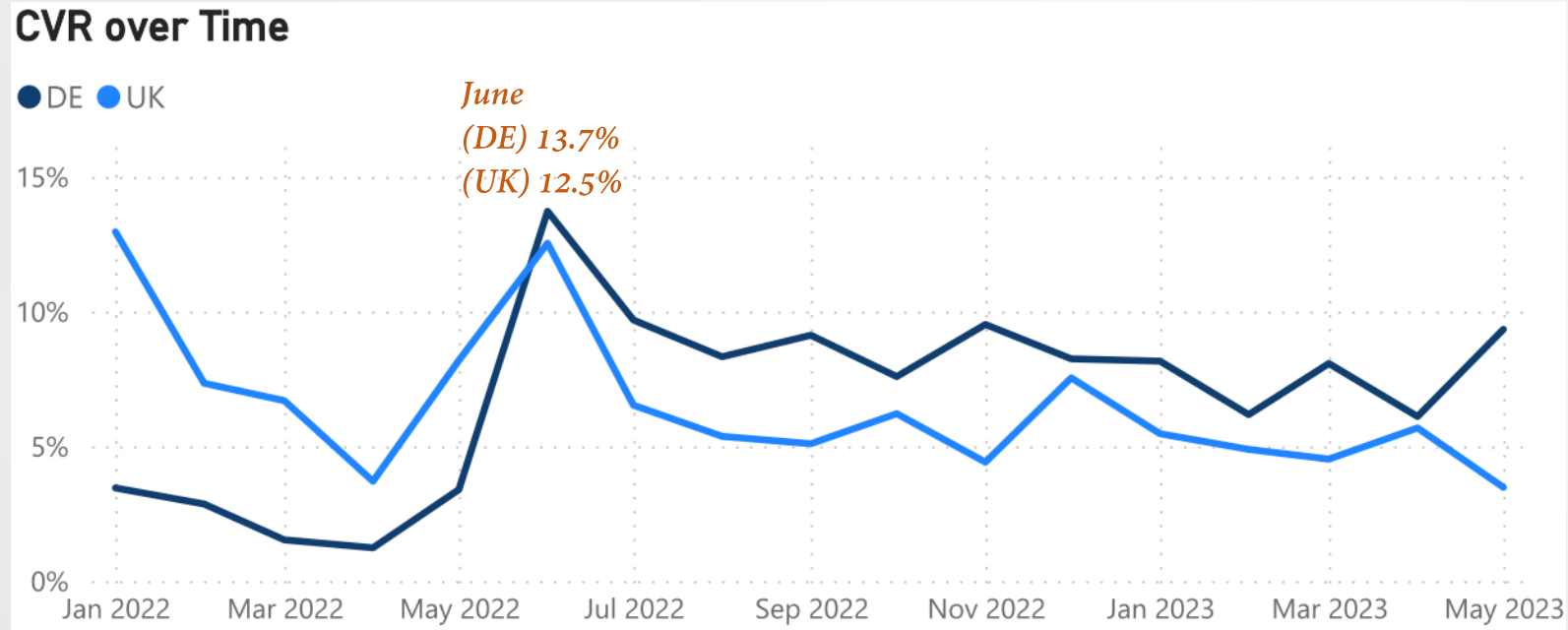
➤ Both countries had outstanding performance on IG but below average on FB

$$\text{conversion rate} = \frac{\text{total conversions}}{\text{total clicks}} \times 100$$

1. Source: WordStream, <https://www.wordstream.com/blog/ws/2019/11/12/facebook-ad-benchmarks>

3. Source: Bazaarvoice, <https://www.bazaarvoice.com/blog/key-instagram-metrics/>

COUNTRY CONVERSION RATE (CVR)



