

Unlocking Marketing Success: A Comprehensive Analysis of Advertising Campaigns

Introduction:

Welcome to the Marketing Campaign Performance Report, showcasing the insights gained from an in-depth analysis of two key marketing campaigns: Google Ads and a Listing Site. This report aims to creatively slice and present data to extract actionable insights for driving business growth. The dataset encompasses crucial metrics, including total ad spend (cost), impressions, clicks, prospects, and payments. We delve into the Return on Ad Spend (ROAS), Click-Through Rate (CTR), and other key performance indicators through weekly and monthly formats, providing a comprehensive view of campaign success. Furthermore, we explore the most profitable channels and categories/keywords, enabling strategic decision-making. Time series graphs unveil performance trends over time, while a geographic impact analysis offers valuable regional performance perspectives. Let this report be your guide in optimizing marketing efforts and enhancing overall campaign effectiveness.

Data Description :

Cost: The total ad spend for a specific date, representing the expenses incurred on advertising efforts.

Impressions: The count of individuals who viewed the advertisements, reflecting the ad's reach.

Clicks: The number of times users clicked on the ad, indicating engagement and interest.

Prospects: The count of potential customers who expressed interest in the product or service, marked by the sales team.

Payments: The number of purchases made as a result of the advertising efforts, revealing the conversion rate.

CTR (Click-Through Rate): The percentage of users who clicked on the ad after

viewing it, gauging ad effectiveness. It is noted that the original CTR was calculated using **clicks/impressions** for Google Ad data and **clicks/avg. position** was used to calculate an estimated CTR for listing site data.

CPC (Cost per Click): The average cost incurred for each click on the ad, reflecting cost efficiency. This quantity is calculated using **cost/clicks**.

ROAS (Return on Ad Spend): The revenue generated to ad spend ratio indicates campaign profitability. This quantity is calculated using **Payment/Cost**.

Average Position: The average ranking of the ad in search results or listings, influencing visibility and engagement.

The data in the "Listing Site Data" column is classified into several categories:

1. **"Management, Reservations and Scheduling"**: Includes categories like "Camp Management," "Class Registration," "Club Management," "Membership Management," "Reservations," and "Scheduling."
2. **"School and Studio"**: Includes categories like "Coaching," "Dance Studio," "Music School," "Pilates Studio," "Swim School," and "Yoga Studio."
3. **"Fitness"**: Includes categories like "Fitness," "Gymnastics," "Martial Arts," "Personal Trainer," and "Camp Management."
4. **"Chill up"**: Includes categories like "Parks and Recreation" and "Spa."

The data in the "Google Ads Data" column is classified into several categories:

1. **"Booking"**: Includes search keywords "swimming pool booking system," "pilates booking system," "pilates studio booking software," "pool booking app," and "yoga studio booking software."
2. **"Reservation"**: Includes search keywords "+pool +reservation software," "pool reservation system," "pool reservation software," "swimming pool reservation system," "yoga studio scheduling software," and "pool scheduling software."
3. **"Management"**: Includes search keywords "booking management software," "pilates management software," "pilates studio management software," "reservation management software," "reservation management system," and "yoga studio management software."

4. **"Others"**: Includes search keywords "pilates studio software," "pilates studio software manager," "yoga studio app," and "yoga studio software."

Analysis of Google Ads Data:

This section includes the analysis of the Google Ads data. This data will be analyzed and presented in a monthly format and weekly analysis is also done.

January (25-01-2021 to 31-01-2021) :

Total Cost: \$154.79

Total Payments: \$2168

Net-Profit: \$2013.21

Average of RoAS by Category and Keyword type



Average of CTR by Category and Keyword type



Average of CPC by Category and Keyword type



According to these charts, the "booking" category was the most profitable. Also, it had an avg. CTR of around 18 and an avg. CPC of about 9 in the "Broad" category of keyword type. The category "Reservation" also performed well. It had an avg. CTR of about 25 and an avg CPC of about 12 in the "Phrase" keyword category. The category "Management" had 0 profit and very low CTR and CPC also.

