

# Strategic Insights Group



# OUR TEAM

Muhammad Rahman - Spatial Analyst  
Elizabeth Omoigberai - Audience Analyst  
Lubna Akthar - Audience Analyst  
Tasawn Roberts - Creative Analyst  
Sergiu Hotea - Inventory and Viewability Analyst





# AGENDA

**01**

LOCATION

**02**

AUDIENCE

**03**

CREATIVE

**04**

INVENTORY  
AND  
VIEWABILITY

**05**

SUMMARY

**06**

QUESTIONS



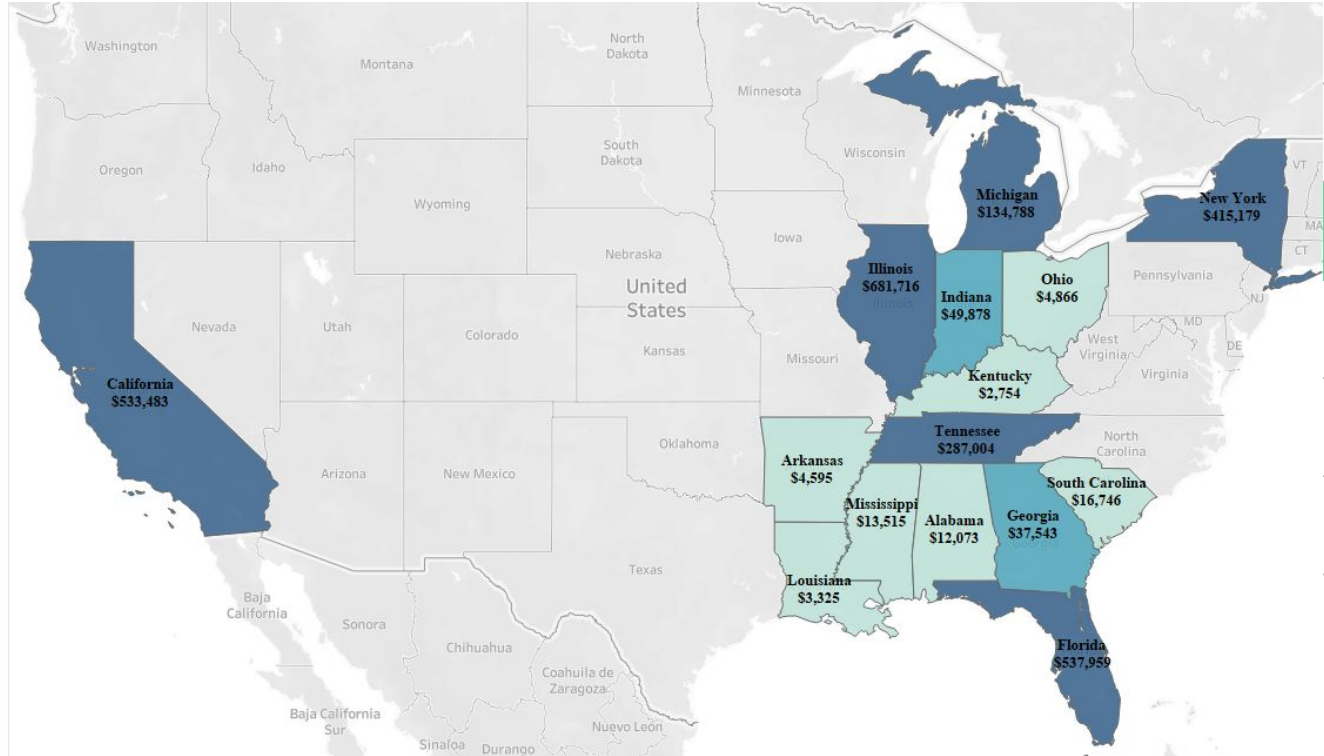
# 01

## Location





# Gross Cost By State



- **Most expensive states:**

- Illinois- \$681,716
- Florida- \$537,959
- California- \$533,483
- New York- \$415,179