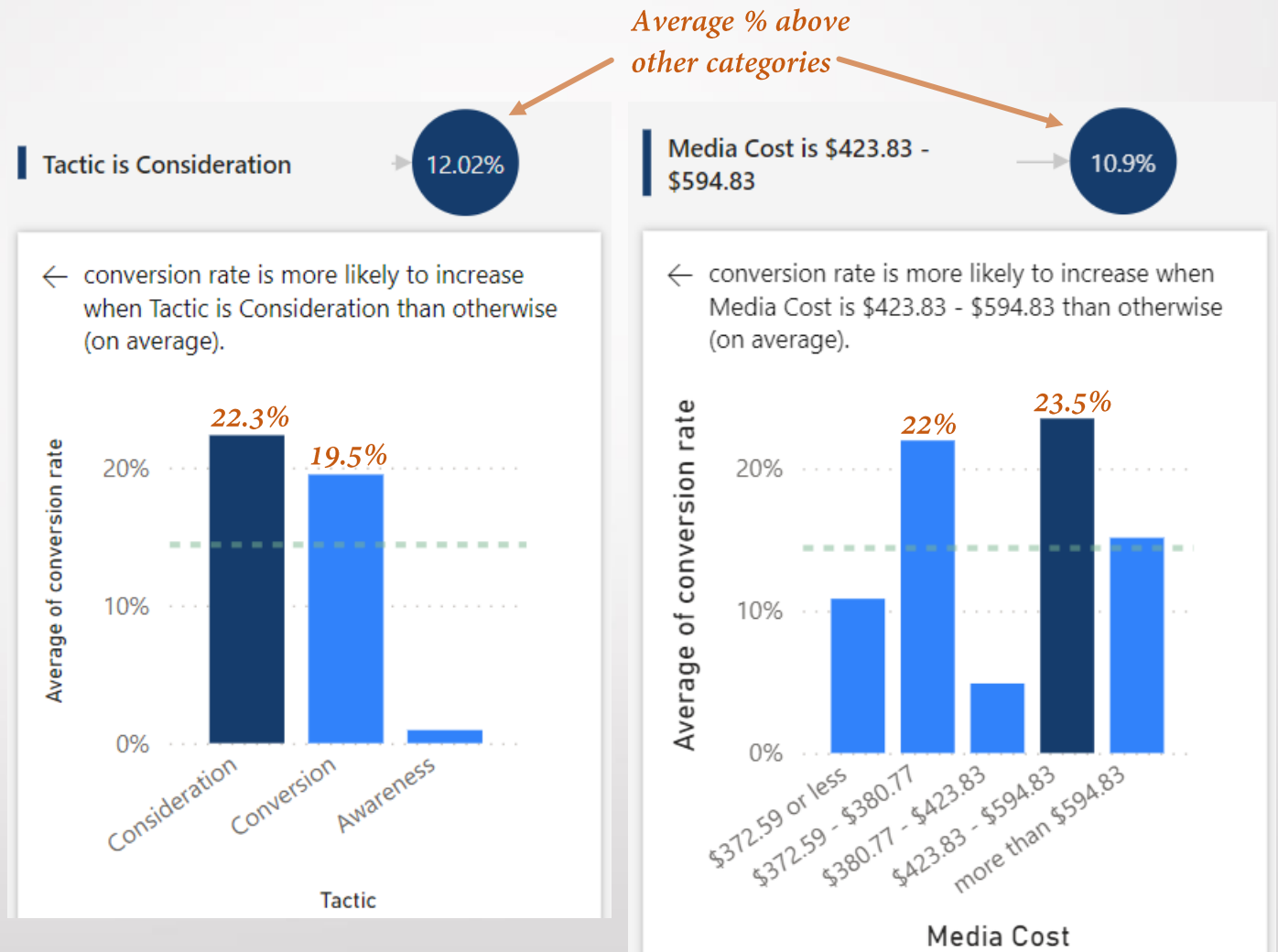
- *UK's* leading CVR changed since June 2022
- After June 2022
 - CVRs in both countries remains fluctuated between approximately 5% – 9%
 - DE maintained the dominant place

CONVERSION RATE (CVR)

