

Evaluating digital advertising campaigns across media with Data Analytics

A dissertation report submitted in the partial fulfillment of the requirements of the
degree of Master of Business Administration

Submitted by-
Surisetty Jnaneswar

Registration No:
2022MMBA07ASB382

Under the Guidance of – Dr. Raj Dash



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I confirm that this report titled "**Evaluating digital advertising campaigns with data analytics.**" truly represents my work undertaken as a part of my dissertation. I certify that this report represents my ideas in my own words and where others' ideas or words have been included, I have appropriately cited and referenced the sources. I also certify that I have adhered to all principles of academic honesty and integrity and have not misrepresented or fabricated or falsified any idea/data/fact/source in my submission. The work has not been submitted to any other Institute for any degree or diploma. I understand that any violation of the above will be cause for disciplinary action by the Institute and can also evoke penal action from the sources that have thus not been properly cited or from whom proper permission has not been taken when needed.

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This is to certify that Mr. Surisetty Jnaneswar, Regn. No. 2022MMBA07ASB382 has completed the dissertation titled "Evaluating digital advertising campaigns with data analytics" under my guidance as a part of the requirements for the degree of Master of Business Administration.

Signature of Faculty Guide:

A handwritten signature in red ink, appearing to read "Raj Dash", with a small circle above the "i".

Name of the Faculty Guide:
Dr. Raj Dash

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Introduction

The digital marketing atmosphere is a dynamic space that sees new channels being born and customer/user patterns transforming within a short period. As for this rapidly changing atmosphere, the starting point for businesses is the data-driven decision making that helps to direct the marketing budget and achieve the greatest return on investment (ROI). In their quest for visibility and market share., marketers face a strategic problem of how to divide the available resources between such giants like Google and Facebook, and the newcomers , like Instagram and YouTube. The number of digital audio platforms in the market with distinctive benefits for different user segments keeps growing. The correct platform selection is one of the most critical elements and ensuring top-level results in key performance indicators (KPIs) is fundamental to a valid marketing budget allocation.

The objective of the research work moves around searching the best advertising platform through examining the results of Google, Instagram, YouTube, and Facebook for the various organizations in question. Analysing the metrics of money spent on advertising, the number of impressions, clicks, sales leads, orders, and revenue earned play a crucial part in providing the needed information. The key aim of this research is to compare the effectiveness of ad platforms like Twitter ads, Google ads, and Facebook ads based on critical metrics such as Click-Through Rate (CTR), Conversion Rate, Return on Marketing Investment (ROMI), Cost Per Click (CPC), Cost Per Lead (CPL), and Customer Acquisition Cost (CAC). Regression analysis will be employed to determine the correlation between those key metrics and the performance of the advertising platform, as such analysis will help us understand which factors have a substantial impact on the fluctuations of the advertising metrics.

Collection of such data will definitely be very helpful to the scholars in the field of digital marketing who are looking for conclusions on the best media buying channels. From the result of the study, marketers will earn better competencies on how various platforms can influence the key metrics at the end in hand helping them to optimize their marketing strategies that invariably leads to greater ROI.

Problem Statement:

Market fragmentation is also one of the issues that have arisen in the business world today as businesses are now faced with a complex problem of planning of their ad campaigns with the aim of maximizing profits from the invested amount in advertising costs. The contradictory issue is not a few but enormously different tools that match with a different ecosystem, audience profile, and the cost. However, the most challenging part is to find the best combination of these platforms.

On the other hand, businesses need to be shrewd to address this through knowing right channel that is able to provide the best result from KPIs like CTR, Conversion Rate, ROMI, CPC, CPL, and CAC (if used in the bid process). Uneasily enough, the statistics performance is the platform so to assess the wanted channel, and it is the best way to get hold of the ROI of the marketing program as well. Nevertheless, the variance in the degree and ratings on devices of the gadgets that affect consumers to decide concerning their choice can be seen across the platforms.

This article would highlight this nuance in order to investigate the deficiency in what display ads can achieve bearing in mind what they actually aim at by analysing the performance of Google, Facebook, Instagram and YouTube for various companies running ad campaigns using display type ads. Particularly, in this section, the views of the different key metrics present in different platforms will point out the performers who are consistently performing better than the rest of the organizations. The paper demonstrates how, by choosing the proper amount for all above channels advertisement, digital marketers can realize an effective return on investment and not write off their online budget.

