

Paid Ad Campaign & Google Data Studio Executive Report

An executive evaluation of cross-channel paid ad efficiency (Meta, Google, TikTok), user engagement, collection/blog views, and key event traffic drivers.

Author **Hanif Wira** | Program & Team **FSDM Seoul - Team 3** | Assignment **Week 4 Intermediate Assignment**

Data Preparation Workflow

1

Open Raw Dataset

Accessed original campaign and web analytics data across platform sheets.

2

Create Working Copy

Duplicated raw sheets to ensure data integrity and auditability.

3

Standardize Channels

Added dedicated Platform/Channel columns to Google, Meta, and TikTok sheets.

4

Consolidate MasterSheet

Merged all platform-level rows into a unified MasterSheet structure.

5

Derive Month Attribute

Added calculated Month column for time-series aggregation (Oct-Dec).

6

Audit Data Formats

Verified currency, dates, CTR, and CVR metrics for cross-channel consistency.

Consolidated Dataset Master Link:

https://docs.google.com/spreadsheets/d/1A8gH_P3zjgHPpcUMp5aOdOfwa8R_6VijYHe2nzUCirI/edit?usp=sharing

Google Data Studio Link:

<https://datastudio.google.com/reporting/00a8b3da-98a7-4334-ba9f-d5ab8f0d5970>

Part A: Cross-Channel Performance (What Happened?)

META ADS (TOP PERFORMER) ROAS 1.89 ↑ Up from 1.12 (+68.8%)	GOOGLE ADS (CONSISTENT) ROAS 1.29 ↔ Consistently around 1.24 - 1.33	TIKTOK ADS (LEAST EFFICIENT) ROAS 0.80 ↓ Fallen ROAS to 0.49
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Key Observations (October – December):

- ✔ **Meta Ads:** Demonstrated the strongest overall improvement. ROAS surged from **1.17 to 2.61** while Cost Per Purchase (CPP) dropped sharply from **Rp130.155 to Rp72.533 (-44.27%)**.
- ✔ **Google Ads:** Improved steadily, increasing ROAS from **1.24 to 1.33**, accompanied by a slight CPP reduction from **Rp125.009 to Rp119.066 (-4.75%)**.
- ⓘ **TikTok Ads:** CPP increased dramatically from **Rp130.155 to Rp317.012(143.56%)**, but ROAS decreased from 1.16 to 0.49 and CAC spiked to over Rp1.6M.

Part A: Performance Drivers (Why Did It Happen?)

⚙️ Primary Driver Across Channels

Across all three ad networks, the widespread improvement in Cost Per Purchase (CPP) was overwhelmingly driven by higher **Conversion Rate (CVR)** rather than reductions in Cost Per Click (CPC).

📈 EFFICIENCY MECHANICS

Post-click website optimization and better traffic intent increased purchase completion per click, directly slashing acquisition costs even when ad auctions remained competitive.

🔌 Channel-Specific CPC Dynamics

- **Meta & TikTok Ads:** CPC improvements were driven by higher **Click-Through Rates (CTR)** while CPMs remained relatively stable, signaling creative relevance gains.
- **Google Ads:** CPC fluctuations were primarily driven by **CPM auction shifts** rather than CTR movements.

Part B: Data Studio Executive Dashboard (Page 1 Overview)