- Key influencers

- Tactic:
Consideration,
Conversion

- Media cost:
\$370 - \$380,
\$420 - \$590

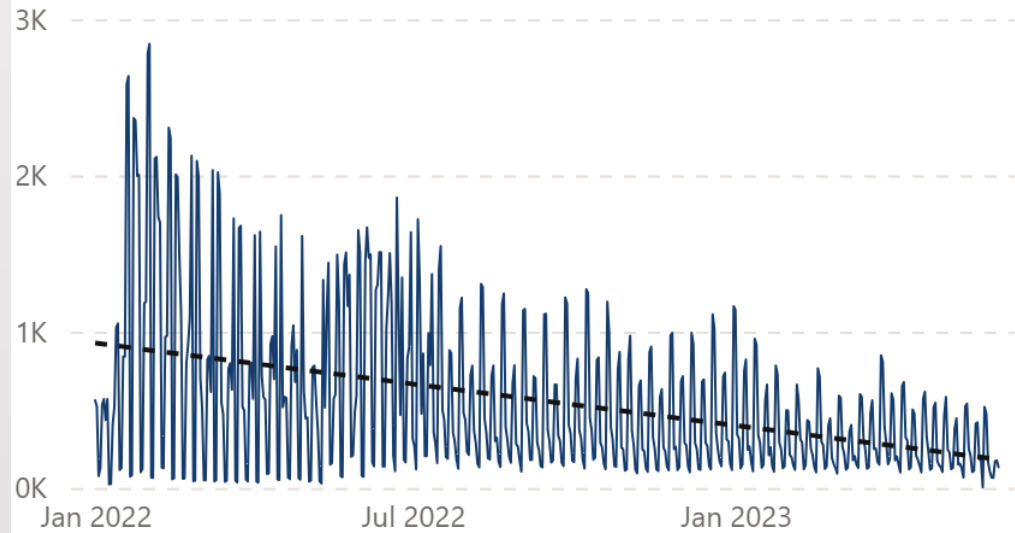


Question

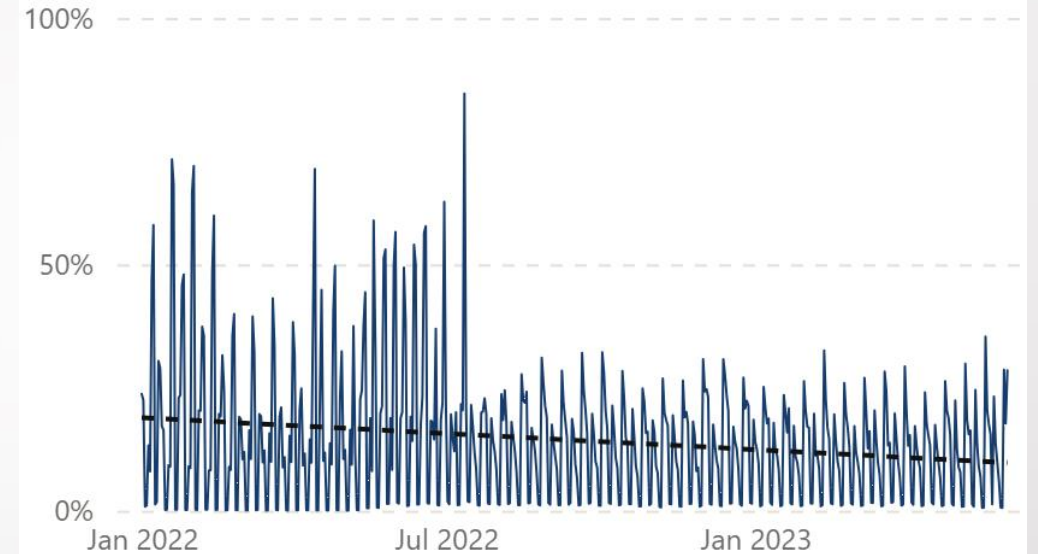
During which period of the year do we observe the most conversions?

