Analysing marketing campaigns

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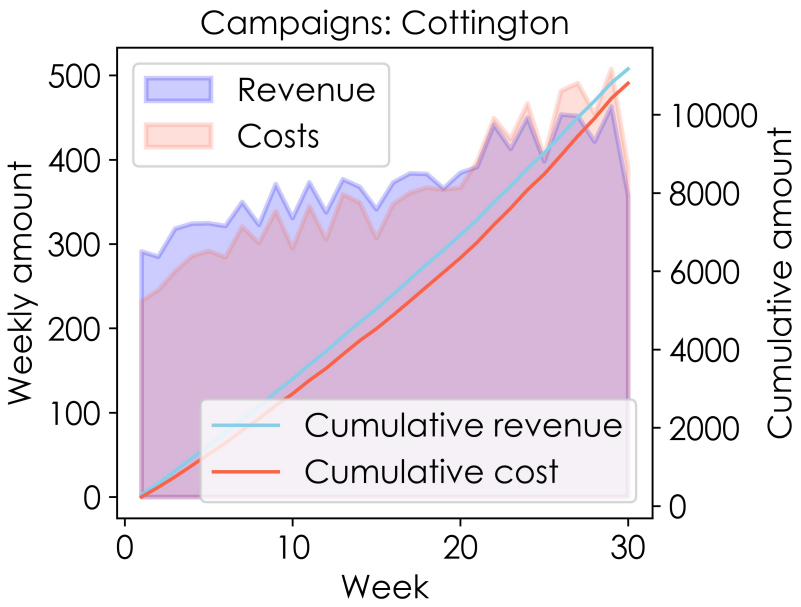
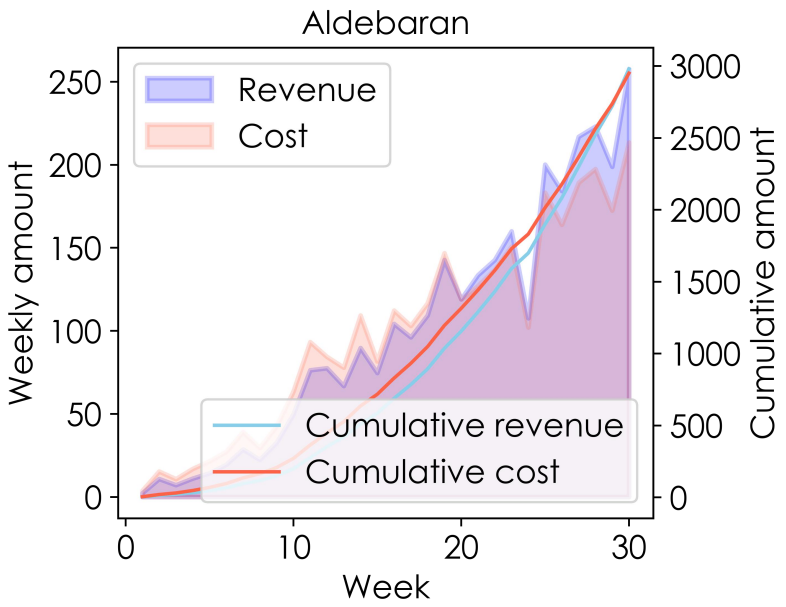
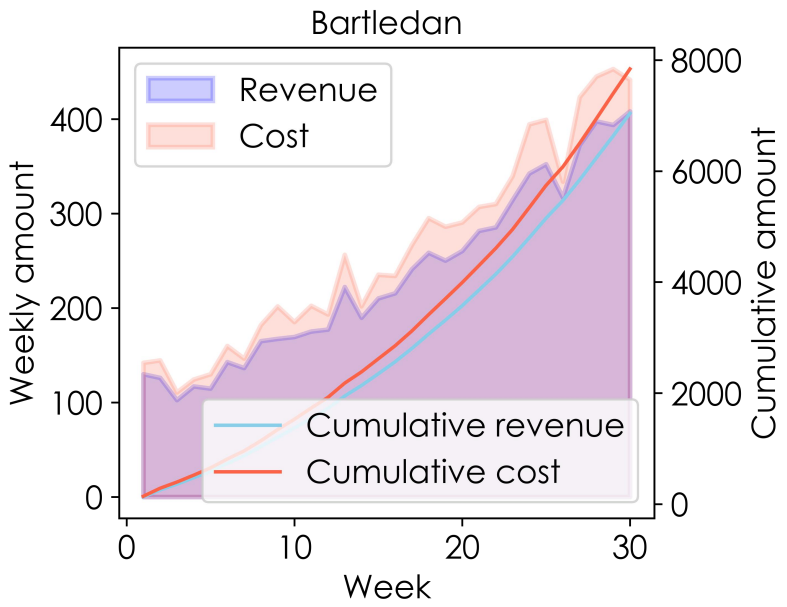
Revenue and costs



The cumulative revenue of Cottington campaign outperforms the costs at the whole time period - good sign, but we'll need to look at the number of users as well! At the end of time period, the costs start to be higher than the revenue, which is a bit worrying.

