

Strategic Insights Group Analytics

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The presentation conducted a comprehensive analysis of marketing KPIs based on location, audience, creative, inventory and viewability. Our team's goal was to utilize our expertise to maximize our client's strategies and evaluate the most cost effective in performance and branding.

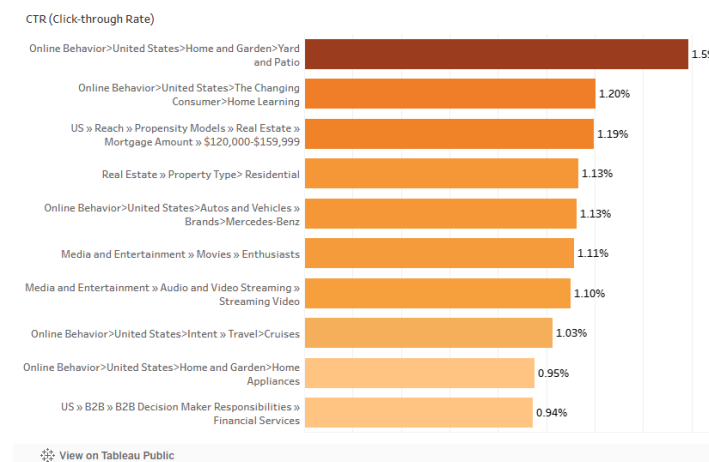
Key Findings

The data reveals significant variations in advertising costs and performance across states. States like South Carolina, Georgia, and Louisiana have high CPA with low CVR and CTR, while Kentucky, Ohio, and Alabama show lower CPA and higher CTR, CVR, and Viewability, indicating more effective engagement. Additionally, several states require budget reallocation, as funds are either overallocated, underutilized, or could be better spent within their own state. Reevaluating campaign effectiveness and optimizing state-wide budget allocation is recommended to improve performance and drive better results.

The most cost effective audience segment was households with 2 adults, with a cost per acquisition of \$18.47. We found that those searching for entertainment or home improvements were more likely to search on their mobile devices, whereas those searching for real estate/business favored desktop usage.

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.

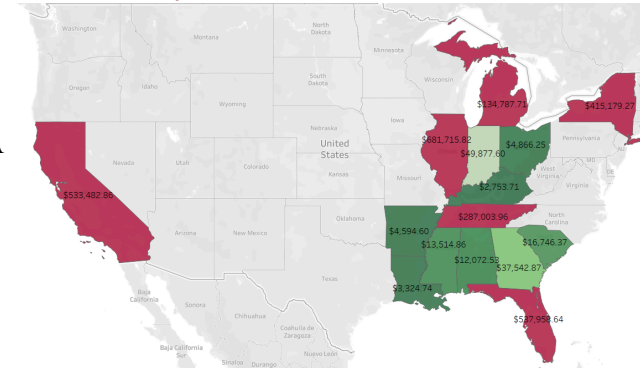
BidSwitch outperforms with the highest conversion rate and competitive CPA, making it ideal for conversion-focused campaigns. Increasing its budget while maintaining Google Ad Manager for scale is recommended, with reduced reliance on PubMatic.



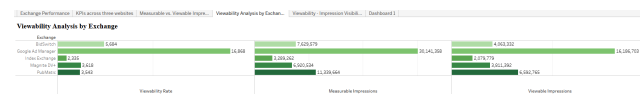
Next Steps

To drive better results and improve campaign performance, reevaluate state-wide budget allocation while prioritizing platforms strategically: boost BidSwitch for high conversions, maintain Google Ad Manager for reach, and use PubMatic for awareness. Focus on viewability rates, A/B testing, mobile-friendly creatives for engaged mobile audiences, and allocate more budget to desktop platforms for finance and B2B audiences requiring in-depth research.

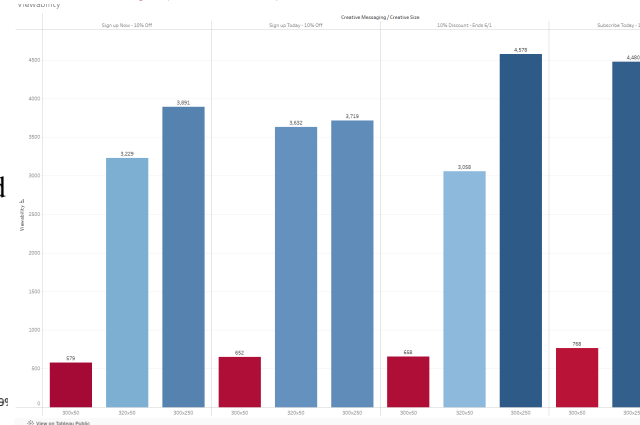
Gross Cost By State



Viewability Analysis by Exchange



Viewability (Creative)



Branding Performance (CTR) - Audience Segments