CONVERSIONS BY DAYS

Daily Conversions Amount

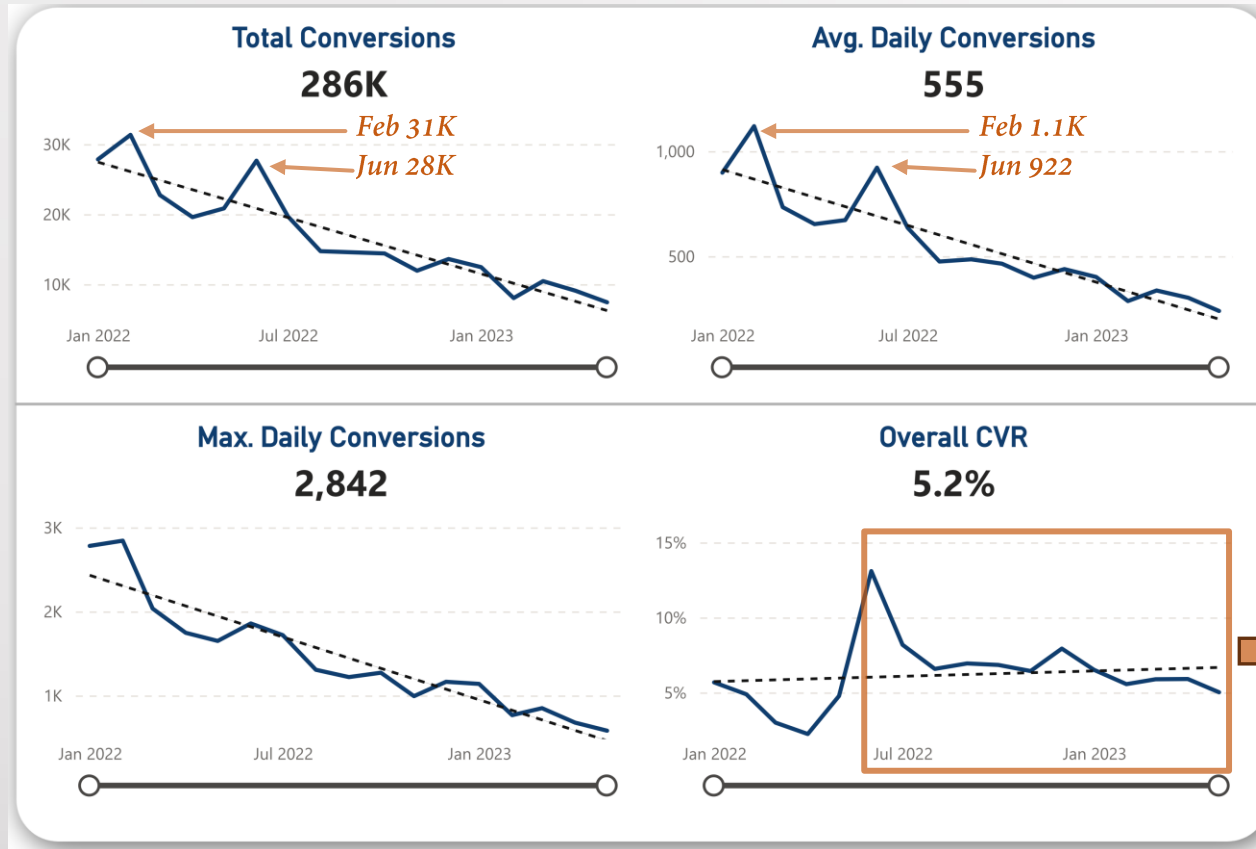


Daily Conversion Rate

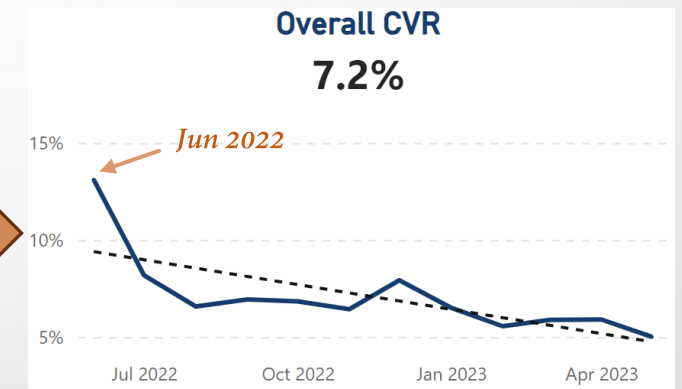


- High values concentrated in first half of 2022
- Highly fluctuated with sawtooth pattern
- Downtrends

