UNICEF Take-Home Assignment

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Executive Summary

UNICEF USA has recently launched a digital marketing campaign aimed at increasing engagement and donations from new and existing constituents. The task is to analyze the campaign data, generate insights, and provide recommendations for future campaigns.

Campaign Performance Data:

- The digital marketing campaign is divided by Owned, Earned, and Paid channels.
- Owned channel is media the company created and controls.
- Earned channel is media others create about/for the company.
- Paid channel is media the company pays to promote its content on external platforms.
- Each channel has data about impressions, clicks, conversions, and engagement rate.
- Impressions are how often a user is sees an ad.
- Clicks are when a user interacts with the ad.
- Conversions are when a user turns into a donor.
- Engagement rate is a measure of how many people engaged with the ad.

Audience Segmentation Data:

- The digital marketing campaign is defined by audience segmentation to make a company's marketing endeavors more strategic and refined.
- Using targeted audience data can enhance a company's ability to generate donations.
- Segment is aggregating users into groups based on donation behaviors.
- Age group is a demographic segmentation based on age.
- Gender is a demographic segmentation based on gender identification.
- Engagement level is a metric that measures how responsive the group interacts with the brand.
- Past engagement indicate the number of donors in past campaigns.

Data Limitations

- Without a data dictionary, there is a lack of formal definitions for data columns and values.

- While each column is researched based on name of column header, assumptions had to be made regarding the meaning and representation of data points, especially for past engagements in audience segmentations.

- Without explicit confirmation of a data dictionary, these assumptions could affect the accuracy of individual donor analysis and this misinterpretation could lead to incorrect conclusions about donor behavior and responsiveness.

- There are also be gaps in the dataset that haven't been identified or rectified, which could skew analysis results and insights.

- The insights and recommendations provided are based solely on the available data and should be considered alongside other information sources. Decisions should incorporate these insights with other data and contextual knowledge to develop comprehensive strategies.

Campaign Performance Overview

Impressions	Clicks	Conversions	Avg. Engagement Rate
169,734	17,798	1,828	10%
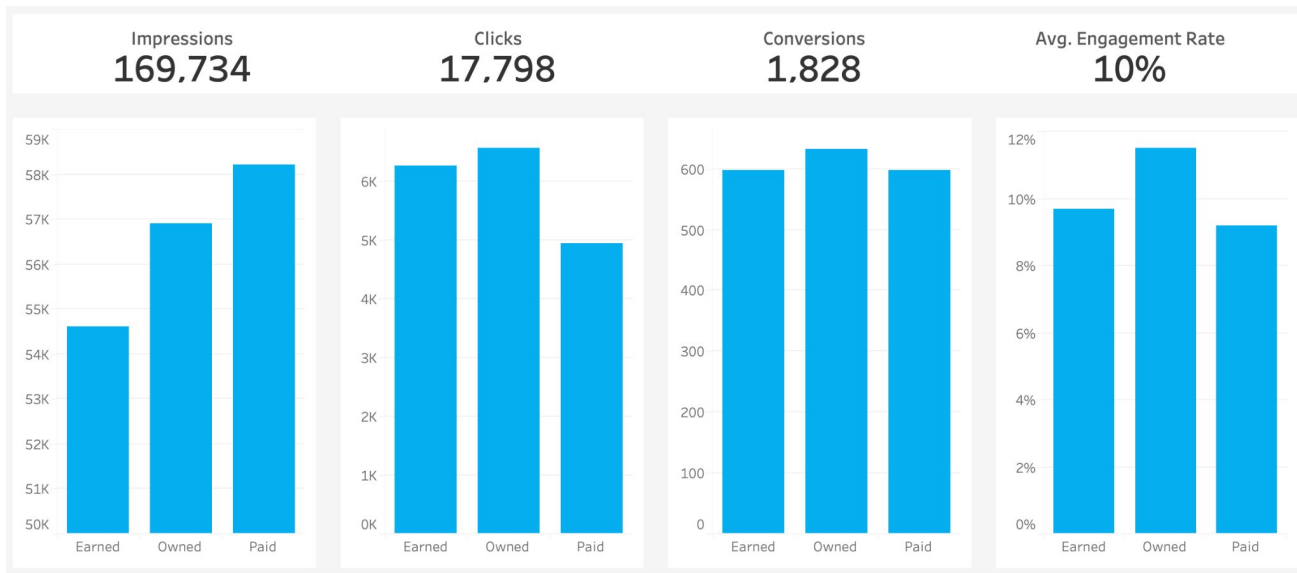
Higher engagement rates leads to more clicks and conversions.
- The Owned channel achieves the highest engagement rate, conversions, and clicks despite not have the most or least impressions.
- The Paid channel has the most impressions, but records the lowest engagement rate, conversions, and clicks.
- The Earned channel, has the fewest impressions but maintains moderate levels of engagement rate, conversions, and clicks.