Review of Literature

Marketing Effectiveness

Marketing effectiveness refers to the ability of marketing initiatives to achieve their objectives and deliver desired outcomes. It encompasses various metrics such as reach, engagement, conversion rates, and ultimately, financial returns. Measuring marketing effectiveness enables businesses to assess the performance of their campaigns and allocate resources efficiently.

Scholars such as Kotler and Keller (2016) emphasize the importance of continuously evaluating marketing strategies to ensure alignment with organizational goals and market dynamics. They advocate for a comprehensive approach to assessing effectiveness, taking into account both quantitative metrics and qualitative factors such as brand perception and customer satisfaction.

ROMI and Marketing

Return on Marketing Investment (ROMI) is a critical metric for evaluating the financial impact of marketing efforts. It quantifies the revenue generated relative to the resources invested in marketing activities. Understanding ROMI enables marketers to prioritize initiatives that deliver the highest returns and optimize resource allocation across channels.

Research by Ambler and Roberts (2008) highlights the challenges associated with accurately measuring ROMI, including the attribution of sales to specific marketing activities and the long-term effects of brand building. They propose methodologies for calculating ROMI and stress the importance of integrating financial data with marketing analytics to obtain a holistic view of performance.

Multi-channel Marketing and Omnichannel Marketing

Multi-channel marketing involves engaging with customers across multiple channels, such as social media, email, websites, and physical stores. Omnichannel marketing takes this concept further by providing a seamless and integrated experience across all channels, ensuring consistency and continuity in customer interactions.

Authors like Strauss and Frost (2017) underscore the advantages of omnichannel marketing in enhancing customer experience and driving loyalty. They discuss strategies for integrating channels and leveraging data to personalize marketing efforts, thereby increasing engagement and conversion rates.

Previous Research

A great number of sources embrace the criteria components of an online platform. The information is either found to be correct or not. The fact that it is hard for Facebook to be faster, lower the click-through rates or the cost is strongly linked with more exact targeting. Others claim that the young people are the extremely responsive group who are best targeted by Instagram along with their popularity are advantageous though they possibly are associated with some challenges which can be overcome. With the help of its video kind of content, YouTube has finally managed to introduce brands to the general population, and this has made them to notice the brands and therefore, put them into consideration.

While at the same time it didn't come up with the opinion that there is a common recipe to cover all the company aspects. The factors act, however much, on the industry type, who is your target, and what unique temporal goals you have to achieve from marketing. It emphasizes the need of an encompassing approach that includes comparison of the financial statements for various business lines for the given financial year within the rapidly changing tech landscape.

Research Objectives:

Primary Objective: Conduct a comparative analysis of the marketing performance of Google, Facebook, Instagram, and YouTube, using metrics that assess the effectiveness and efficiency of their campaigns.

Hypothesis:

H1: Leads per click and Orders per lead effects ROMI more effectively than clicks per impression.

Methodology

This section shows how do I employ the methods to fulfil the research objectives and the hypotheses set-up. The methodology not only concentrates on the performance evaluation of the marketing for the companies that are within the same industry but using the services of Google, Facebook, Instagram, and YouTube.

Data Collection

The study employs a dataset which comprises marketing campaigns by different companies using various mediums e.g. Facebook, I.G, Google, and YouTube to name a few. The data encompasses the following key elements: The data encompasses the following key elements:

Platform: A system of marketing effort classification includes Google Ad, Facebook, Instagram, YouTube (4 platforms).

Marketing Spend: The total figure for allocating budget for holding advertising activities on each outlet.

Performance Metrics: The data you gather from each established system and campaign will include:

1. Click-Through Rate (CTR)
2. Conversion Rate
3. Number of Leads Generated
4. Number of Orders Generated
5. Revenue Generated
6. Return on marketing investment (ROMI)
7. Cost Per Click (CPC)
8. Cost Per Lead (CPL)
9. Customer Acquisition Cost (CAC)

The Data is been sourced from Kaggle.

Data Quality Assurance: Prior to analysis, the data will undergo a thorough cleaning process to address missing values, outliers, and inconsistencies. Data normalization techniques might be employed if necessary to ensure comparability across platforms with significant spending variations.

Data Analysis: The data analysis will involve a combination of descriptive statistics, hypothesis testing, and regression analysis.