CONVERSIONS BY MONTHS



- CVR experienced same downtrend since Jun 2022



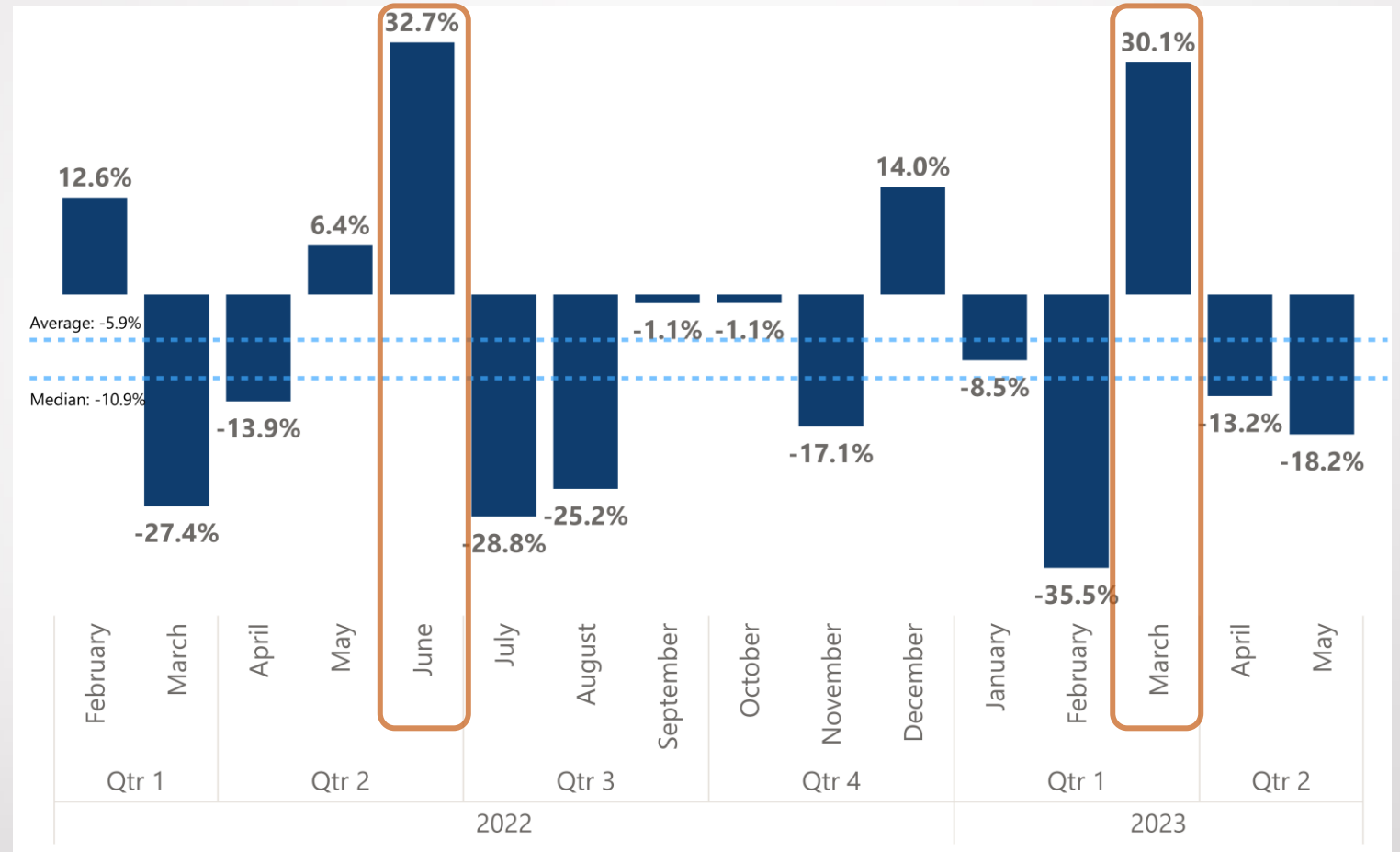
- Total and average daily conversions amount → 2 peaks at Feb, Jun 2022
- Total, average daily, maximum daily conversions amount → significant downtrend
 - Urgent need for the company to assess their marketing strategies for improved CVR

Question

What percentage change in conversions is observed month-over-month?