Audience Segmentation Overview
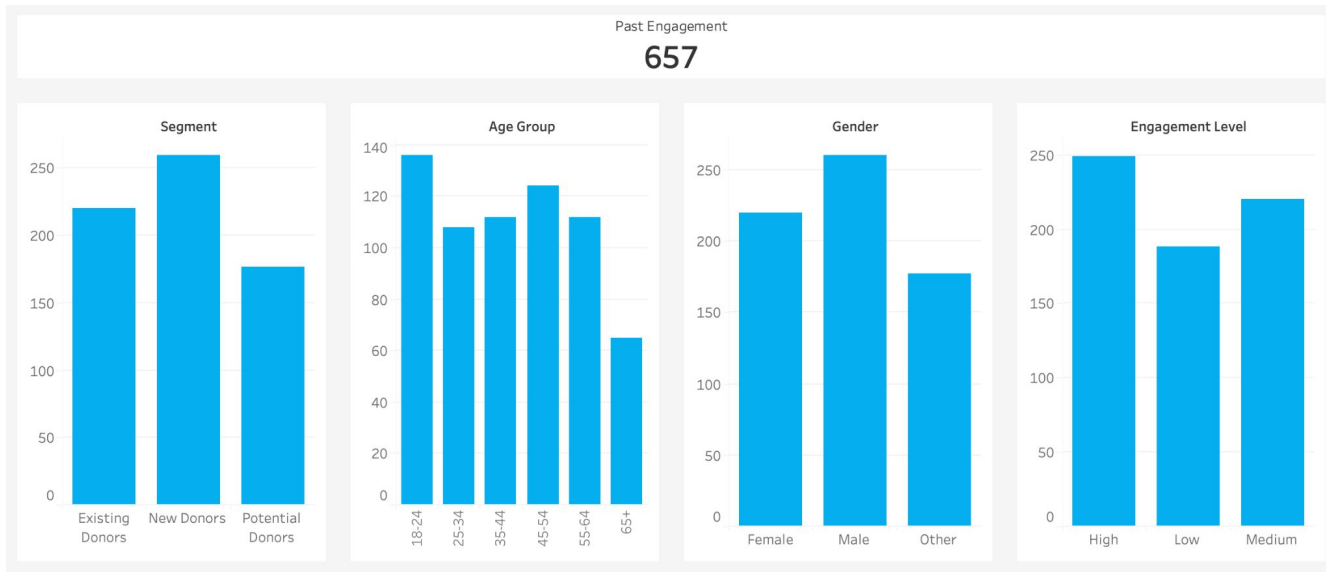
Based on past campaign engagements without focusing on engagement levels:
- The most responsive segment are new donors.
- The most responsive age group are individuals aged 18–24.
- The most responsive gender are individuals who identify as male.
- Although these groups show the highest responsiveness when based on past engagements, the picture changes when considering engagement levels.

