Digital Marketing Campaign Performance

Objective:

To develop a performance dashboard that monitors and analyzes the effectiveness of digital marketing campaigns for WPP Group. The dashboard will provide real-time insights into campaign reach, engagement, and ROI, enabling data-driven decisions to optimize ongoing and future campaigns.

Introduction:

In today's competitive digital landscape, businesses rely heavily on data-driven strategies to optimize their marketing efforts. The aims is to leverage digital marketing campaigns across multiple platforms to enhance brand visibility, customer engagement, and return on investment (ROI).

This report presents an in-depth analysis of the performance data from five key digital marketing campaigns executed on platforms like Google Ads, Facebook, Instagram, Twitter, and LinkedIn. The campaigns span seasonal events such as the Summer Sale, Winter Clearance, Black Friday Deals, and the New Year Campaign, targeting diverse audience segments including young adults, middle-aged individuals, professionals, and general consumers.

The data contains essential metrics such as impressions, clicks, conversions, ad spend, revenue, click-through rate (CTR), cost per click (CPC), return on ad spend (ROAS), and engagement scores. These indicators provide insights into the effectiveness of each campaign, helping identify strengths, weaknesses, and opportunities for improvement.

This analysis aims to assist in:

- Monitoring campaign performance across different platforms and audience segments.
- Optimizing ad spend and improving ROI through data-driven insights.
- Identifying high-performing channels and areas for refinement.

Disclaimer: *The datasets and reports used may not represent real-world scenarios. The insights and recommendations provided are based solely on the given data. All information is intended to demonstrate my capabilities in Power BI.*

Data overview:

The dataset contains unique campaign on a specific platform is organized in tabular column, purchase history, and responses to past campaigns, can be found here.

- Dataset Size: The dataset contains 5 rows and 15 columns, with each row representing a unique marketing campaign executed on a specific platform.
- Campaigns Covered: Five campaigns (Summer Sale, Winter Clearance, Black Friday Deals, Spring Promotion, New Year Campaign).
- Platforms Included: Google Ads, Facebook, Instagram, Twitter, LinkedIn.
- Audience Segments: Includes demographic targeting like Young Adults, Middle-aged, and Professionals.
- Key Metrics Captured: Engagement metrics (e.g., CTR, CPC), financial metrics (e.g., ROAS, ad spend), and platform-specific performance measures

Preliminary Insights from the Data

The initial analysis of digital marketing campaign data reveals several trends and performance indicators, providing key takeaways for campaign optimization across platforms. Below are the preliminary insights derived from the data:

1. Key Performance Metrics Analysis

1. **CTR (Click-Through Rate):**
    - The **highest CTR** (6.25%) was achieved in the *Black Friday Deals campaign* on Twitter.
    - The **lowest CTR** (3.75%) was recorded for the *New Year Campaign* on LinkedIn.
    - Insight: Twitter appears to drive high engagement for time-sensitive campaigns like Black Friday.
2. **CPC (Cost Per Click):**
    - Most campaigns maintain a **CPC of $0.50**, except the LinkedIn campaign with a **higher CPC of $0.67**.
    - Insight: LinkedIn may require budget optimization or audience refinement to reduce costs.
3. **ROAS (Return on Ad Spend):**
    - High-performing campaigns with **ROAS of 4.0**: Summer Sale, Winter Clearance, and Black Friday Deals.
    - Lower ROAS of **2.5** seen for Instagram's Spring Promotion and LinkedIn's New Year Campaign.
    - Insight: Platforms like Twitter, Facebook, and Google provide better ROI, while Instagram and LinkedIn campaigns may need creative or targeting adjustments.

2. Platform-Specific Insights

- **Google Ads:**
    - Delivered consistent results with a **CTR of 6%** and a **ROAS of 4.0**, indicating a reliable platform for generating traffic and conversions.
- **Facebook:**
    - Achieved a **CTR of 5.71%** and **high ROAS (4.0)** for clearance campaigns, suggesting that it performs well with product discount promotions.
- **Instagram:**
    - While generating a reasonable number of clicks, it reported a **low ROAS (2.5)**, indicating weaker conversion rates and a need for better call-to-action elements or audience targeting.
- **Twitter:**
    - Proved highly effective for short-term campaigns, with **the highest CTR (6.25%)** and strong ROI, making it ideal for flash sales and seasonal events.
- **LinkedIn:**
    - Had **higher ad spend per click** and **low engagement**, suggesting that the platform may not be the best fit for mass-market campaigns and might require tailored messaging.

3. Audience Segment Insights

- **Young Adults:**
  - Engaged well with campaigns on *Google Ads* and *Instagram*, indicating these platforms are effective for targeting this demographic.
- **Middle-Aged Consumers:**
  - Responded positively to Facebook campaigns, particularly during product clearances, highlighting the platform's relevance to this audience.
- **Professionals:**
  - LinkedIn's low engagement suggests that professionals may not respond well to broad-based campaigns and require more personalized or industry-specific messaging.

