women in data

facebook

Facebook Marketing Science Revision for Blueprint Certification

WiD | Facebook
July 9, 2020

Overview

Session 1
- ❏ Assess
- ❏ Hypothesise

Session 2
- ❏ Analyze results from Facebook's measurement tools
- ❏ Reconcile outputs from different sources
- ❏ Statistics and visualization methods
- ❏ Extract & manipulate data: SQL basics

Today

Session 3

- ❏ **Data to Insights**
- ❏ **Generate Data Driven recommendations**

https://womenindata.co.uk/facebook-marketing-science-certification/

WEBINAR SCHEDULE

Introduction to Marketing
Science Blue Print Certification

May 27, 2020 – 10am – 10:45am

Marketing Science Blueprint
Revisions

June 11, 2020 – 15:00pm

Marketing Science Blue Print
Revisions Part II

June 25, 2020 – 15:00pm

Marketing Science Blue Print
Revisions Part III

July 9, 2020 – 15:00pm

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Generate insights

Data to Insights

Map information from multiple sources for tailored insights

Raw Data

External Research

First Party Data

+

Facebook IQ Industry Research

3rd Party Hubs and Online Resources
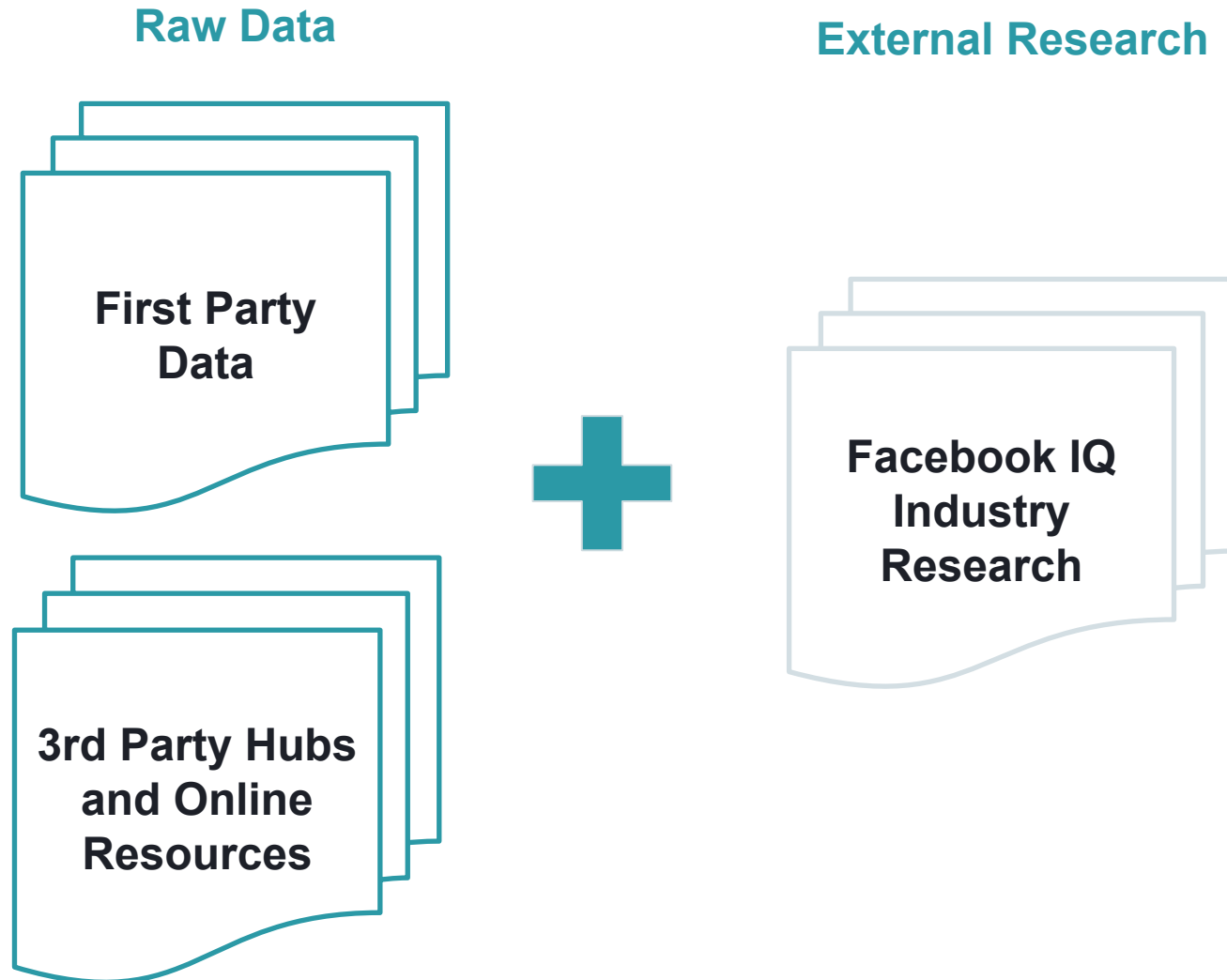
Example : Deriving Insight

