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.

Data Limitations

Without a data dictionary, assumptions about data columns may lead to inaccuracies, and potential gaps in the dataset could skew results. Therefore, the insights and recommendations provided should be combined with other sources and contextual knowledge for comprehensive strategies.

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.

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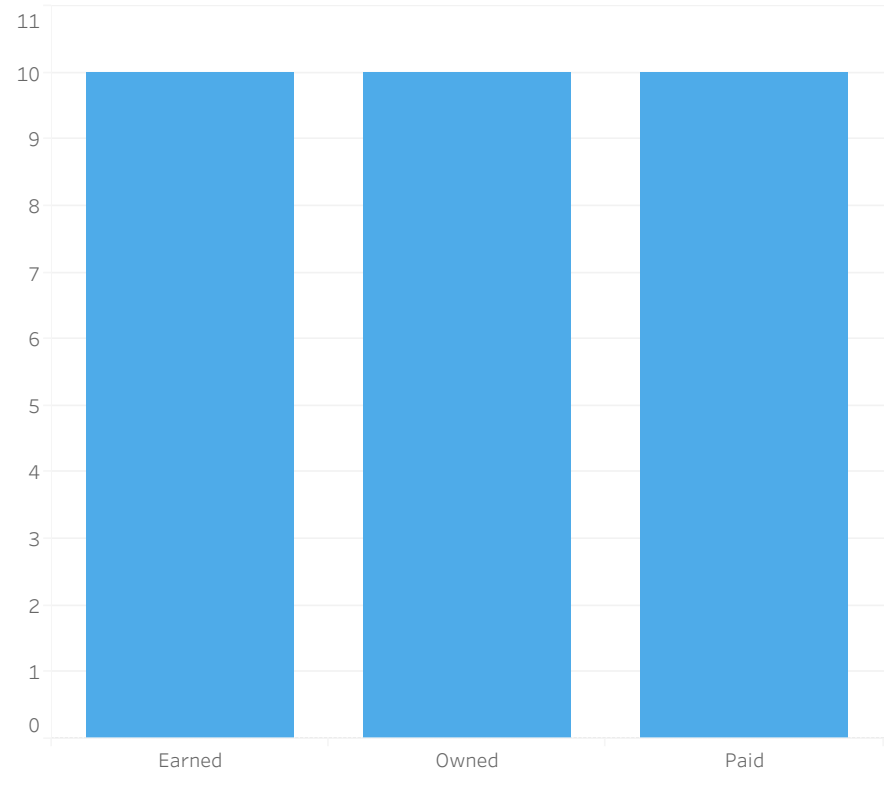
Total Channel Types by Channel



The digital marketing campaign is divided by Owned, Earned, and Paid channels.

There is an equal number of channels for each channel type.

The equal distribution of each channel type ensures that the data remains unbiased in terms of correlations. No single channel type dominates over the others.

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Campaign Performance Overview