- **Least Expensive States:**

- Ohio- \$4,866
- Arkansas- \$4,595
- Louisiana - \$3,325
- Kentucky - \$2,754





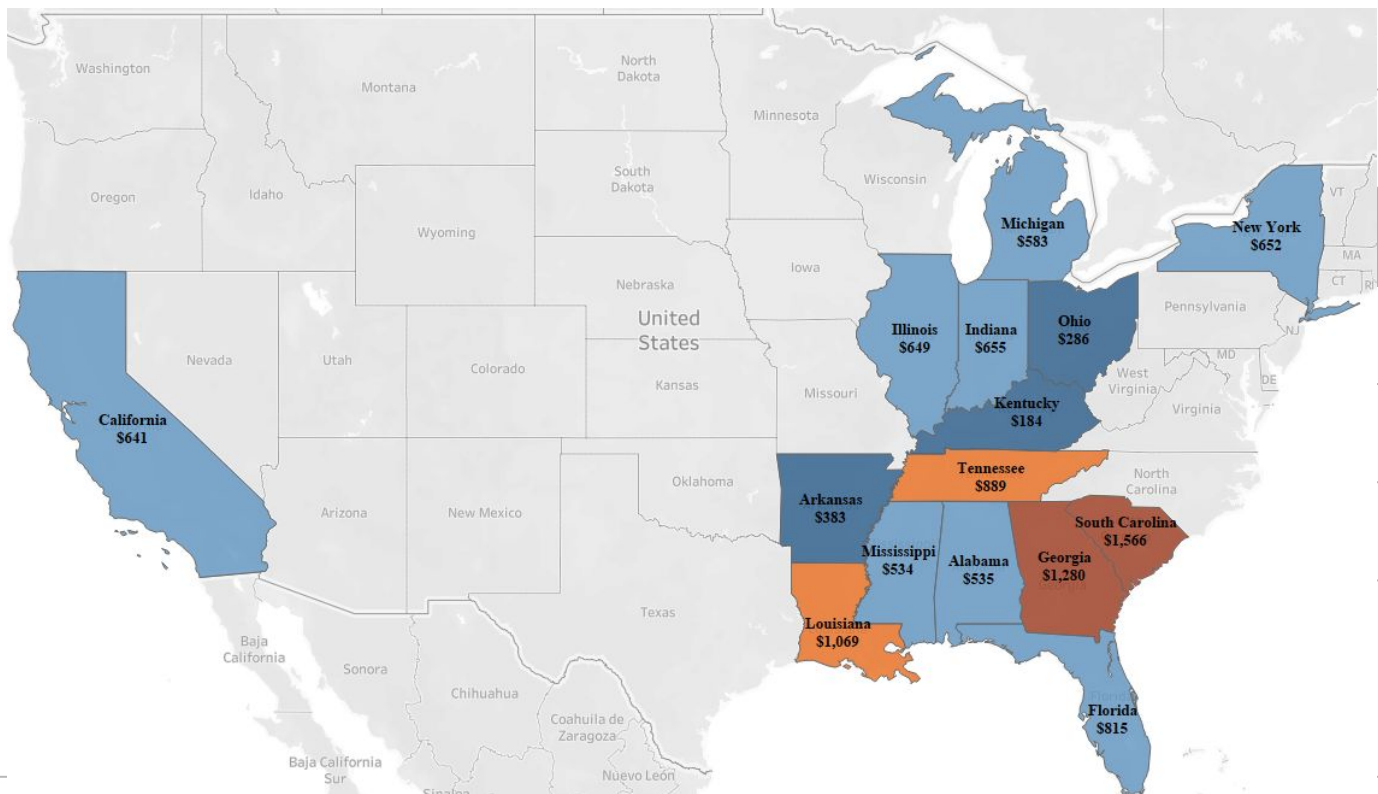
# AVG CPA BY STATE

- **Highest CPA:**

- South Carolina- \$1,566
- Georgia- \$1,280
- Louisiana - \$1,069

- **Lowest CPA:**

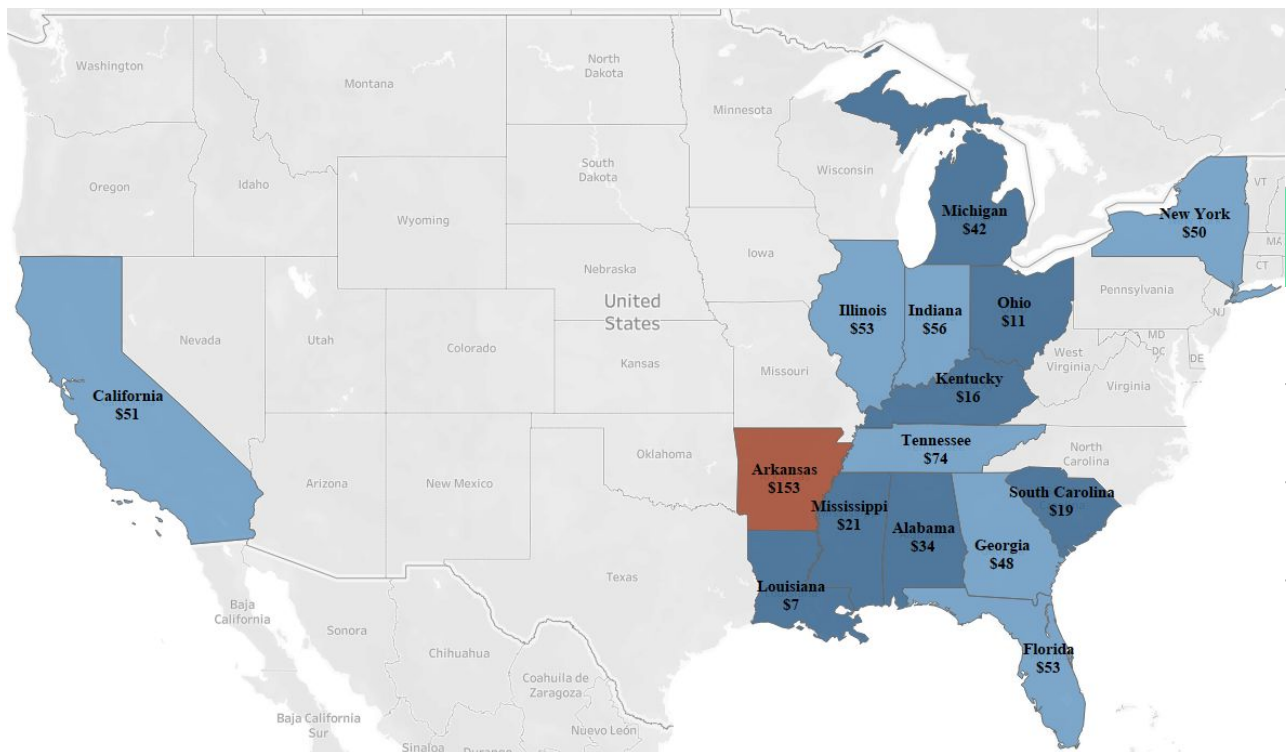
- Kentucky \$184
- Ohio- \$286
- Alabama- \$356





# AVG CPC BY STATE

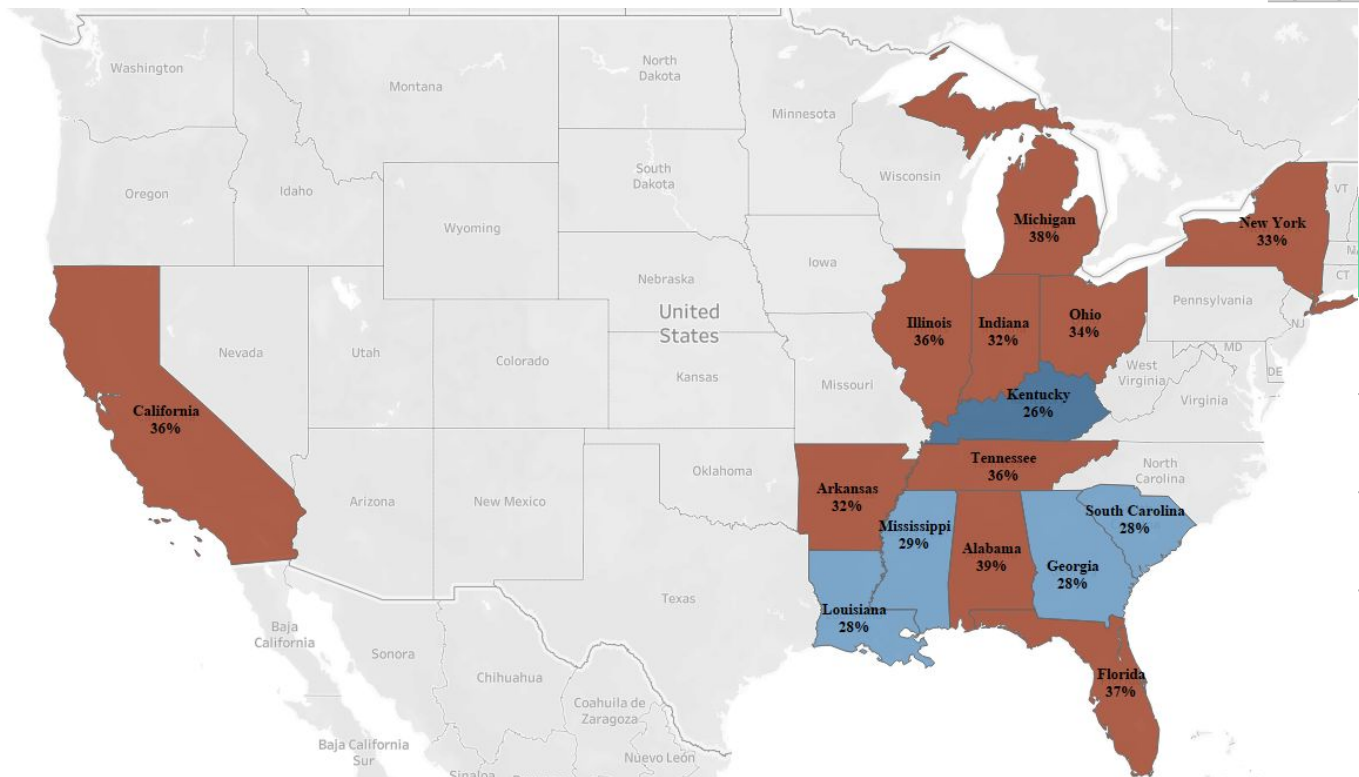
- **Highest CPC:**
  - Arkansas- \$153
  - Tennessee- \$74
- **Lowest CPC:**
  - Louisiana- \$7
  - Ohio - \$11





# AVG CTR BY STATE

- **Highest CTR:**
  - Alabama- 39%
  - Ohio- 34%
  - Illinois- 36%
- **Lowest CTR:**
  - Kentucky- 26%
  - Louisiana- 28%