February (01-02-2021 to 28-02-2021) :

Total Cost: \$834.91

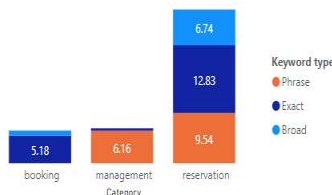
Total Payments: \$2768

Net-Profit: \$1930

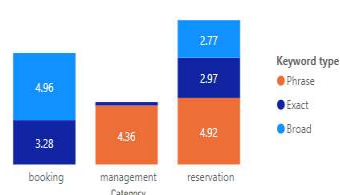
Average of RoAS by Category and Keyword type



Average of CTR by Category and Keyword type



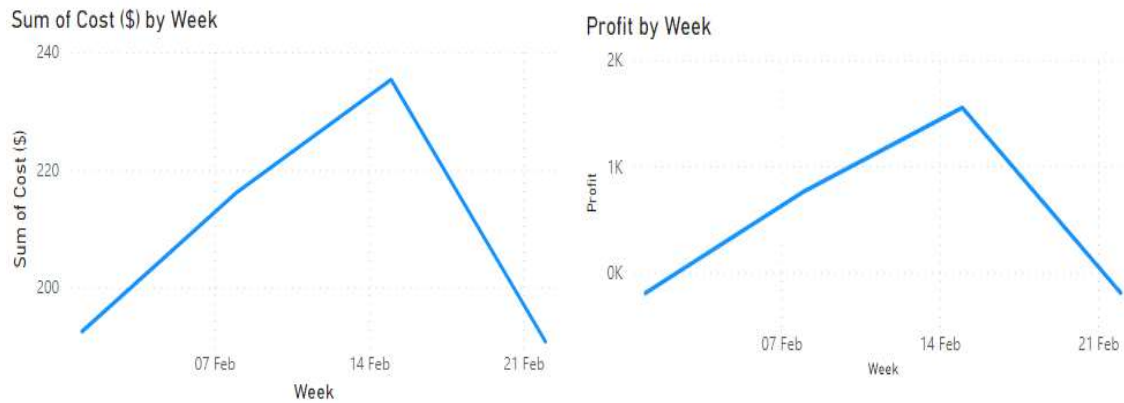
Average of CPC by Category and Keyword type



According to these charts, the "reservation" category was the most profitable. Also, it had an avg. CTR of around 13 and an avg. CPC of about 3 in the "Exact" category of keyword type. A low CPC and a high CTR indicate that this was performing well, in the "Broad" keyword category also. The category "Management" also performed well. It had an avg. CTR of about 6 and an avg CPC of about 4 in the "Phrase" keyword category. The category "Booking" had 0 profit and very low CTR and high CPC, meaning it did not

make much profit.

The weekly trend of the money invested and money generated is as follows:



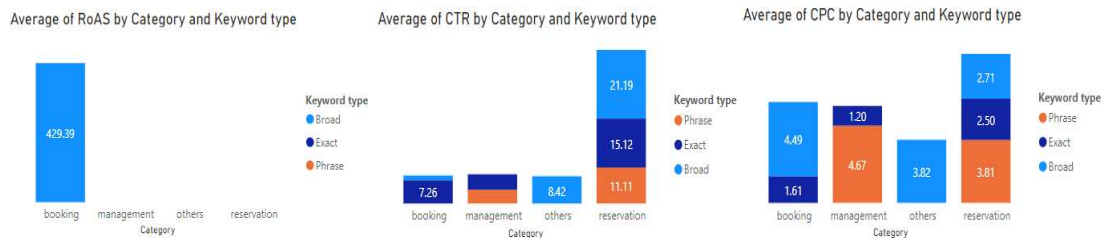
The graph shows that a good profit was made when a certain amount of money was invested in the first two weeks of the month. However, the profit also decreased when the money invested was reduced in the last two weeks of the month.

March (01-03-2021 to 31-03-2021) :

Total Cost: \$1040

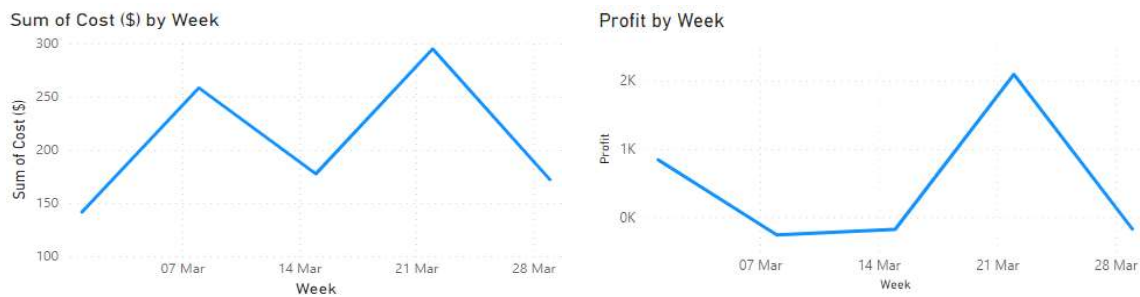
Total Payments: \$3368

Net-Profit:\$2320



These charts show that although money was invested in all the categories, only the "booking" category was profitable. The "reservation" category had high CPC and CTR, but it was not profitable.

The weekly trend of the money invested and money generated is as follows:



The second half of the month is pretty obvious (direct relation), but the first half is interesting.