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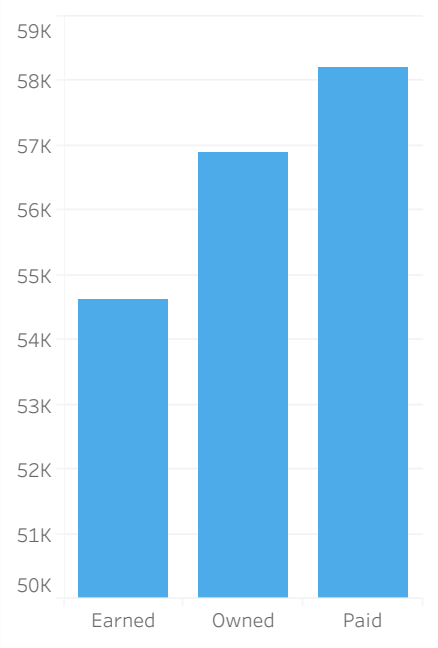
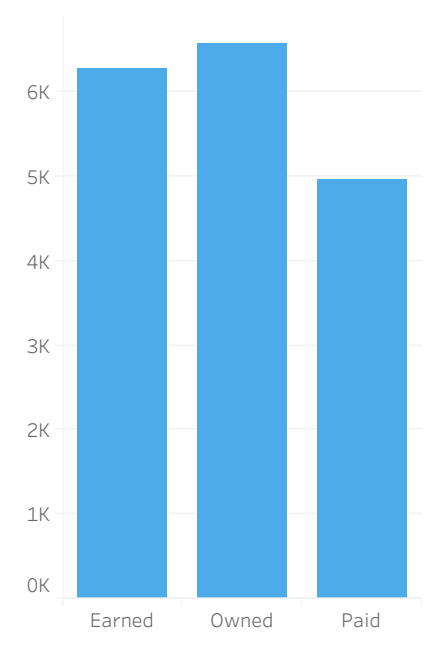
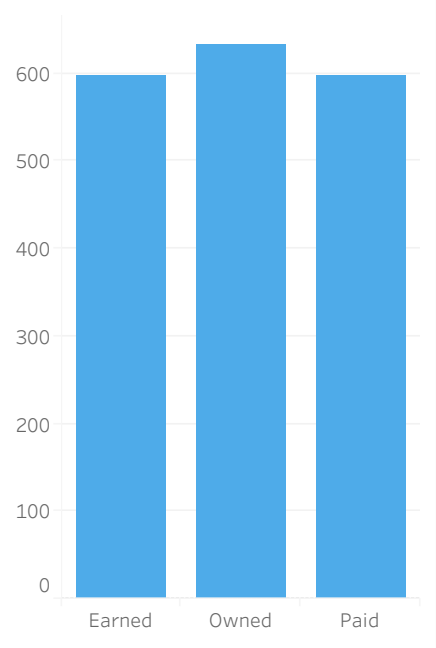
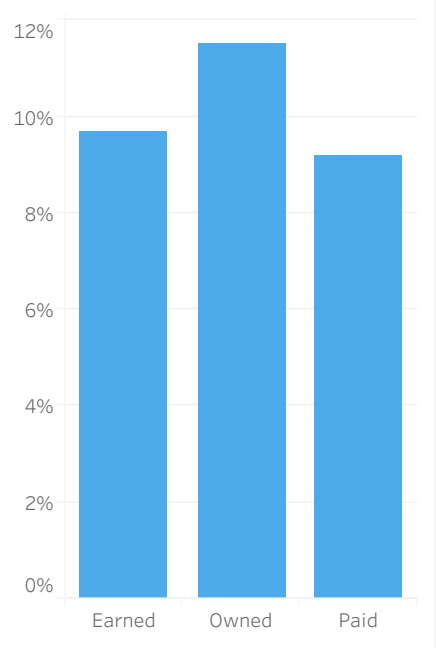
Impressions	Clicks	Conversions	Avg. Engagement Rate
169,734	17,798	1,828	10%









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Campaign Performance By Channel with Highest Engagment Rate

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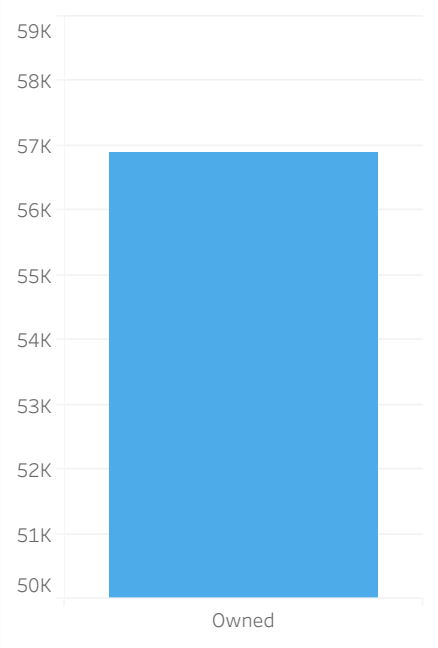
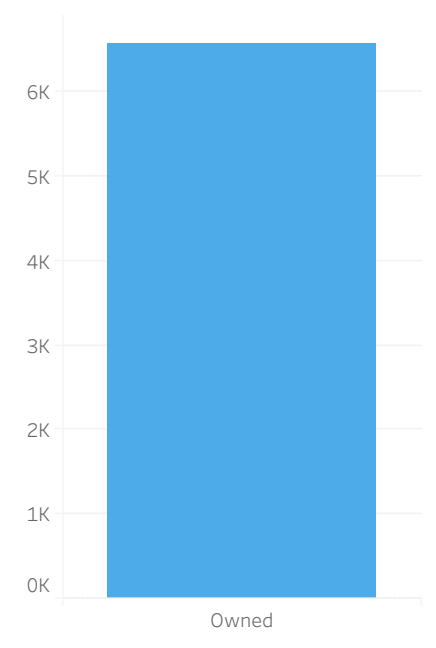
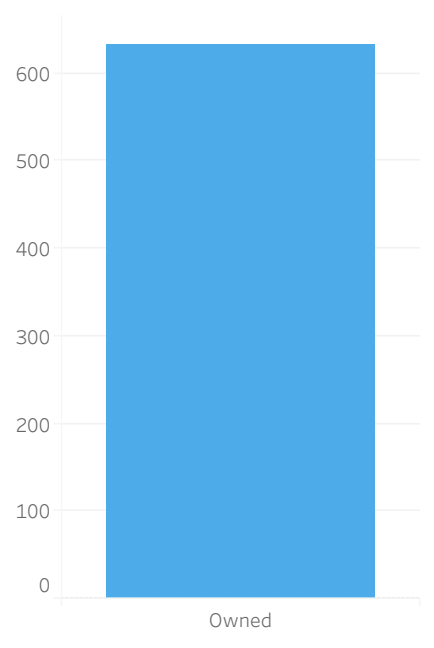
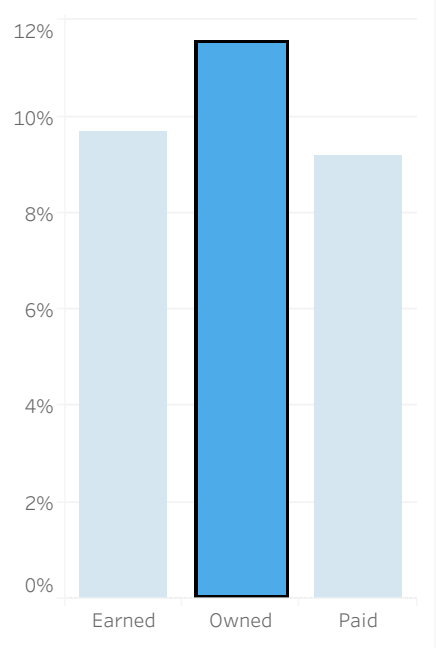
Impressions	Clicks	Conversions	Avg. Engagement Rate
56,898	6,566	633	12%