Sales of a dine-in restaurant brand continue to decline. This trend occurs across the dine-in category as new competitors enter the market.

To help bring more customers to the restaurant locations, the brand runs a series of promotional campaigns that feature existing products at a discounted price.

The campaign has successfully brought customers into the locations. However, customers tend to order the promoted items only.

As a result, the average spend size remains very low, which reduces profit.

Which insight should an analyst provide to the brand?

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Customers do not want a dine-in experience

Brand may have an issue with value perception

Customers not having a good customer experience

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KNOWLEDGE CHECK

A research team presents the following insights about its brand sales quarterly results:

Previous year (with digital campaigns during Q1-Q2)

Q1	Q2	Q3	Q4
1,454,000	1,500,000	1,300,000	2,000,000

Actual year (with digital campaigns beginning in Q2)

Q1	Q2	Q3	Q4
1,400,000	1,600,000	1,350,000	2,200,000

What is the only thing that can be concluded about the brand's year-over-year sales observable behavior?

1 Sales increased 10% during Q4 due to digital campaigns

2 Sales decreased during Q1 due to the absence of digital campaigns

3 Sales during Q3 would have increased more if digital campaigns were active earlier

4 Sales increased 6.7% during Q2, which could be due to digital campaigns

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Make data-driven recommendations

Identify opportunities for your stakeholder moving forward

- Advertiser Controls

- Short-term vs long-term impact

- Single channel vs cross-channel recommendations

Form a powerful story

Look beyond
- Current measurement approach

- Short term tactical learnings

Example : Recommending Actions

An insurance company needs to use data to identify the appropriate communication strategy for its brands. Recently, the company commissioned a creative agency to produce longer and more sophisticated video ads.

The company is currently focusing on the amount of additional leads it is able to generate. Each evaluated strategy consists of a set of different combinations of reach levels, ad formats and campaign costs. The company has already run a large number of lift tests to measure additional conversions, so it also has the average lift scores for each strategy.

The average outcomes of three strategies standout from the rest:

- Short video formats: 1 lift point, 5 million people reached and an average cost of 25,000 USD
- Mix of short videos and static formats: 0.5 lift points, 14 million people reached and an average cost of 30,000 USD
- Long video formats: 2 lift points, 3 million people reached and an average cost of 50,000 USD

Which action should be taken to improve the communication strategy based on the available data?

Which insight should an analyst provide to the brand?

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Make sense of these results above so that comparisons are possible

- # of people influenced
- Cost per 10K people influenced

Use mix of long and short

Use long form and maintain investment
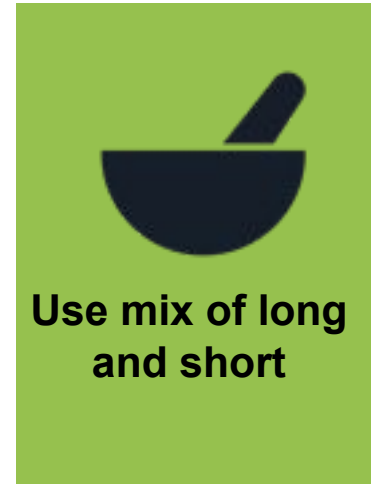
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Recap

1. Analyze outputs from measurement solutions

2. Focus on what can be interpreted and how

3. Refresh statistics and data basics

4. Focus on driving action

(what should be the next steps?)

Questions?