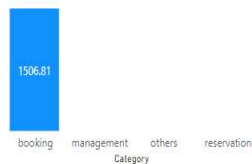
April (01-04-2021 to 30-04-2021) :

Total Cost: \$497.99

Total Payments: \$2388

Net-Profit: \$1890

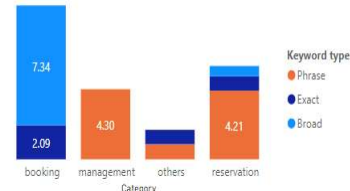
Average of RoAS by Category and Keyword type



Average of CTR by Category and Keyword type



Average of CPC by Category and Keyword type



This behavior is similar to the previous month. Although the "reservation" category had a good avg. CTR and avg. CPC, profit was only earned through the "booking" category. One thing to note here is, the CPC of "booking" is higher than that of "reservation" but the CTR of "reservation" is much better than that of "booking". We should have had some profit from "reservation" as well, but there must have been some underlying reason for this behavior.

The weekly trend of the money invested and money generated is as follows:

Sum of Cost (\$) by Week



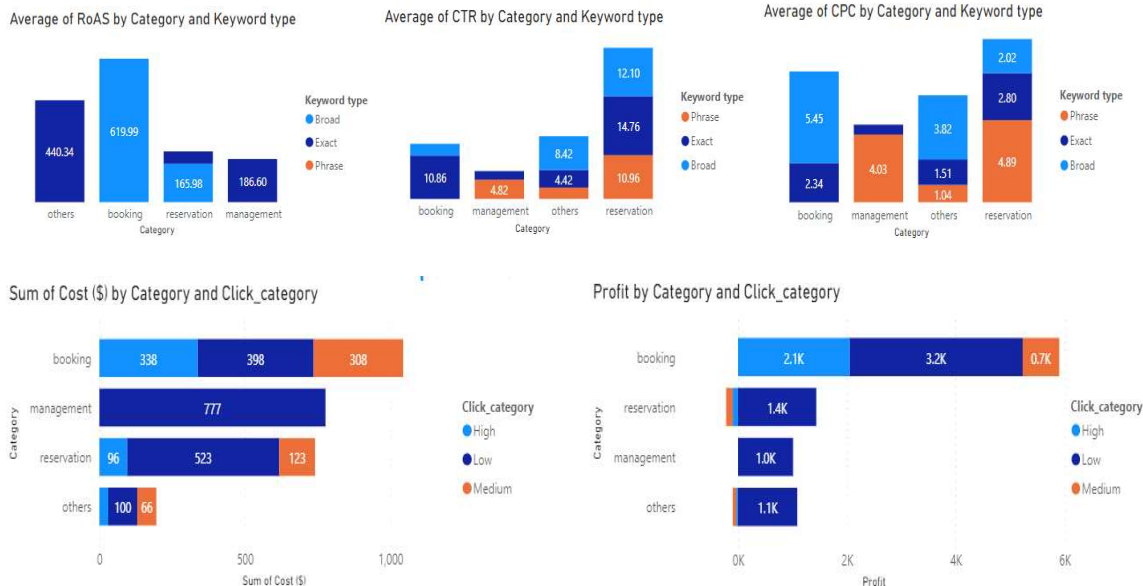
Profit by Week



For the two weeks, we see profit despite the cost being reduced. In the last two weeks, the profit is saturated even after the cost is increased.

Overall Insights :

The trend over the complete 4 months can be understood below.



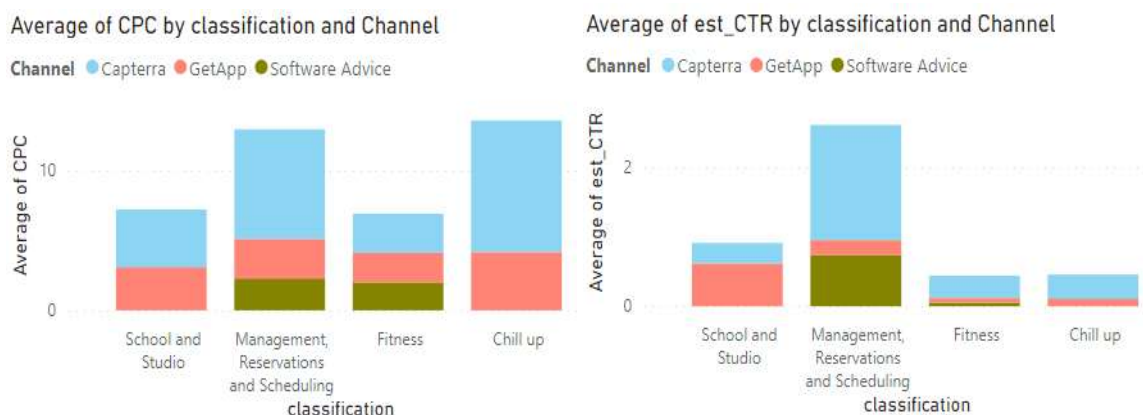
The data shows that the "Booking" category was the most profitable by a good margin. A huge sum of money was invested in the "Management" category but the returns were better in "Reservation". The number of clicks was mostly low in the "Management" category and was better in "Reservation".