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Campaign Performance By Channel with Lowest Engagment Rate

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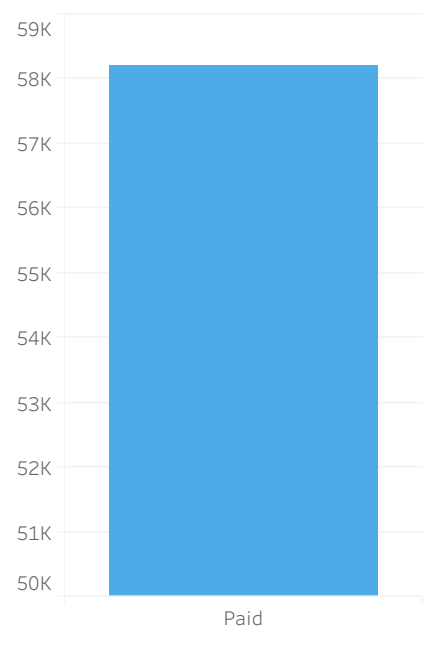
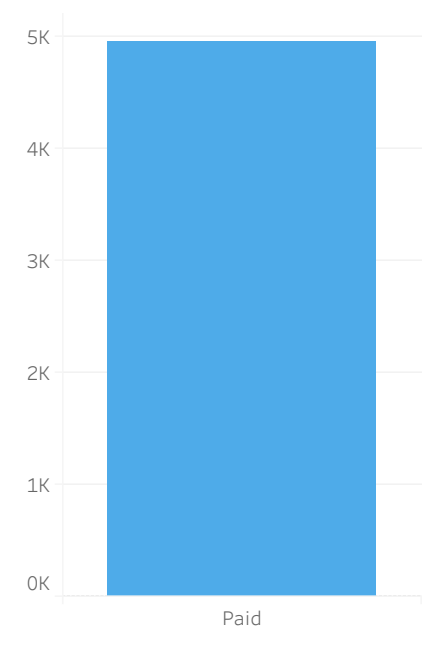
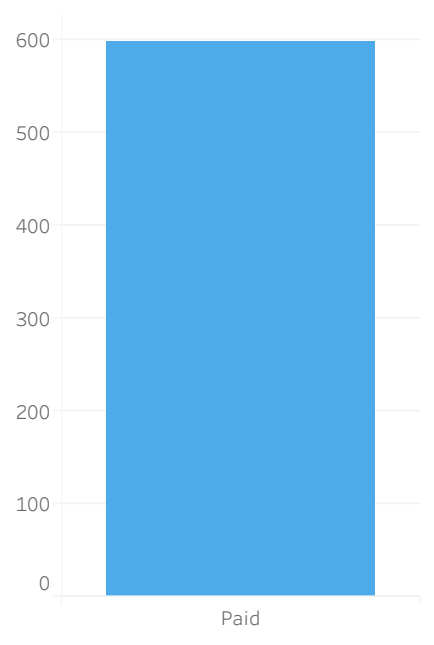
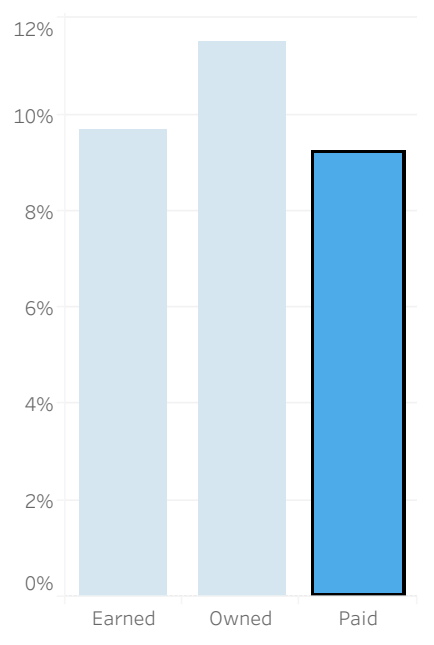
Impressions	Clicks	Conversions	Avg. Engagement Rate
58,221	4,957	597	9%









