



# Post Campaign Analysis

# maxus

Bordershop 2H 2016

# PURPOSE

The purpose of the online Post Campaign Analysis is to get valuable knowledge related to the effect of the campaign and the different channels used.

The strengths of this analysis relates to the objectives settings, which vary from campaign to campaign. The campaign objectives will influence the performance of the different media channels

Thus, the analysis will show which media/network is the most efficient in relation to our target audience and the campaign objectives

Further we will know the demographics of those exposed to the campaign

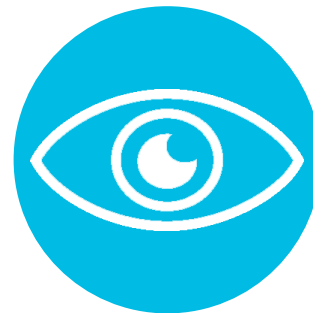
# CAMPAIGN FIGURES



## TARGET GROUP

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3.061.849 people are in the target group: P25-70



## IMPRESSIONS

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We have reached a total of 1.237.083 people in the target group, equivalent to a reach within the TG of 40,4 %



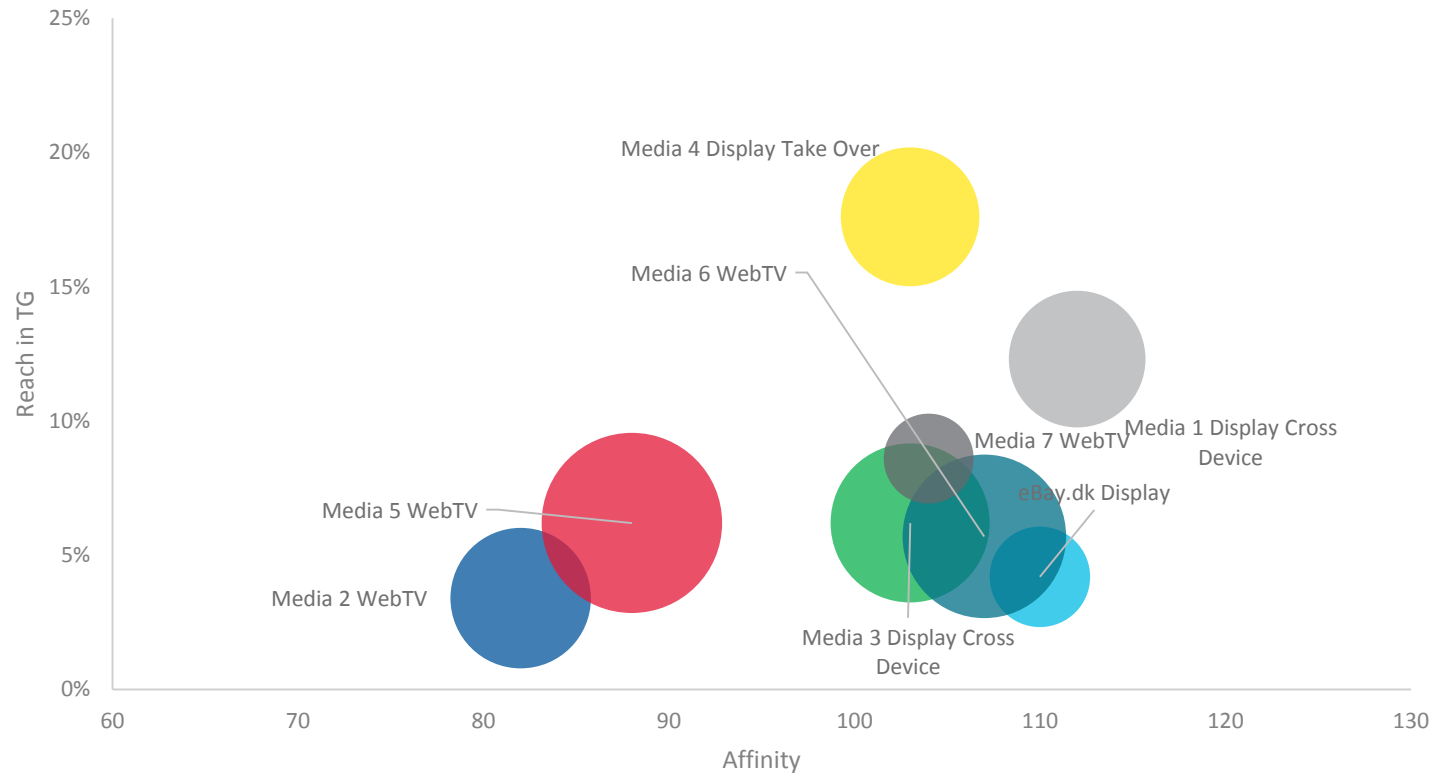
## EXPOSED FREQUENCY

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This creates an average frequency within the target group of 10,4