Analysis of Listing Sites Data:

This section includes the analysis of the Listing Sites Ads data. This data will be analyzed and presented in a monthly format and weekly analysis is also done.

November (01-11-2020 to 30-11-2020) :

Total Money Spent - \$4460



The avg. CPC values are high whereas the corresponding estimated CTR is pretty low, meaning it is the least profitable category in this month. The Management, Reservations, and Scheduling category has a high value of Avg. CPC but the corresponding avg. CTR is also high, meaning it is profitable.

The most profitable channel is Capterra, followed by GetApp. The location giving the highest profit is the Middle East. The weekly trend of avg. CPC and avg. CTR is shown below:

Average of CPC by Date of Report and classification



Average of est_CTR by Date of Report and classification



There is a spike in the second week of the month for the category Management, Reservations, And Scheduling. Also the avg. CTR of this category is particularly high this week. The avg. CPC is high for the chill-out category for the first 3 weeks but there are no returns. The next best category having low CPC and high CTR is school and Studio.

December (01-12-2020 to 31-12-2020):

Total Money Spent - \$4360

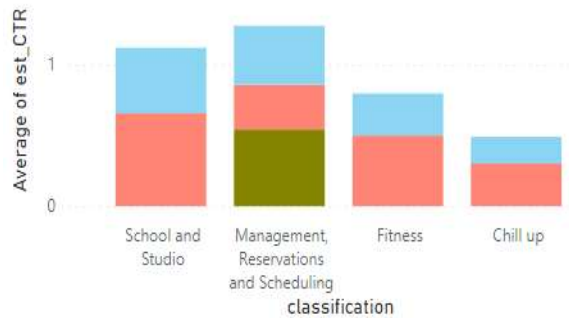
Average of CPC by classification and Channel

Channel ● Capterra ● GetApp ● Software Advice



Average of est_CTR by classification and Channel

Channel ● Capterra ● GetApp ● Software Advice



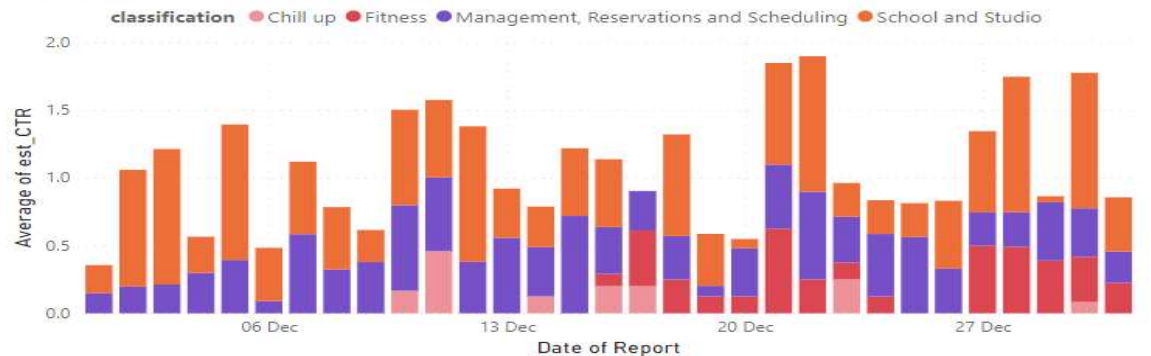
The fitness and Chill up categories have a high avg. CPC but have a low avg. CTR. These are non-profitable fields. The school and Studio category has a low CPC and high CTR, meaning this category should be Profitable.

