



Analytical Oracles

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Agenda

- Location Analysis
- Audience Analysis
- Creative Analyst
- Inventory and Viewability



Location Analysis

Isabel Vazquez

Location Analysis ()

Identify which locations were the most **cost effective**

- Performance metrics (CPA

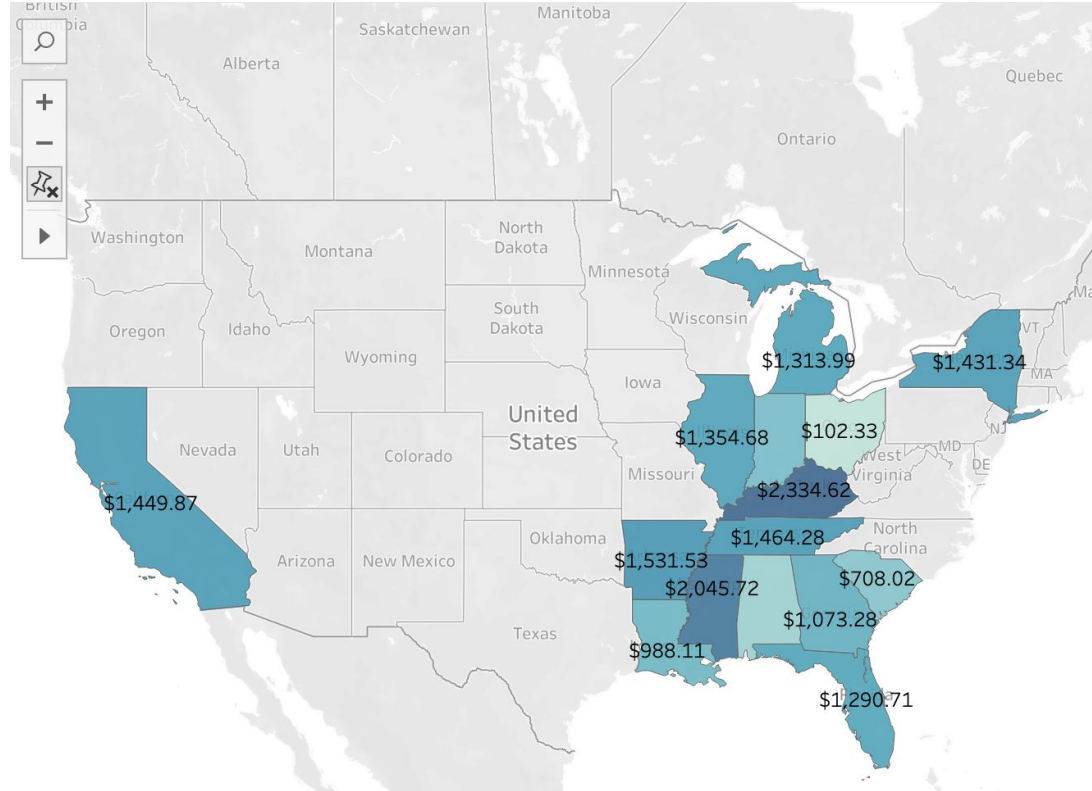
Looking at which state was high performing and low performing using CPA as a primary metric

Ohio and Alabama were the most cost effective!

While Kentucky and Mississippi were the least cost effective states!

Darker means more money spent per action!