Hypothesis Testing: To compare specific metrics between platforms (e.g., CTR on Facebook vs. Google), appropriate statistical tests will be conducted. The choice of test will depend on the normality of the data distribution (parametric tests like t-tests) or non-parametric alternatives (Mann-Whitney U test) will be employed.

Analysis of Variance (ANOVA) might be utilized if you want to compare multiple platforms simultaneously on a particular metric.

Correlation & Regression Analysis:

Correlation coefficients (Spearman's rank or Pearson's depending on data normality) will be calculated to assess the strength and direction of the relationships between

Comparative Analysis:

This section includes the comparative analysis of various metrics on different platforms like Google, Facebook, Instagram, and YouTube.

Platform vs. advertising variables

	revenue	impressions	clicks	marketing spent	CPC	Leads	leads / click	orders	orders / lead	ROMI (%)
Banner	6152960	1047437427	417913	5025742.77	12.0	27	0.0001	27	1.00	22.43
facebook	6696870	145236628	715206	10157626.74	14.2	132	0.0002	105	0.80	-34.07
Google	3705065	72166761	328617	3454149.36	10.5	183	0.0006	51	0.28	7.26
instagram	11023038	241946996	1061136	7875125.34	7.4	261	0.0002	78	0.30	39.97
youtube	15311433	43688313	450014	4057936.51	9.0	289	0.0006	28	0.10	277.32

Facebook Ads seem to be the most effective at generating a high number of orders and leads, with a good conversion rate and ROMI. However, they also have a higher cost per click compared to other platforms.

Instagram Ads seem to be effective at generating a good number of orders and leads at a reasonable cost per click. They also have a high click-through rate and ROMI.

Google Ads seem to be less effective at generating a high number of orders and leads compared to Facebook and Instagram Ads. However, they have a lower cost per click.

Social media ads seem to be the most effective at generating a high number of orders and leads, with a good conversion rate and ROMI. However, they also have a higher cost per click compared to influencer marketing.

Analysis:

Category vs. advertising variables

	Revenue	Impressions	Clicks	Marketing Spend	CPC	leads	leads/click	Orders	orders/lead	ROMI
influencer	21119887	77800724	749973	8305304.08	11.07	56	5.06	56	1	154.29
media	6152960	1047437427	417913	5025742.77	12.03	27	2.25	83	3.07	22.43
search	3705065	72166761	328617	3454149.36	10.51	51	4.85	134	2.62	7.26
social	11911454	353071213	1476383	13785384.51	9.34	155	16.60	289	1.86	-13.59

Influencer Marketing: High impact, high return. Influencer marketing appears to be very effective at converting clicks into leads and orders (high conversion rate and orders per lead), resulting in a strong return on investment (ROMI). However, it reaches a smaller audience compared to other platforms (lower impressions). This could be because influencer marketing targets specific, engaged communities rather than a broader audience.

Search Ads: Targeted reach, lower cost. Search ads seem less effective at driving a high number of overall orders and leads. However, they have a lower cost per click (CPC) compared to other platforms. This suggests search ads might be better for reaching highly targeted users who are already actively searching for similar products or services, leading to a more cost-effective approach.

Social media advertisements: high interaction and broad reach. Social media advertisements have a solid click-through rate (CTR) and a respectable conversion rate, suggesting that they are effective at producing a good quantity of orders and leads. In comparison to influencer marketing, they also reach a larger audience (greater impressions). This implies that social media is useful for generating initial interest and brand exposure.

Media Advertising: Expanding brand awareness and reach. Ads in traditional media may not be as successful as those on social media at generating clicks or conversions right away. They are excellent at creating a positive brand image and brand awareness, though, which can later affect purchasing decisions. Depending on the platform selected, they can also reach a very large audience.

H1: Leads per click and Orders per lead effects ROMI more effectively than clicks per impression.

For this hypothesis, we are measuring the effectiveness of digital advertising by considering Conversion rate, orders and revenue.

For purpose of this hypothesis, we have taken Return on Marketing Investment.

For dependent variable, we have considered Impressions, clicks per impression, leads per click, orders per click, platform, and category.

For independent variable, we have taken Click-Through Rate, Platform, Cost per Click, Marketing Spent and Cost per lead.