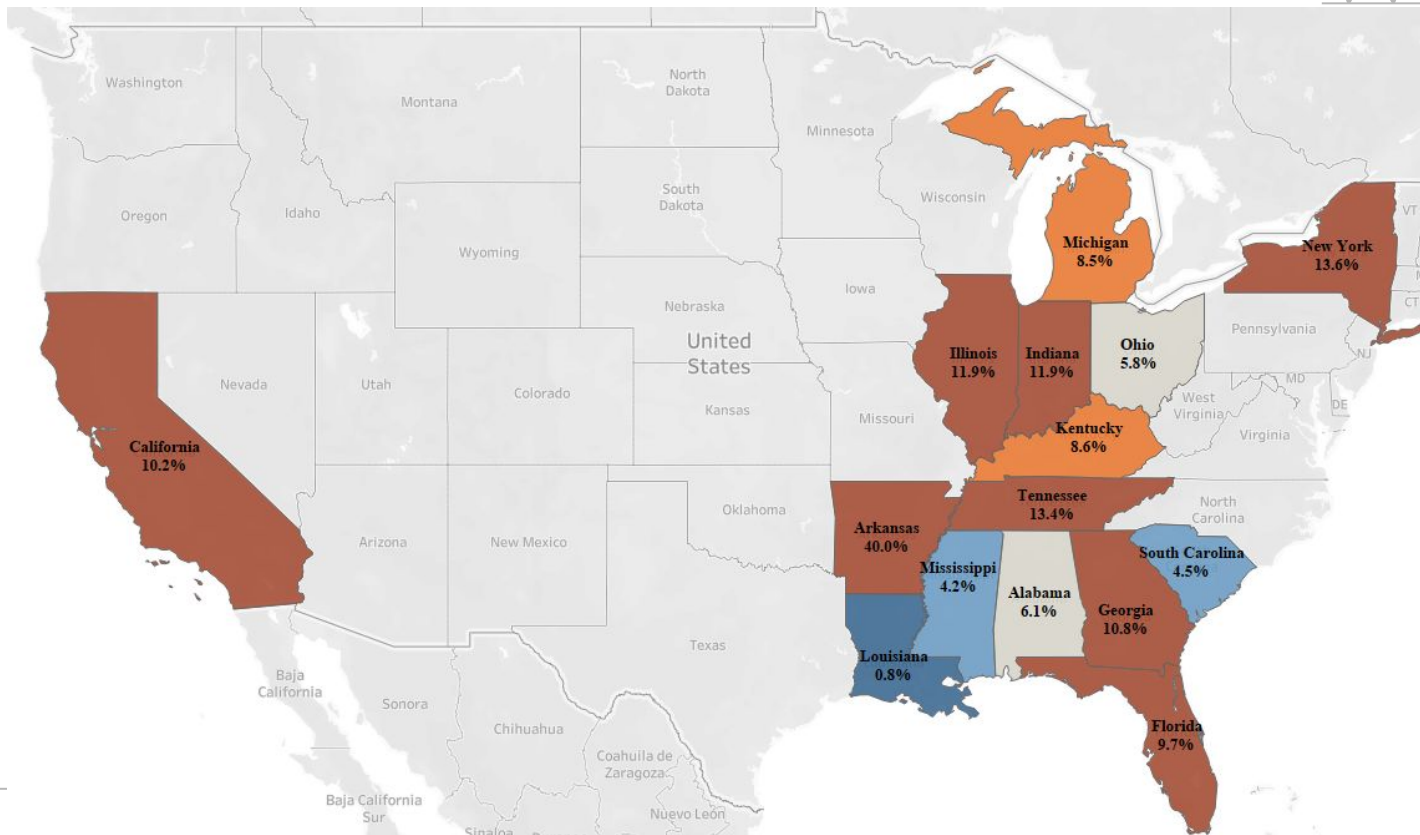






# AVG CVR BY STATE

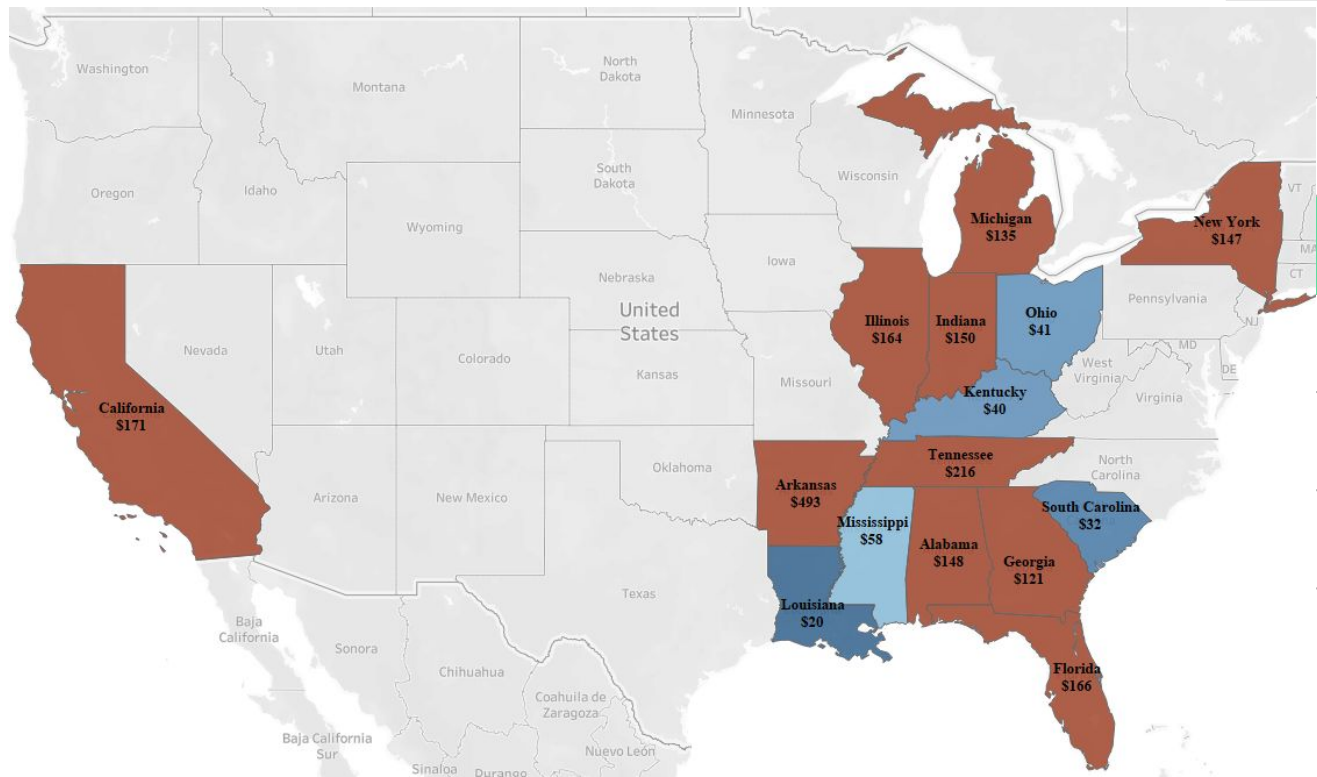
- **Highest CVR:**
  - Arkansas- 40.0%
  - Indiana- 11.9%
- **Lowest CVR:**
  - South Carolina- 4.5%
  - Mississippi- 4.2%
  - Louisiana- 0.8





