Practical Assignment - 2

A. Which digital campaign types are trending in positive conversion rates?

B. What TV network yields the best cost per response?

C. Which advertising creative performed most successfully based on response per impressions?

D. What broadcast day of the week and day part combinations provide creative with the most impressions?

E. Do any performance differences exist in responses based on 15- or 30-second broadcast spots?

F. What day part and networks would be recommended for launching a new creative focused on maximizing our advertising spend for responses?

G. Is our digital or broadcast spend performing better over the last 90 days?