

Welcome

Performance
by Channel

Performance
by City

Time-based
Analysis

Summary



Welcome TO "Marketing Campaign Performance Analysis Dashboard"



Introduction:-

This report provides a comprehensive analysis of the marketing campaigns conducted by our UK-based clothing store for the Spring, Fall, and Summer seasons. The analysis includes key performance metrics across various dimensions such as cities, channels, devices, and individual ads.

Dataset Overview:-

The dataset includes daily performance metrics for ads displayed on Facebook, Instagram, and Pinterest, targeted at three major cities: London, Birmingham, and Manchester. Metrics include Impressions, Click-Through Rate (CTR), Clicks, Daily Average Cost-Per-Click (CPC), Spend, Conversions, Total Conversion Value, Likes, Shares, and Comments

Objectives:-

- Evaluate the overall performance of the marketing campaigns.
- Compare performance across different cities, channels, and devices.
- Analyze the effectiveness of different types of ads (Collection vs. Discount).
- Identify trends and patterns over time.
- Provide actionable insights to optimize future campaigns



Marketing Campaign Performance Analysis Dashboard

01-03-2023



30-11-2023



Channel

Facebook

Instagram

Pinterest

City/Location

Birmingham

London

Manchester

Total Likes

181.60K

Total Impressions

14.65M

Engagement Rate

Overall CTR

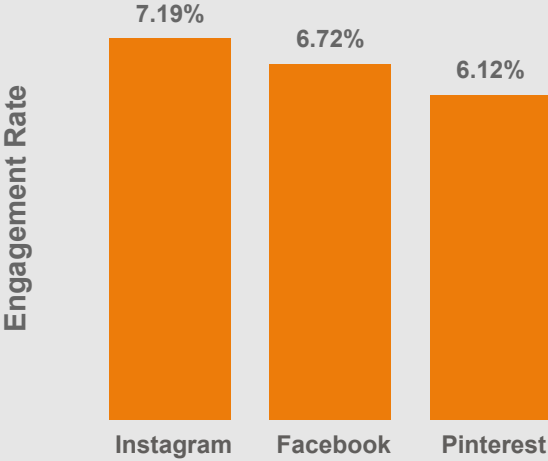
Total Conversions

Overall CPC

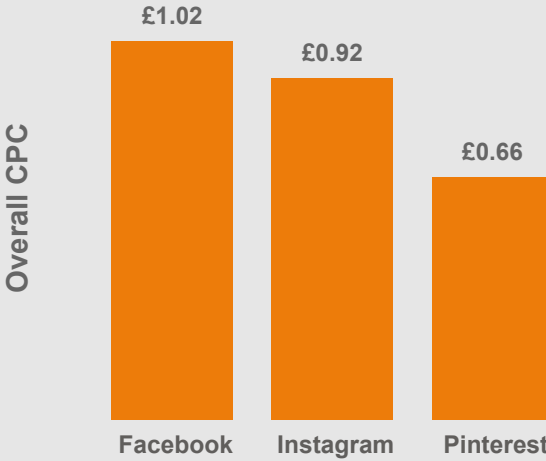
Spend, GBP

Total Conversion Value

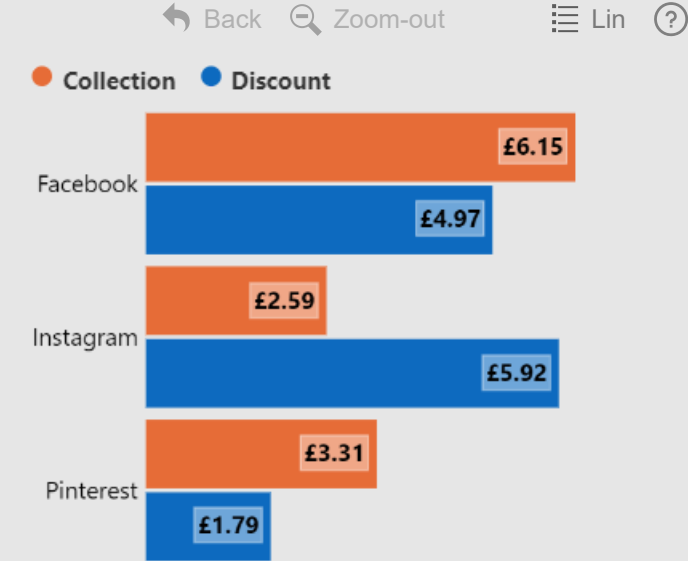
Engagement Rate by Channel



Overall CPC by Channel



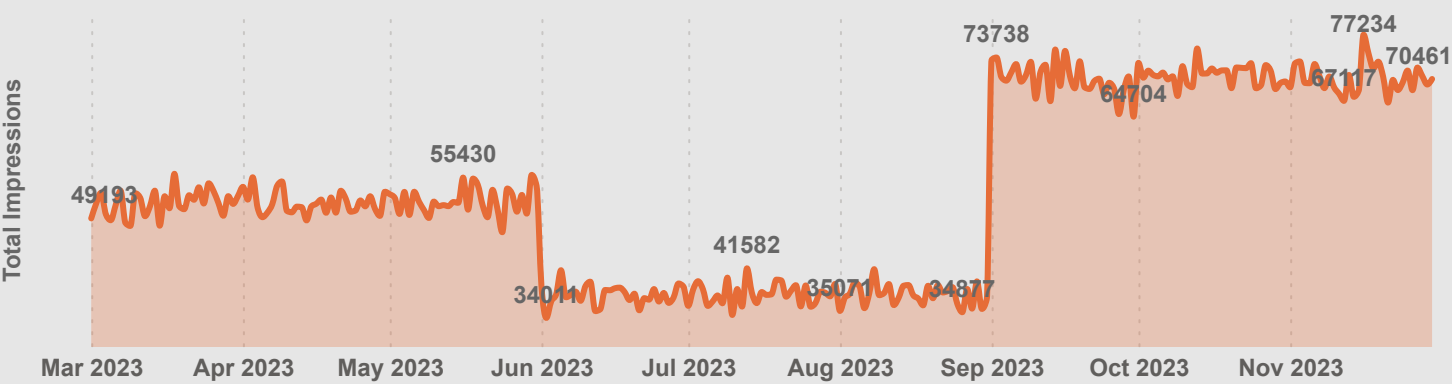
Cost Per Conversion by Channel & Ad



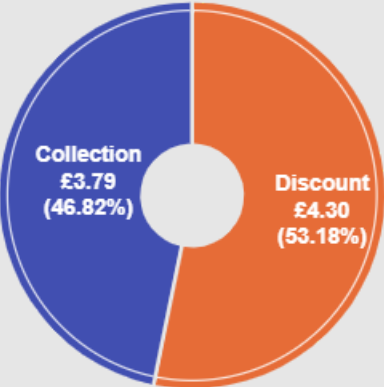
Total Impressions by Date

Total Impressions

Total Conversions



Cost/Conversion by Ad & Channel





Marketing Campaign Performance Analysis Dashboard

Cities/Location

Birmingham

London

Manchester



Campaign

Fall

Spring

Summer

Engagement Rate

6.70%

Overall CPC

£0.90

Overall CTR

1.24%

Cost/Conversion

£4.06

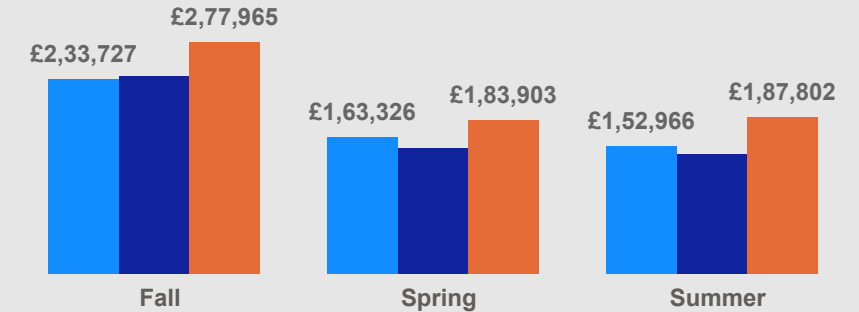
Total Conversions & Total Clicks by City/Location

Device ● Desktop ● Mobile

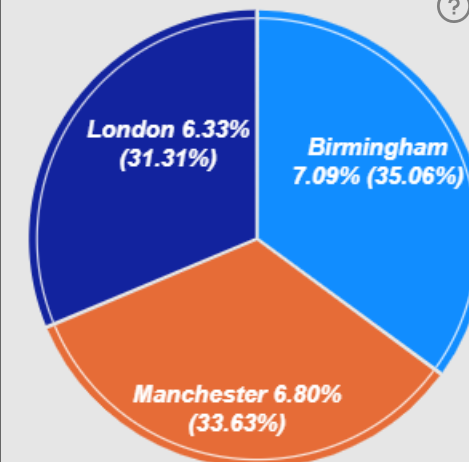


Total Conversion Value by Campaign and City/Location

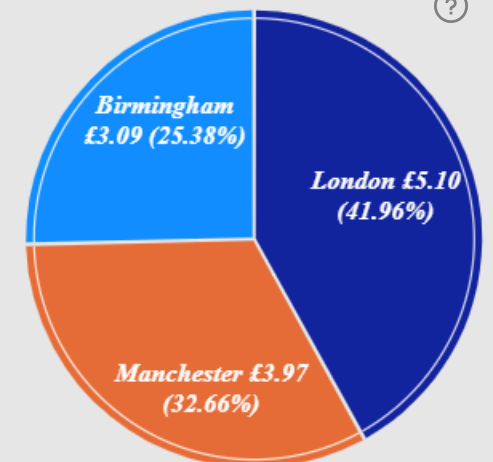
City/Location ● Birmingham ● London ● Manchester