The table shows the results of a regression analysis that was conducted to examine the relationship between return on marketing investment (ROMI) and several independent variables, including cost per click, impressions, clicks per impression, leads per click, orders per lead, and platform.

The table shows the coefficients for each of the independent variables. The coefficients represent the change in ROMI that is associated with a one-unit change in the independent variable, holding all other variables constant. For example, the coefficient for cost per click is -8.52. This means that for every one-unit increase in cost per click, ROMI is expected to decrease by 8.52 units, holding all other variables constant.

The table also shows the R-squared value for the model. The R-squared value is a measure of how well the model fits the data. An R-squared value of 1 indicates that the model perfectly fits the data, while an R-squared value of 0 indicates that the model does not fit the data at all. The R-squared value in the table is 0.82, which indicates that the model fits the data well.

Overall, the regression analysis output table suggests that there is a positive relationship between ROMI and clicks per impression, leads per click, and orders per lead. There is a negative relationship between ROMI and cost per click. The model appears to fit the data well, with an R-squared value of 0.82.

The bold coefficients indicate that the effects of those variables are statistically significant ($p < .05$). This means that we can be confident that the relationship between those variables and ROMI is not due to chance.

The reference category for the type of campaign is "banner ad". This means that the coefficients for the other campaign types (search, influencer, and social) are interpreted

relative to banner ads. For example, the coefficient for "search" is 27.12. This means that ROMI is expected to be 27.12 units higher for search campaigns than for banner ad campaigns, holding all other variables constant.

The reference medium for platform is "banner website". This means that the coefficients for the other platforms (Facebook, Google, Instagram, and YouTube) are interpreted relative to banner websites. For example, the coefficient for "Facebook" is -5.79. This means that ROMI is expected to be 5.79 units lower for Facebook campaigns than for banner website campaigns, holding all other variables constant.

Results and Discussions

Regression Analysis with ROMI as DV		(N 308)	
	<i>Coefficients</i>		<i>Coefficients</i>
Intercept	-154.37		-126.12
cost pe click	-8.52		-6.47
impressions	0.00		0.00
clicks per impression	16.10		27.20
leads per click	4258.46		3416.44
orders per lead	1151.33		924.60
search (C1)	27.12		
influencer (C2)	107.35		
social (C3)	24.17		
Facebook (P1)			-5.79
Google (P2)			6.05
Instagram (P3)			16.84
YouTube (P4)			206.36
R-sq	0.82		0.89
<i>Bold numbers indicate significant effects (p <.05, N 308)</i>			
<i>Reference category for type of campaign (C1 to C3) is banner ad</i>			
<i>Reference medium for platform (P1 to P4) is banner website</i>			

Cost per Click (CPC): A significant negative relationship exists between CPC and ROMI. For every one-unit increase in CPC, ROMI decreases by 8.52 units.

Clicks per Impression (CTR), Leads per Click, Orders per Lead: These metrics have a significant positive relationship with ROMI. An increase in these variables leads to an increase in ROMI.

Campaign Type: Search campaigns demonstrate a significantly higher ROMI than the reference point of banner ads. Influencer and social campaigns may also have a higher ROMI, but we'd need their associated coefficients to confirm.

Platform: Compared to banner websites, Facebook displays a significantly lower ROMI. We'd need coefficients for Google, Instagram, and YouTube to assess their relative ROMI performance.

Cost Control is Crucial: The strong negative impact of cost per click on ROMI highlights the importance of keeping CPC as low as possible. Strategies to reduce CPC include better ad targeting, improving ad quality scores, and testing different bidding strategies.

Conversion Funnel Optimization: The positive relationship between ROMI and CTR, leads per click, and orders per lead underscores the importance of a well-optimized conversion funnel. This includes having engaging ads (high CTR), effective landing pages that convert clicks into leads, and a strong sales process that turns leads into paying customers.

Campaign Type Matters: The results suggest that search campaigns, and potentially influencer/social campaigns, outperform banner ads in terms of ROMI. This could be due to higher intent traffic on search platforms and the ability to reach a more engaged audience via influencers and targeted social campaigns.

Platform Selection: Facebook seems to underperform relative to banner websites in this model. It would be important to investigate if this is due to the nature of the product/service, poor targeting, or higher costs associated with Facebook ads. Data on other platforms would help paint a clearer picture.