4. Budget and ROI Trends

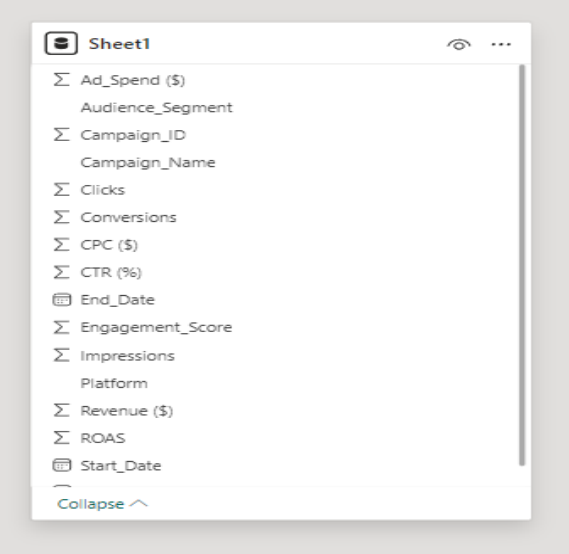
- **Cost Efficiency:**
  - Most platforms reported **consistent CPC around $0.50**, except for LinkedIn, where the **CPC was $0.67**, increasing campaign costs.
- **Revenue and ROAS:**
  - Campaigns on platforms like Twitter, Google Ads, and Facebook yielded **higher ROAS (4.0)**, making them optimal for generating better returns on investment.
- **Optimization Opportunity:**
  - The **lower ROAS (2.5)** on Instagram and LinkedIn campaigns indicates a need to revise strategies to improve efficiency and conversion rates.

5. Engagement Insights

- Campaigns such as *Black Friday Deals* demonstrated the importance of **time-sensitive offers** in driving high engagement (Engagement Score of 90).
- Campaigns targeted at professionals (New Year Campaign on LinkedIn) had **lower engagement (65)**, reinforcing the need to rethink targeting strategies on professional networks.

Modelling

Automatically derived relationships are adjusted to remove and replace them with the necessary information, below is the dataset model.



Data Visualization:

Data visualization report display below charts for the final interactive dashboard view

- Card (To display the KPI metric)
- Line chart
- Funnel
- Table chart & Clustered Bar Chart
- Pie Chart
- Stacked column Chart

Analysis

Analysis initiating the Key Performance Index of Digital Marketing Campaign, various business KPIs in digital marketing were measured, including:

Cards:

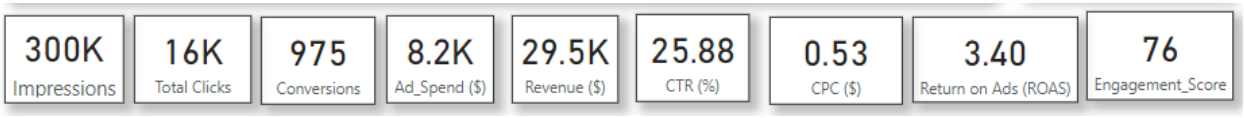
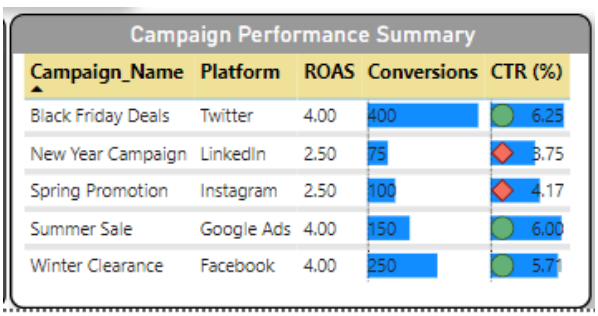
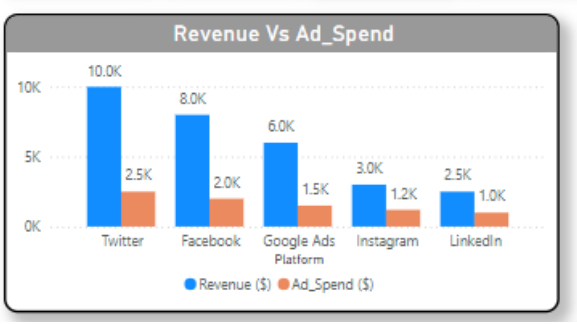
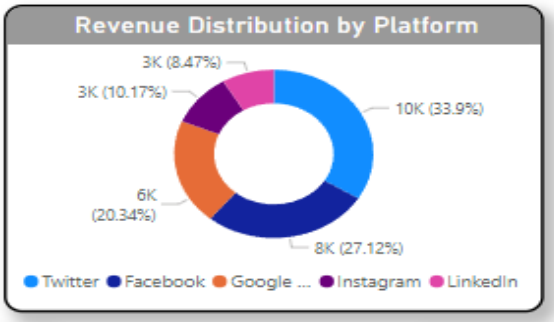


