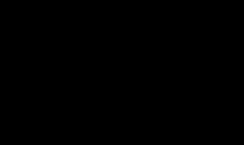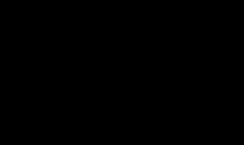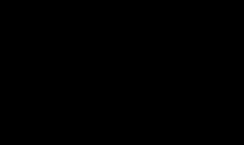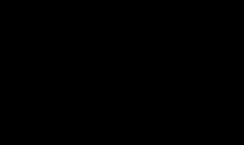**Paid Media Team & Business Contacts**:

- 
- 
- 
- 

**Dashboard created by**:

- **Sy Soni**

**Data Source**:

- FY24 - Paid Media Pacing and Performance Reporting (Excel file)

**Link(s) of Interest**:

- Global Paid Media - Home (sharepoint.com)

| Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec |
|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|

| Ad Spend | Impressions | Clicks | SF Leads | CTR | CPC | CPM | CPL |
|----------|-------------|--------|----------|-----|-----|-----|-----|
| $435K | 85M | 938K | 1K | 1.11% | $0.46 | $5.13 | $424 |

## Campaign Metrics

| New Campaign Bucket | Total Ad Spend | Total Impressions | Total Clicks | Total CTR | Total CPC | Total CPM | Total CPL |
|---------------------|---------------:|------------------:|-------------:|----------:|----------:|----------:|----------:|
| ABM | $24,381 | 540,784 | 10,735 | 1.99% | $2.27 | $45.09 | $24 |
| Academic Electronics Desktop 2024 | $13,566 | 21,146,778 | 111,356 | 0.53% | $0.12 | $0.64 | $13 |
| Academic Innovation Courses 2024 | $17,845 | 40,757,684 | 410,854 | 1.01% | $0.04 | $0.44 | $17 |
| Always On "Brand" 2023 | $0 | 0 | 0 | 0.00% | $0.00 | $0.00 | $0 |
| Always On "Products" 2023 | $0 | 0 | 0 | 0.00% | $0.00 | $0.00 | $0 |
| Ansys Gateway 2024 | $0 | 0 | 0 | 0.00% | $0.00 | $0.00 | $0 |
| CES January 2024 | $7,064 | 1,014,650 | 3,374 | 0.33% | $2.09 | $6.96 | $7 |
| DME 2024 | $478 | 1,467 | 196 | 13.36% | $2.44 | $325.73 | $0 |
| Driven by Sim 2024 | $121,816 | 17,098,857 | 289,668 | 1.69% | $0.42 | $7.12 | $119 |
| Electric Machines 2023 | $0 | 0 | 0 | 0.00% | $0.00 | $0.00 | $0 |
| FY24 Brand Search (Core & Product) | $168,450 | 1,339,393 | 59,387 | 4.43% | $2.84 | $125.77 | $164 |
| FY24 Non-Brand Search (General Sim & | $69,163 | 2,449,420 | 48,105 | 1.96% | $1.44 | $28.24 | $67 |
| **Total** | **$434,964** | **84,708,533** | **937,598** | **1.11%** | **$0.46** | **$5.13** | **$424** |

## Paid Media Metrics

| Month | Ad Spend | Impressions | Clicks | Salesforce Leads | CTR | CPC | CPM | CPL |
|-------|---------:|------------:|-------:|-----------------:|----:|----:|----:|----:|
| Jan | $180,533 | 36,207,153 | 331,164 | 446 | 0.91% | $0.55 | $4.99 | $405 |
| Feb | $213,478 | 39,875,583 | 521,730 | 491 | 1.31% | $0.41 | $5.35 | $435 |
| Mar | $40,954 | 8,625,797 | 84,704 | 89 | 0.98% | $0.48 | $4.75 | $460 |
| **Total** | **$434,964** | **84,708,533** | **937,598** | **1026** | **1.11%** | **$0.46** | **$5.13** | **$424** |

## Ad Spend by Tactic

| Tactic | Jan | Feb | Mar | Total |
|--------|----:|----:|----:|------:|
| CTV | $2,826 | $9,166 | $0 | **$11,992** |
| Google Pmax | $7,655 | $9,440 | $1,657 | **$18,752** |
| Online Video | $3,906 | $18,517 | $1,658 | **$24,081** |
| Paid Display | $8,479 | $17,787 | $0 | **$26,266** |
| Paid Search | $109,708 | $106,369 | $28,177 | **$244,254** |
| Paid Social | $41,757 | $42,830 | $7,510 | **$92,097** |
| Paid Trade | $6,203 | $9,369 | $1,952 | **$17,523** |
| **Total** | **$180,533** | **$213,478** | **$40,954** | **$434,964** |

## Lead Type

| TYPE | Jan | Feb | Mar | Total |
|------|----:|----:|----:|------:|
| Contact Us | 322 | 307 | 65 | **694** |
| DbS Registration | 47 | 92 | 1 | **140** |
| Event Registration | | 1 | | **1** |
| Free Trial | 74 | 91 | 23 | **188** |
| White Paper | 3 | | | **3** |
| **Total** | **446** | **491** | **89** | **1026** |