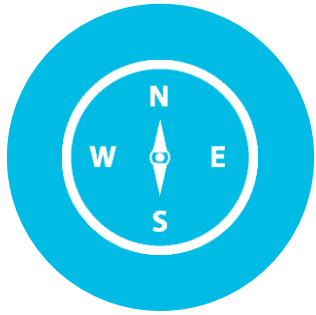
# PERFORMANCE SUMMARY

The chart below shows **affinity**, **budget** and **reach** in target group of each media  
The size of the bubble shows budget



eBay accounts for 315.000 unique impressions in the TG, which is equivalent to 4 % reach. eBay comes out with one of the highest affinities to the (broad) target group. That combined with a modest budget, makes eBay a good media choice for this campaign

# PROCESS



KPIs are defined for the campaign



Campaign is prepped and tagged



Campaign is executed



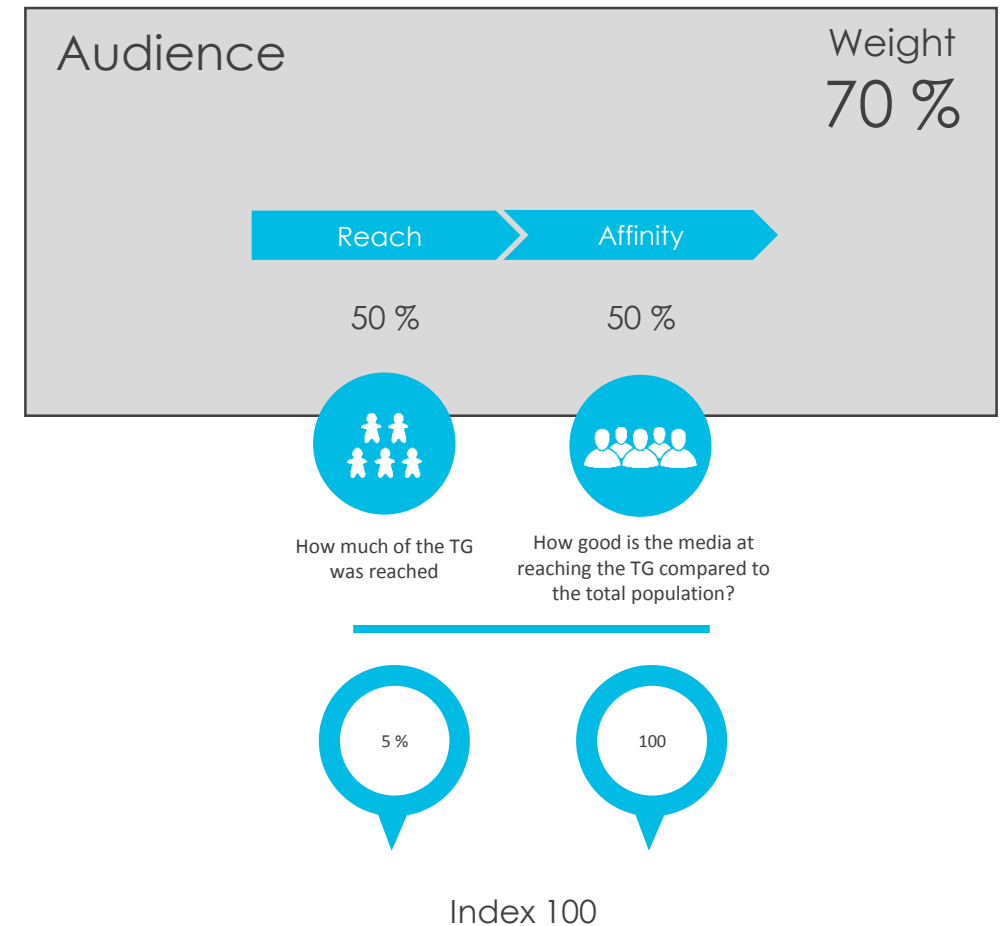
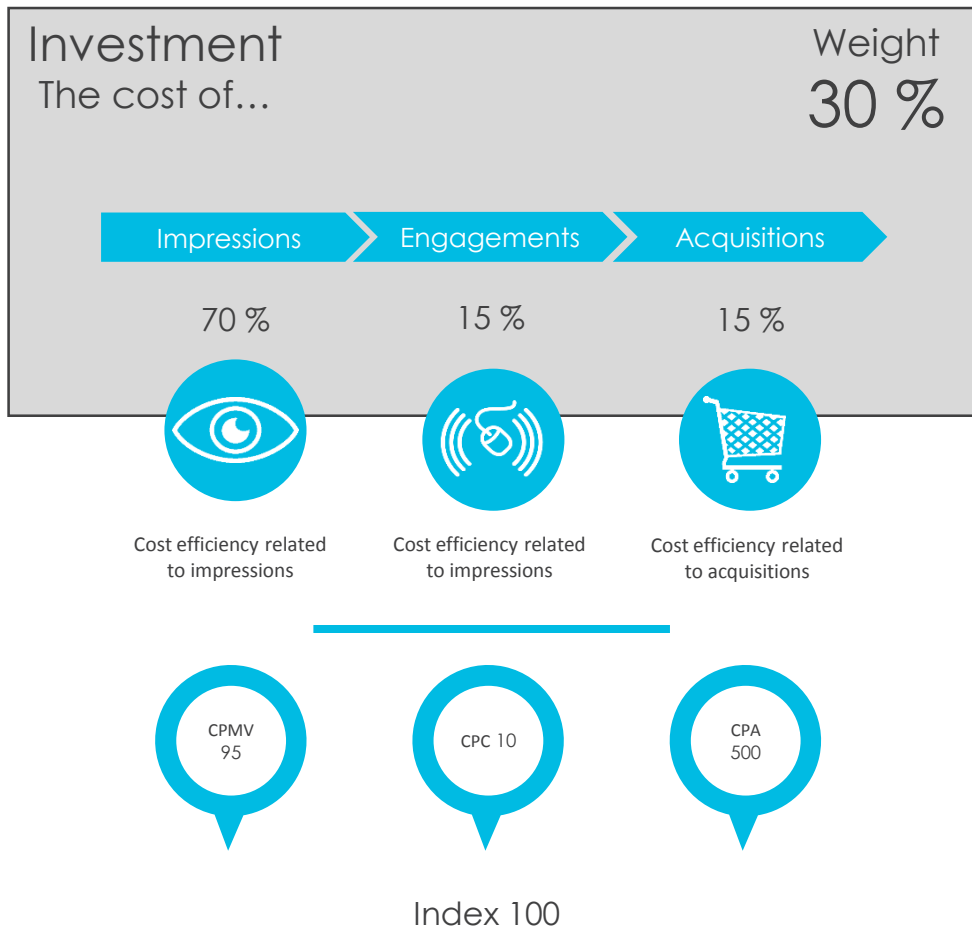
Post campaign analysis