CONVERSIONS MONTH-OVER-MONTH CHANGE

- Fluctuated
 - Overall average -5.9%
 - Median -10.9%
 - Negative growth in 11 out of 16 months (70%)
- *Conduct comprehensive evaluation to enhance performance and stability*
- *Identify key elements that contribute to positive growth*



4. Marketing Funnel Performance



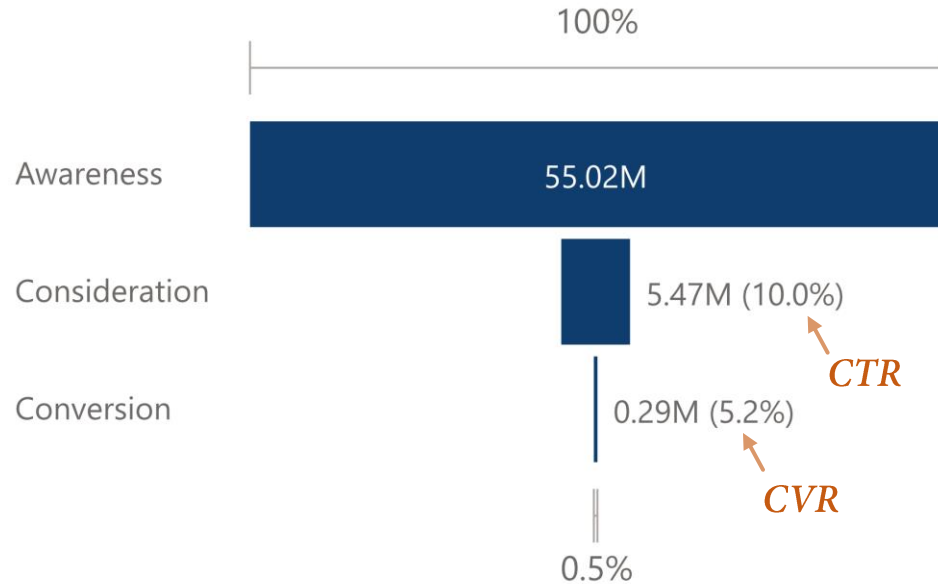
Task

Create an overall visual representation to show how the marketing funnel (Tactic) performs in terms of conversions

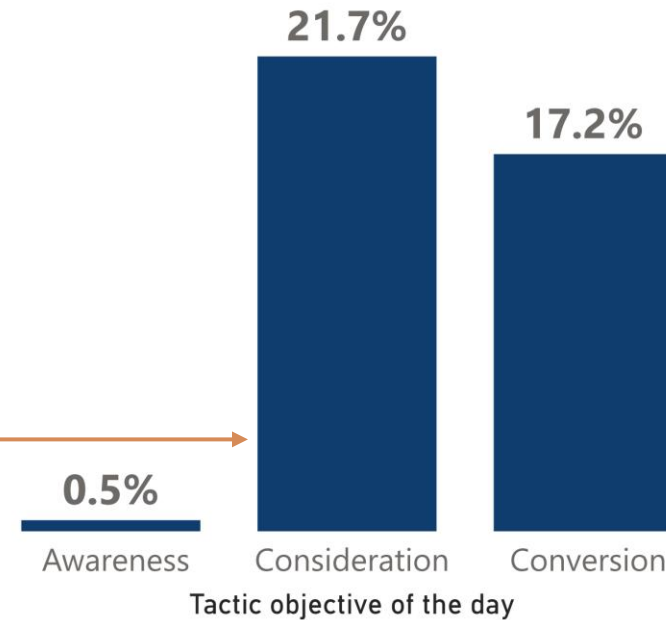
MARKETING FUNNEL PERFORMANCE IN TERMS OF CONVERSIONS

Total Amount by Funnel Stages

Awareness (Impressions), Consideration (Clicks), Conversion (Conversions)