CPA per State

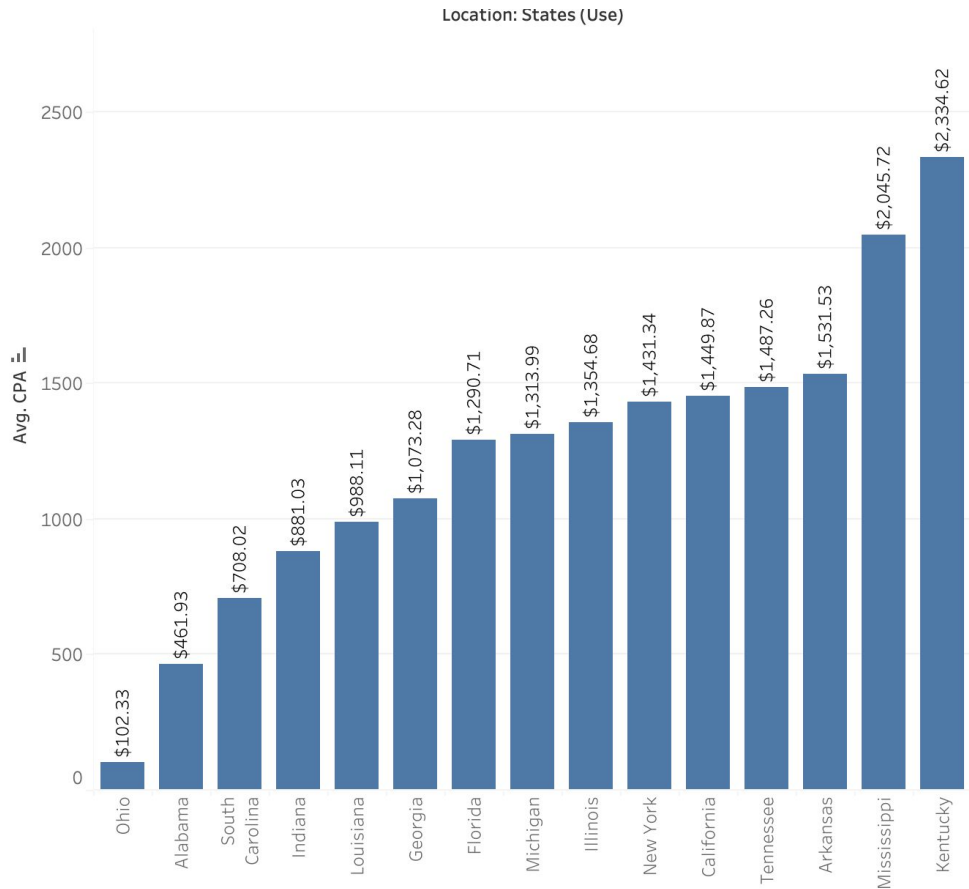




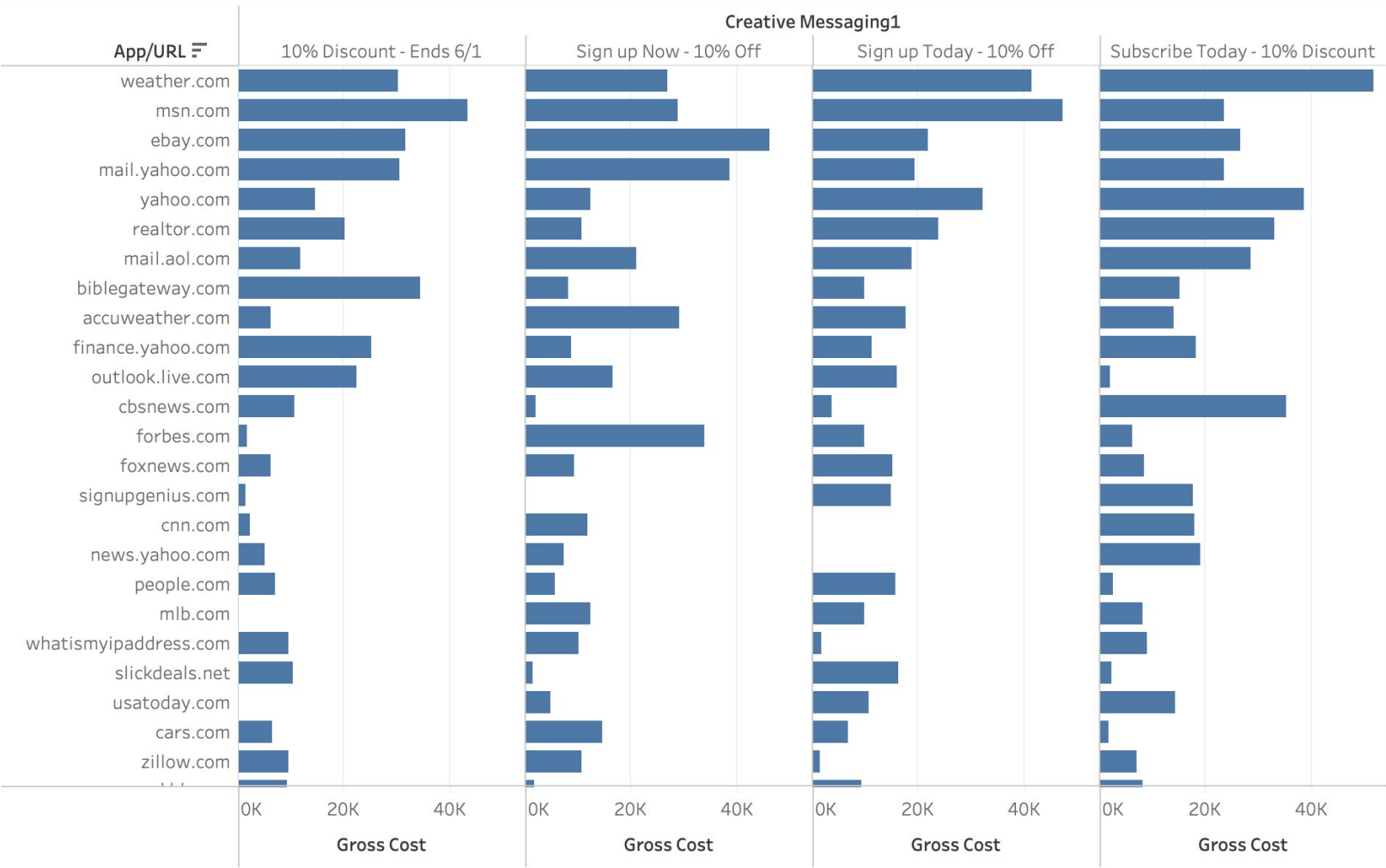
Top and Bottom Performing states based on CPA

Here we can see a bar chart of all the states in order from high performing cpa to low performing cpa!

