Digital Performance Data Analysis

Developed by

iteam
technology for business

Procedure Development

Past vs Present

Past Process

- Time-consuming Data Gathering from different sources

- Formatting the different types of Data manually in order to be transferred to an excel worksheet

- Gathering all data to an excel file manually while being extra cautious of not losing any data during the transfer

- Data Cleansing on cell level manually by detecting, correcting or removing any corrupted or inaccurate records

- Performing manual Data Validation page to page to ensure Data quality/integrity

- No tools available to refresh data, thus being forced to repeat procedure manually

- Estimated preparation time approximately 3 weeks (depending on each project's requirements)

Present Process

- Automated Procedures:
    - Data Gathering, Formatting and Transformation from all available sources through iTeam's custom application
    - ETL processed Data
    - Time-Preferred Scheduled Data refresh

- Flawless visualization using cutting edge technologies receiving business value insights

- Ability to dynamically intervene real time on the report and effectively visualize any important decision-making information

- Instant access and usage of the report by the decision-makers users (c-level users)

- Powerful ability of combining performance indicators' information in dashboards

Data Extraction and Processes

The final reporting outcome can be achieved by following several steps, in order to visualize the data received from various data sources

1. We extract the data from the available channels

2. We adjust all data in a database in order to format them properly

3. We process them through ETL (Extract-Transform-Load) and select the piece of information we need

4. We visualize the data using Power BI
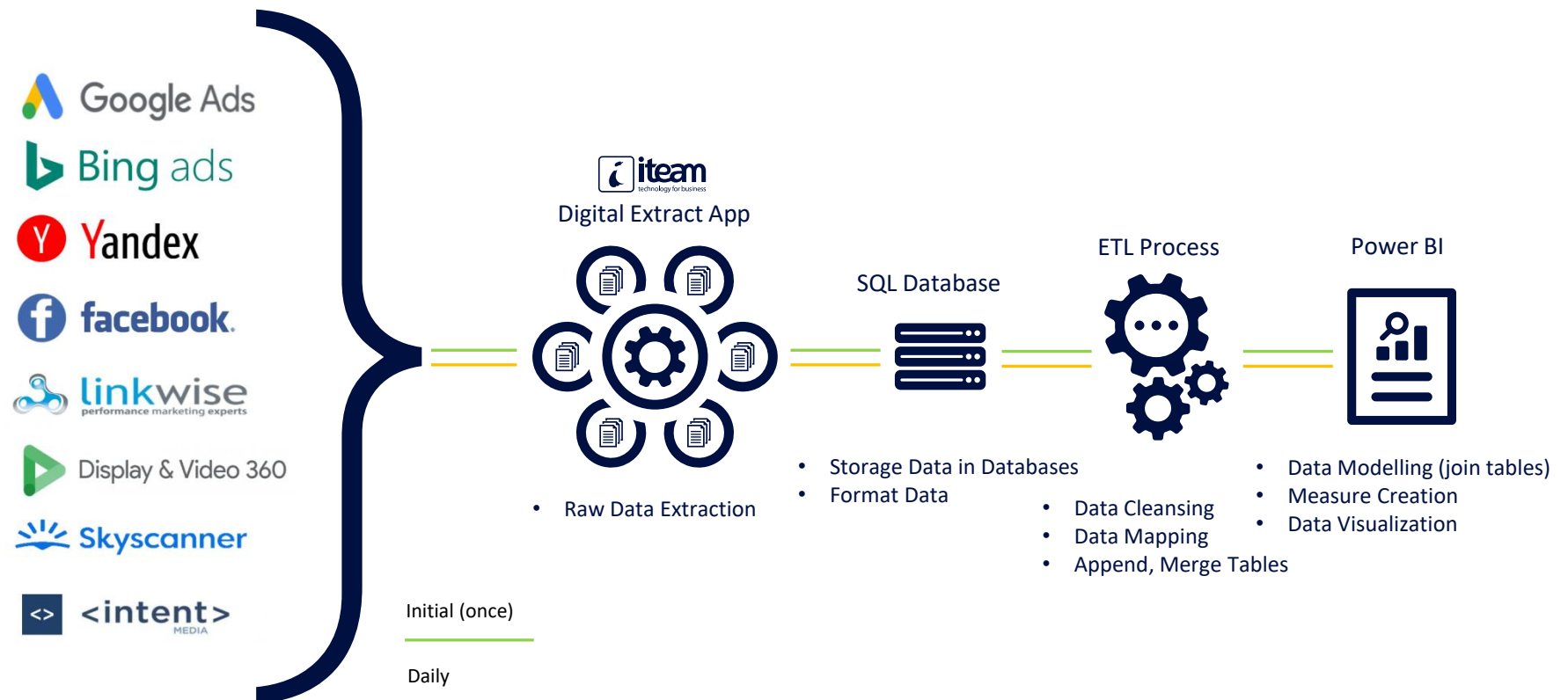
Data Visualization

Basic KPI values

Different ways of YOY comparison

Filter for selecting Marketing or Performance campaigns

Various filters to distinguish and visualize specific data range/time periods

All visuals are dynamic and able to filter specific categories depending on the selection
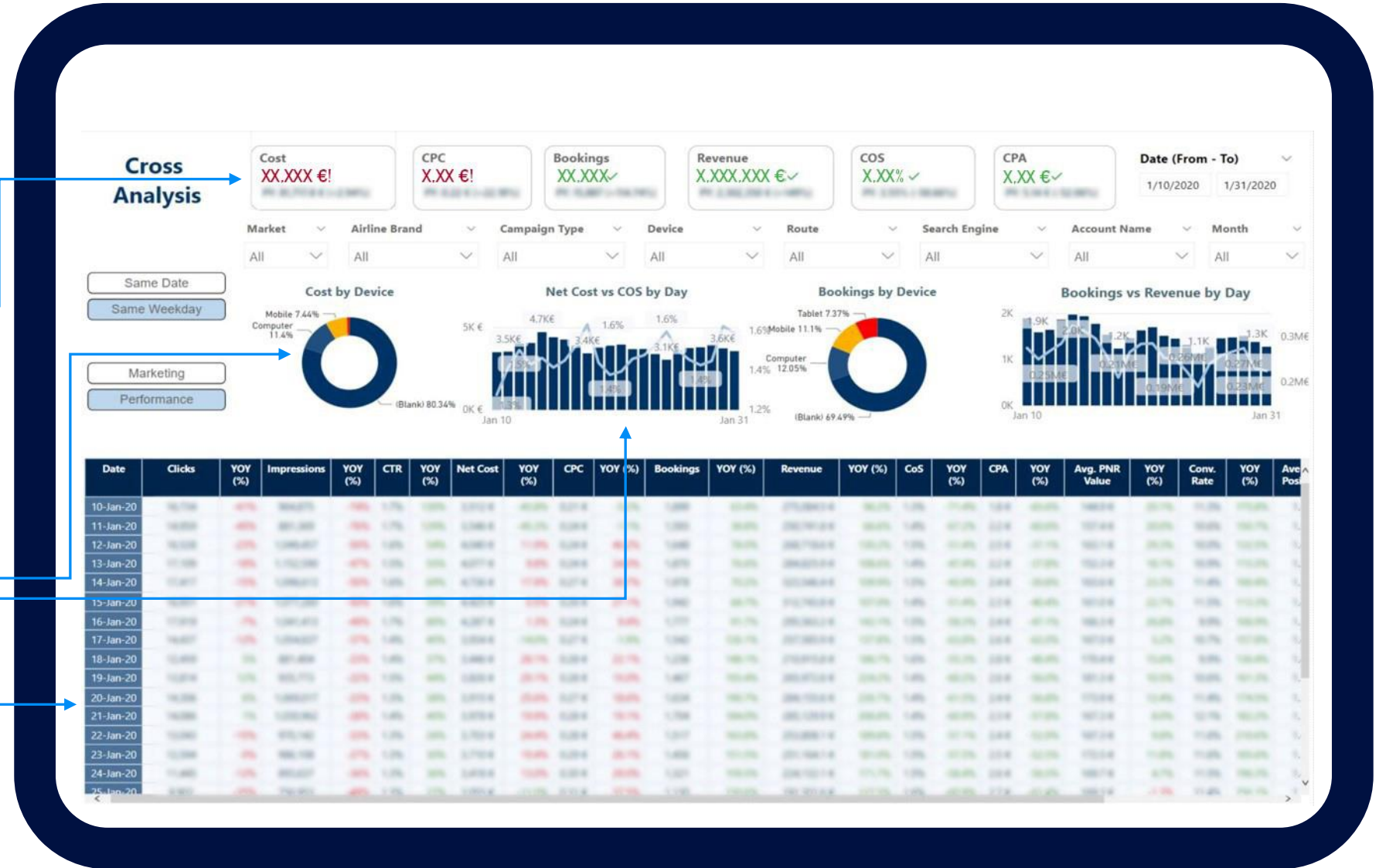
Data Visualization

Basic KPIs reported either as actual values or percentages, comparison with previous year and total average value