The most profitable channel is GetApp. The location giving the most profit is Singapore. The weekly trend of avg. CPC and avg. CTR is shown below:

Average of CPC by Date of Report and classification



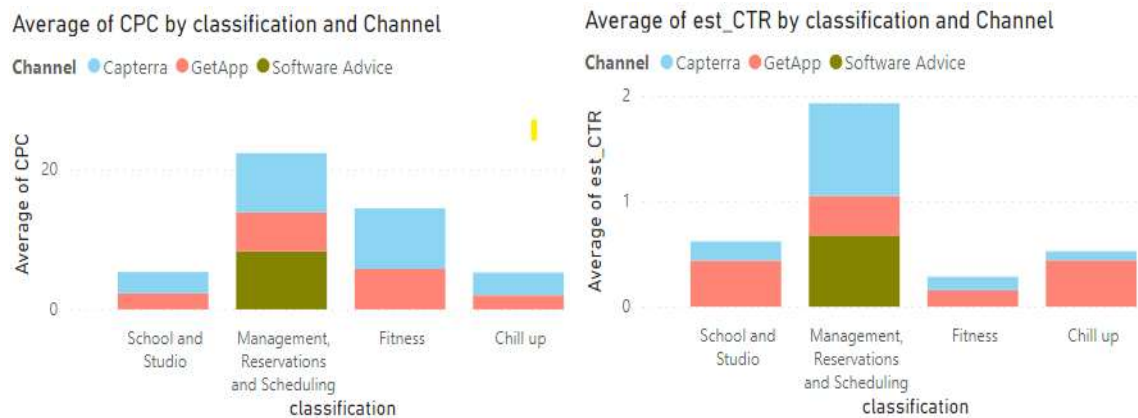
Average of est_CTR by Date of Report and classification



In the second half of the month, we can see the fitness category is showing some improvement. This might be because more money is invested in this field seeing the rise because of the new year's resolution of people related to fitness. The rest analysis remains the same.

January (01-01-2021 to 31-01-2021):

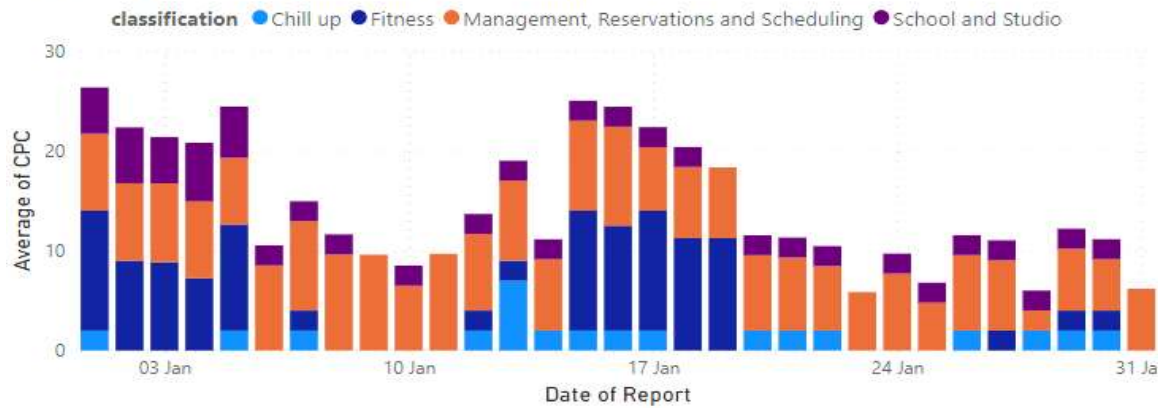
Total Money Spent - \$4720



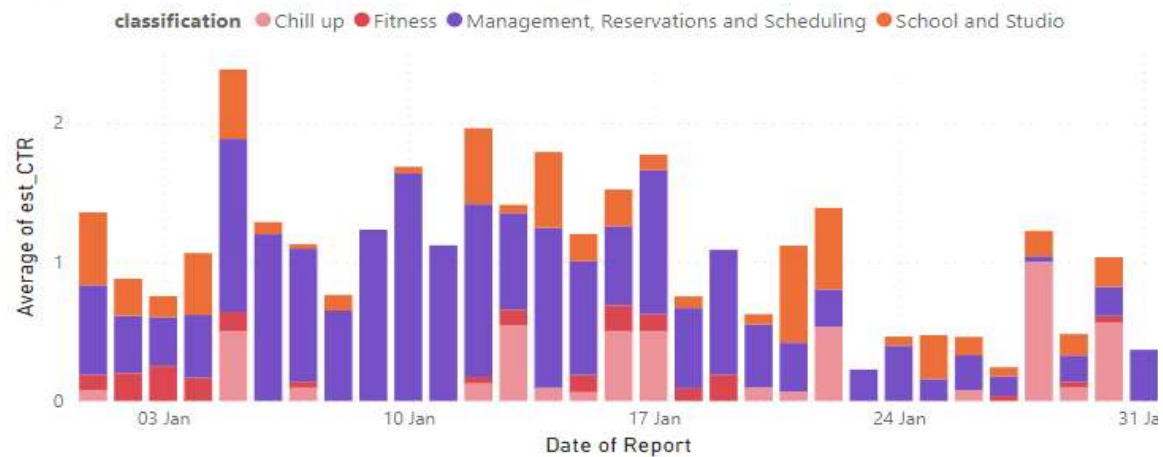
The "Management, Reservations and Scheduling" category outperforms the others by a margin. It has a high CPC as well as a high CTR. Following this is the "Chill Up" category having a low CPC but a high CTR, meaning this should be profitable. The CPC of Fitness is High but the CTR is low, so this should be non - profitable.