Let's look at how money was spent on ads in the top 2 and bottom 2 performing states.



All states Gross Cost by URL and Creative Messaging



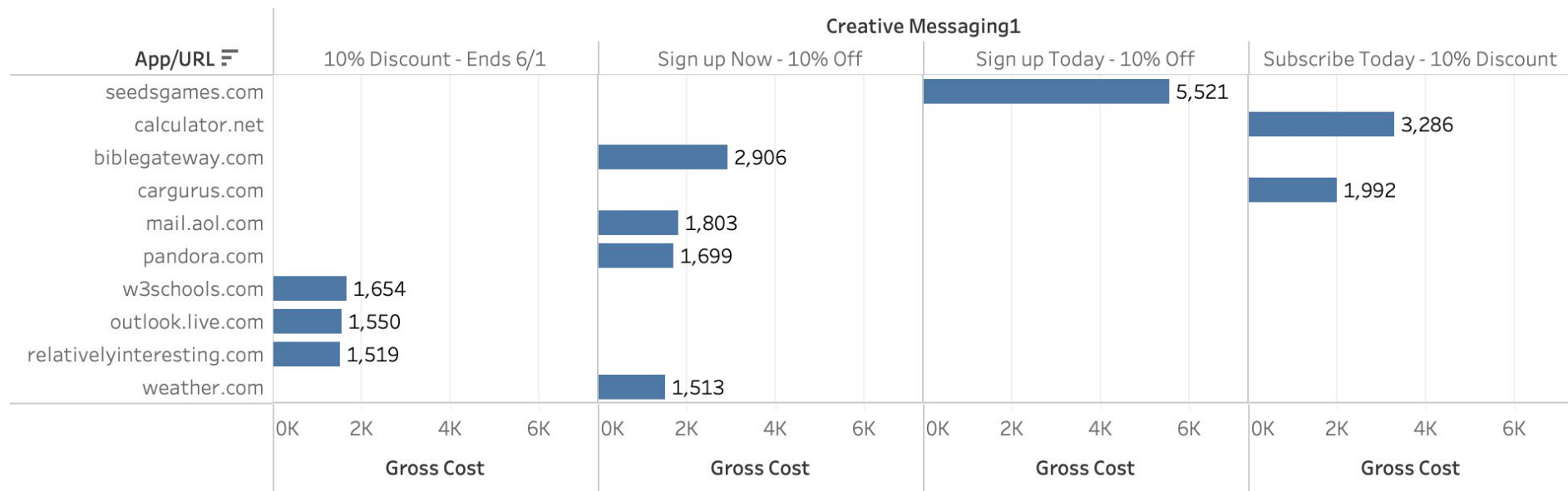
Looking at all the states combined gross costs by URL and creative messaging used.

Looking at this you see a mostly even distribution of costs on websites that involve the news, emails at the top of the list.

When you get to the bottom (which isn't shown here) you see more miscellaneous websites and less amounts.

Top 2 performing states. With low Cost per Action
#1 Ohio & #2 Alabama

Ohio & Alabama gross costs by URL and messaging

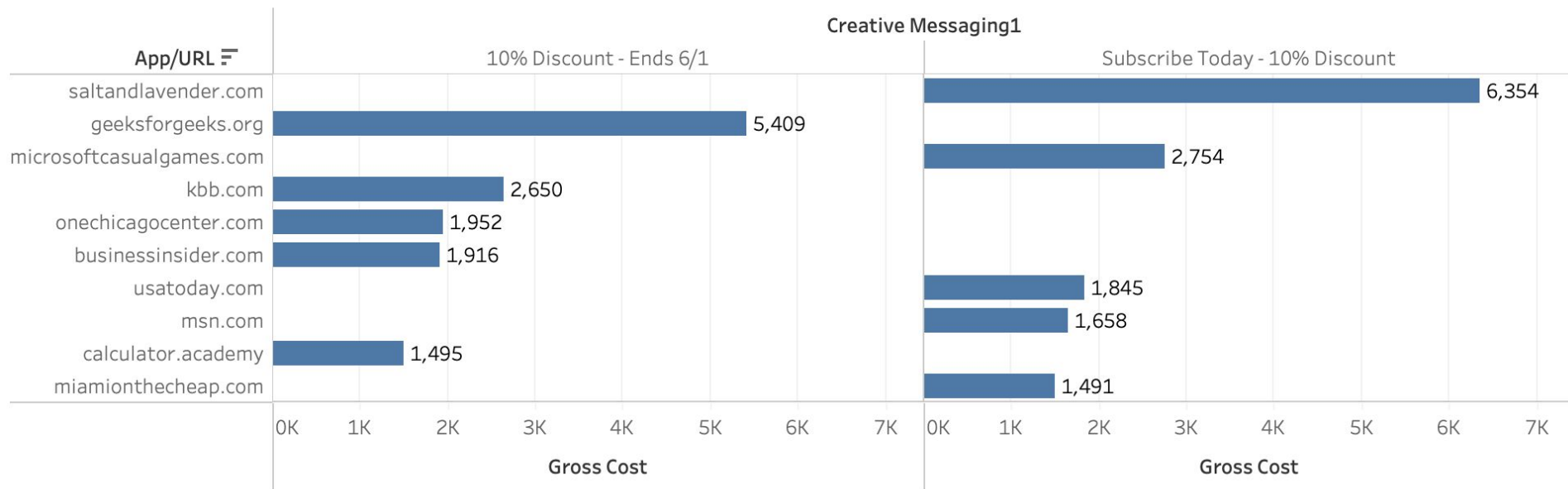


Here we see some mostly even distribution. We see websites about weather, emails, calculator. Note that the most expensive is seedsgames.com a website on games.