Various charts, in order to distinguish what the values represent
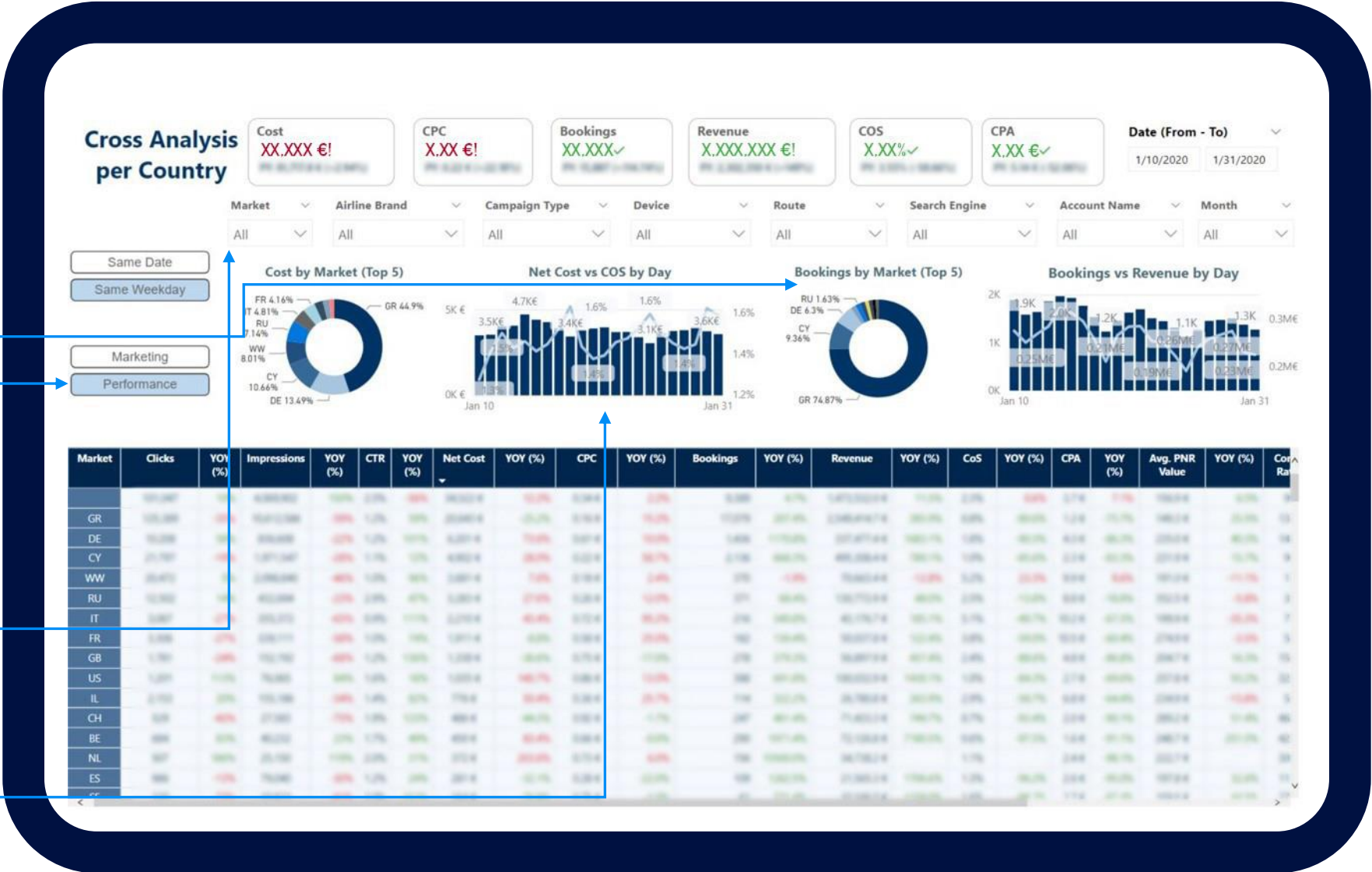
Day by day overview