Conversion Rate (CVR) by Tactic Objective



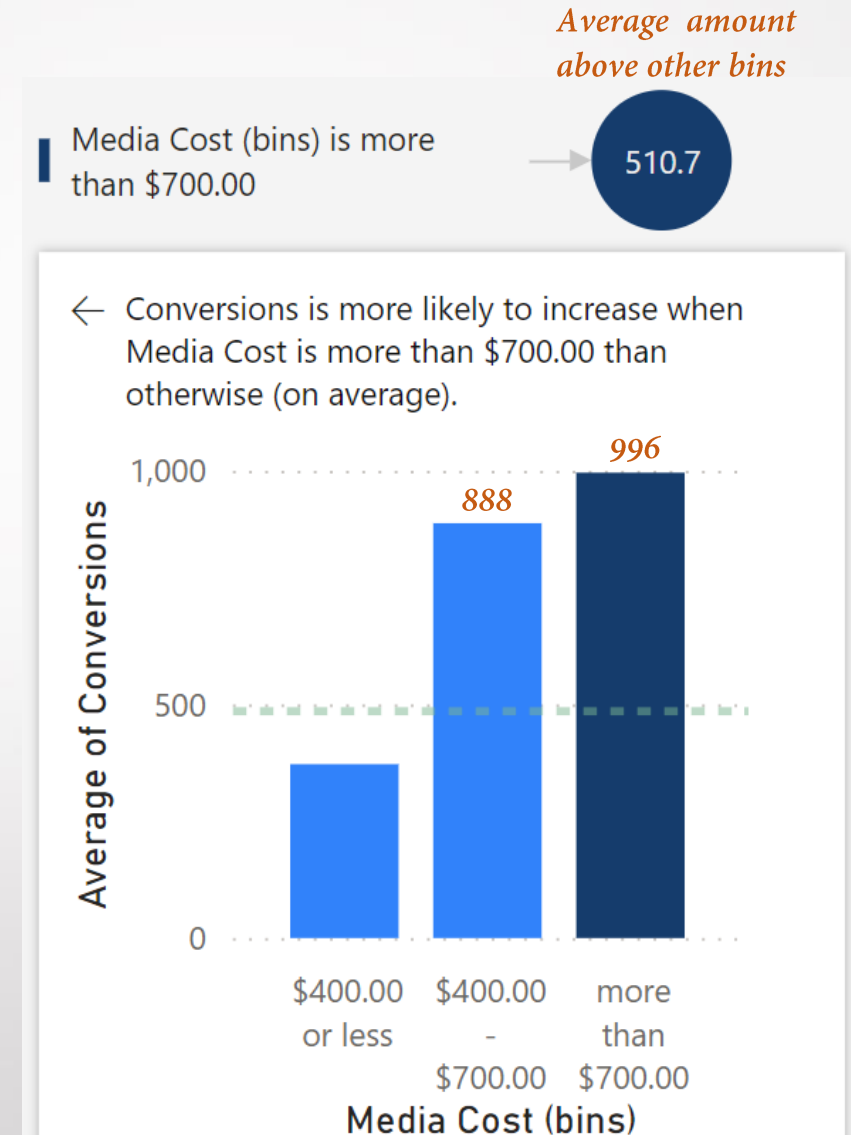
- Awareness, Consideration, Conversion
→ Represented by no. of *impressions*, *clicks*, *conversions* respectively
- CVR: *consideration* day > *conversion* day
- Number of conversions: *conversion* day > *consideration* day

Conversions Amount by Tactic Objective

Tactic	Total	Daily Average	Conversion Rate (CVR)
Awareness	20.6K	120	0.5%
Consideration	107.5K	625	21.7%
Conversion	158.1K	914	17.2%

MARKETING FUNNEL PERFORMANCE IN TERMS OF CONVERSIONS

- Influencer of conversions
 - Media cost:
Above average performance
when the cost above \$400