Also note at the messaging, all uses "10%" and all mention time/date to put pressure to get this deal before time runs out.

Bottom 2 performing states with high cost per action
Kentucky & Mississippi

Kentucky & Mississippi Gross Cost per URL and messages



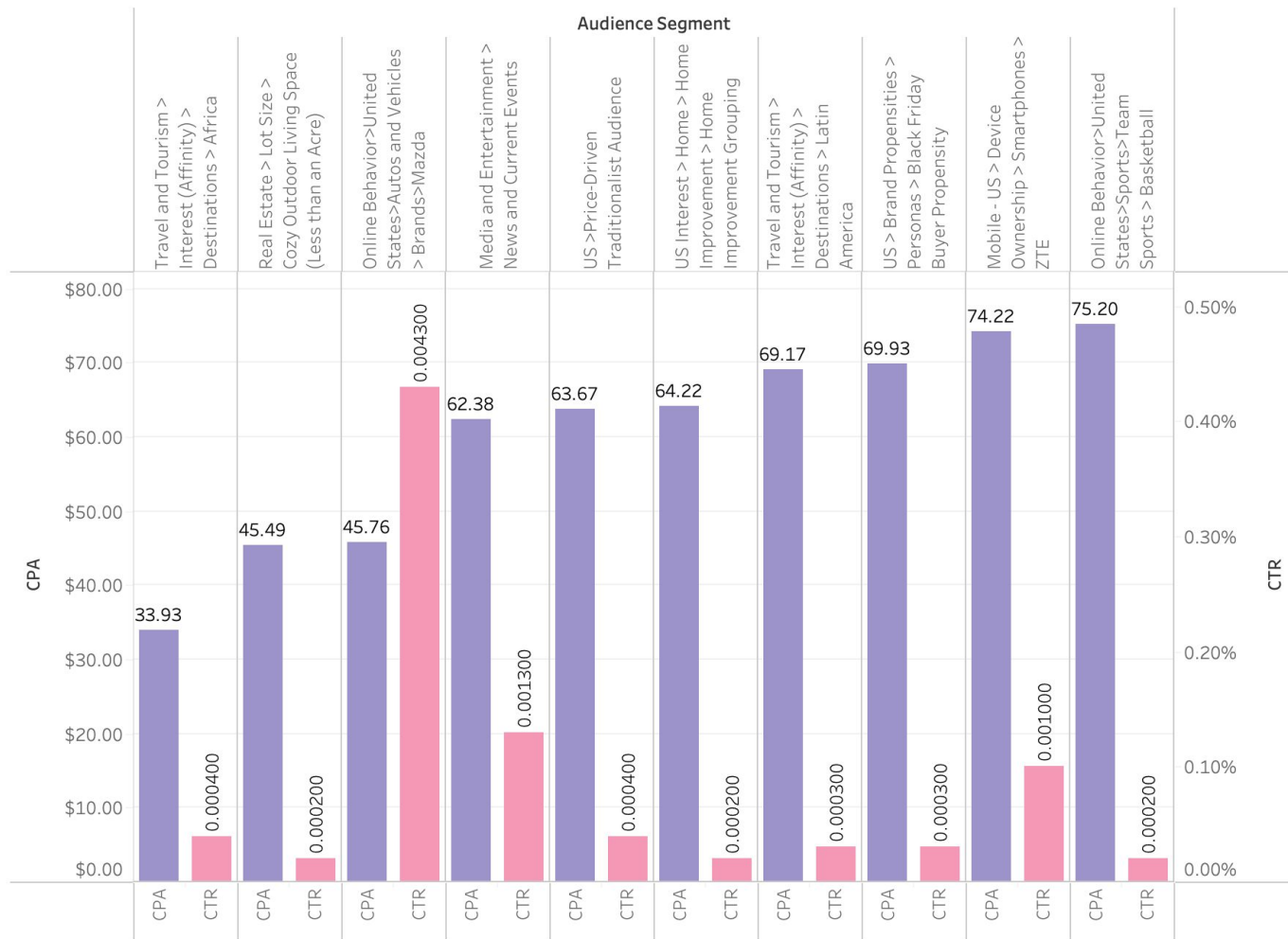
Looking at the graph, you see a difference in theme of websites. Miami on the cheap, and saltandlavender.com a website on cooking and recipes. This list of URLs are more about leisure and less essential. With higher costs.