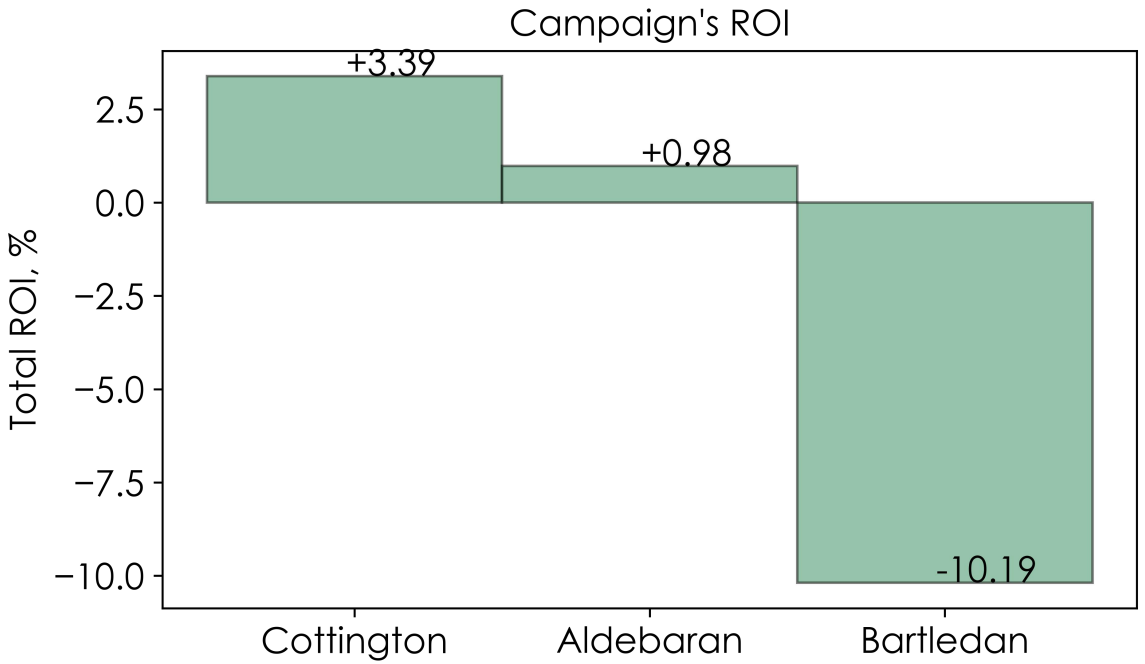


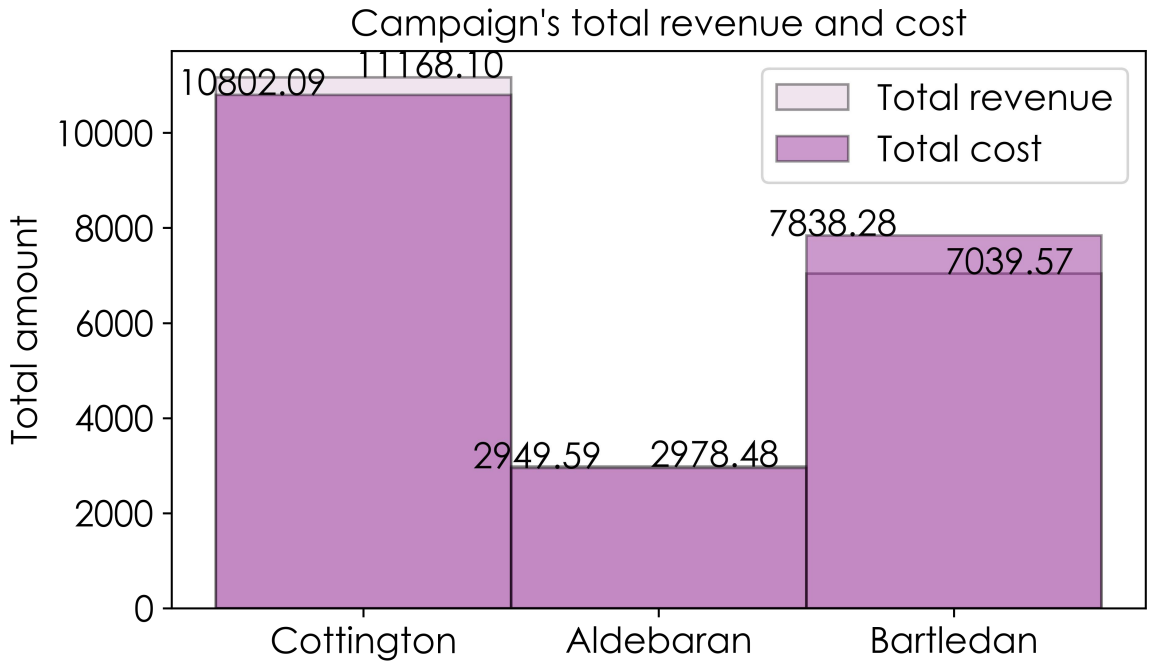
The revenue shows growth, but, the costs- too. At the end of the campaign timeframe, weekly revenue finaly starts ourunning costs, and cumulative revenue reaches the costs value. There might be a chance for this campaign success as well!



