shoedazzle

Media Analysis & Recommendation

1 Summary

2 Full Deck

Summary

Overview

Project: Cal Poly Capstone (group project)

Date: January 2019

Data: Digital Ad Campaign Data ‘17-’18

Data Source: ShoeDazzle / Techstyle Fashion Group

Tooling: R, Tableau, Excel

Data

ShoeDazzle Facebook Campaign Data '17-'18

Given dimensions

- Platform/Subchannel
- Post Type
- Audience
- Date
- Dynamic/Not Dynamic
- Offer
- Spend
- Impressions & Clicks
- VIPs & Leads
- View-throughs vs. Click-throughs

Added dimensions

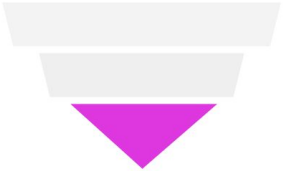
- Click-through rate (CTR)
- VIP Conversion Rate
- Lead Conversion Rate
- CPM
- Cost-per-VIP acquisition (CPA)
- Cost-per-lead (CPL)

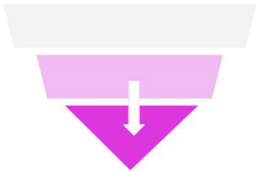
response | **cost-efficiency**

Goal

Goal:
Improve VIP Customer acquisition

1. **Optimize VIP conversion**
   - Dimensions
   - Efficiencies/inefficiencies
   - Seasonality
2. **Increase leads**
   - Feed lifecycle
   - Retargeting pool





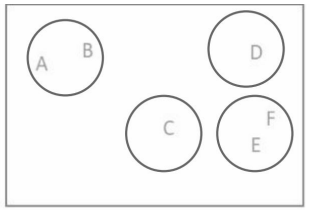
Methodology

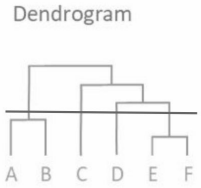
Cluster Analysis

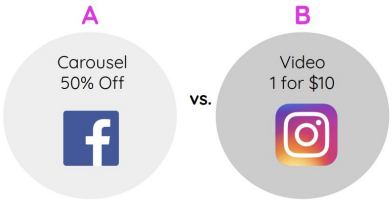
Grouping similar ad types

- **CTR** and **Acquisition Rate**

High vs. low performers





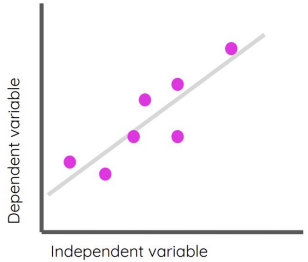


Regression

Multiple linear regression model

- Impact of variables on performance
- Statistical significance

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \ldots + \beta_n X_n + \varepsilon$$



Recommendations

- Increase investment in TubeScience
- Reallocate spending within subchannels
- Adjust for seasonality (reduce Q4 spend)
- Increase high-performing clusters
- Increase leads (e.g., retargeting)

Report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