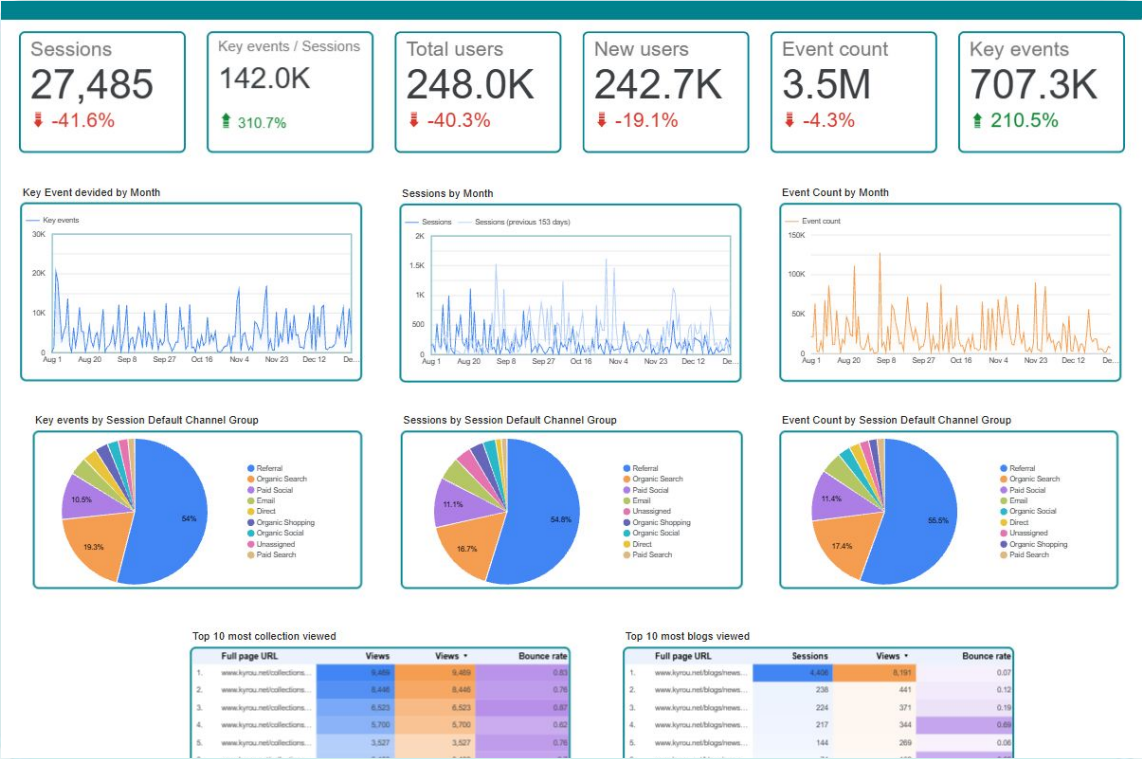
Macro Website Analytics Overview

 **Sessions:** 27,485 (↓ 41.6%) | **Total Users:** 248.0K (↓ 40.3%).

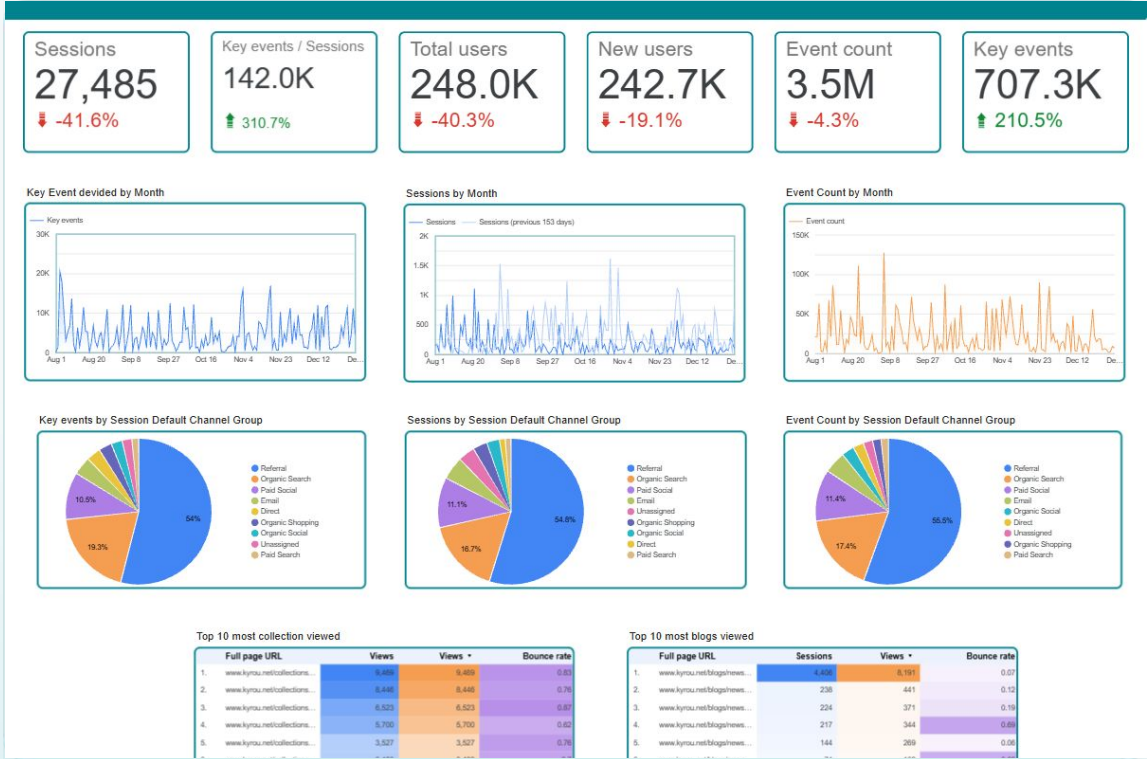
 **Key Events / Sessions:** 142.0K (↑ 310.7%) | **Key Events:** 707.3K (↑ 210.5%).