The campaign shows decreasing revenue and increasing costs, for both weekly and cumulative values. Thus the campaign has low chances of being successful.

Return on investment



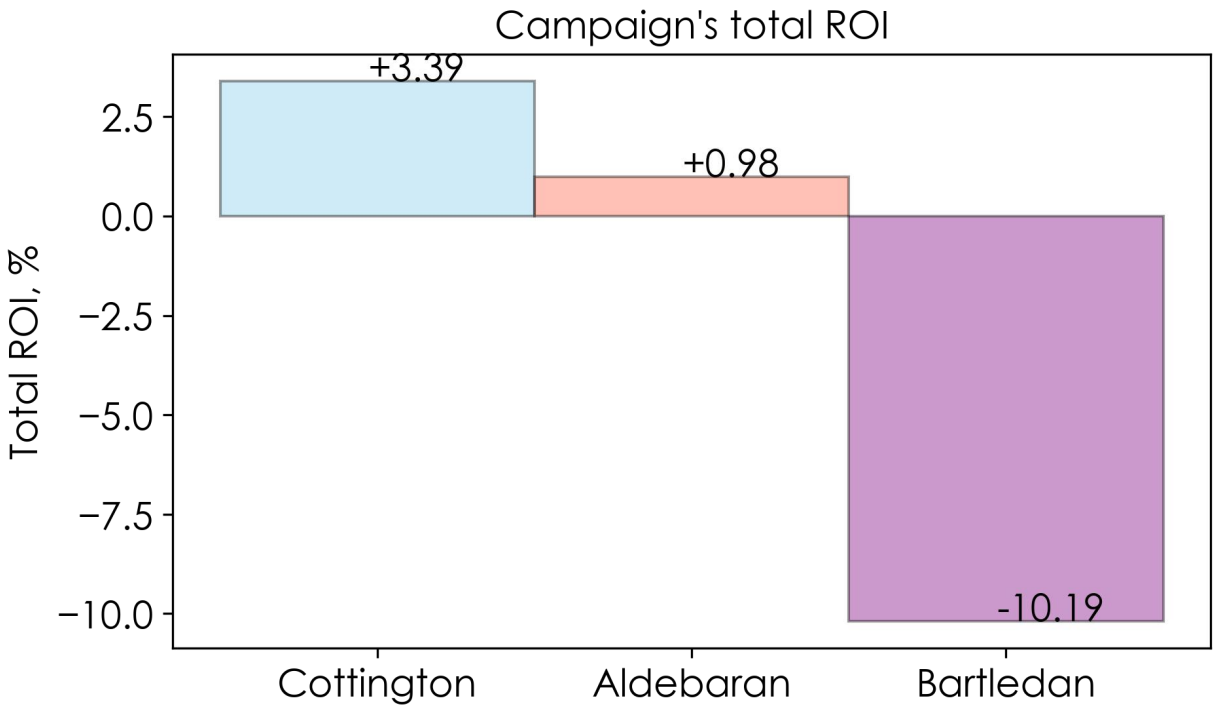


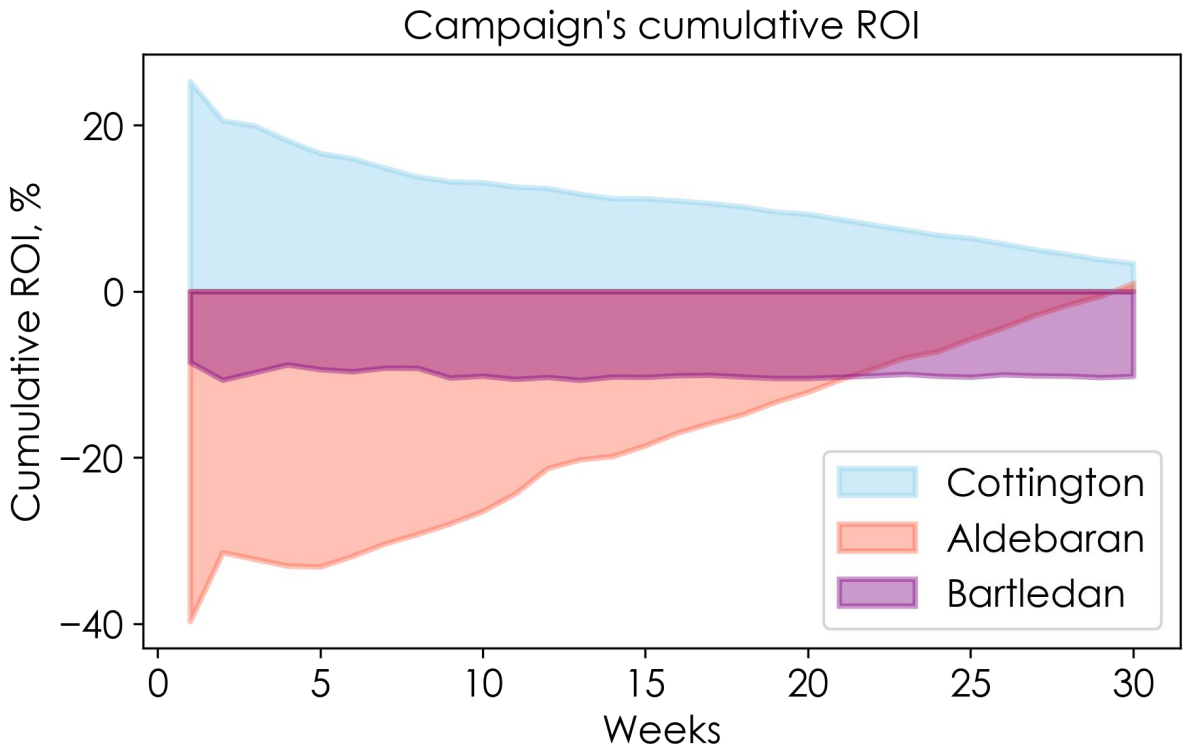
Let's find out how much we earn compared to the costs, i.e. find out whether it is worth investing in the campaigns. For that let's calculate the return on investment (ROI) using fomula

*(Revenue-Costs)/Costs*100%*.

The highest ROI belongs to the Cottington campaign. The lowest - to Bartledan. The total ROI of all three campaigns is negative, meaning that the spends are higher than the earnings from all three campaigns.