*This report is prepared on the basis of online tracking data. Adform provides data related to cost, impressions, clicks etc. UserReport provide data related to the specific target group we have reached and their demographic profile. Thus in the following, data from Adform and UserReport make the foundation for the Cost and the Audience parts respectively. The data is evaluated against our campaign objectives and thereby we can evaluate media on the basis of the KPIs we have set for the specific campaign*

# OBJECTIVES

The Bordershop campaign was mainly an awareness campaign.

The objective was to create awareness among the target group and therefore the audience measurements are the most important, with share and affinity weighing 50% each.

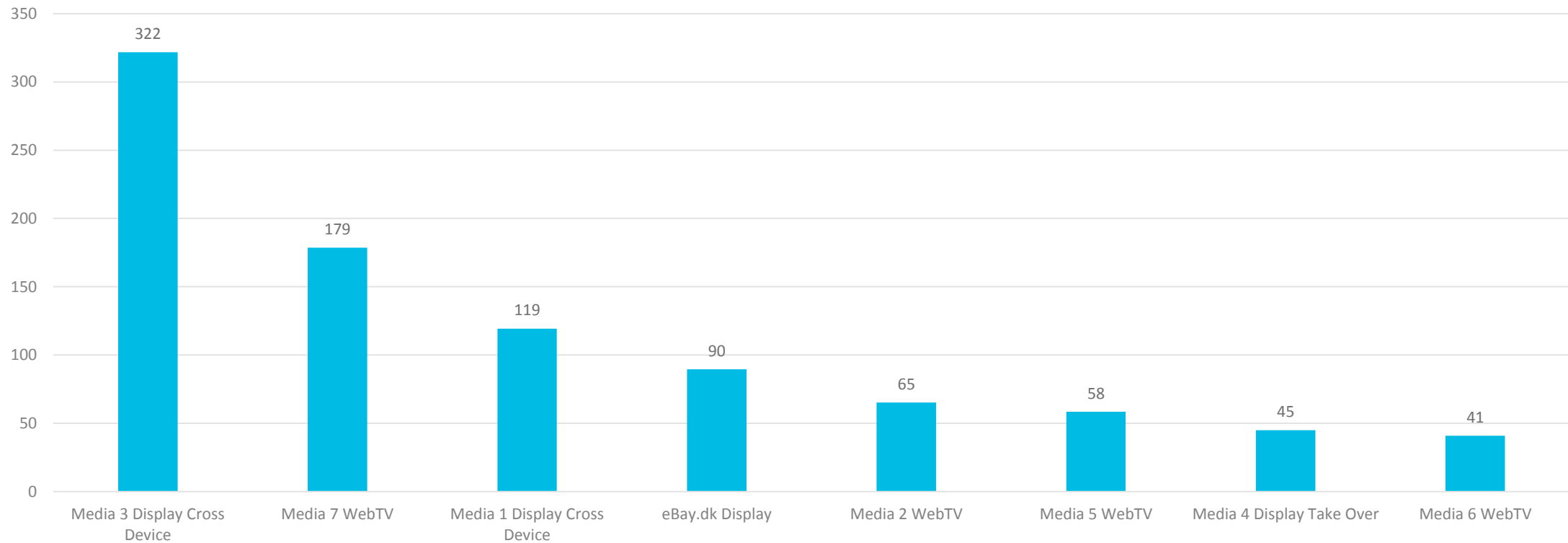


# Investment

The cost of...

# COST/IMPRESSION SCORE

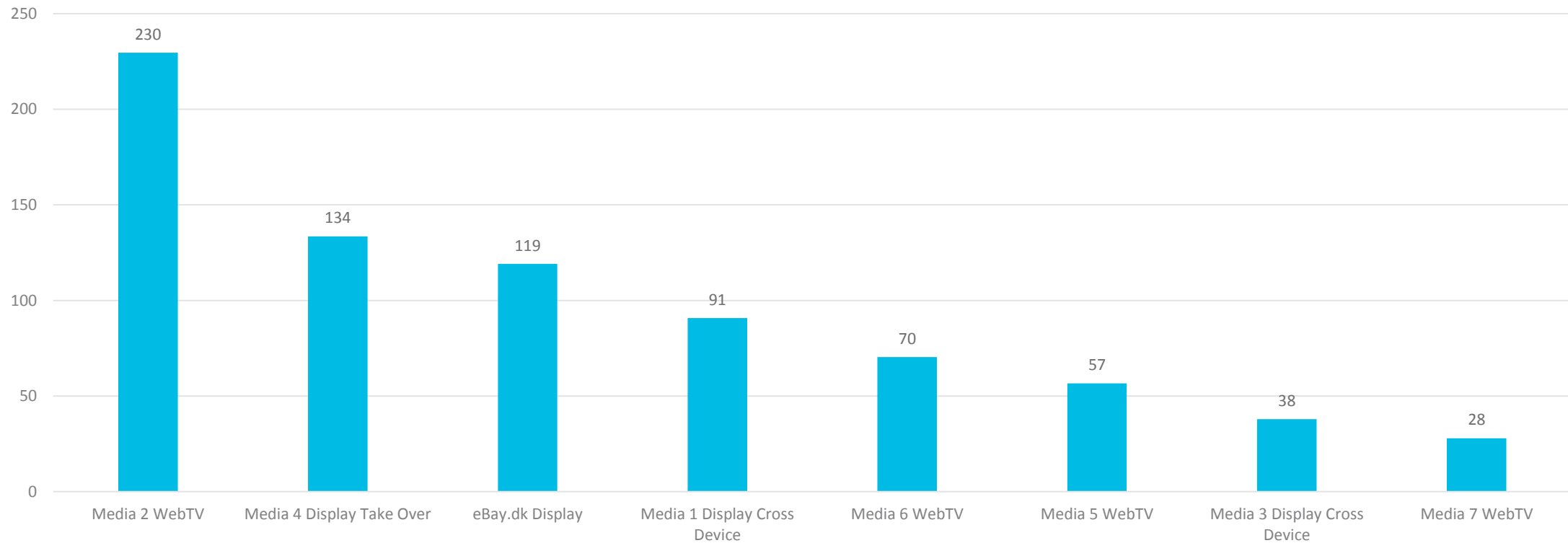
The score is based on the number of impressions and the cost. The below is an index based on the objectives (indexed CPMV).