# AVG CPM BY STATE

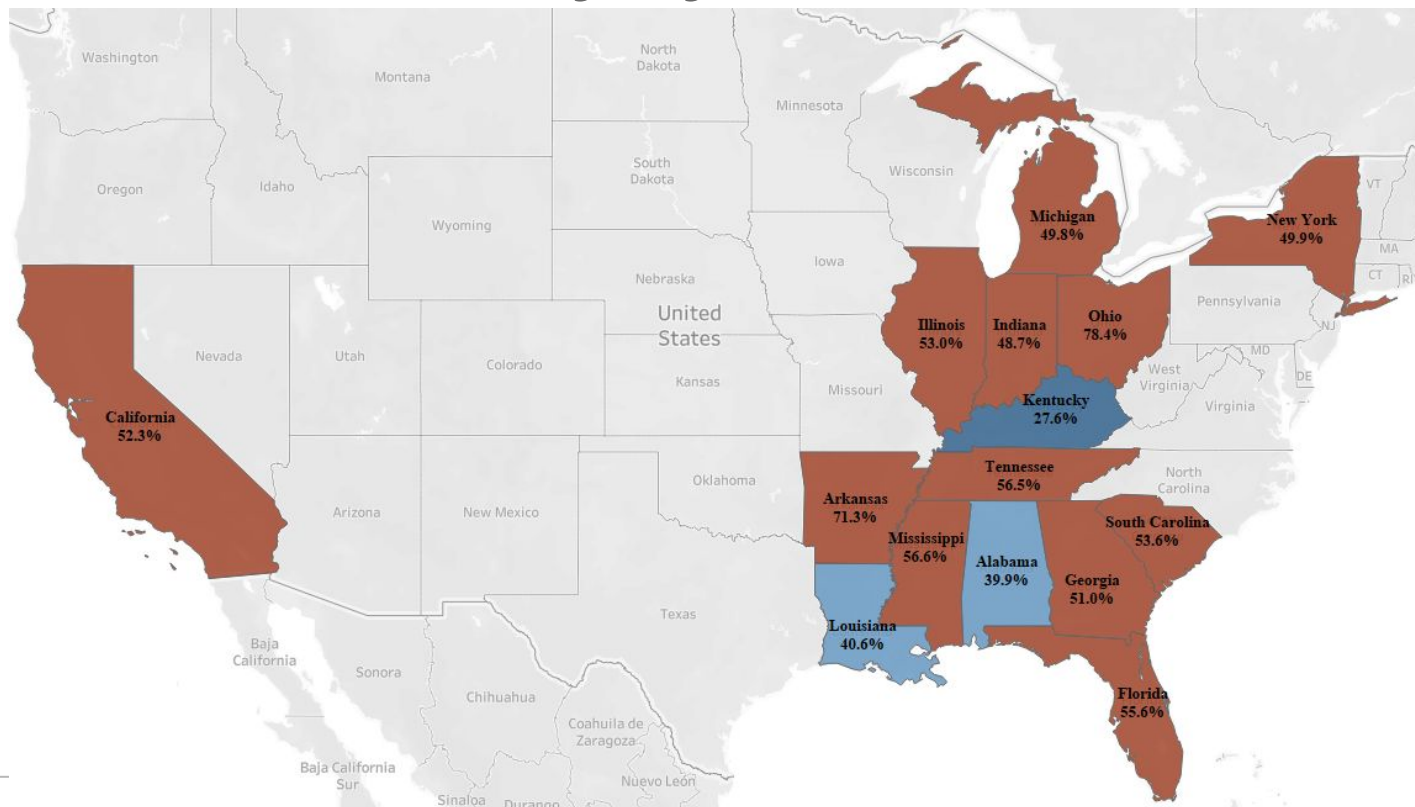
- **Highest CPM:**
  - Arkansas- \$493
  - Tennessee- \$216
- **Lowest CPM:**
  - Louisiana- \$21
  - Kentucky- \$40
  - Ohio- \$41





# AVG Viewability by State

- **Highest Viewability:**
  - Ohio- 78%
  - Arkansas- 71%
- **Lowest Viewability:**
  - Kentucky- 28%.





# Best Performing States

State	Avg. CPA	Avg. CPC	Avg. CTR	Avg. CVR	Avg. Viewability	Gross Cost
Arkansas	\$382.88	\$153.15	32.19%	40.00%	71.33%	\$4,594.60
Ohio	\$285.99	\$11.14	34.02%	5.80%	78.35%	\$4,866.25
Alabama	\$535.50	\$34.11	39.21%	6.07%	39.92%	\$12,072.53
Indiana	\$654.60	\$56.03	32.32%	11.90%	48.67%	\$49,877.60
Illinois	\$649.11	\$53.06	35.90%	11.86%	53.01%	\$681,715.82

- Arkansas - Low Gross Cost, high CPA, high CPC, high CTR, high CVR. high viewability.
- Ohio - Low Gross Cost, Low CPA, low CPC, high CTR, high viewability.
- Alabama - Low Gross Cost, Moderate CPA, low CPC, high CTR, moderate viewability, low CVR
- Indiana - Moderate Gross Cost, High CPA, moderate CPC, high CVR, high CTR, high viewability
- Illinois - Despite the high Gross Cost, Illinois has strong CTR and CVR, providing good value for the investment.



# Worst Performing States



State	Avg. CPA	Avg. CPC	Avg. CPM	Avg. CTR	Avg. CVR	Avg. Viewability	Gross Cost
Tennessee	\$889.11	\$73.54	\$215.74	36.08%	13.35%	56.55%	\$287,003.96
Georgia	\$1,280.46	\$47.87	\$121.22	28.28%	10.78%	51.00%	\$37,542.87
South Carolina	\$1,566.36	\$18.69	\$31.64	27.72%	4.48%	53.58%	\$16,746.37
Mississippi	\$534.18	\$21.29	\$57.99	28.72%	4.22%	56.56%	\$13,514.86
Louisiana	\$1,069.02	\$7.04	\$20.26	28.24%	0.81%	40.64%	\$3,324.74

- Tennessee- High Gross Cost coupled with high CPA, CPC and CPM, with average performance in CTR and CVR, make it inefficient.
- Georgia - Moderate Gross Cost, High CPA, low CTR.
- South Carolina - Highest CPA, low CTR, low CVR.
- Mississippi - Moderate CPA, low CVR, low CTR.
- Louisiana - High CPA, Low CPC, lowest CVR, and low CPM





# Recommendations

- **Refine Ad Targeting to Boost Viewability and Engagement:** Use precise targeting, geotargeting, and retargeting strategies to increase viewability and optimize ad impressions for higher engagement and conversion rates.
- **Budget Reallocation and Optimization:** Shift budgets from high CPA and low performing states to more cost-effective states with lower CPA and high viewability to maximize ad spend efficiency.
- **Replicate Strategies from High-Performing States:** Analyze and replicate targeting, creatives, and channel strategies from top-performing states (like Arkansas and Ohio) in lower-performing regions to improve engagement and conversions.

# 02

## Audience



# METRICS



## PERFORMANCE

Main goals were to find the top 10 audiences using CPA, CVR, CPC, CPM.