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Campaign Performance By Channel with Moderate Engagment Rate

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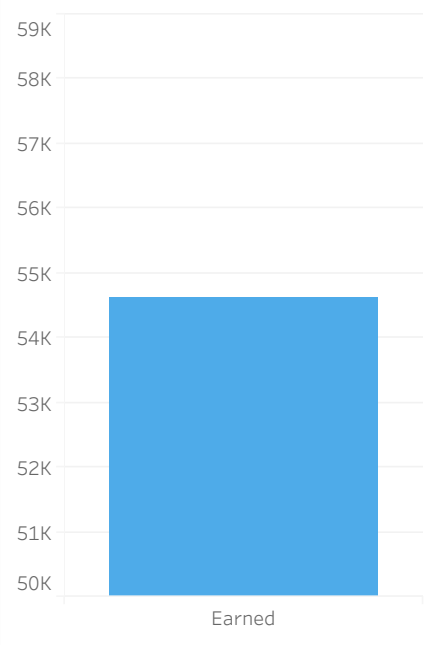
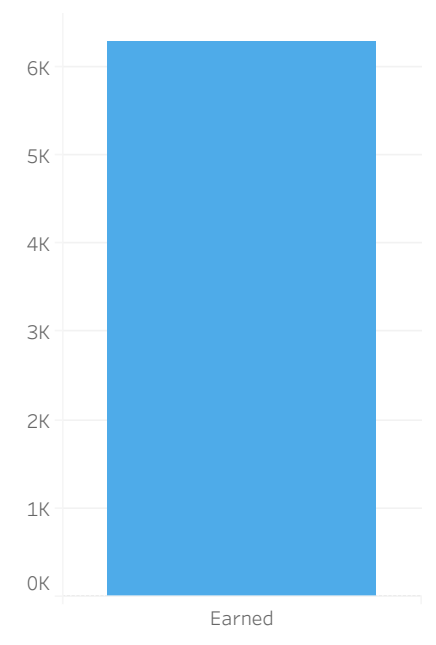
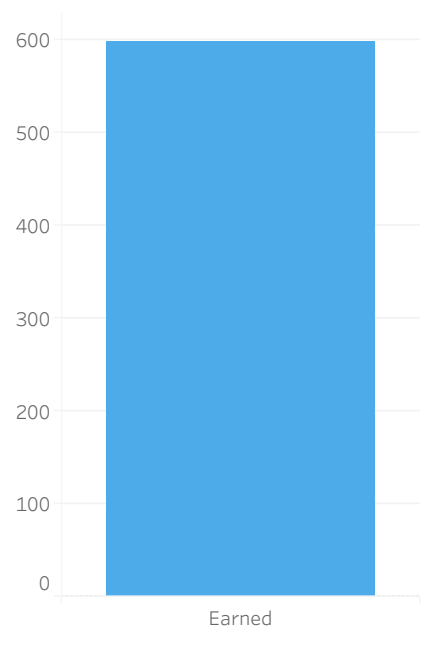
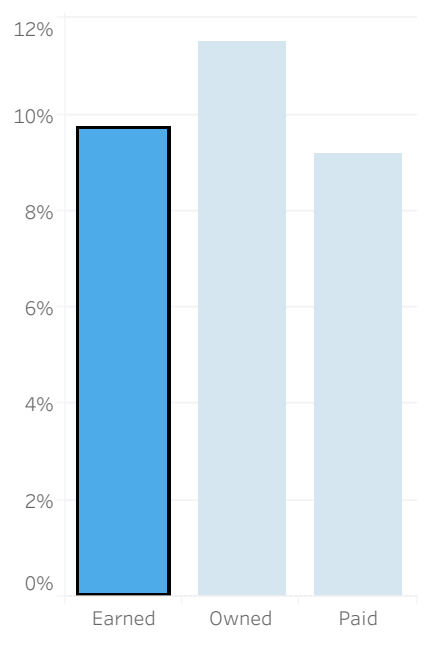
Impressions	Clicks	Conversions	Avg. Engagement Rate
54,615	6,275	598	10%









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Campaign Performance Conclusion