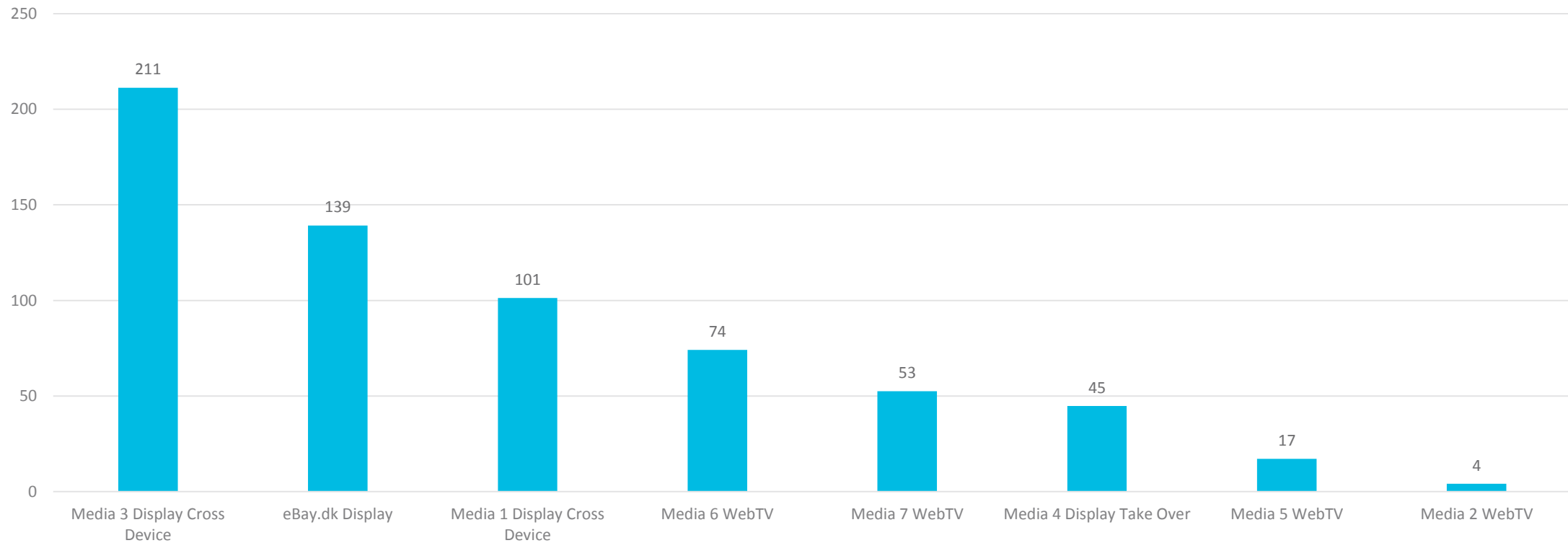
# COST/ENGAGEMENT SCORE

The score is based on the number of clicks and the cost. The below is an index based on the objectives (indexed CPC)