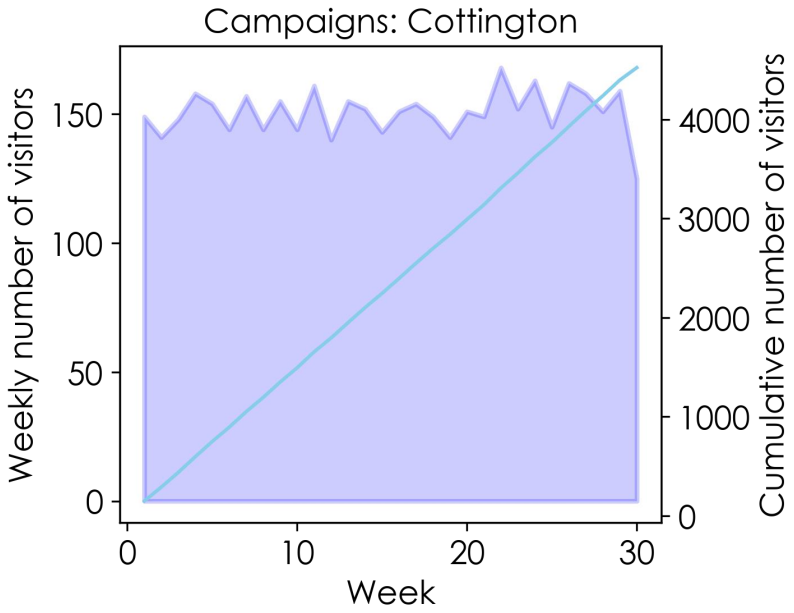
Weekly ROI



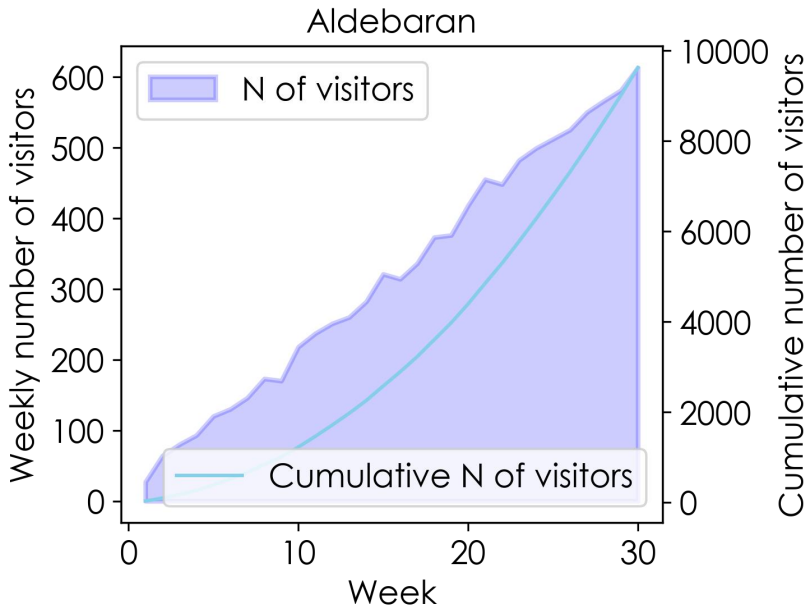


Here we can see how ROI evolves over time. Cottingen campaign, that has highest total ROI, shows decreasing ROI tendency, while Aldebaran actually shows good dynamics from negative to positive ROI.

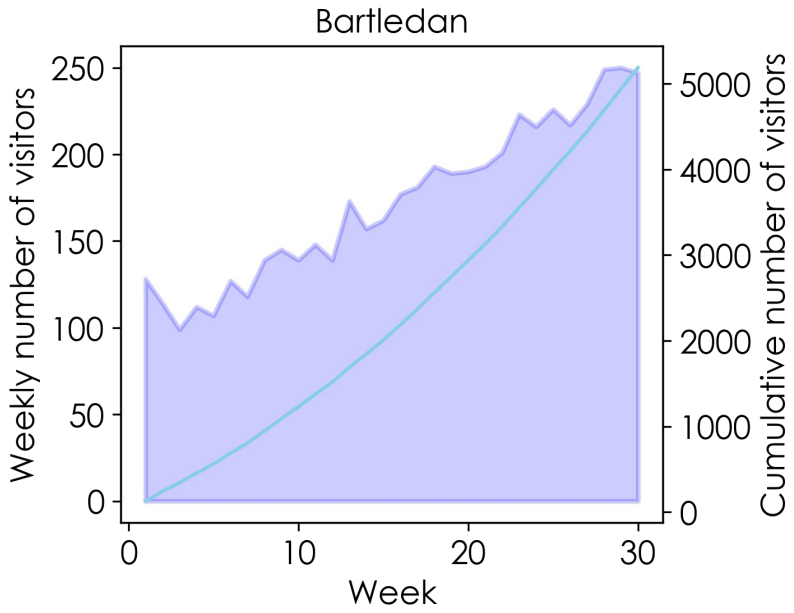
Number of visits



Let's look at the number of visitors each campaign has acquired. Cottington campaign show 4523 visits in total, and the number of visits is around the same value each week.