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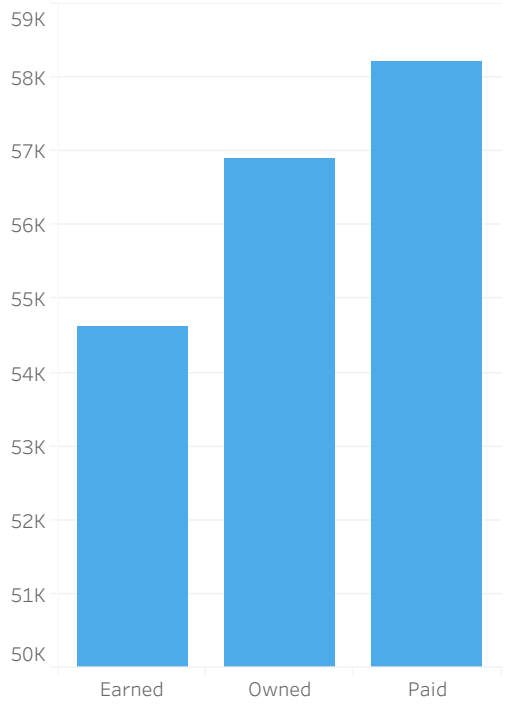
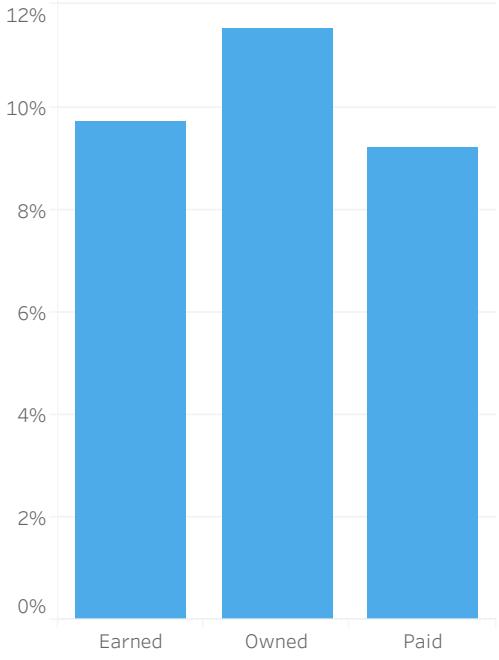
Total Impressions By Channel



Total Engagement Rate By Channel



This dataset offers valuable insights into marketing campaign effectiveness.

Engagement Rate is a crucial KPI, directly influencing other key performance indicators. The overall analysis shows that a higher engagement rate corresponds with increased clicks and conversions.

While impressions boost a product's market exposure, the Owned channel achieves the highest engagement rate, despite not having the most or fewest impressions.

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Audience Segmentation Overview

Past Engagement

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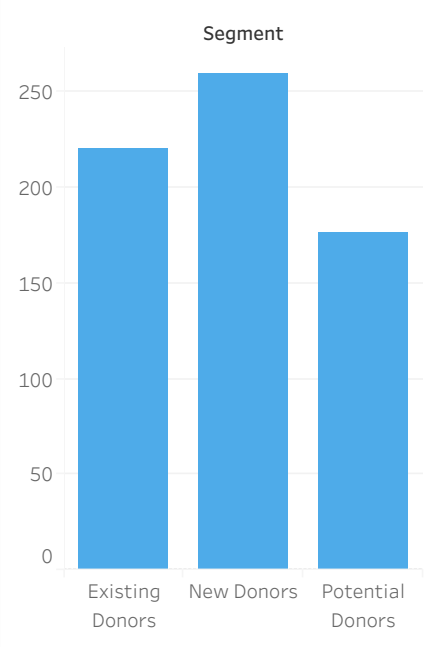