Audience Segmentation By Engagement Level
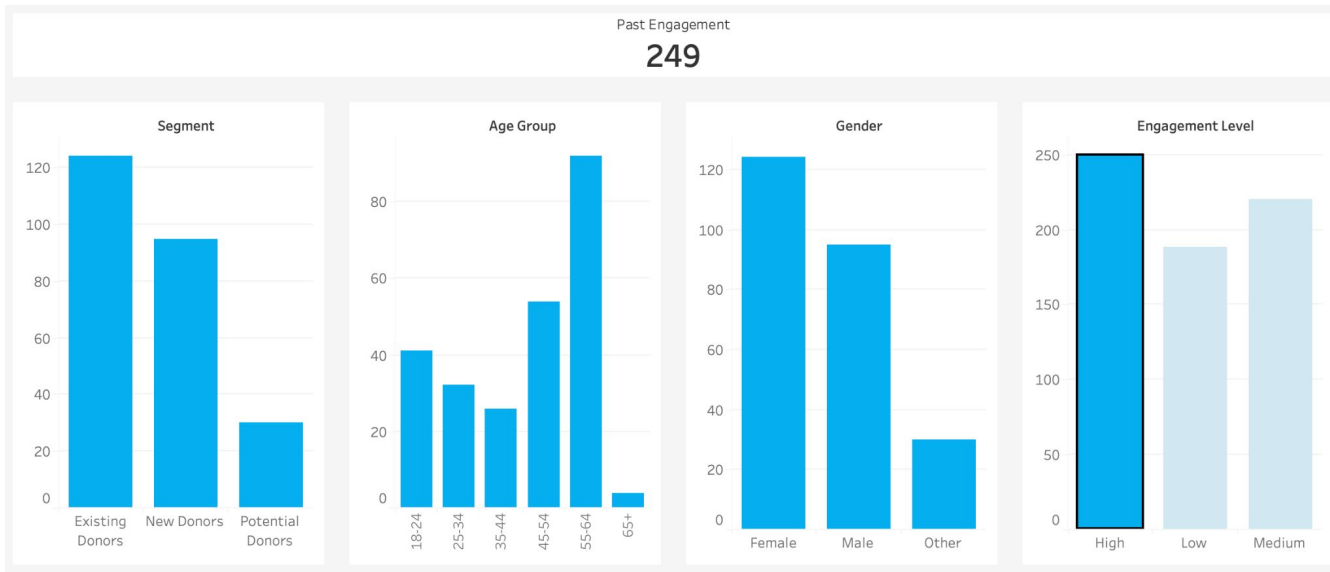
- When filtering on high engagement level, the most responsive demographic segmentations shift to female existing donors aged 55–64.
- This indicates that, despite the general high responsiveness from male new donors aged 18–24 in the overall data, future campaigns should target female existing donors between ages 55–64 instead because they exhibit the highest engagement levels.

Conclusion

Effectiveness of Campaign Performance:

- The campaign performance shows valuable insights into the effectiveness of the marketing campaign.
- To maximize campaign effectiveness, efforts should be focused on the Owned channel because it proves to be the most effective with high Engagement Rate, most Clicks, and Conversions.
- There are gaps in the data, if they could be provided, it would show deeper insights into the effectiveness of future marketing campaigns.

Responsiveness of Audience Segmentation:

- The audience shows valuable insights on which audiences are more responsive to the marketing campaigns.
- To maximize campaign responsiveness, efforts should be focused on the existing donors who identify as female aged 55–64.
- There are gaps in the data, if they could be provided, it would show deeper insights into donor behavior and characteristics to optimize future marketing campaigns.

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Recommendations

Effectiveness of Campaign Performance:

If more data can be collected or provided,

- Calculate conversion rate to understand Customer Acquisition Costs and Return on Investment.
- Determine Return on Ad Spend to measure how many users convert due to ad spend.
- Analyze KPIs overtime with datetime data to identify when target audiences are most responsive, therefore, making campaigns more effective.

Increase Responsiveness of Audience:

If more data can be collected or provided,

- Utilize geographic data to identify regional trends.
- Define if education correlate with responsiveness.
- Analyze interests based on occupation.
- Identify financial capacity and spending behaviors.
- Evaluate donation readiness through historical data
- Optimize campaign timing based on response trends.
- Determine which incentives improve responses.
- Use direct feedback to refine engagement strategies.

Increase Engagement & Donations:

To improve rates, consider implementing,

- Target Owned channel for higher engagement rates.
- Target female existing donors in aged 55-64.
- Segmentation Targeting to match their specific interests.
- Provide valuable or relevant content that resonates with donors.
- Sending personalized messages.
- Provide clear, user-friendly donation processes.
- Gather feedback from donors' experiences to demonstrate what feedback enhances satisfaction.