



Media Analysis & Recommendation



Summary



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

Added dimensions

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



response



cost-efficiency

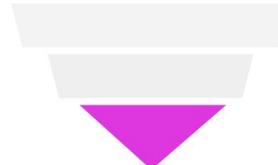


Goal

Goal:
Improve VIP Customer acquisition

1. Optimize VIP conversion

- Dimensions
- Efficiencies/inefficiencies
- Seasonality



2. Increase leads

- Feed lifecycle
- Retargeting pool





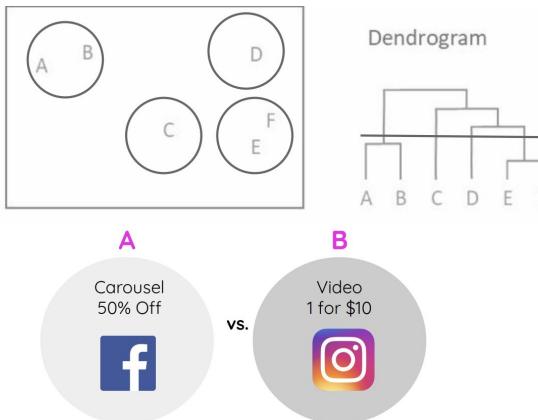
Methodology

Cluster Analysis

Grouping similar ad types

- CTR and Acquisition Rate

High vs. low performers

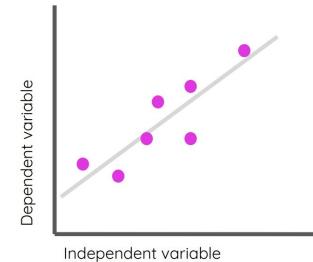


Regression

Multiple linear regression model

- Impact of variables on performance
- Statistical significance

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





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



The image shows a report cover for ShoeDazzle. At the top, the brand name "SHOEDAZZLE" is written in a bold, black, sans-serif font. To the right of the text is a square icon containing a white starburst graphic. Below the brand name is a horizontal pink line. Underneath the line, the text "MEDIA ANALYSIS & RECOMMENDATION" is displayed in a smaller, black, sans-serif font. The background of the cover features a black and white photograph of a dark leather boot with eyelets. Overlaid on the bottom left of the image is a large, semi-transparent pink rectangular box containing the text "Click for Report" in white. Below this box, the letters "MSBA" are printed in a large, light gray, sans-serif font. At the very bottom of the cover, the text "CAL POLY - 2019" is visible in a small, black font, along with a small "Eye" icon.

SHOEDAZZLE

MEDIA ANALYSIS &
RECOMMENDATION

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Eye

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