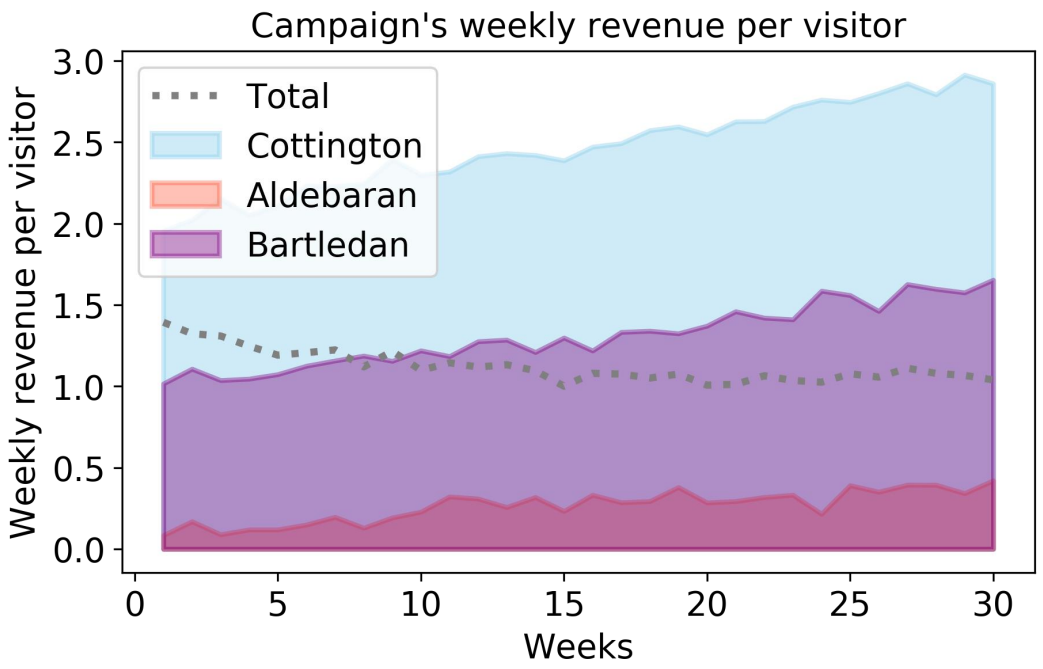


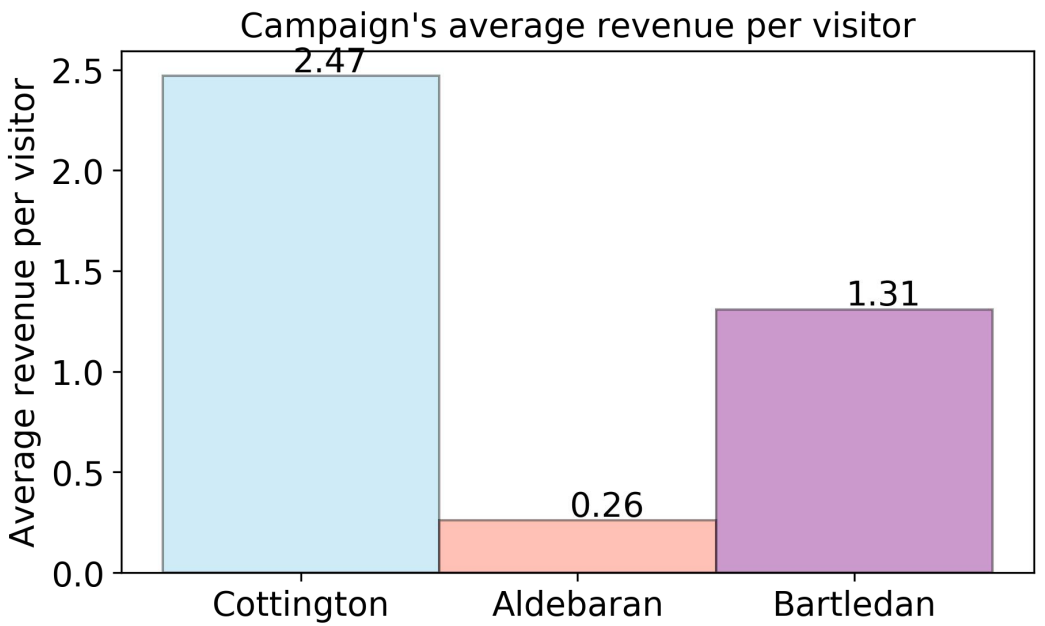
Aldeberan shows 9620 of total visits and the weekly number shows growth, from tens to several hundreds.



Bartledan campaign also demontrates growth of weekly visits. The total number of visits is equal to 5188.

Revenue per visitor





On this graph, we can have a closer look at the revenue per visitor distribution for each campaign. The highest revenue per visitor belongs to Cottington campaign, which also has the highest revenue among all three.