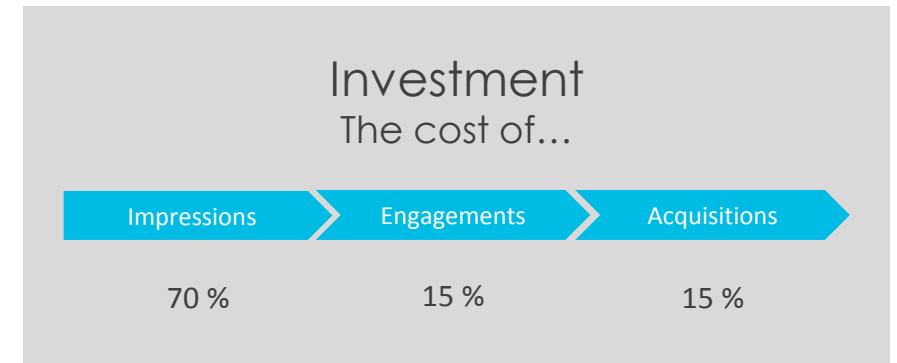


# COST/ACQUISITIONS SCORE

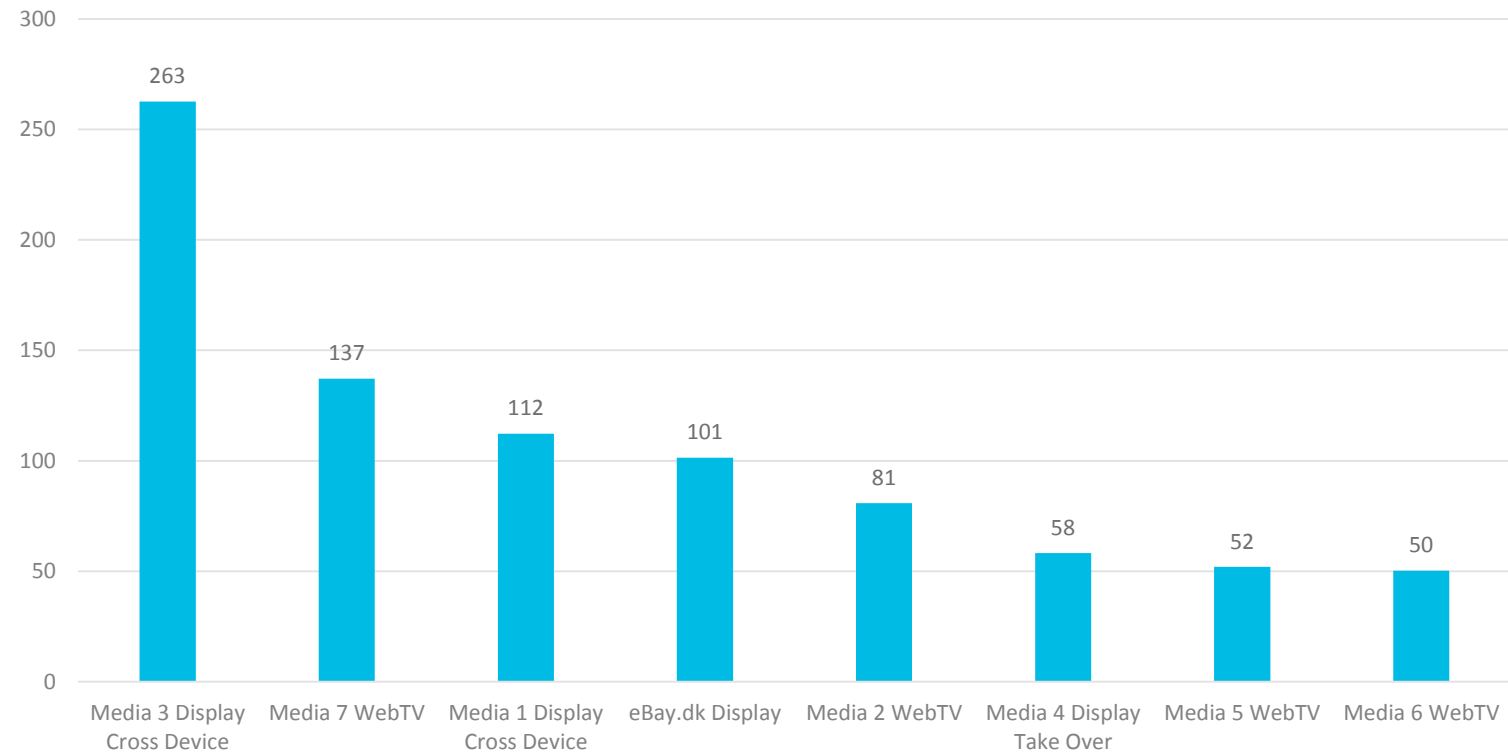
The score is based on the number of acquisitions and the cost. The below is an index based on the objectives (indexed CPA)



# TOTAL INVESTMENT SCORE



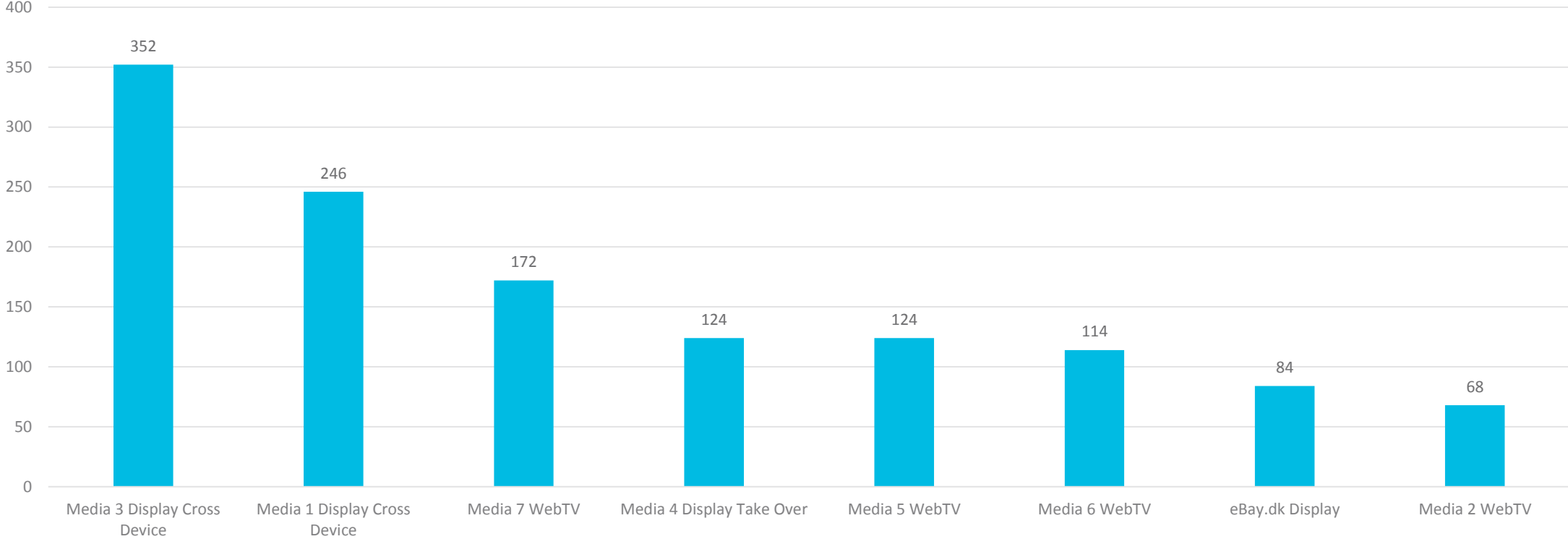
Related to the Investment Score eBay performs on par with the goals. This is due to an over performance in engagement and acquisitions in spite of a slight underperformance in the number of impressions for the costs. Compared to the other media on the plan eBay also performs in the middle of the pack