Data Visualization

Visualization of the performance of each country

Filter for selecting Marketing or Performance campaigns

Filters and charts to slice and dice the information provided according to information needed
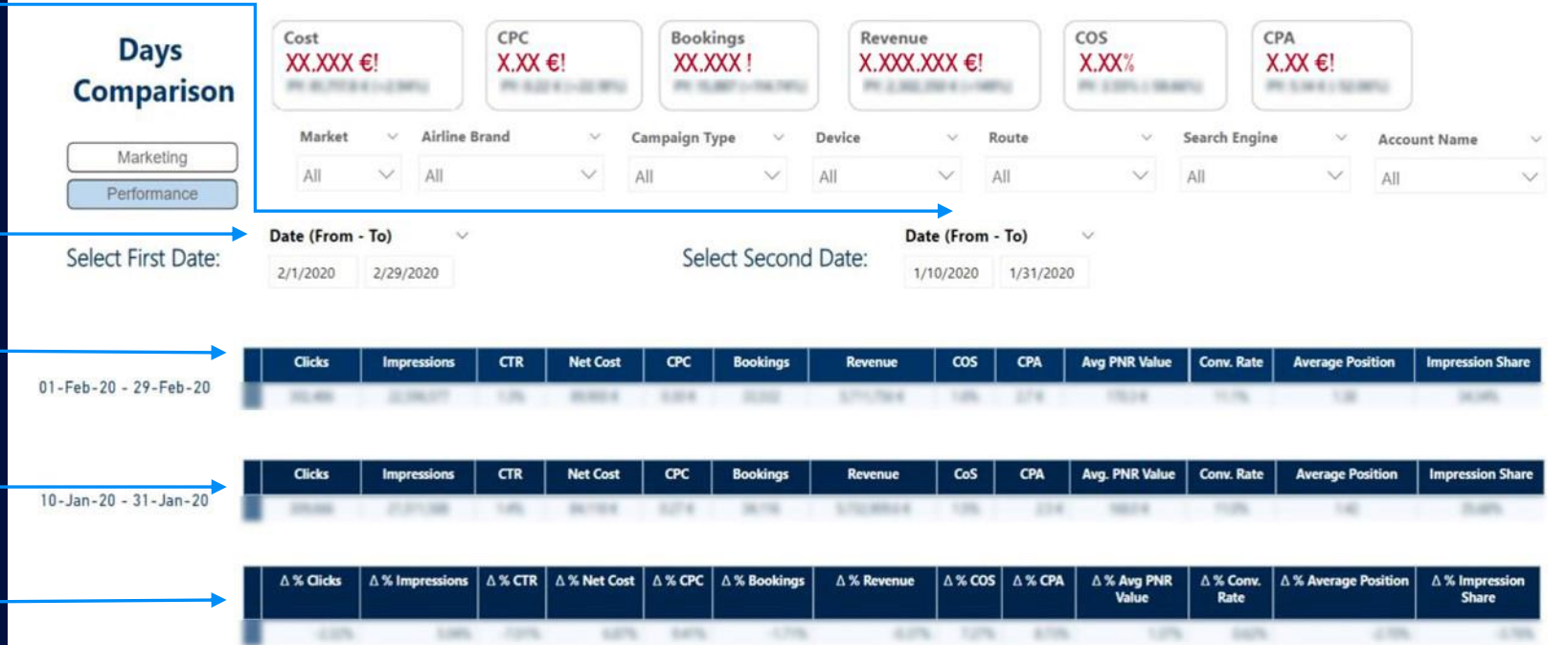
Data Visualization