## Lead Type by Month

TYPE ◆ Contact Us ◆ DbS Registration ◆ Event Registration ◆ Free Trial ◆ White Paper

| Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec |
|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|

| Ad Spend | Impressions | Clicks | SF Leads | CTR | CPC | CPM | CPL |
|----------|-------------|--------|----------|-----|-----|-----|-----|
| $435K | 85M | 938K | 1K | 1.11% | $0.46 | $5.13 | $424 |

## Total Ad Spend — $435K

### Campaign Ad Spend by Month

| New Campaign Bucket | Jan | Feb | Mar |
|---|---|---|---|
| ABM | $10,852 | $9,880 | $3,649 |
| Academic Electronics Desktop 2024 | $5,864 | $5,874 | $1,827 |
| Academic Innovation Courses 2024 | $8,384 | $7,201 | $2,261 |
| Always On "Brand" 2023 | $0 | | |
| Always On "Products" 2023 | $0 | | |
| Ansys Gateway 2024 | $0 | | |
| **Total** | **$180,533** | **$213,478** | **$40,954** |

## Total Impressions — 85M

### Campaign Impressions by Month

| New Campaign Bucket | Jan | Feb | Mar |
|---|---|---|---|
| ABM | 319,589 | 158,534 | 62,661 |
| Academic Electronics Desktop 2024 | 9,715,656 | 8,987,248 | 2,443,874 |
| Academic Innovation Courses 2024 | 18,867,465 | 16,579,460 | 5,310,759 |
| Always On "Brand" 2023 | 0 | | |
| Always On "Products" 2023 | 0 | | |
| Ansys Gateway 2024 | 0 | | |
| **Total** | **36,207,153** | **39,875,583** | **8,625,797** |

## Total Clicks — 938K

### Campaign Clicks by Month

| New Campaign Bucket | Jan | Feb | Mar |
|---|---|---|---|
| ABM | 6,433 | 3,441 | 861 |
| Academic Electronics Desktop 2024 | 50,666 | 48,186 | 12,504 |
| Academic Innovation Courses 2024 | 189,936 | 172,777 | 48,141 |
| Always On "Brand" 2023 | 0 | | |
| Always On "Products" 2023 | 0 | | |
| Ansys Gateway 2024 | 0 | | |
| **Total** | **331,164** | **521,730** | **84,704** |

## Total CTR — 1.11%

### Campaign CTR by Month

| New Campaign Bucket | Jan | Feb | Mar |
|---|---|---|---|
| ABM | 2.01% | 2.17% | 1.37% |
| Academic Electronics Desktop 2024 | 0.52% | 0.54% | 0.51% |
| Academic Innovation Courses 2024 | 1.01% | 1.04% | 0.91% |
| Always On "Brand" 2023 | 0.00% | | |
| Always On "Products" 2023 | 0.00% | | |
| Ansys Gateway 2024 | 0.00% | | |
| **Total** | **0.91%** | **1.31%** | **0.98%** |

## Total CPC — $0.46

### Campaign CPC by Month

| New Campaign Bucket | Jan | Feb | Mar |
|---|---|---|---|
| ABM | $1.69 | $2.87 | $4.24 |
| Academic Electronics Desktop 2024 | $0.12 | $0.12 | $0.15 |
| Academic Innovation Courses 2024 | $0.04 | $0.04 | $0.05 |
| Always On "Brand" 2023 | $0.00 | | |
| Always On "Products" 2023 | $0.00 | | |
| Ansys Gateway 2024 | $0.00 | | |
| **Total** | **$0.55** | **$0.41** | **$0.48** |

## Total CPM — $5.13

### Campaign CPM by Month

| New Campaign Bucket | Jan | Feb | Mar |
|---|---|---|---|
| ABM | $33.96 | $62.32 | $58.24 |
| Academic Electronics Desktop 2024 | $0.60 | $0.65 | $0.75 |
| Academic Innovation Courses 2024 | $0.44 | $0.43 | $0.43 |
| Always On "Brand" 2023 | $0.00 | | |
| Always On "Products" 2023 | $0.00 | | |
| Ansys Gateway 2024 | $0.00 | | |
| **Total** | **$4.99** | **$5.35** | **$4.75** |

## Total CPL — $424

### Campaign CPL by Month

| New Campaign Bucket | Jan | Feb | Mar |
|---|---|---|---|
| ABM | $24 | $20 | $41 |
| Academic Electronics Desktop 2024 | $13 | $12 | $21 |
| Academic Innovation Courses 2024 | $19 | $15 | $25 |
| Always On "Brand" 2023 | $0 | | |
| Always On "Products" 2023 | $0 | | |
| Ansys Gateway 2024 | $0 | | |
| **Total** | **$405** | **$435** | **$460** |

# Paid Media: FY 2024

**Ansys**

**Campaign Bucket**

All

1/1/2024  12/30/2024

| Ad Spend | Impressions | Clicks | SF Leads | CTR | CPC | CPM | CPL |
|----------|-------------|--------|----------|-----|-----|-----|-----|
| $435K | 85M | 938K | 1K | 1.11% | $0.46 | $5.13 | $424 |