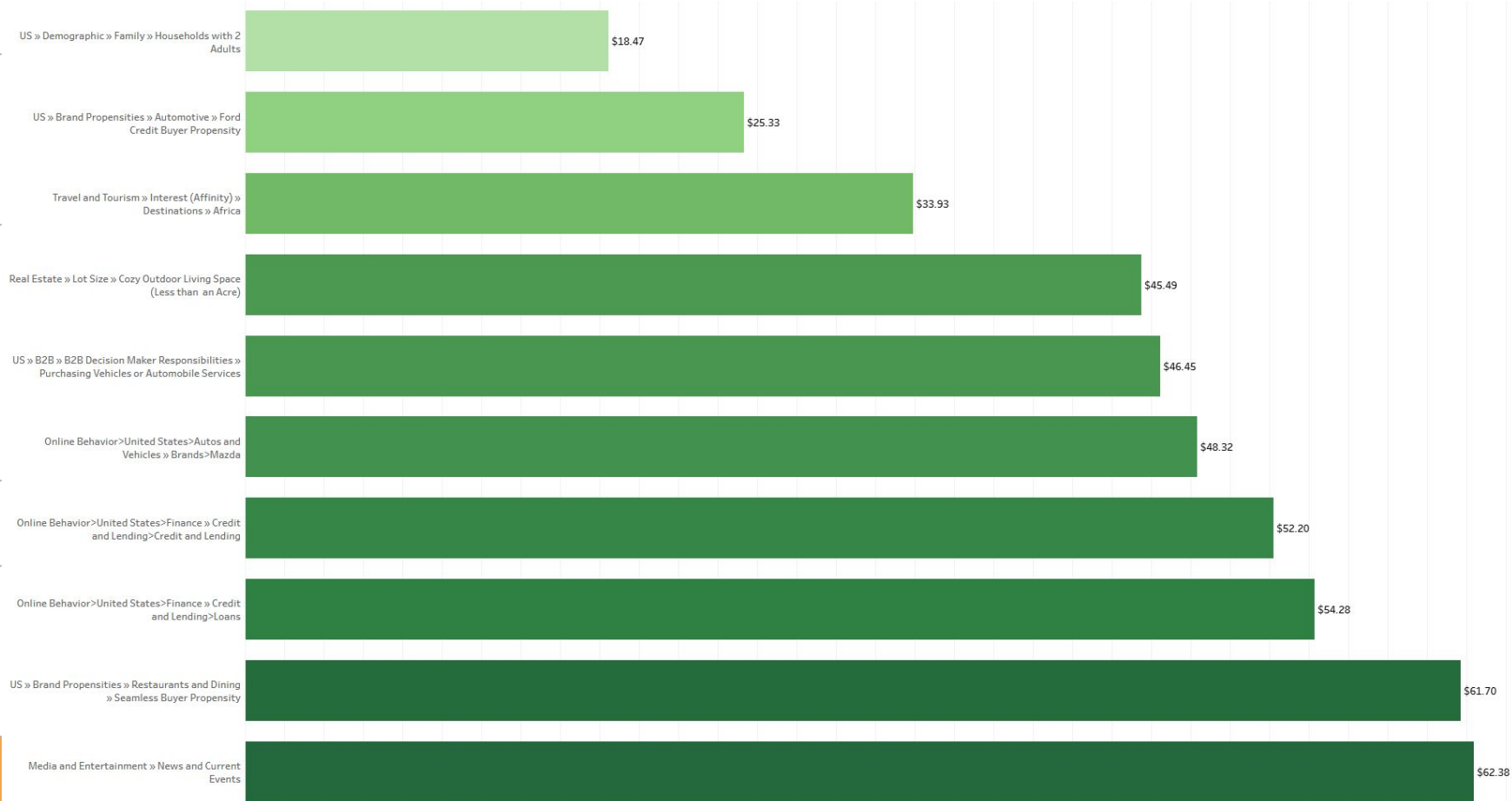
## BRANDING

Main goals were to find the top 10 audiences using CTR and viewability.

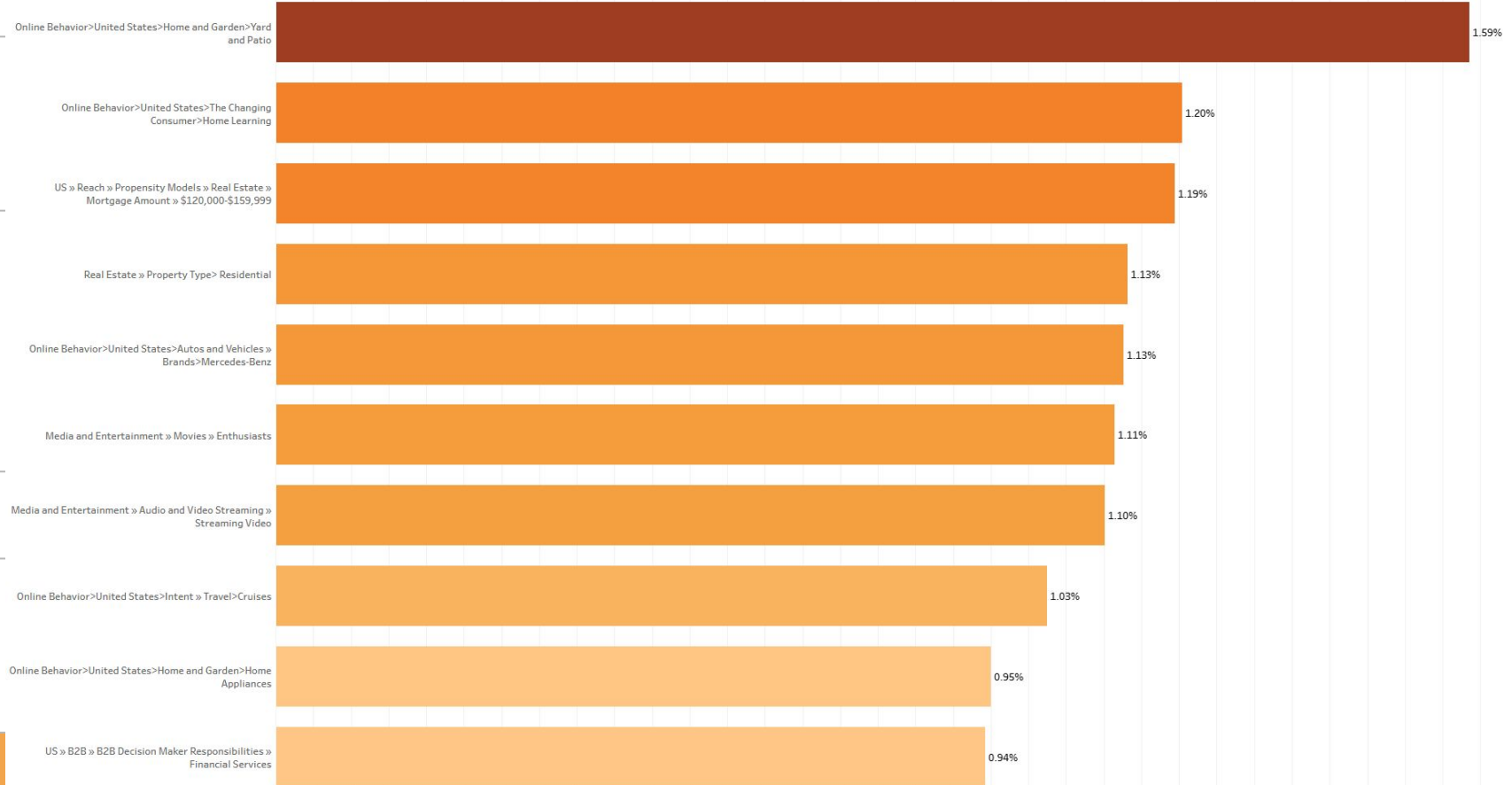




# Top 10 Audiences (CPA)



# Top 10 Audiences (CTR)



# Top 10 Audiences (Viewability)



Viewability

Online Behavior>United States>B2B » Occupation>SupplyChainManager  
90.40%

Mobile - US » Food » Restaurant » Brand » Moes Southwest Grill  
85.97%

Online Behavior>United States>Sports>Winter Sports »  
Skiing and Snowboarding  
85.67%