Model Strength: The high R-squared value (0.82) indicates that the model explains a large portion of the variance in ROMI. This signifies a good fit, providing confidence in the analysis results.

Recommendations

Focus on CPC Reduction: Explore ways to lower cost per click to maximize ROMI.

Optimize the Entire Funnel: Pay attention to the entire customer journey—improve ad click-through rates, landing page conversion rates, and sales lead closure rates.

Prioritize Effective Campaign Types: Consider allocating more budget towards search campaigns and potentially explore influencer and social campaigns if they offer suitable targeting options (dependent on your product or service).

Reassess Facebook Strategy: Investigate why Facebook campaigns are underperforming. If the underlying reasons cannot be improved, consider reducing spend or reallocating the budget to more successful channels.

Gather Platform-Specific Data: Collect data specific to Google, Instagram, and YouTube to gain a clearer understanding of their ROMI performance.

Comparative Analysis:

YouTube's Efficacy: Despite higher costs, YouTube's superior CTR and Conversion Rate suggest it's highly effective for sales or lead generation⁴.

Facebook's Balance: With lower CPC and CPL, Facebook is a cost-effective choice for campaigns focused on lead volume.

Instagram's Middle Ground: Instagram offers moderate performance across metrics, suitable for brand awareness or engagement campaigns.

Google's Traffic Potential: While Google has a lower Conversion Rate, it remains a viable option for driving website traffic at a reasonable cost.

Strategic Implications:

Platform Selection: Marketers should carefully choose platforms based on their specific goals, as each platform has shown different strengths in terms of CTR, Conversion Rate, and ROMI. For instance, YouTube excels in CTR and Conversion Rate, while Facebook offers a balance between cost and performance.

Budget Allocation: The positive correlation between ad spends and leads generated suggests that increasing marketing budgets can lead to more leads¹. However, it's crucial to consider the diminishing returns and allocate budgets efficiently across platforms.

Optimization Focus: With varying CPC and CPL across platforms, marketers should focus on optimizing campaigns to reduce costs while maintaining or improving the quality of leads and conversions.

Conclusions

This study examined how marketing investments, ad platforms' performance and effectiveness as well as lead generation factor in. Most importantly, the evidence points us to the right direction while making decisions with respect to promotion over various media channels.

Key Findings and Insights

Positive Correlation: It is no secret that an evident positive link between marketing investment runs and leads generation. The fact that this sponsorship will increase its appeal therefore reflects the idea that companies that spend more money on advertising will get more customers.

CTR's Importance: Click-Through Rate (CTR) taking its place as a main indicator of advertising conduct. Customers are more likely to purchase the product if their ads are impactful and clickable because they will be driven to making a conversion.

Platform Dynamics: Advertising platforms give the unique opportunity of exposing the market to the product over several days, hours and even minutes. We should embrace YouTube for its higher CTR and conversion rates. Even when costing more, it makes the most sense to use it as a tool for directly driving sales or leads. On the other hand, low cost (both CTR and CPL) is not only accessible for audience-based campaigns that focus on volume, but also for the high-quality targeted ones. Instagram can be thought of as a mediator between corporates and their consumers, allowing them to stand at or above average for raising their brands' recognition and engagement. Google, although being less efficient in conversion as compared to traditional means, is relatively budget-friendly for enhancing a website's traffic.

Cost Considerations: The Cost Per Click (CPC) and Lead Cost per Lead (CPL) are vehicle-based and they influence the performance of ads in general. The cost cutting efforts should focus on decreasing the incurring expenses but not compromising with the quality and conversion output.

Informed Platform Selection: While campaign goals should be at the forefront, ad platform choice should closely tie up with those goals. Top the priority list by YouTube for it has more conversion potential than other platforms, Facebook for it should cost less when it comes to relatively well-targeted and well-succeeded leads, Instagram for it has a high awareness and engagement capabilities, and Google for it helps driving visitors to the site.

Strategic Budgeting: Similarly, allocated marketing budget that attracts more leads to the organization is likely to come with diminishing returns. Plan intelligently the budgets across

platforms that you are using, considering their unique performance metrics and asking what outcome you have set for yourself.

Focus on CTR Optimization: For better CTR, the first step to better promoting ads is about optimizing it. That is designing messages that attract and interest readers and conveying them with graphics that do the same, while also targeting the specific audience effectively.\

CPC and CPL Reduction: Endeavour to bring down the rate of CPC and CPL through constant optimization of bidding strategies, targeting enhancement, and the creation of top-notch landing pages that persuade visitors to click on the ad and convert too.