## Tactic Breakdown

| Tactic | Total Ad Spend | Total Impressions | Total Clicks | Total CTR | Total CPC | Total CPM | Total CPL |
|--------|----------------|-------------------|--------------|-----------|-----------|-----------|-----------|
| CTV | $11,992 | 277,822 | 24 | 0.01% | $499.66 | $43.16 | $12 |
| Google Pmax | $18,752 | 1,875,399 | 23,643 | 1.26% | $0.79 | $10.00 | $18 |
| Online Video | $24,081 | 7,691,662 | 231,746 | 3.01% | $0.10 | $3.13 | $23 |
| Paid Display | $26,266 | 3,434,023 | 10,662 | 0.31% | $2.46 | $7.65 | $26 |
| Paid Search | $244,254 | 2,494,253 | 94,880 | 3.80% | $2.57 | $97.93 | $238 |
| Paid Social | $92,097 | 68,072,047 | 572,225 | 0.84% | $0.16 | $1.35 | $90 |
| Paid Trade | $17,523 | 863,327 | 4,418 | 0.51% | $3.97 | $20.30 | $17 |
| **Total** | **$434,964** | **84,708,533** | **937,598** | **1.11%** | **$0.46** | **$5.13** | **$424** |

## Vendor Breakdown

| Tactic | Total Ad Spend | Total Impressions | Total Clicks | Total CTR | Total CPC | Total CPM | Total CPL |
|--------|----------------|-------------------|--------------|-----------|-----------|-----------|-----------|
| ⊞ CTV | $11,992 | 277,822 | 24 | 0.01% | $499.66 | $43.16 | $12 |
| ⊞ Google Pmax | $18,752 | 1,875,399 | 23,643 | 1.26% | $0.79 | $10.00 | $18 |
| ⊞ Online Video | $24,081 | 7,691,662 | 231,746 | 3.01% | $0.10 | $3.13 | $23 |
| ⊞ Paid Display | $26,266 | 3,434,023 | 10,662 | 0.31% | $2.46 | $7.65 | $26 |
| ⊞ Paid Search | $244,254 | 2,494,253 | 94,880 | 3.80% | $2.57 | $97.93 | $238 |
| ⊞ Paid Social | $92,097 | 68,072,047 | 572,225 | 0.84% | $0.16 | $1.35 | $90 |
| ⊞ Paid Trade | $17,523 | 863,327 | 4,418 | 0.51% | $3.97 | $20.30 | $17 |
| **Total** | **$434,964** | **84,708,533** | **937,598** | **1.11%** | **$0.46** | **$5.13** | **$424** |

**What is CTR and how is it calculated?**
- CTR is defined as click-through rate.
- The higher the click-through rate, the more successful the ad has been in generating interest.
- CTR measures the proportion of individuals who see an online advertisement (impression) and click on it.
- CTR is calculated as Clicks divided by Impressions.

**What is CPC and how is it calculated?**
- CPC is cost per click.
- CPC is calculated as Ad Spend divided by Clicks.

**What is CPM and how is it calculated?**
- CPM is defined as cost per thousand. The "M" is Latin for thousand.
- CPM provides the ad spend for every 1,000 impressions.
- CPM is calculated as Ad Spend divided by Impressions. The result is then multiplied by 1,000.

**What is CPL and how is it calculated?**
- CPL is defined as cost per lead.
- Cost per lead is the amount of money spent to generate a new lead for Ansys' business.
- CPL is part of Ansys' demand generation efforts.
- CPL is calculated as Ad Spend divided by (Salesforce) leads.

**How frequently is the dashboard updated?**
- The dashboard is scheduled to refresh automatically, once daily, at 12 pm EST.

**Why is the dashboard showing yesterday's data?**
- If the underlying Excel file for the dashboard (FY24 - Paid Media Pacing and Performance Reporting) is not updated with the most recent data, the dashboard will not show the most recent information.
- One issue could be that the underlying Excel file was updated after the 12pm EST scheduled refresh.

**3/4/2023 - 3/5/2024**
- Data sourced
- Last_Refresh_Date table added
- DateDim table created via PowerQuery
- Data modeled in Power BI
    - TabDataCombinedAll > [New Campaign Bucket] relationship with PaidMediaSFData [New Campaign Bucket]
    - DateDim [Date] > relationship with TabDataCombinedAll [Day]
    - DateDim [Date] > relationship with PaidMediaSFData [Day]
- **Campaign Trending tab**
    - DAX measures:
        - Ad Spend
        - Clicks
        - Impressions
        - SF Leads
        - CPM
        - CTL
        - CTM
        - CTR
- Visualizations built to match Excel file
- Added INFORMATION sheet
- Added FAQs
- **Campaign Performance tab**
    - Added tactic breakdown matrix table
    - Added Vendor breakdown matrix table
        - *At the time of table creation, data did not exist in the underlying Excel file.*
        - *Data added to tables using existing measures. At the time of creation, this was not verified by stakeholder.*