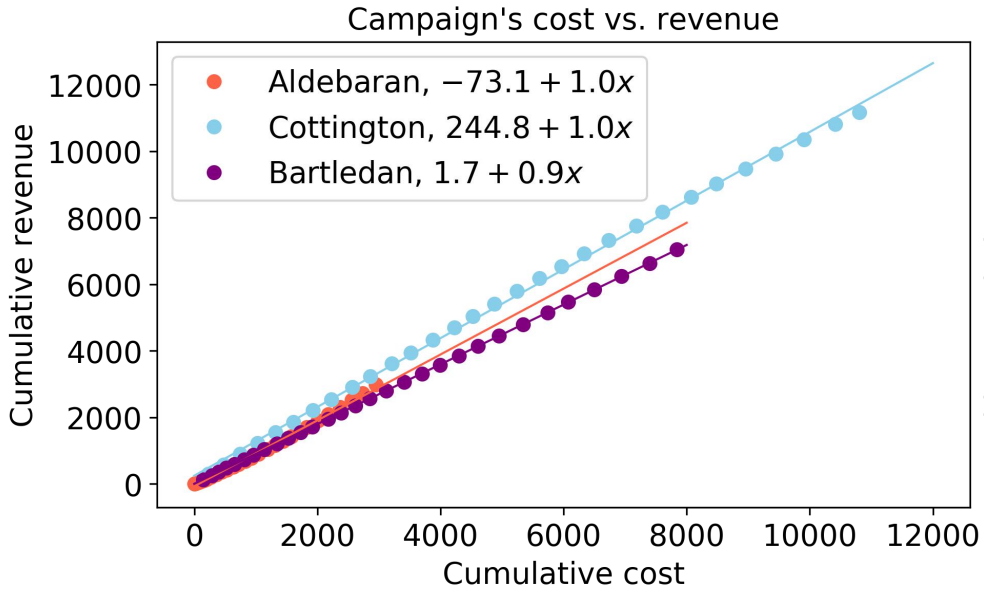
Summary

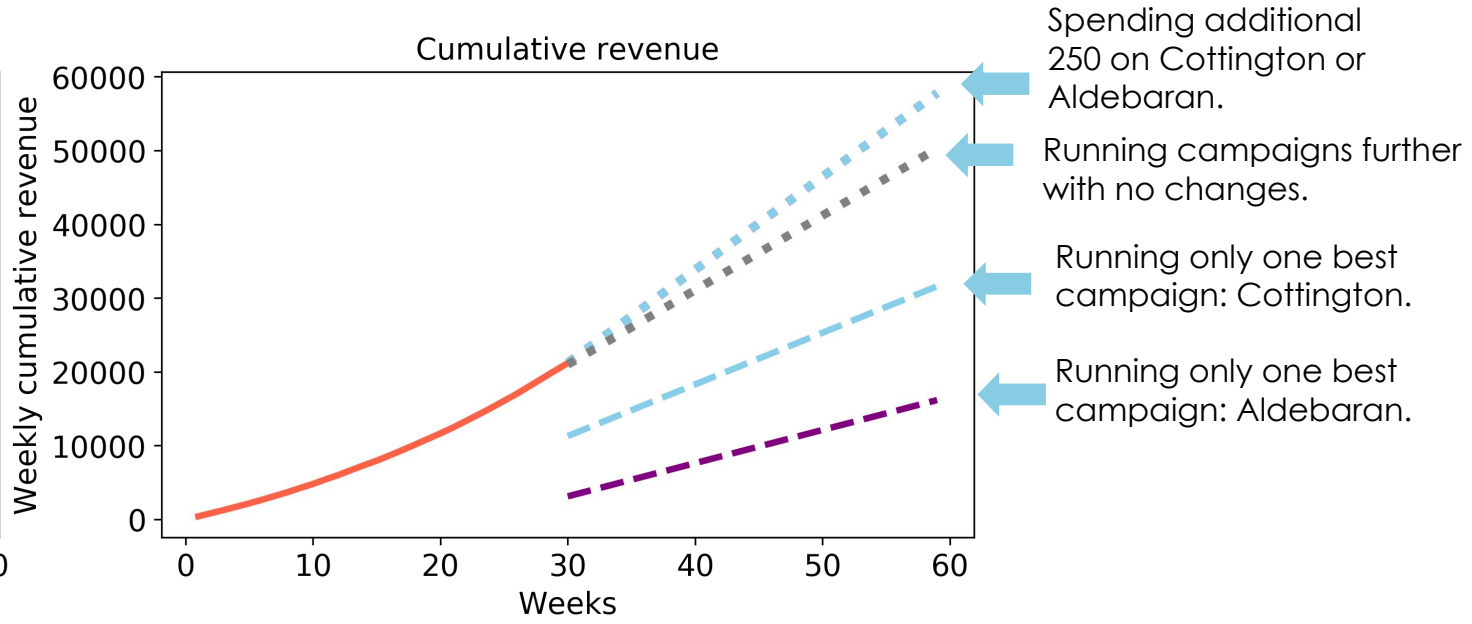
	Cottington	*Aldebaran*	*Bartledan*
Total $	11168	2949	7039
Total	4523	9620	5188
	14%	27%	15%
$	5%	11%	7%
ROI	3.4%	1%	-10%

Prognosis

Now let's model how the market will evolve further. For that, let's find the dependency of revenue from cost of campaign for each campaign. Then we can apply found dependency in order to predict the impact of single campaign into overall performance when adding additional 250 investment.