I wanted to look at the spending habits of the top and bottom performing states.



Audience Analysis

Victoria Huang & Sadia Yesmin



Insights

- Top 10 performing audiences based on Goal CPA and CTR
- Most cost effective audience is travel and tourism interest in Africa
- Audience with interest in autos and vehicles are worth testing in future strategies with the top CTR and low CPA

Audience Persona

Suburban Family Planners

- **Demographics:** Households with 2 adults
- **Interests:** Family-oriented activities, home improvement, local community events
- **Behavioral Traits:**
 - Tend to research and buy products and services that cater to families
 - Focused on long-term financial security and planning
- **Key Motivators:** Cost-effective solutions for family needs and convenience

Vehicles Enthusiasts

- **Demographics:** Adults inclined to buy vehicles
- **Interests:** Car maintenance, and accessories
- **Behavioral Traits:**
 - Regularly look up information on new car models and maintenance advice
Likely to follow car brands and engage in automotive events
 - Prioritize high performance, quality, and brand reputation
- **Key Motivators:** Latest technology, performance upgrades, and brand loyalty programs



Audience Persona

Online Shoppers with High Financial Engagement

- **Demographics:** Adults with significant online shopping behavior and high financial engagement
- **Interests:** Online shopping, luxury goods, credit and lending services
- **Behavioral Traits:**
 - Regularly shop online across various platforms and categories
 - Likely to seek and utilize credit options for major purchases
 - Interested in financial products and services that offer benefits like cashback, rewards, and low interest rates
- **Key Motivators:** Value convenience and a wide range of choices and exclusive deals

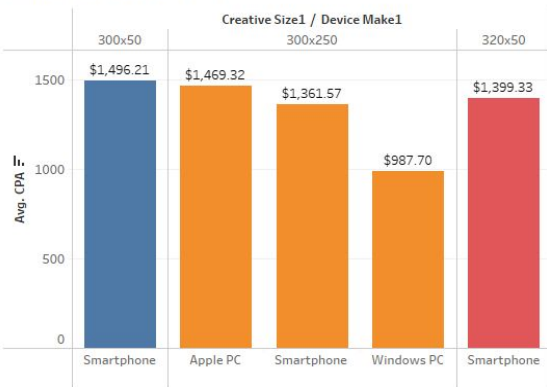


Creative Analyst

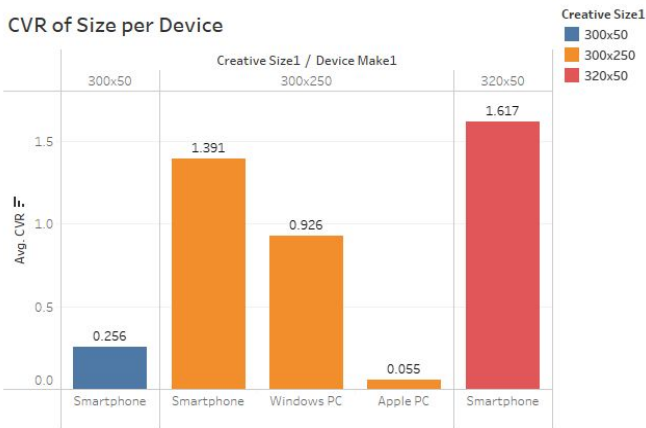
Muhammad Ahmad

Creative Sizes and Devices

CPA of Size per Device



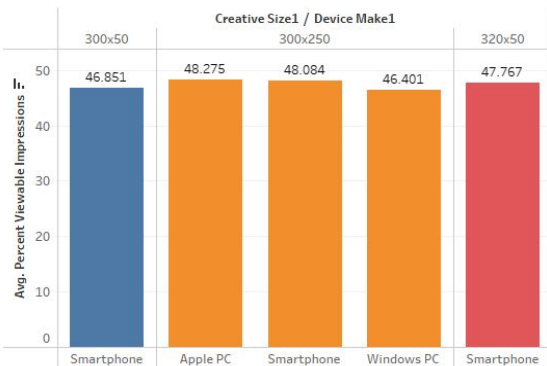
CVR of Size per Device



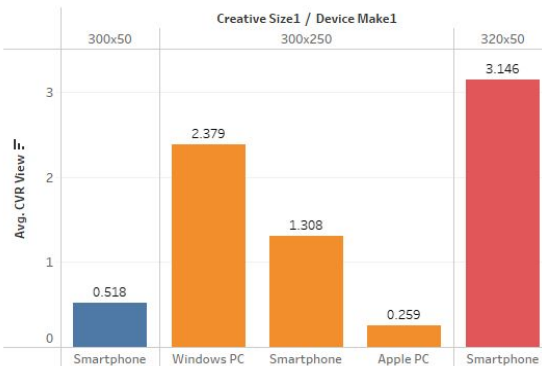
Insights

- Smartphone best size is 320x50 by a considerable margin in terms of conversations so more adverts should follow this size
- The Device that performs the best under 300x250 is Windows PC due to the fact that it has the lowest CPA and highest CVR based on confirmed viewed metrics.