IMAGE DATA ANALYSIS

The *Data Studio Page 1 Header Scorecards* show top-of-funnel traffic contracted (Sessions down 41.6% to 27.4K), but user intent exploded—generating **707.3K key events (+210.5%)** and a **3.1x boost in key events per session**.



Part B: Channel Distribution & Content Views



Channel Share & Content Engagement

Referral traffic commands the majority of all core site metrics, followed by Organic Search and Paid Social.

IMAGE DATA ANALYSIS

Channel Share: Referral leads with **54% of Key Events**, **54.8% of Sessions**, and **55.5% of Event Count**. Organic Search follows at 16.7%–19.3%.

Content Performance: Top collections reach up to **9,469 views**, while top blogs achieve exceptionally low bounce rates down to **0.07 (7%)**.

Part B: Data Studio Traffic Summary (Page 2 Overview)

Session Source & Medium Performance Table

The secondary report tab evaluates traffic volume against key events and conversion rate efficiency across granular sources.

🔍 IMAGE DATA ANALYSIS

Page 2 confirms macro totals (**27,485 Sessions, 248.0K Total Users, 3.5M Events, 707.3K Key Events**). The detailed table breaks down top performing source/medium combinations including facebook / (not set), ecosia.org / organic, google / product_sync, and upwork.com / referral.

Part B - Google Data Studio

Sessions 27,485 ⬇️ -41.6%	Total users 248.0K ⬇️ -40.3%	Event count 3.5M ⬇️ -4.3%	Key events 707.3K ⬆️ 210.5%
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	Session Source/Medium	Sessions ▾	Event count	Key events	Conversion Rate
1.	facebook / (not set)	2,907	157,965	20,214	6.95
2.	ecosia.org / organic	2,572	155,698	19,354	7.52
3.	gr.search.yahoo.com / referral	2,562	215,772	23,177	9.05
4.	google / product_sync	2,267	141,796	27,179	11.99
5.	IGShopping / Social	2,141	213,026	22,964	10.73
6.	upwork.com / referral	2,112	240,245	24,875	11.78
7.	facebook / cpc	2,107	166,227	17,855	8.47
8.	Promo / email	2,095	192,945	17,825	8.51
9.	gr.pinterest.com / referral	2,038	174,878	24,759	12.15
10.	facebook / referral	2,008	121,850	12,634	6.29
11.	tagassistant.google.com / referral	1,979	160,812	15,478	7.82

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Part B: Key Event Drivers & Traffic Efficiency

	Session Source/Medium	Sessions	Event count	Key events ▾	Conversion Rate
1.	baidu / organic	1,315	194,732	30,349	23.08
2.	(direct) / (none)	1,225	179,862	29,560	24.13
3.	facebook / paid	1,834	211,604	28,826	15.72
4.	google / product_sync	2,267	141,796	27,179	11.99
5.	bing / organic	1,492	188,125	26,773	17.94
6.	pinterest.de / referral	1,620	222,611	26,103	16.11
7.	pinterest.com / referral	1,882	211,158	25,964	13.8
8.	linkpop.com / referral	1,899	196,821	25,361	13.35
9.	my.matterport.com / referral	1,708	223,093	25,018	14.65
10.	lm.facebook.com / referral	1,773	142,971	24,893	14.04
11.	upwork.com / referral	2,112	240,245	24,875	11.78

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Strategic Answers (Traffic Quality)

1. MOST KEY EVENTS GENERATED

baidu / organic generated the highest volume with **30,349 Key Events** (1,315 sessions, 23.08% conversion rate).

2. MOST IMPORTANT & EFFICIENT SOURCE

(direct) / (none) is the most critical source for business profitability. Despite ranking #2 in volume (29,560 key events), it achieved the **highest conversion rate of 24.13%**, showing maximum user intent and traffic efficiency.

Executive Recommendations & Next Steps



1. Scale Meta Ads Budget

Prioritize Meta Ads in upcoming budget allocation to leverage its **+68.8% ROAS surge (1.89)** and **44.3% reduction in acquisition cost (CPP)**.



2. Protect Direct & Referral

Nurture Referral partnerships (54% key event share) and implement retention loops for Direct traffic to maintain the top-tier **24.13% conversion rate**.



3. Optimize Landing Page CVR

Focus CRO efforts on TikTok and Google Ads traffic to convert high Click-Through Rates (CTR) into higher final purchases and stronger ROAS.