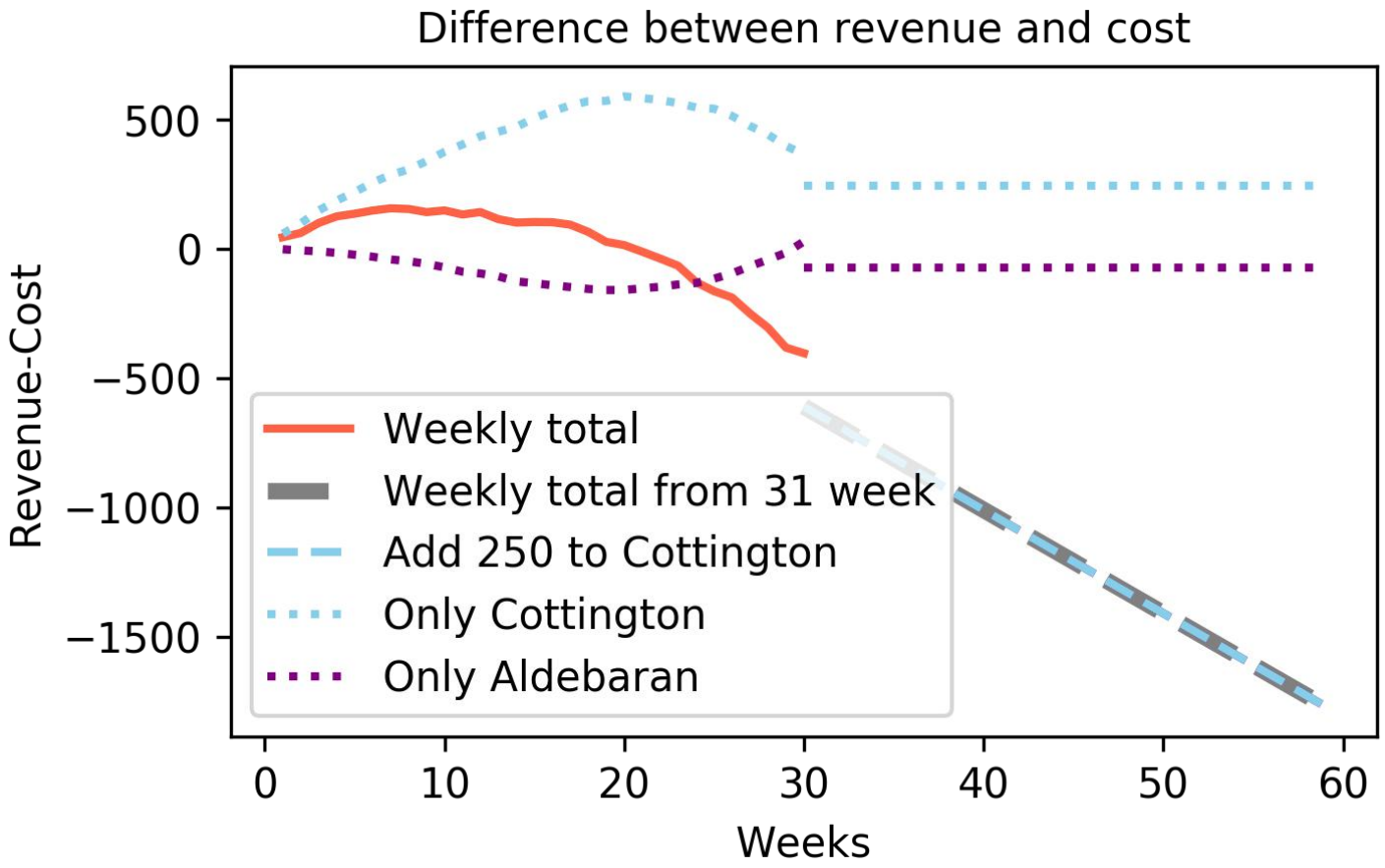
We will model two cases:
1. Campaigns are running further with the same investments as in the past weeks, i.e. 200 for Aldebaran, 400 for Bartledan, 450 for Cottington. Then we add additional 250 per week to one campaign, and watch the effect.
2. We skip 2 unfavorable campaigns and assume that the revenue is produced by only one campaign that we choose.





Prognosis

Running all three campaigns with additional investment in one have shown increase in revenue (previous slide). But what about the costs? Does our investment makes sence? Let's see.



Here are the cases when we further run only one campaign (Cottington or Aldebaran), and invest additional 250 in it. The results are more promising when unefficient campaigns are eliminated. At least, revenue is slighly bigger than costs. The Cottington campaign shows the best results when the other campaigns are eliminated.

Here we further invest in all three campaigns and add 250 to one of them. The costs are outrunning the revenues.