The most profitable channels are GetApp and Capterra. The location giving the most profit is Singapore. The weekly trend of avg. CPC and avg. CTR is shown below:

Average of CPC by Date of Report and classification



Average of est_CTR by Date of Report and classification

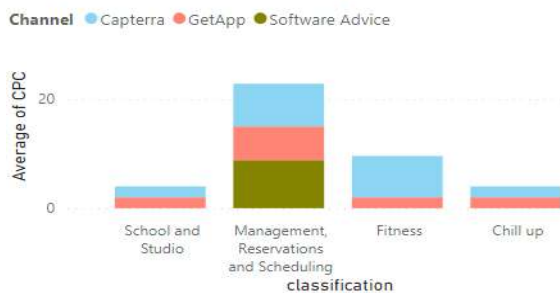


The trend shows that the ads performed well in the first half of the month, but not so good in the second half of the month. The major reason for this can be because the input money could have also been low in the second half as indicated by the low CPC.

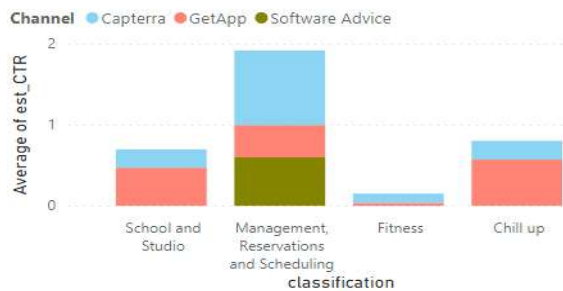
February (01-02-2021 to 28-02-2021):

Total Money Spent - \$4520

Average of CPC by classification and Channel



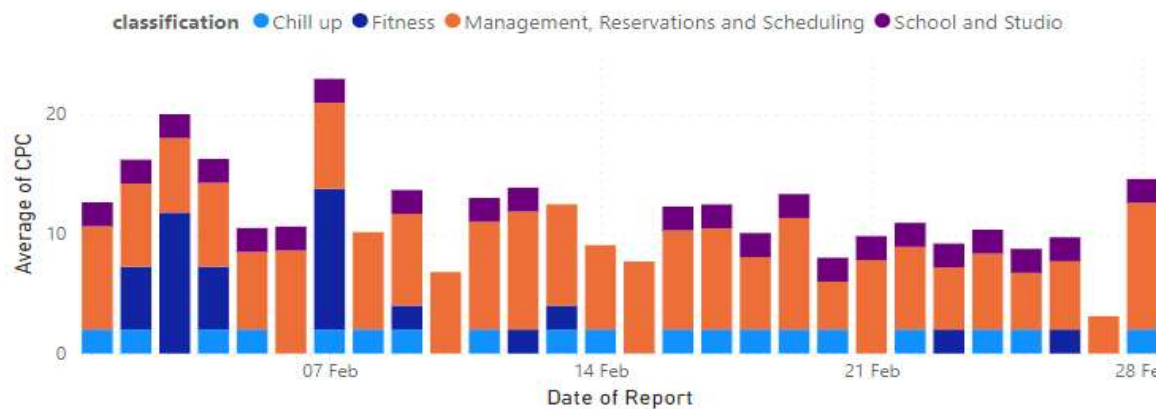
Average of est_CTR by classification and Channel



This month, the "chill up" category outperforms the other categories. It has a low CPC and a high CTR, meaning it should be profitable. The "Management, Reservations, and Scheduling" category is also doing well as usual with a decent avg. CPC and CTR. The "Fitness" category is again failing the market as it has a high CPC and a low CTR.

The profitable channels are Capterra and GetApp. The location giving the most profit is Singapore. The weekly trend of avg. CPC and avg. CTR is shown below:

Average of CPC by Date of Report and classification

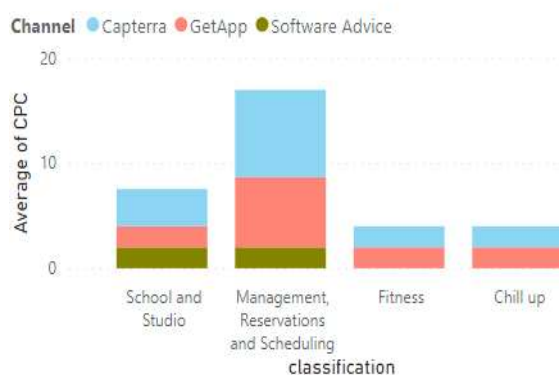


The "fitness" category is again performing badly in the first week of the month. On the contrary, the "School and Studio" category is doing good. The total sales have gone down in the last week of the month.