Online Behavior>United States>News>Newspapers  
85.62%

OnAudience » Interest » News  
87.40%

Online Behavior>United States>Intent » Auto Buyers » Type>Luxury  
85.95%

Online Behavior>United States>The Changing Consumer>Natural Disasters  
85.38%

Mobile - US » Demographics » Finance » Rent Value » Lowest Rent Value  
86.09%

US » Reach » Propensity Models » Household Consumer Expenditures » Home Office  
85.81%

OnAudience » Intent » Sporting Goods  
85.14%



# Recommendations for Testing Strategies

## CVR (Conversion Rate)

Online Behavior>United States>Sports>Team Sports » Basketball	197.96%
US Financial » Method of Payment » Other	190.00%
Online Behavior>United States>B2B » Occupation>PropertyManager	190.00%
Online Behavior>United States>Beauty and Fitness>Face and Body Care » Make-Up and Cosmetics	184.62%
OnAudience » Interest » Shopping » Shopping Mall Buyers	120.00%
Online Behavior>United States>Travel>Tourist Destinations » Lakes and Rivers	110.00%
Online Behavior>United States>Arts and Entertainment>Events and Listings » Live Sporting Events	110.00%
Online Behavior>United States>Travel>Air Travel	105.41%
US » Brand Propensities » Travel » American Airlines Buyer Propensity	100.00%
US » Sociodemographic » ConneXions Lifestage » F1 Early Adopting Elite	95.00%

- Conversion rate was high in the team sports audience segment, specifically basketball; online behavior pertaining to sports (ticketing for live events, athletic wear/retail) can be analyzed as well.
- Makeup and cosmetics had a relatively high conversion rate as well, with approximately 184%, so I would recommend that fitness and holistic wellness enthusiasts be tested in future strategies as well (those typically go hand in hand).
- Travel was also amongst the top audience segments with high conversion rates, so I would recommend looking at different types of travelers as well (solo, family, etc.)





# Audience Dashboard





# Audience Persona: Home and Lifestyle Enthusiast

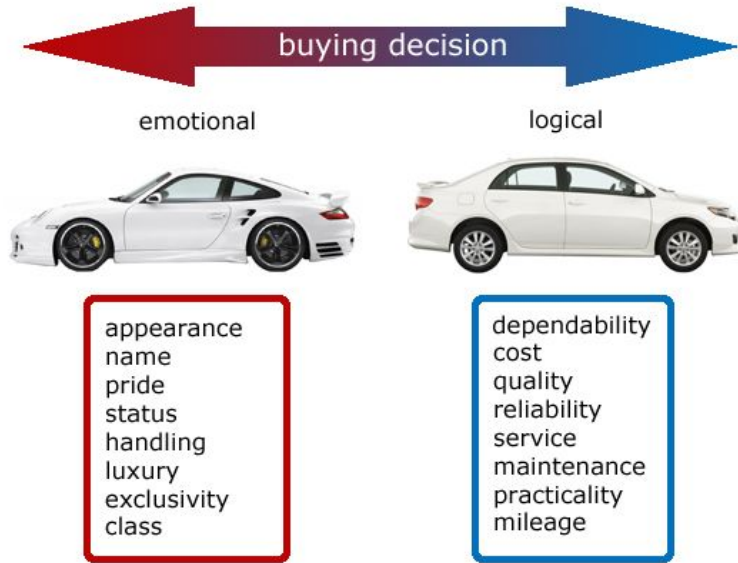


**Demographics:** primarily homeowners, in mid- to high-income brackets, they are more interested improve their spaces (home) and their lifestyle.

**Interests:** They have a strong likeness for their homes, leading them to purchase items such as garden products and home appliances. They not only follow brands that cater to these interests but also engage with DIY and lifestyle content online,

**Behavior:** They visit various websites related to home improvement and landscaping, including those specializing in property types and mortgages.

# Audience Persona: Automotive Decision-Makers



agcoauto.com

**Demographics:** Individual car enthusiasts and business-to-business decision-makers responsible for purchasing vehicles or services. They typically have some college education, and their income levels range from low to high, reflecting the wide range of car prices available.

**Interests:** When it comes to certain types of cars, people act a certain way toward those cars because of the brands. With car they look into about safety features, Technology and the environmental impact.

**Behavior:** They typically visit sites that feature automotive new sites and reviews. Business to business they look site that related to car maintenance services.



# Audience Persona: Travel and Entertainment Seekers



**Demographic:** Diverse age range, including families, solo travelers and people who love the travel. Women are known to travel for their wellness and cultural experience, while men often travel for adventure and business.

**Interests:** When it comes to traveling, they go international and seek out new activities they don't typically do at home. Traveling encourages them to step out of their comfort zone.

**Behavior:** They engage with travel planning sites, streaming platforms, and movie-related content. They are more likely to respond to promotions or bundles that offer experiences they desire. Additionally, they research different types of travel they want to pursue.





# Device Insight

## Device Preferences:

**Mobile and Tablet Engagement:** Audiences interested in home learning and entertainment are more likely to engage through mobile or tablet devices due to their convenience and flexibility. These devices make it easy to access information that can help improve their homes, whether through Google, YouTube, or other sites. For entertainment, they can stream any show and watch it anywhere, enhancing their overall experience.

**Desktop Use:** Business-to-business decision-makers and real estate-focused audiences might favor desktop usage due to the more research-intensive nature of their activities. Additionally, desktops provide more space for their tasks and support a wider range of websites that may not be as accessible on mobile devices.

**Budget Strategy:** Focus on mobile-friendly and responsive designs for audiences who mainly use mobile devices. More budget toward desktop platforms for finance and Business to business audiences where in-depth research and decision-making are key.

# 03

## Creative





**MEDIUM BANNER (300X250)**



CPA = Lower is Better  
CVR = Higher is Better  
CPC = Lower is Better  
CPM = Lower is Better  
CTR = Higher is Better



# Device Average CPA, CVR, CPC, CPM,CTR



KPI	Performance Metric	Creative Size	Device
CPA	\$682.26	320x50	SmartPhone
	\$838.66	300x250	SmartPhone
CPC	\$54.53	320x50	SmartPhone
	\$64.04	300x250	Apple PC
CVR	3.44%	300x50	SmartPhone
	5.6%	300x250	Apple PC
CPM	\$156.14	320x50	SmartPhone
	\$197.63	300x250	SmartPhone
CTR	35.06%	320x50	SmartPhone
	37.99%	300x250	SmartPhone



# Location Average CPA, CVR, CPC, CPM, CTR

KPI	Performance Metric	Creative Size	Location
CPA	\$141.12	300x50	<b>Ft.Myers-Naples, Florida</b>
	\$3,112.04	320x50	Savannah, Georgia
CPC	\$1.81	300x250	<b>Lafayette, Indiana</b>
	\$193.71	300x50	Tampa-St Petersburg, FL
CVR	0%	300x50	Multiple Locations
	13%	320x50	<b>Little Rock-Pine Bluff, AR</b>
CPM	\$4.95	300x250	<b>Tri-Cities, TN-VA</b>
	\$493.04	300x250	Little Rock-Pine, AR
CTR	21.2%	320x50	Hattiesburg-Laurel, MS
	55.0%	300x50	<b>San Francisco,CA</b>