Selection of two periods

KPIs values about first and second period

Comparison between first and second period selected

Data Visualization

Percentage indications and comparison with previous year

Different Channels to be examined

Selection of the line charts

Dynamic line charts

Data Visualization

An independent Country or Market is represented by each bubble

Bubbles size and color depending on Bookings value

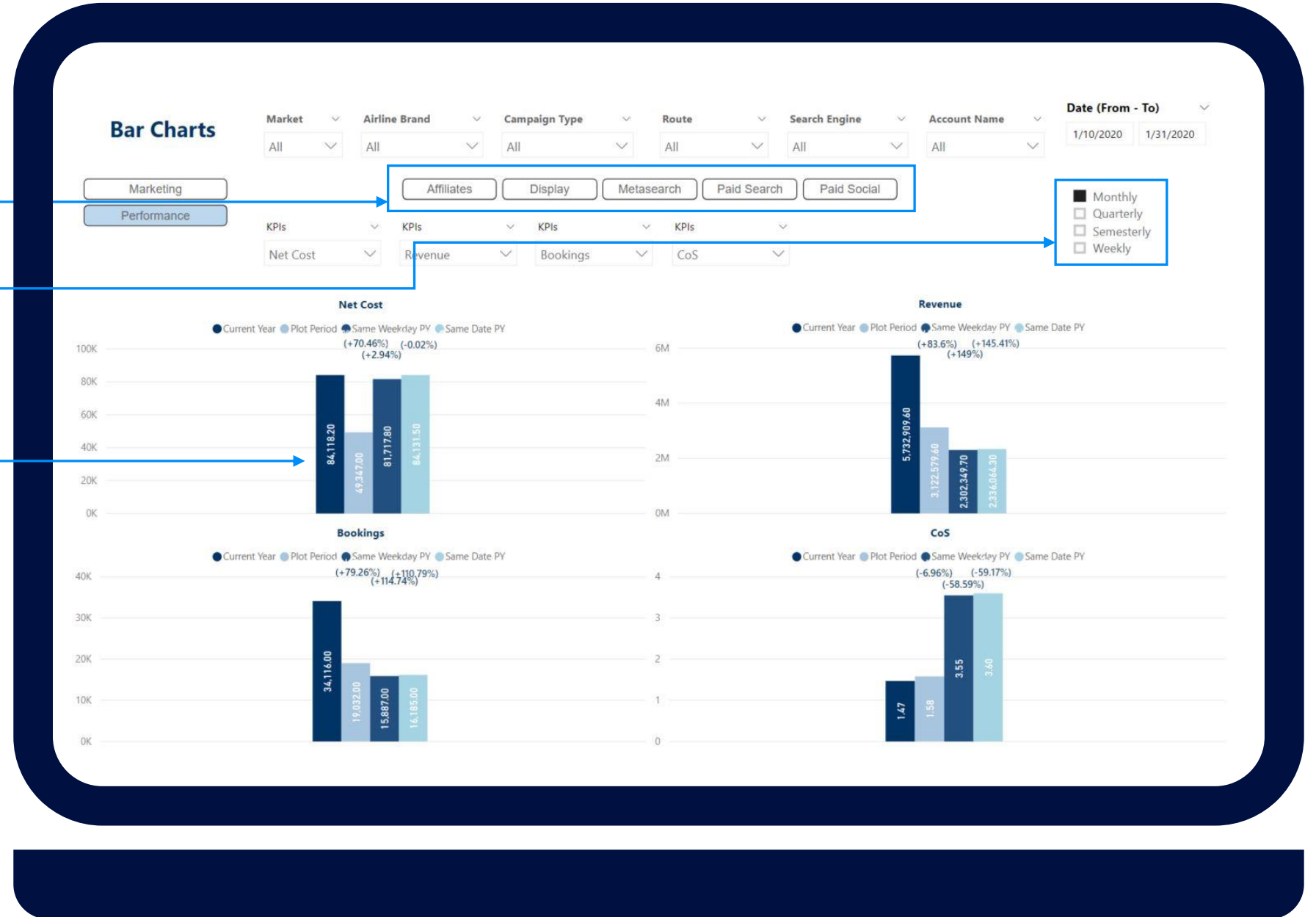KPI selected in X-Axis

Revenue in Y-Axis

Data Visualization

Different Channels selection

Different ways of periods comparison

Bar charts, in order to distinguish what the value represents

All visuals are dynamic and able to filter specific categories depending on the selection

Reference info

Impressions	Clicks	Bookings	Cost	Revenue	Avg Position	Impression Share
Total number of campaign impressions	Total number of times users have clicked on an ad to reach the property	Total number of transactions	Derived cost for the advertising campaign	Total revenue from AsSense ads	A statistic that describes how your ad typically ranks against other ads	The percentage of impressions that ads receive compared to the total number of impressions that ads could get. Impression Share = Impressions / Total eligible impressions

Calculated KPIs

Click Through Rate (CTR)
The percentage of people that see an ad and actually click on it.
Click Through Rate (CTR) = Clicks / Impressions

Conversion Rate (CvR)
The percentage of clicks that lead to conversions.
Conversion Rate (CvR) = Bookings / Clicks

Avg PNR Value
Avg PNR value is the average price of a booking.
Avg PNR Value = Revenue / Bookings

Cost per Acquisition (CPA)
Indicator of how profitable the campaign is.
Cost per Acquisition (CPA) = Cost / Bookings

Cost of Sales (COS)
Indicator of the financial efficiency of the campaign, showing the percentage of revenues that represent the costs of the ad.
Cost of Sales (COS) = Cost / Revenue

Cost per Install (CPI)
In a Cost per Install campaign, publishers place digital ads across a range of media in an effort to drive installation of the advertised application. The brand is charged a fixed or bid rate only when the application is installed.
Cost per Install (CPI) = Cost / Install

Cost per Click (CPC)
The average ad spend based on the number of clicks received.
Cost per Click (CPC) = Cost / Clicks

All of our reports are customized and configured to be fully operational on every device, providing the ability to monitor your dashboards anytime and anywhere.

Platform and tools provided by Power BI