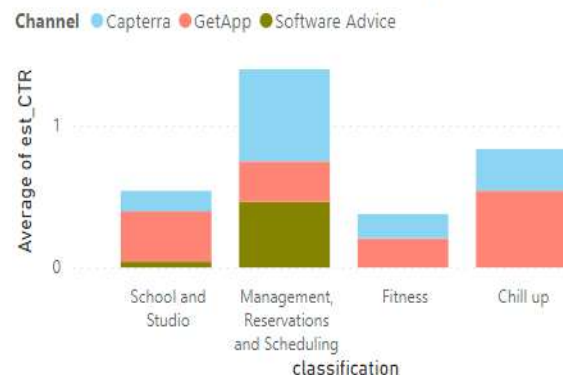
March (01-03-2021 to 31-03-2021):

Total Money Spent - \$4520

Average of CPC by classification and Channel



Average of est_CTR by classification and Channel



This month the "Chill up" category was successful along with the "School and Studio" and the "Management, Reservations and Scheduling" category. The "Fitness" Category

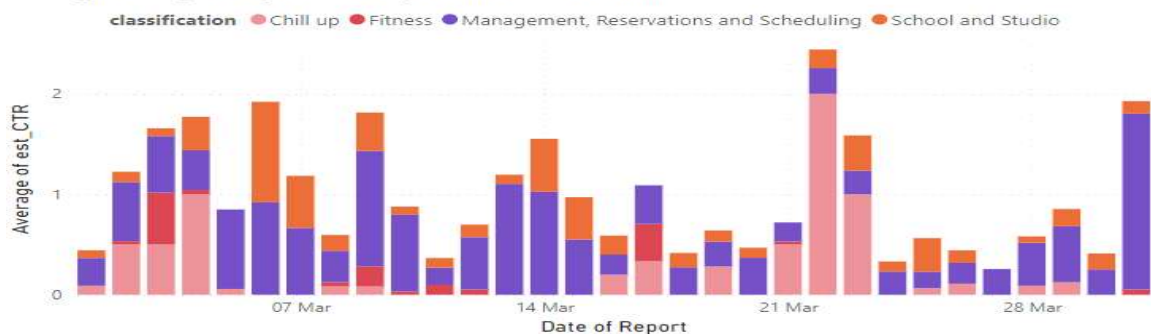
also marginally performed well this month.

The "Software Advice" channel was used more compared to previous months but the most used channels were Capterra and GetApp again. The location giving the most profit is Singapore again. The weekly trend of avg. CPC and avg. CTR is shown below:

Average of CPC by Date of Report and classification



Average of est_CTR by Date of Report and classification



We can see 2 spikes in the third week of the month due to an increase in CTR for the category "Chill up". This shows us the unpredictable nature of this category which might be influenced by external factors such as holidays/weekends. The rest trend remains as expected.

April (01-04-2021 to 30-04-2021):

Total Money Spent - \$3650

Average of CPC by classification and Channel

Channel: Capterra, GetApp, Software Advice



Average of est_CTR by classification and Channel

Channel: Capterra, GetApp, Software Advice

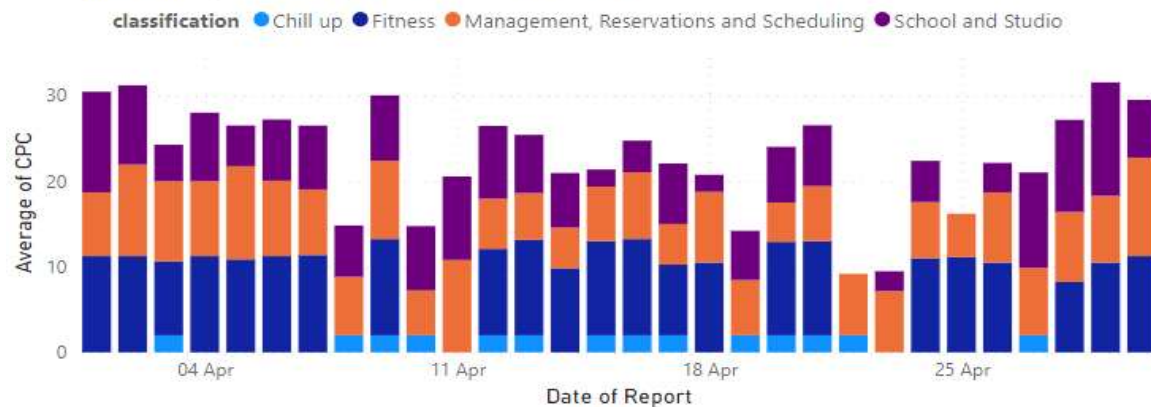


This would have been a very profitable week. The category "Chill up" is performing