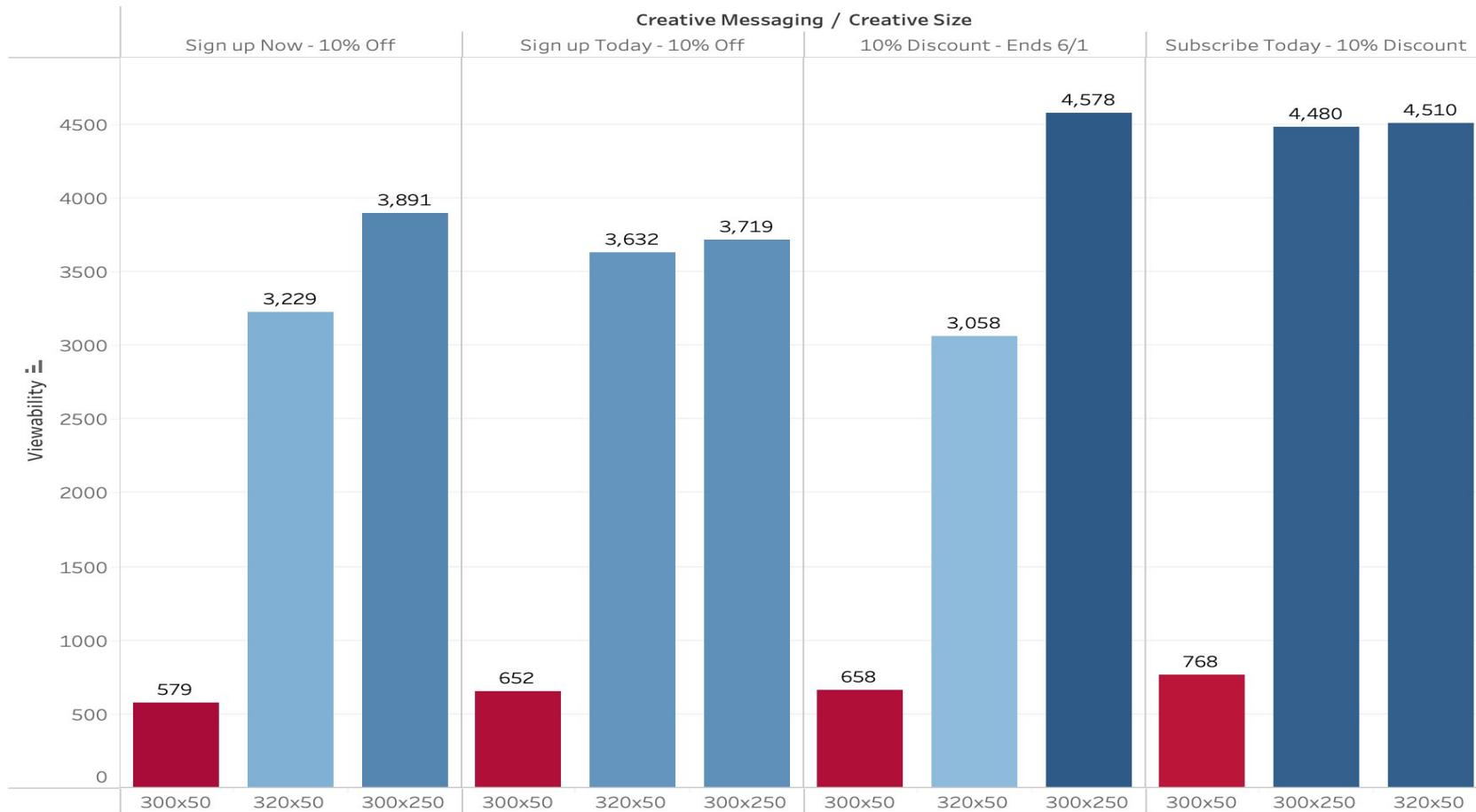
# Creative Messaging Average CPA, CVR, CPC, CPM, CTR

KPI	Performance Metric	Creative Size	Messaging
CPA	\$556.73	320x50	10% Discount-Ends 6/1
	\$1,102.94	300x50	Sign up Today-10% off
CPC	\$34.98	300x250	Sign up Now-10% off
	\$76.65	300x50	Subscribe Today-10% Discount
CVR	2.92%	300x250	Subscribe Today-10%Discount
	4.80%	300x50	Subscribe Today-10% Discount
CPM	\$133.90	300x250	10% Discount- Ends 6/1
	\$280.59	300x50	Subscribe Today-10% Discount
CTR	32.69%	320x50	Sign up Now- 10% off
	39.52%	300x250	Subscribe Today- 10% Discount





## Viewability





# Creative Size insights & Recommendations

## **OVERALL:** Overall Recommendations:

**Broad Awareness :** Use the 320x50 creative on smartphones, combined with the “Sign up Now-10% off” message, to maximize reach and CTR affordably.

**Conversion:** Leverage the 300x50 creative with the “Subscribe Today-10% Discount” message, especially on Apple PCs or in high-CVR locations like Ft. Myers-Naples, FL, and Little Rock-Pine Bluff, AR, where higher cost per conversion may be justified by higher engagement and CVR.

**Cost-Efficient Reach:** The 300x250 creative, especially with the “10% Discount-Ends 6/1” message, offers low CPC and CPM, ideal for generating broader awareness in high-engagement locations.

**Location Budgets:** Shift more investment to high-performing locations like Ft. Myers-Naples, FL, and Little Rock-Pine Bluff, AR, while optimizing underperforming areas like Savannah, GA.





04

# Inventory and Viewability



# Exchange Performance Metrics

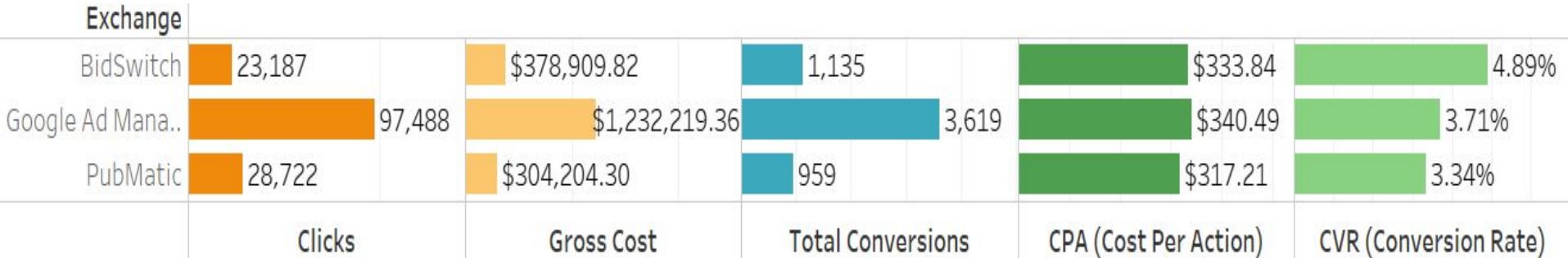
**BidSwitch:** Highest conversion rate (4.9%) and competitive CPA (\$333.84) deal for cost-effective conversions.