Percent Viewability

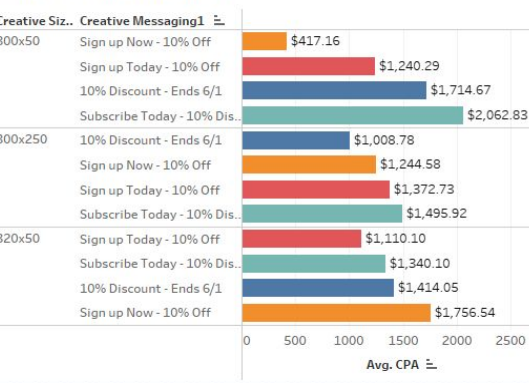


CVR View of Size per Device

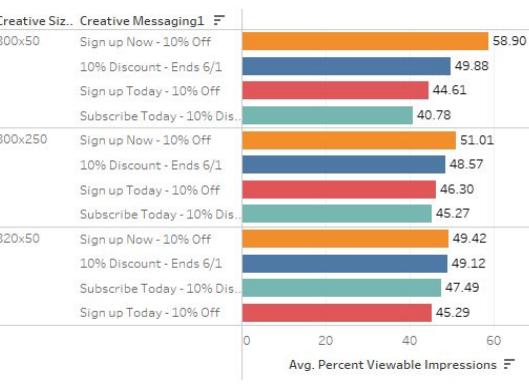


Creative Sizes and Messaging

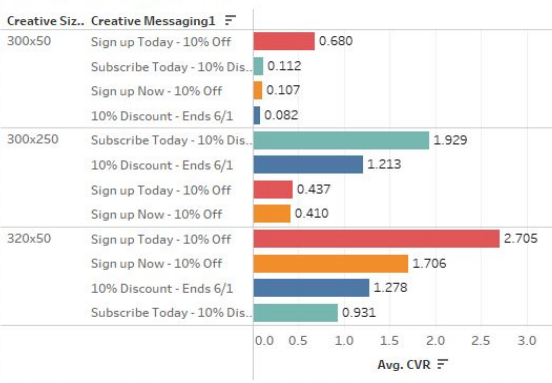
CPA of Size per Message



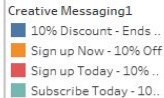
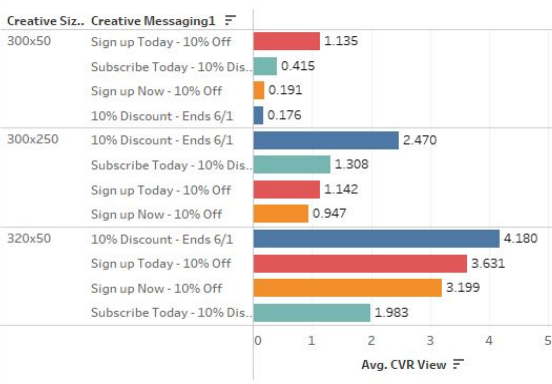
Percent View



CVR of Size per Message

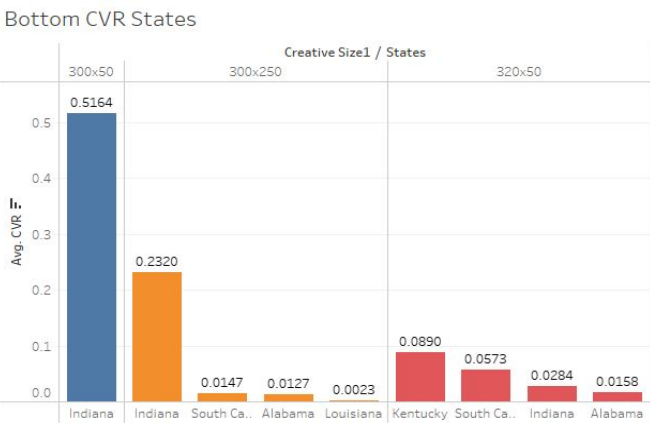
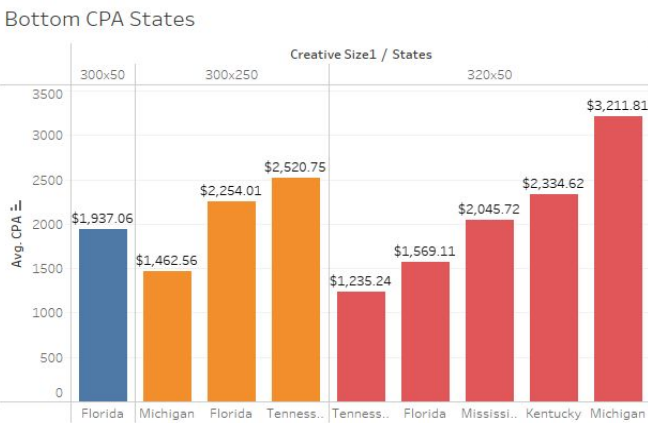
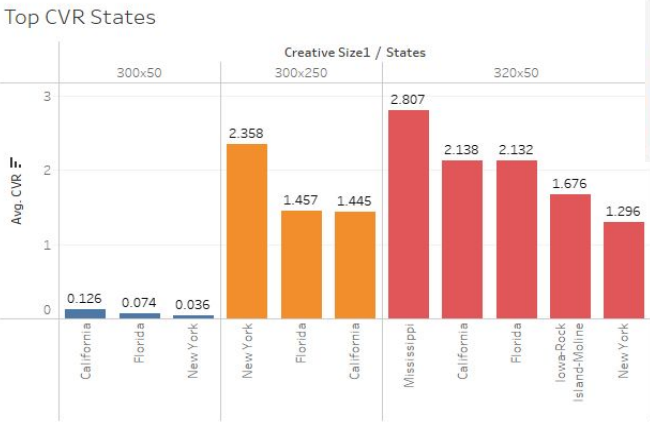
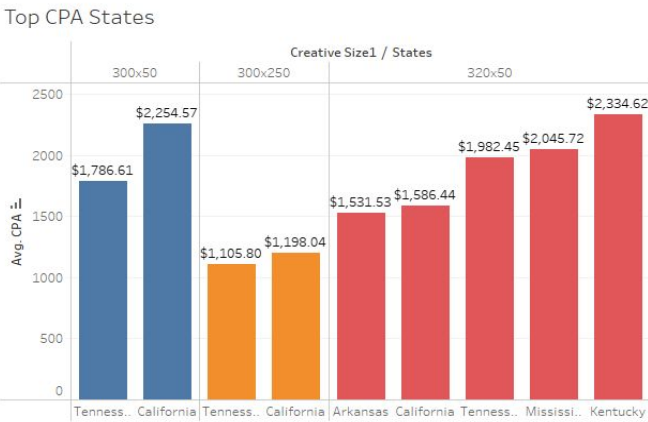