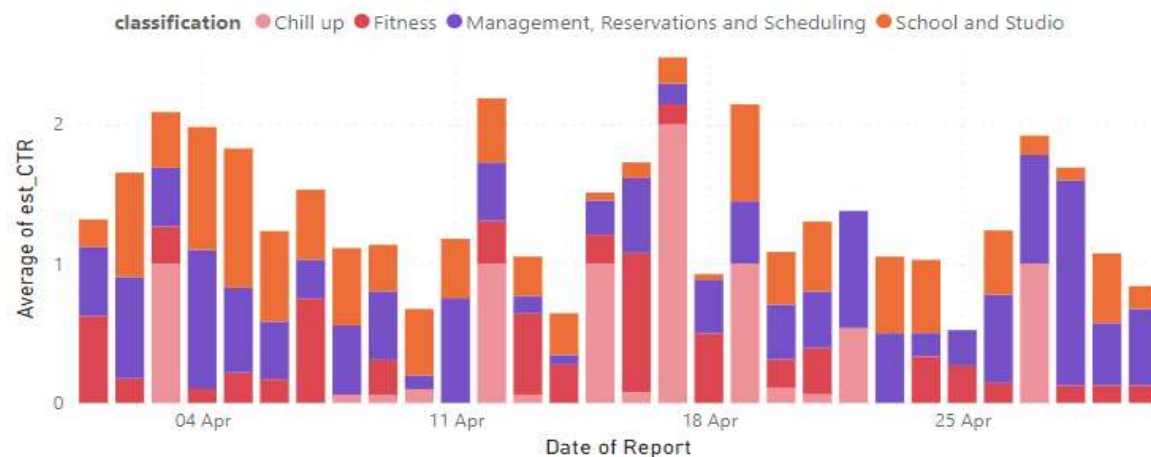
exceptionally well, having a low CPC value and a high CTR value. "School And Studio" and "Fitness" are also performing well enough. "Management, Reservations and Scheduling" is as usual also doing good.

The most used channels are Capterra and GetApp again but we can see traces of the Software Advice channel also used. The location giving the most profit is Singapore again, although Australia and UK were also contributors. The weekly trend of avg. CPC and avg. CTR is shown below:

Average of CPC by Date of Report and classification



Average of est_CTR by Date of Report and classification



This trend is unexpected. The "Chill up" category seems to be doing well at intervals over the course of the month. Whereas "Fitness" is not performing well enough.

Overall Trend:

Total Money Spent - \$25250

Average of CPC by classification and Channel

Channel ● Capterra ● GetApp ● Software Advice



Average of est_CTR by classification and Channel

Channel ● Capterra ● GetApp ● Software Advice



Overall the "fitness" category performs unsatisfactorily throughout. The most profitable channel was Capterra. Also, the channel "Software Advice" was rarely used. Rest everything is as expected.

Average of CPC by Month and classification

classification ● Chill up ● Fitness ● Management, Reservations and Scheduling ● School and Studio



Average of est_CTR by Month and classification

classification ● Chill up ● Fitness ● Management, Reservations and Scheduling ● School and Studio



The trend is as expected. The most profitable months are April and November. "Management, Reservations, and Scheduling" is responsible for most of the clicks and revenue.

Conclusion:

In conclusion, the Marketing Campaign Performance Report provides valuable insights into the efficacy of two pivotal advertising endeavors: Google Ads and a Listing Site. The comprehensive analysis of key performance metrics has offered illuminating revelations that can significantly shape future marketing strategies, taking businesses to new heights of success.

The **Return on Advertising Spend (ROAS)** emerged as a potent indicator of campaign profitability, highlighting the most fruitful channels and categories/keywords. Armed with this knowledge, businesses can optimize their marketing expenditure and yield maximized returns. Additionally, the **Click-Through Rate (CTR)** and **Cost per Click (CPC)** have proven instrumental in evaluating ad relevance and cost efficiency, allowing marketers to fine-tune their tactics for better customer engagement.

The **time series analysis** enabled the identification of performance trends over time, empowering proactive adjustments to stay ahead in a dynamic market landscape. Furthermore, the geographic impact analysis provided valuable regional perspectives for targeted campaigns, enabling businesses to tailor strategies based on specific **locations**.

With a data-driven approach, this report serves as a compass, guiding decision-makers towards informed strategies that enhance brand visibility, drive conversions, and seize untapped potential in the fiercely competitive market.