**Google Ad Manager:** Highest click volume; key for campaign scalability.

**PubMatic:** Lowest CPA (\$317.21), best suited for awareness campaigns.

**Budget Strategy:** Shift more budget to BidSwitch for efficiency, maintain Google Ad Manager for reach.

**Top Site:** Prioritize **britannica.com** for its strong CPC and conversion rate, signaling high efficiency.



# Performance Metrics (inventory & viewability)

**Boost budget for Britannica.com** due to its strong conversion rate (0.10) and higher CPC efficiency.

**A/B test other sites' ads** to improve conversions; cut spend on underperformers.

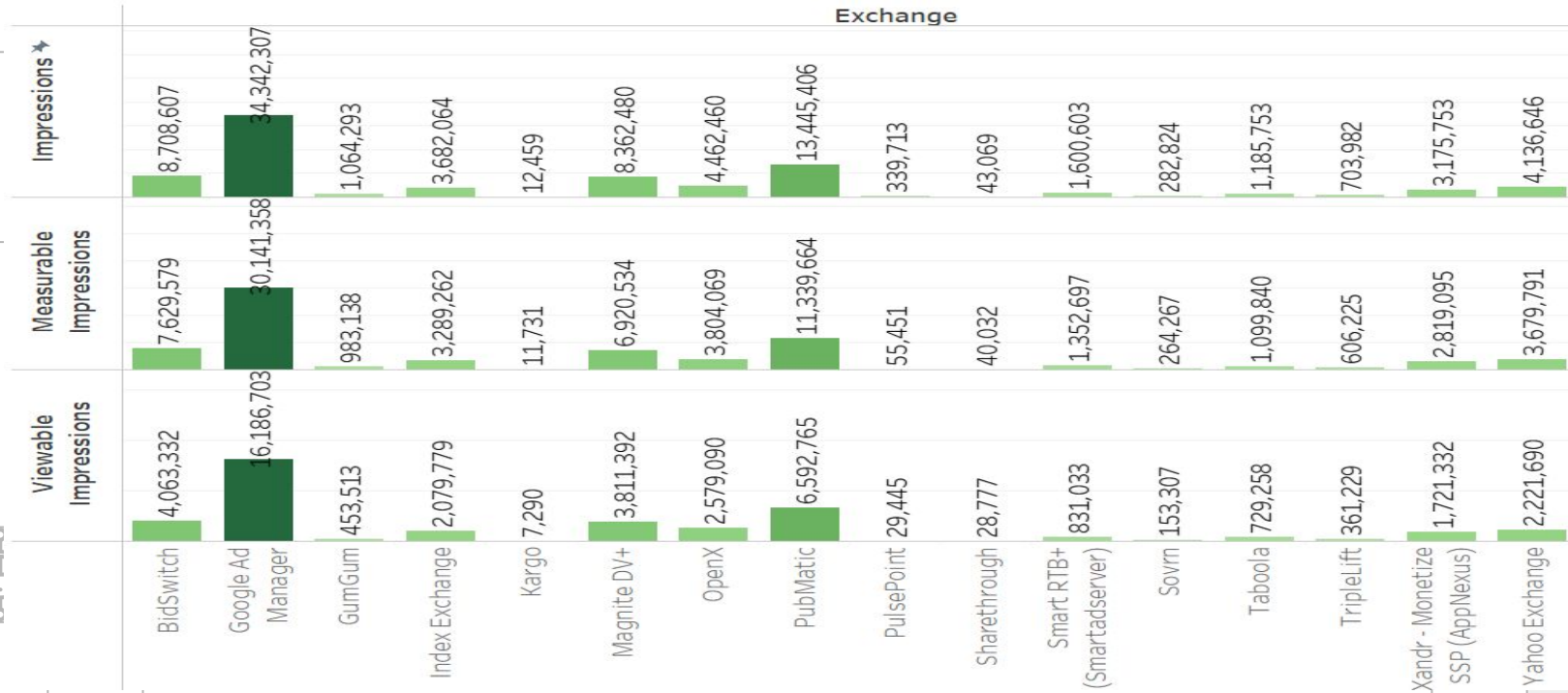
## KPIs across three websites:

App/URL	CPA (Cost Per Action)	CVR (Conversion Rate)	CPC (Cost Per Click)	CPM
britannica.com	\$5,995.04	10.00%	\$599.50	\$743.06
chocolatecovere..	\$6,162.32	5.00%	\$308.12	\$789.43
thefinancechatt..	\$5,927.81			\$770.75

# Measurable vs. Viewable Impressions for Each Publisher

**Prioritize Viewability:** Base budget on viewable/measurable impressions.

**Impression Gaps:** Only 54% of Google Ad Manager's impressions are viewable.





# Viewability Analysis by Exchange

## - Direct Buy -

**Publishers:** BidSwitch, PubMatic, Google Ad Manager, Magnite DV+, Index Exchange

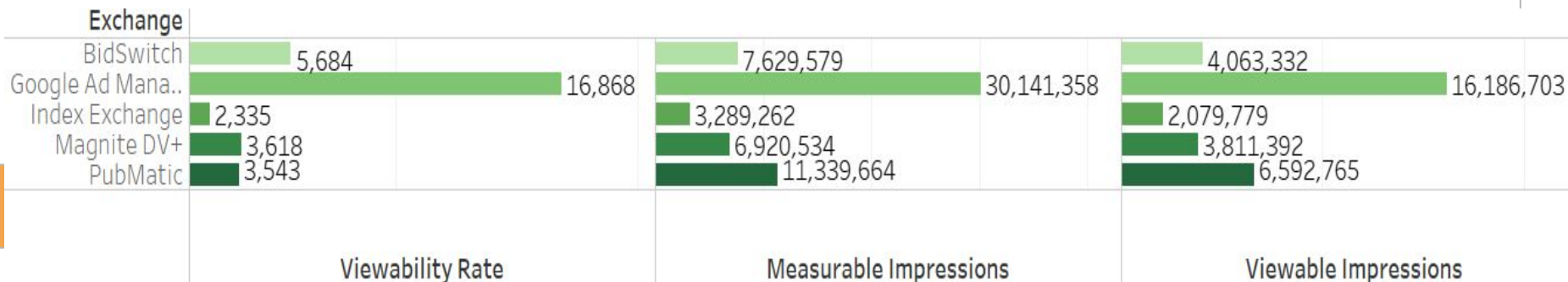
**BidSwitch & PubMatic:** High conversion rates, low CPAs – best for cost-effective conversions

**Google Ad Manager:** Large scale; negotiate CPA down to \$325 for better ROI

**Magnite DV+ & Index Exchange:** Good balance of viewability and measurable impressions

**Suggested Rates:** Aim for \$330 CPA (BidSwitch), \$315 CPA (PubMatic), \$320-335 CPA for others

**Strategy:** Strong conversions + controlled costs





# SUMMARY RECOMMENDATIONS FROM OUR TEAM

Boost budget for BidSwitch for high conversions, keep Google Ad Manager for reach, and use PubMatic for awareness. Focus on viewability rates to ensure ads are seen, and A/B test to optimize spend.

Reevaluating campaign effectiveness and optimizing state-wide budget allocation is recommended to improve performance and drive better results.

Prioritize mobile-friendly and responsive creative forms for audiences who are heavily engaged on mobile devices. Allocate more budget toward desktop platforms for finance and Business to business audiences where in-depth research and decision-making are key.



The background features a light gray grid with various colored squares (green, orange, blue, gray) and line art icons. The icons include a person at a presentation board, a document with a line graph, a document with a bar chart, and a megaphone with a play button.

# Questions?