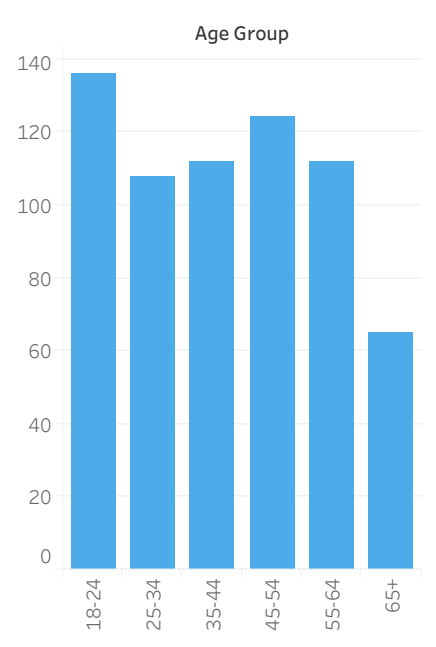

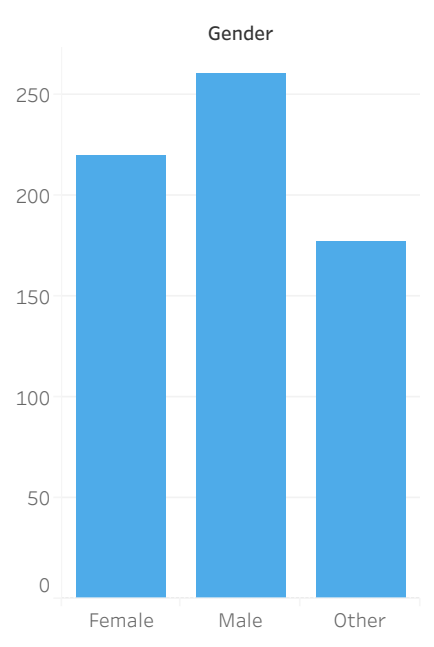

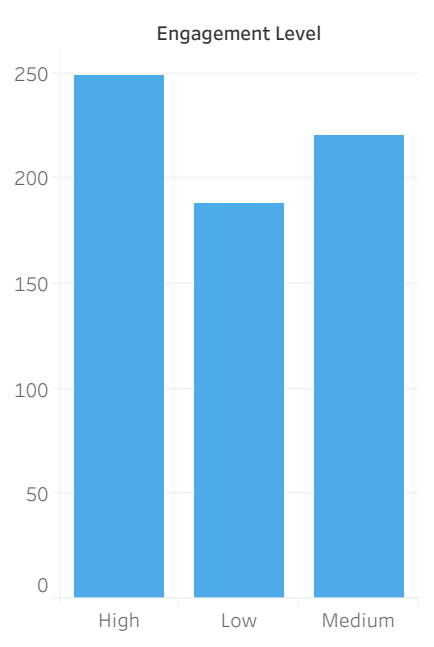

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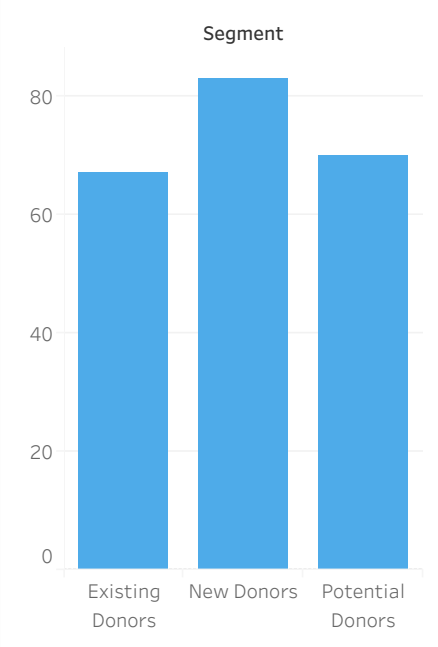
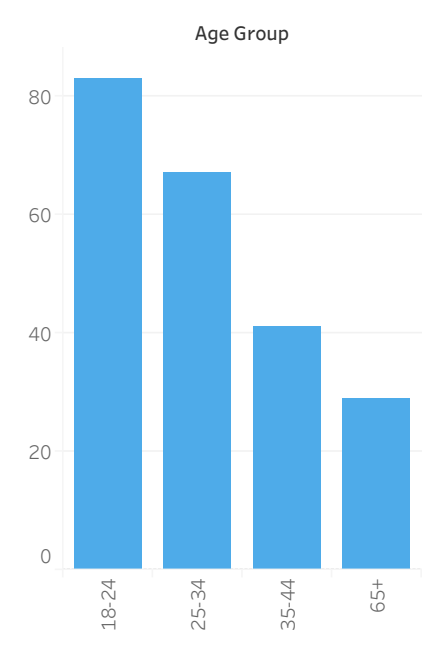
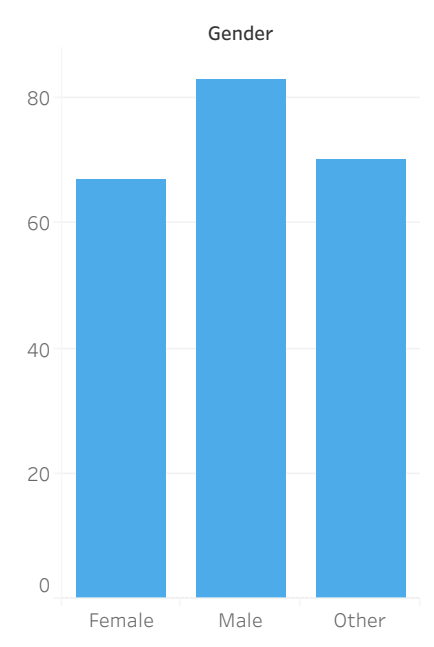
Audience Segmentation by High Engagement Level

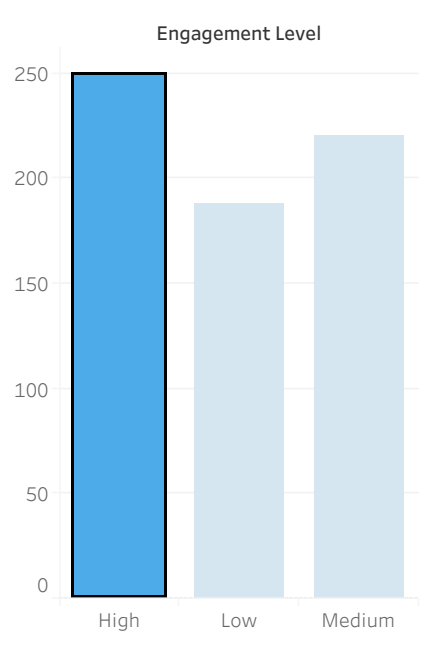
Past Engagement

220









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Audience Segmentation by Low Engagement Level