MARKETING FUNNEL PERFORMANCE IN TERMS OF CONVERSIONS

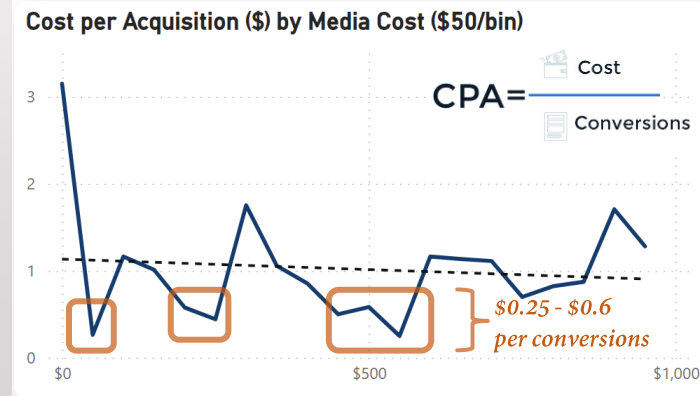
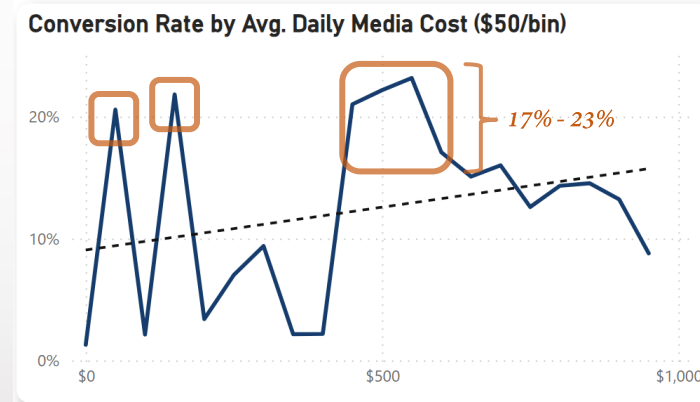
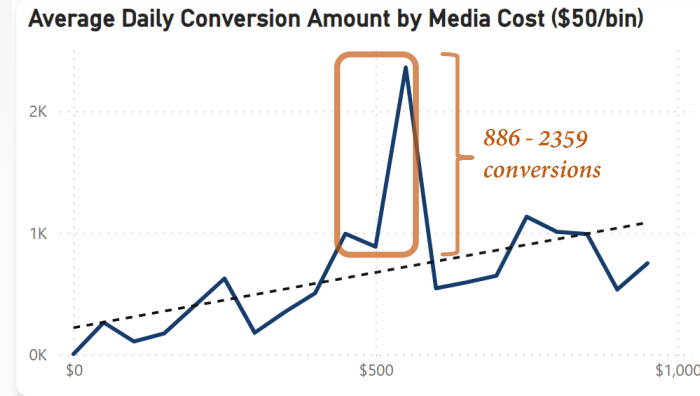
- Media cost with high performances:

- Number of conversions:
\$400 - \$550

- Conversion rate:
\$0 - \$50,
\$100 - \$150,
\$400 - \$550

- Cost per acquisition (CPA):
\$0 - \$50,
\$150 - \$250,
\$400 - \$550

✓ Common range → \$400 - \$550



Overall Recommendations



Overall Recommendations

- Investigate and identify the marketing strategies that had been used to obtain the high CTR in:
 - ❑ *Awareness* day → implement on the *consideration* day
 - ❑ First half of year 2022 (*Run* campaign) → implement in the current *Women* campaign
- Investigate and identify the marketing strategies that had been used to obtain the high CVR in:
 - ❑ May, June 2022 where CVR got boost significantly → implement in the current *Women* campaign
 - ❑ *Consideration* and *Conversion* days → combine the key features into the *Conversion* days for even better performance
- Conduct comprehensive evaluation to enhance MoM% performance and stability
- Identify key elements that contributed to the positive MoM% growth in June 2022 and March 2023
- Possible marketing strategies to investigate:
 - Ads setting, e.g. placements, device types, targeted audiences, displaying time on a day
 - Any other activities the company had done during the time with outstanding performance? E.g. special promotions, YouTube ads, Google ads, partnership with other brands/influencers, celebrity endorsements
- Implement the above findings to the current *Women* and future campaigns to improve performance
- Consider invest in daily media cost between \$400 - \$550 to get the best conversions performance



THANK YOU

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