Engagement Rate by City, Campaign & Ad

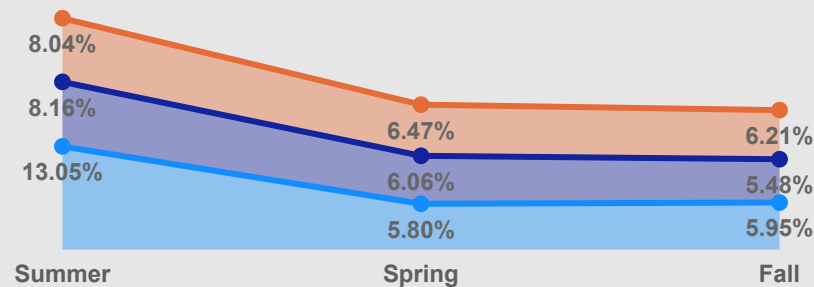


Cost/Conversion by City & Campaign



Engagement Rate by Campaign & City/Location

● Birmingham ● London ● Manchester





Marketing Campaign Performance Analysis Dashboard

All

All



Month

January July
February August
March Septem...
April October
May Novemb...
June Decemb...

Total Spend

£163.25K

Conversion Value

£1.73M

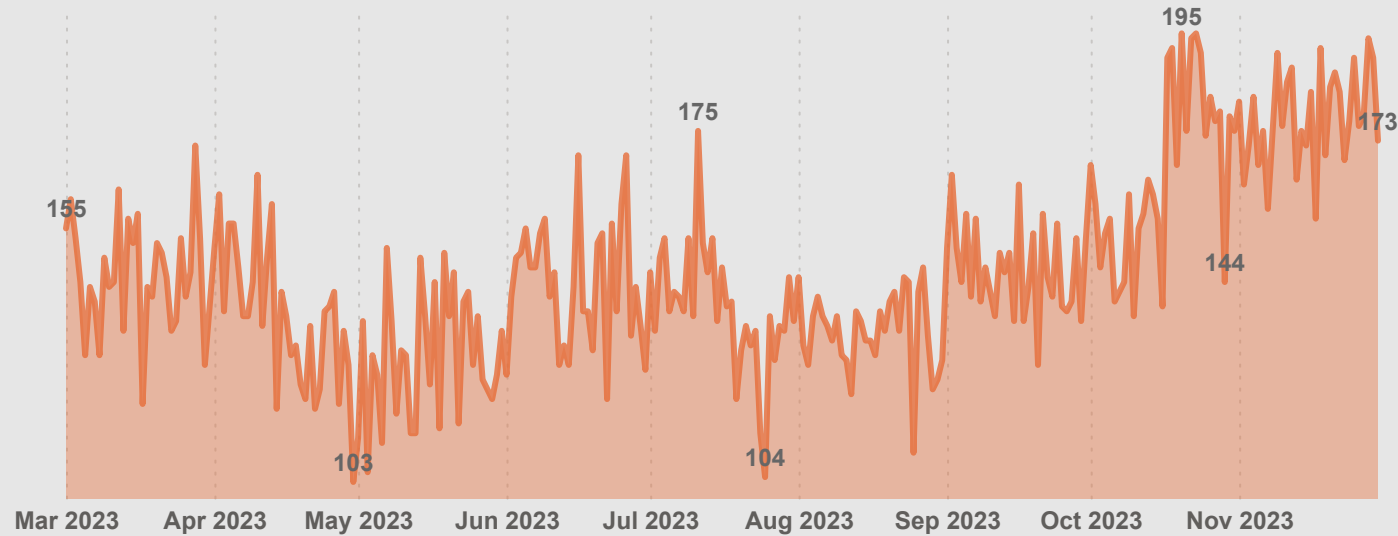
Overall ROI

960.77%

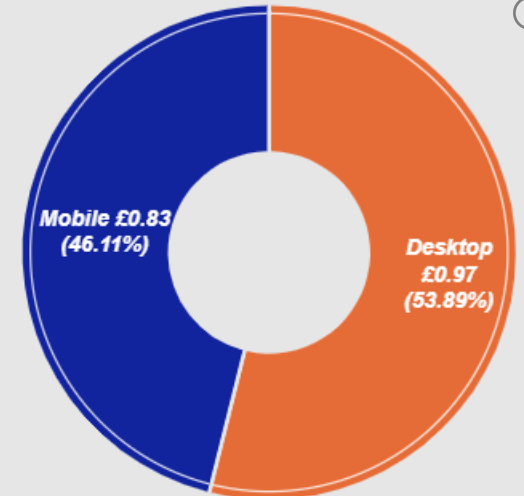
Conversions by Date

Conversions

Spend



Overall CPC by Device & Ad

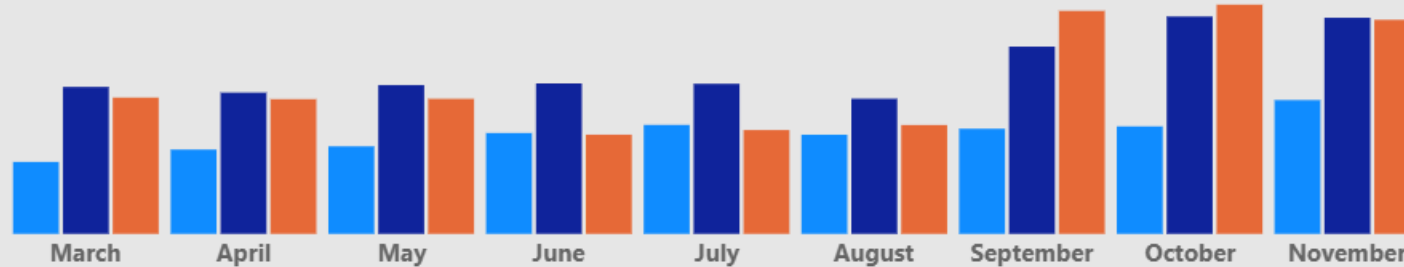


Total Conversion Value by Month & Channel

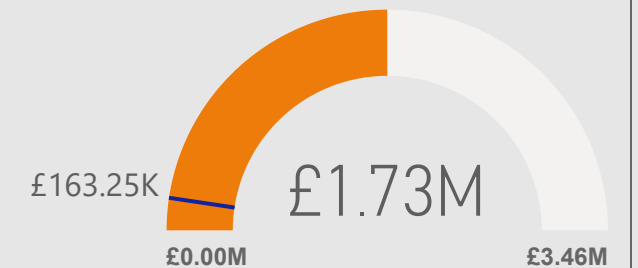
Facebook Instagram Pinterest

Back Zoom-out

Lin ?



Total Spend against Total Conversion Value





Marketing Campaign Performance Analysis Dashboard



Total Likes

181.60K

Total Impressions

14.65M

Engagement Rate

6.70%

Overall CPC

£0.90

Overall CTR

1.24%

Cost/Conversion

£4.06

Summary of Key Insights

Instagram had the highest Engagement Rate at 7.19%, followed by Facebook at 6.72% and Pinterest at 6.12%. Instagram is the most engaging platform for the campaigns, suggesting a stronger presence or more tailored content on Instagram could be beneficial.

Facebook has the highest Cost Per Click (CPC) at £1.02, followed by Instagram (£0.92) and Pinterest (£0.66).

Pinterest is the most cost-effective channel in terms of CPC, indicating potential for maximizing budget efficiency.

Total Impressions trended up, resulting in a 43.23% increase between Wednesday, March 1, 2023 and Thursday, November 30, 2023. Total Impressions jumped from 35426 to 73399 during its steepest incline between Monday, August 28, 2023 and Friday, September 1, 2023. There is a notable fluctuation in total impressions over time, with a significant drop around June 2023.