Past Engagement

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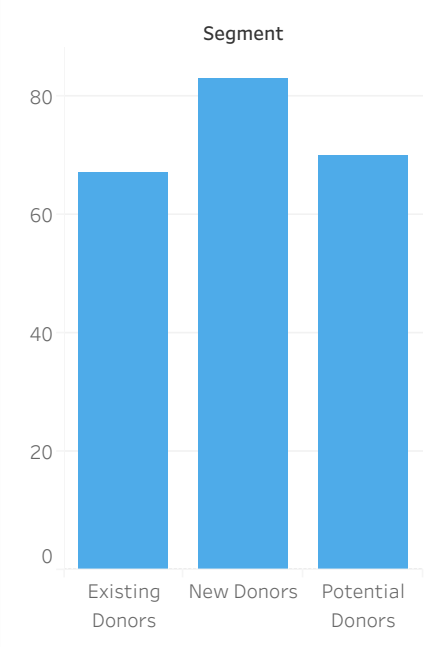

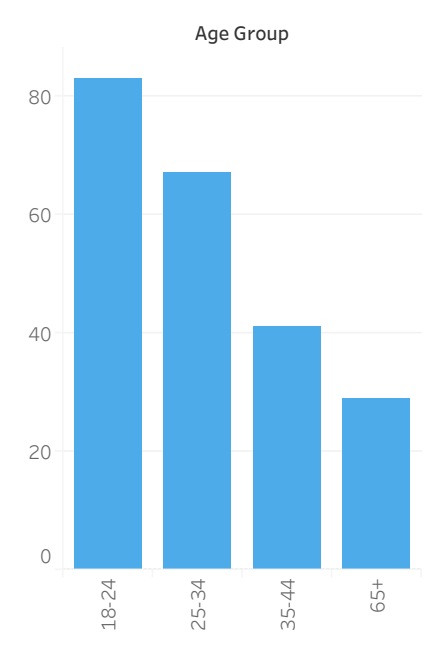

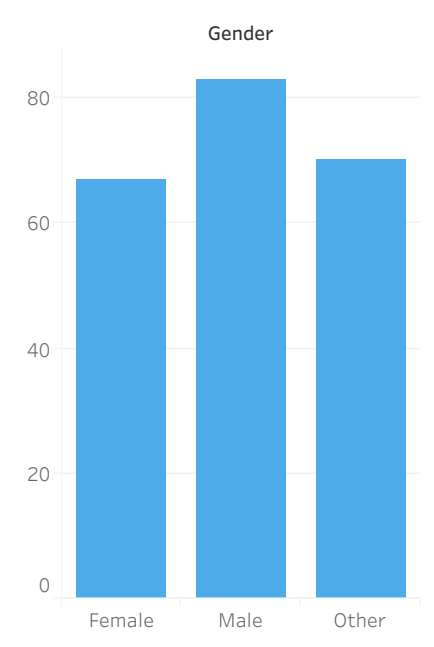

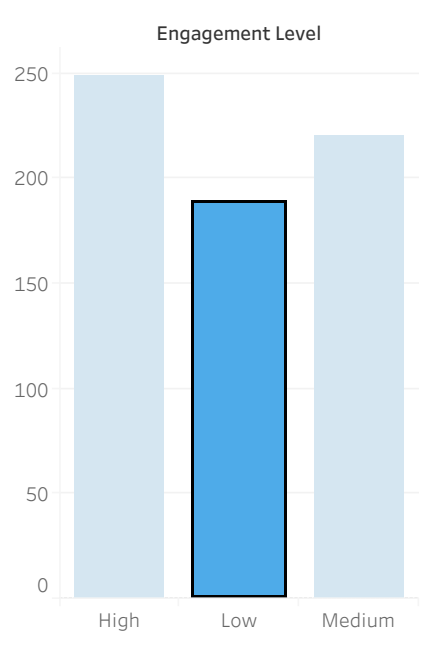

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Audience Segmentation by Medium Engagement Level