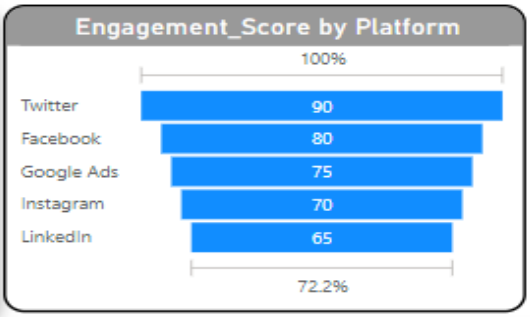
Table chart & Clustered Bar Chart & Stacked column Chart:



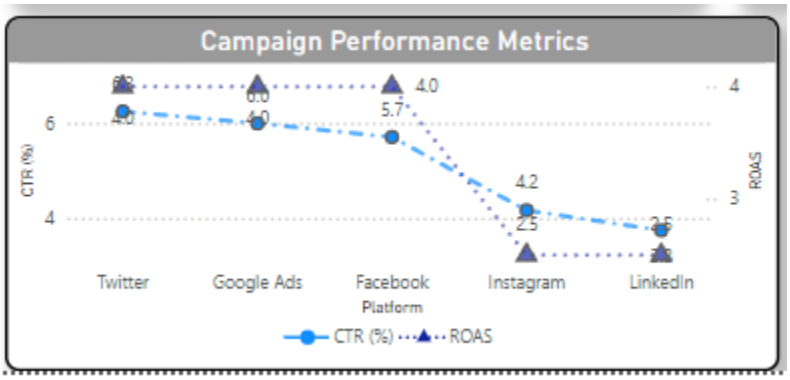
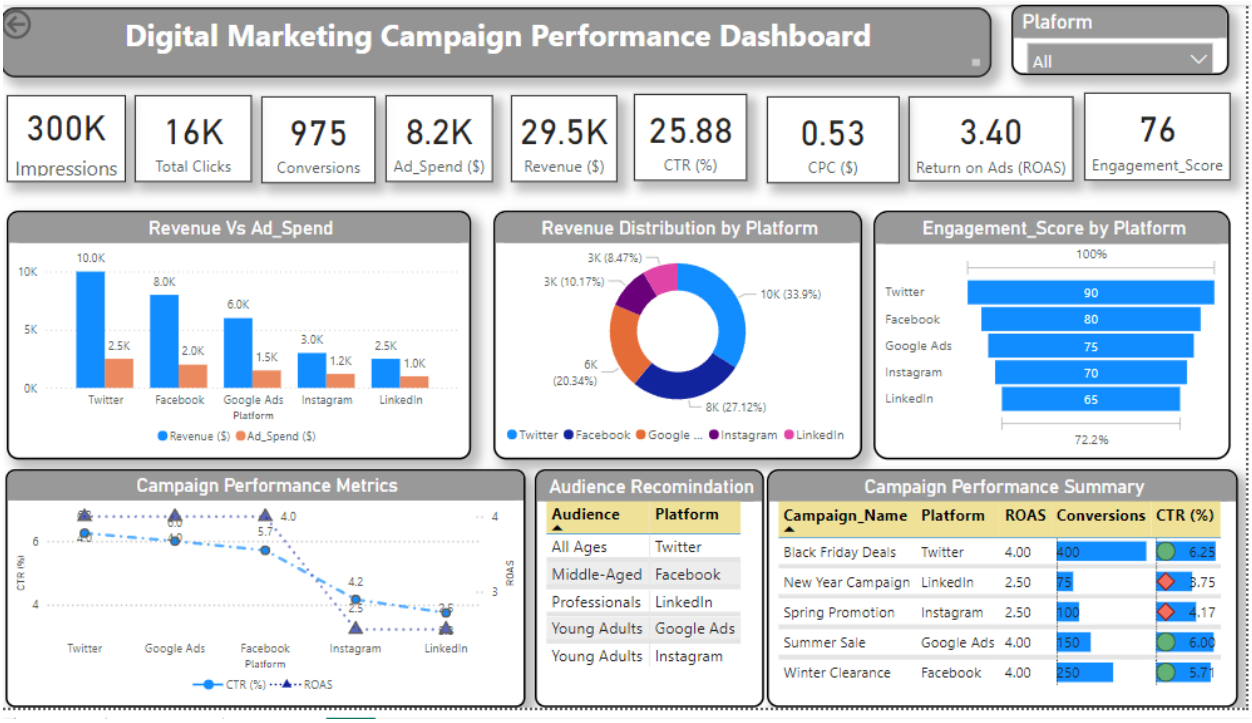


Pie chart & Funnel:





Line Chart:



Dashboard Overview