# Audience

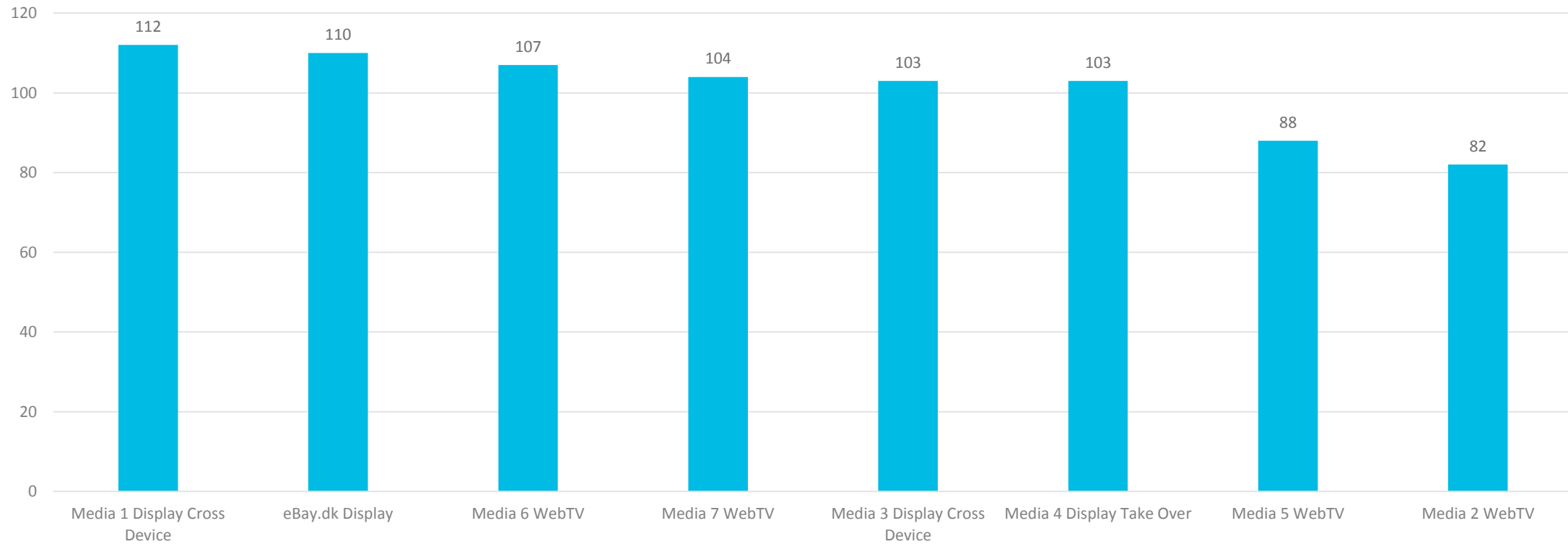
# REACH SCORE

The score is based on how well each media reach the target group and then indexed according to objectives.