Past Engagement

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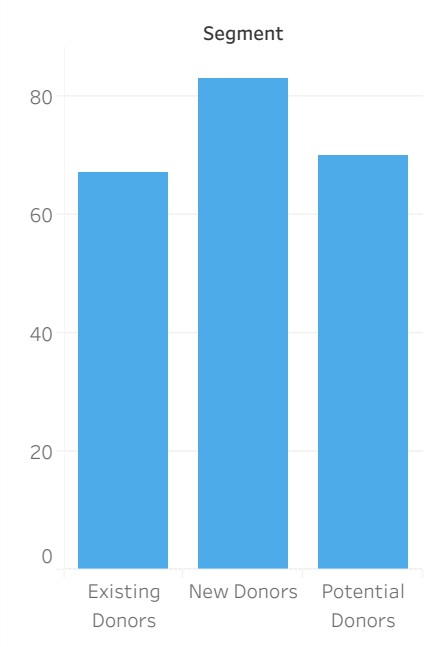

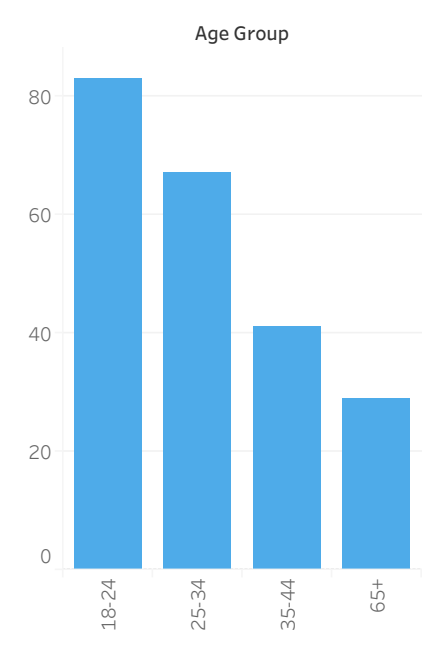

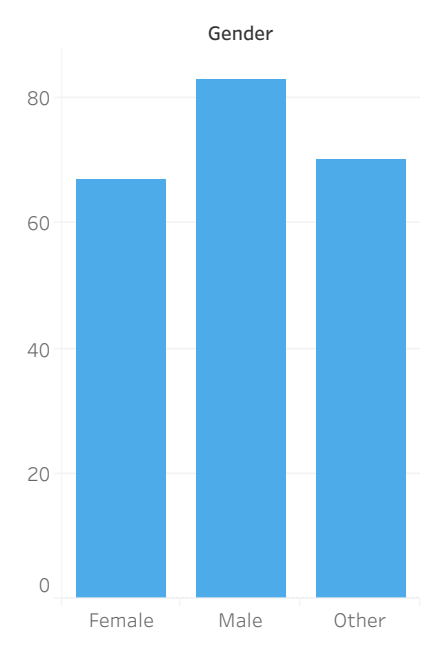

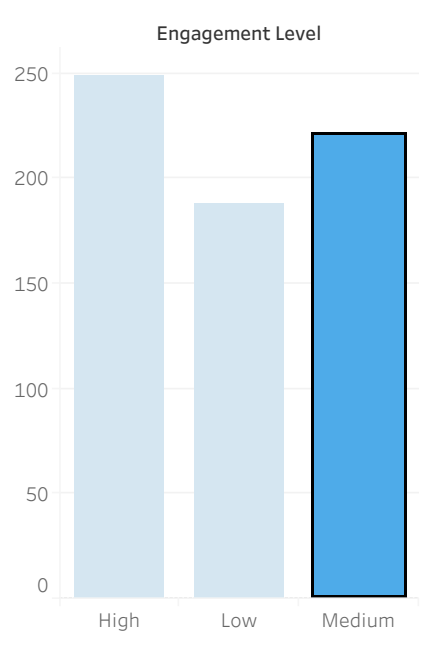

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Audience Segmentation Conclusion

Based on past campaign engagements without focusing on engagement levels, male new donors aged 18-24 show overall high responsiveness.

However, when considering engagement levels, the most responsive demographic shifts to female existing donors aged 55-64.

Therefore, future campaigns should target female existing donors in the 55-64 age range, as they exhibit the highest engagement levels.

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Recommendations

Increasing Effectiveness of Campaign Performance:

If more data can be collected or provided,
- calculate the conversion rate to understand Customer Aquistion Costs (CAC) and Return on Investment (ROI) to further measure the success of each campaign channel.

- Determine Return on Ad Spend (ROAS) to measure how many users convert based on ad spend, which then could be used to set ROI target expectations.

- Analyze KPIs over time using datetime data to determine when target audiences are most responsive, thereby enhancing campaign effectiveness.

Increasing Responsiveness of Audience Segmentation:

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.

Increasing Overall Engagement & Donations:

To improve donation rates, consider implementing,
- Target Owned channel for higher engagement rates.

- Target female existing donors aged 55-64.

- Segmentation Targeting to match their specific interests and preferences.

- Provide valuable or relevant content that resonates with donors.

- Send personalized messages to build a more intimate and personal relationship with each donor.

- Provide clear, user-friendly donation processes.

- Gather feedback from donors' experiences to demonstrate what feedback enhances satisfaction.