CVR View of Size per Message



- Insights:
- Best message for 300x50 is “Sign up today- 10% off”
 - Best Message for 300x250 is “10% Discount- ends 6/1”
 - Best Message for 320x50 is “Sign up today- 10% off”
 - 300x50 and 320x50 having the same best message was likely to the being on the same device and mostly likely have similar audiences.

Creative Size and Location



- Insights:**
- States with major cities generally had a higher cost but also and better conversations than cheaper states.
 - The best decisions moving forward is to find a middle ground a good example of this Ohio and Alabama which was on the lower end of cost but had higher conversations.

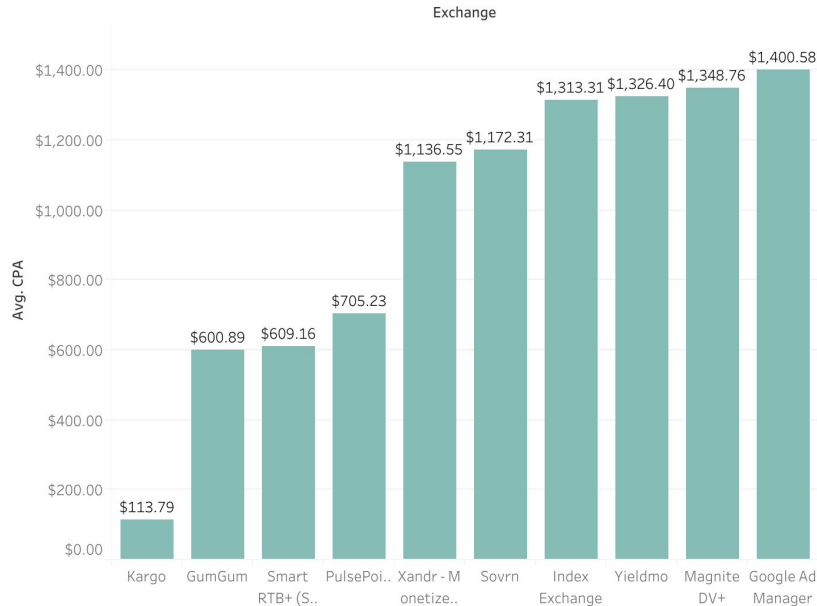


Inventory and Viewability

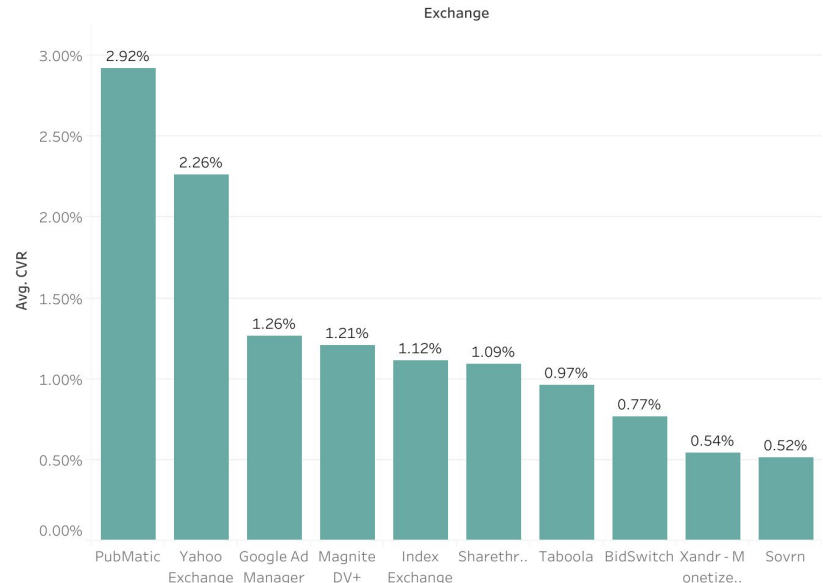
Shuvam Bhowmick

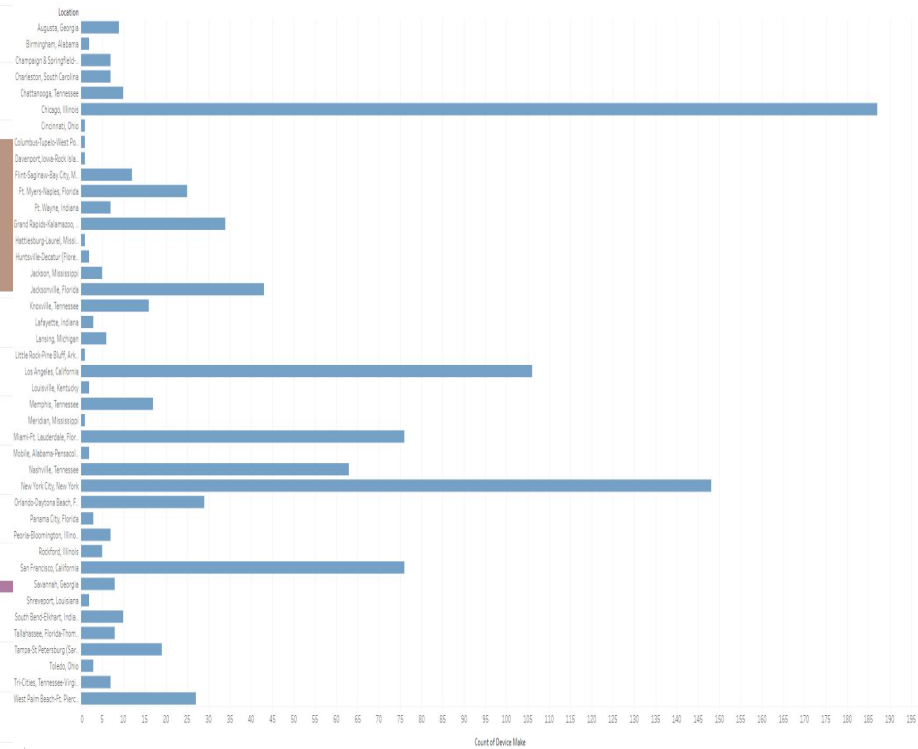
Inventory Analysis - Comparing CPA with CVR of Exchanges

Exchange CPA



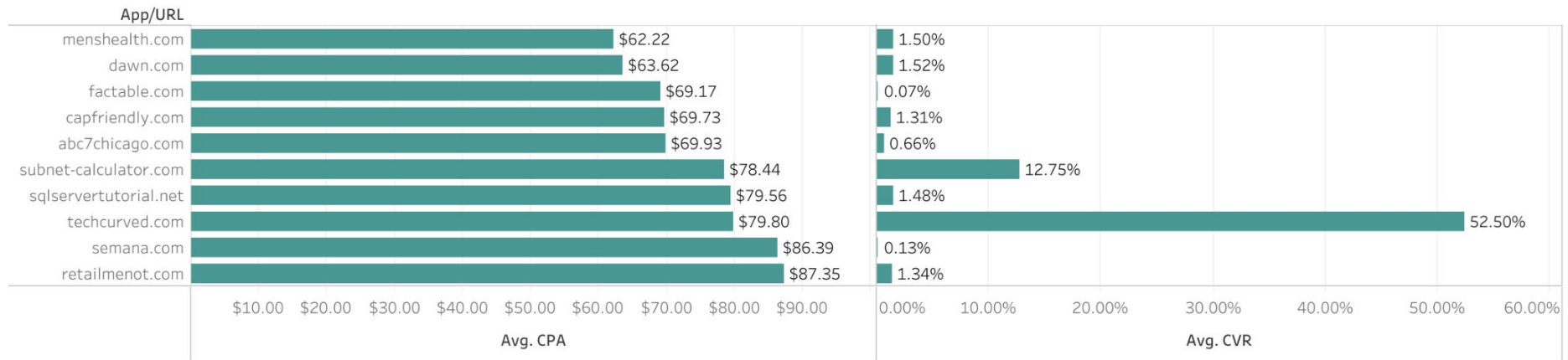
Exchange CVR





Inventory Analysis - Top performing websites

Top Performing Publishers



- The left bar chart represents the top 10 highest performing publishers based on CPA
- Right chart indicates respective CVRs of each publisher

Thank You

Questions?