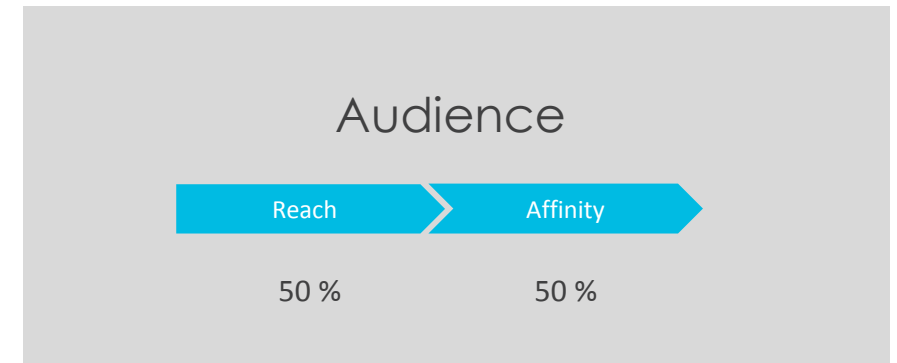


# AFFINITY SCORE

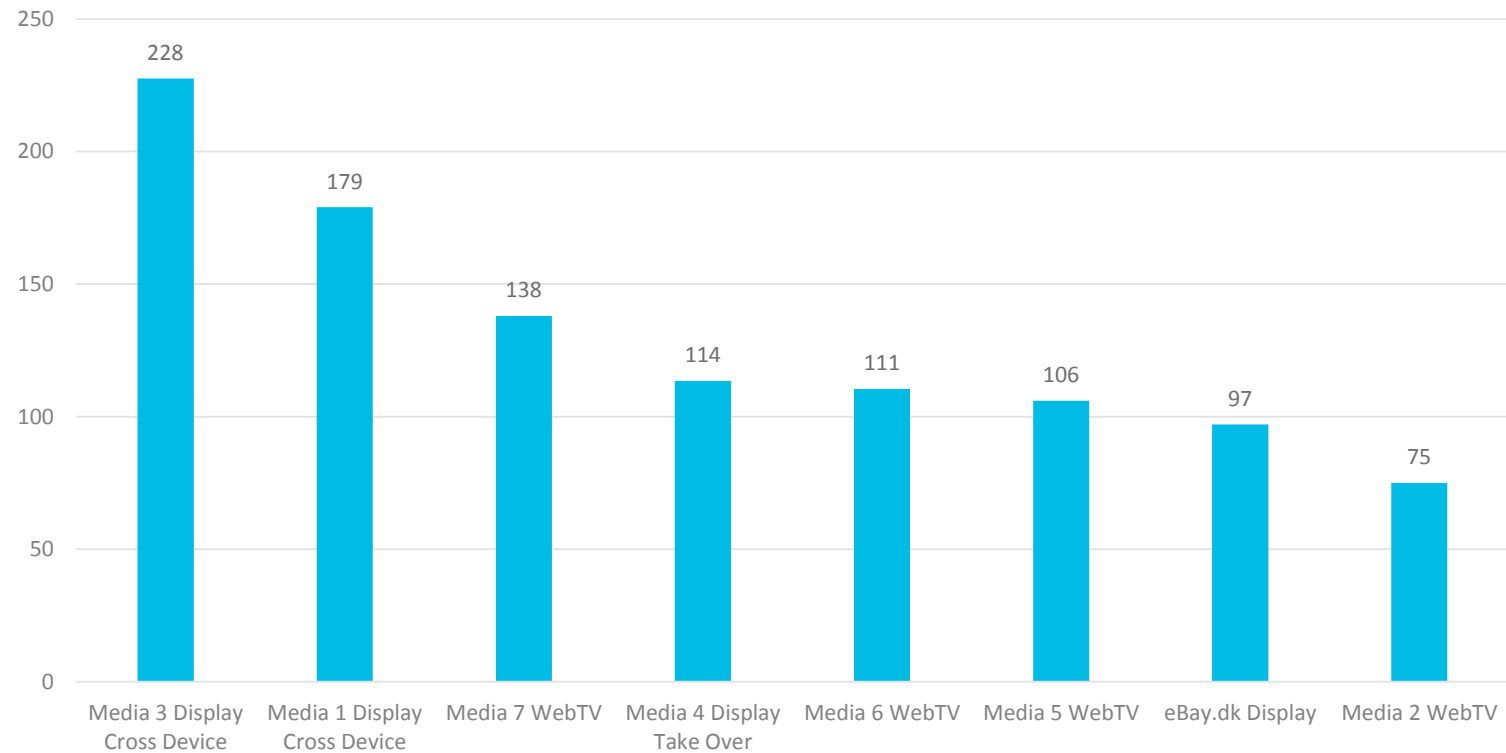
The score is based on how well each media reach the target group compared to the total population and then indexed according to objectives.



# TOTAL AUDIENCE SCORE



eBay perform according to objectives when it come to the audience score. This is based on a really good affinity score and a below objective reach score. The media has a good representation in the target groups, but is not able to reach a large enough audience



# TOTAL SCORE

Over all eBay comes out with a satisfactory score of 98. This is based on average scores on both the investment and the audience parameter.

Three media channels perform better, two of the slightly, with one outperforming the rest.

Budgets will obviously have a slight impact on the results, but nothing significant in this case.