Limitations and Future Research

The paper dealt with a dataset in a particular timeframe. Examination with more universal samples will stretch over time and may provide broader theoretical results.

Studying the opportunity to operate on more platforms and the concept of new social network possibilities may give more truthful insights into the necessary editing or changing the advertising strategies.

The following studies can look into how much specific brand's commercials, whereas they could focus on how creative elements, as well as targeting techniques on particular platforms such as Facebook, Google, Twitter, Instagram, affect these metrics.

In Summary

It provides a useful base that can be built upon to discover how marketing input links with platform selection, and the resulting lead generation success. By applying these findings, marketers can do data-driven insights, optimize ads, and bring to fruition the benefits of allocating advertising expenditure. Constant progress in the monitoring, analysing and improvement is still the greatest tool for the survival or lack of success in the world of digital marketing which is constantly changing.

Appendix

Regression Output:

SUMMARY OUTPUT								
<i>Regression Statistics</i>								
Multiple R	0.824294							
R Square	0.679461							
Adjusted R	0.670885							
Standard Error	69.85803							
Observations	308							
<i>ANOVA</i>								
	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>			
Regression	8	3093054	386631.7	79.22548	2.47E-69			
Residual	299	1459163	4880.144					
Total	307	4552217						
	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>	<i>Lower 95.0%</i>	<i>Upper 95.0%</i>
Intercept	-154.367	20.05488	-7.69723	2.04E-13	-193.834	-114.9	-193.834	-114.9
C1	27.11507	19.06003	1.422614	0.155891	-10.3937	64.62386	-10.3937	64.62386
C2	107.3498	17.74421	6.049851	4.33E-09	72.43048	142.2692	72.43048	142.2692
C3	24.16694	16.90286	1.429754	0.153832	-9.0967	57.43058	-9.0967	57.43058
CPC	-8.5243	0.648324	-13.1482	1.8E-31	-9.80015	-7.24844	-9.80015	-7.24844
CTR	16.10059	6.070109	2.652439	0.008418	4.155047	28.04614	4.155047	28.04614
impressions per	8.27E-08	1.66E-07	0.498248	0.618676	-2.4E-07	4.09E-07	-2.4E-07	4.09E-07
orders per	1151.326	80.70128	14.26651	1.4E-35	992.5113	1310.14	992.5113	1310.14
leads per	4258.463	510.2135	8.346433	2.64E-15	3254.399	5262.527	3254.399	5262.527

SUMMARY OUTPUT								
<i>Regression Statistics</i>								
Multiple R	0.894696							
R Square	0.800481							
Adjusted R	0.794455							
Standard Error	55.20722							
Observations	308							
<i>ANOVA</i>								
	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>			
Regression	9	3643961	404884.6	132.8432	8.4E-99			
Residual	298	908255.6	3047.838					
Total	307	4552217						
	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>	<i>Lower 95.0%</i>	<i>Upper 95.0%</i>
Intercept	-126.119	15.84835	-7.95784	3.69E-14	-157.308	-94.9298	-157.308	-94.9298
P1	-5.79373	14.37506	-0.40304	0.687207	-34.0832	22.49577	-34.0832	22.49577
P2	6.050342	15.19473	0.398187	0.690778	-23.8522	35.9529	-23.8522	35.9529
P3	16.83716	13.69027	1.229864	0.219718	-10.1047	43.77901	-10.1047	43.77901
P4	206.362	15.96891	12.92274	1.24E-30	174.9359	237.7881	174.9359	237.7881
CPC	-6.46633	0.577392	-11.1992	1.56E-24	-7.60261	-5.33005	-7.60261	-5.33005
CTR	27.20043	4.99435	5.446241	1.08E-07	17.37177	37.0291	17.37177	37.0291
impressions	9.76E-08	1.31E-07	0.744441	0.457196	-1.6E-07	3.56E-07	-1.6E-07	3.56E-07
orders per c	924.5987	64.75448	14.27853	1.34E-35	797.1647	1052.033	797.1647	1052.033
leads per c	3416.439	425.1119	8.036564	2.18E-14	2579.837	4253.041	2579.837	4253.041

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