Manchester had the highest total Total Conversion Value at £6,49,669.88, followed by Birmingham at 5,50,019.08 and London at 5,32,011.48.

Fall in City/Location Manchester made up 16.05% of Total Conversion Value. London has the highest cost per conversion (£5.10), followed by Manchester (£3.97) and Birmingham (£3.09). Despite higher conversions, the cost per conversion is highest in London, suggesting a need to optimize campaign strategies in London for cost efficiency.

Conversions trended up, resulting in a 11.61% increase between Wednesday, March 1, 2023 and Thursday, November 30, 2023.

Conversions started trending up on Friday, September 1, 2023, rising by 14.57% (22) in 2.97 months.

Conversions jumped from 151 to 173 during its steepest incline between Friday, September 1, 2023 and Thursday, November 30, 2023.

At £17,31,700.44, Total conversion value has exceeded the target goal of £1,63,250.06.

Recommendations

Focus on Instagram:- Instagram has the highest engagement rate. Increase investment and optimize content for Instagram to leverage this high engagement.

Utilize Discount Ads:- Discount ads are more cost-effective and drive more conversions across all channels. Prioritize these types of ads in future campaigns.

Optimize Campaigns in London:- London generates the highest conversion value but also has the highest cost per conversion. Refine strategies to reduce costs while maintaining high conversions.

Leverage Birmingham's Efficiency:- Birmingham shows strong engagement and cost efficiency. Consider increasing budget allocation to Birmingham for better ROI.