Meaningful Ad Reports in Seconds

innogy.C3 · Tim Ebner - Data Science & Business Intelligence (IDC)
4. April 2019
## Agenda

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<td>How to build the report.</td>
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Intro
About me

**Intro**

- Databased Content & Performance Marketing
- Facebook Algorithms
- Social Advertising (almost all channels)
- Databased Creation
- Data in general & a little bit of Coding

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**About me**

Tim Ebner  
Digital Analyst @innogy.C3

Likes: Soccer, Ice-Hockey, Gaming, Soundtracks, Metal & Electro

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**Skills**

- Databased Content & Performance Marketing
- Facebook Algorithms
- Social Advertising (almost all channels)
- Databased Creation
- Data in general & a little bit of Coding

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**Previous Projects**

- Sky
- BVB
- Henkel
- Opel
- Arla Foods
- WMF
- Ankerkraut
- Moovel
- Boehringer Ingelheim
- upljft
- ...

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Find me as @Tim_Ebner in Social Media

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Intro

About innogy.C3

Customized Agency

Open Positions

• Data Scientist
• Senior Art Director
• Community Manager
• Senior Creative Manager
• (Junior) UX Designer
• (Senior) Social Media Manager

careers.c3.co/jobs

Ask me!
Intro

In Essen isset doch schön!
Why?
We’ll save time & leverage quality.

Why?

No need to manually type in values into Powerpoint diagrams every week.

No copy and paste orgies either

Quality gain in interpretation (more time)

Quality gain in our lives (less monotonous tasks)

Efficiency gain (less time needed per reporting)

Interpretive dominance (PDF file)

Credit for your work stays yours (PDF file)
What we need
What we need

We need three things.

A. Report designed in Excel

B. Facebook Ads Manager for Excel Add-In

C. Basic formulas

- `SUMIF(range; criteria; [sum_range])`
- `DATE(year; month; day)`
- `WEEKNUM(serial_number; [return_type])`
What we need

Just imitate your report in Excel. Then print it as PDF.
What we need

Prepare to the Office Add-In

1. Go to the Office Store

2. Search & add the Ads Manager Add-In

3. Launch it from your insert tab
What we need

Import your data with one click.

 même account!

Important for weekly reports:
Set start date to a Monday and end date to a Sunday!

Even across multiple accounts!
What does SUMIF() do?

SUMIF() searches **one range** for a **criterion** we provide and then sums the values of a corresponding **sum_range**.

**Example:** SUMIF(D:D;10.12.18;F:F)

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<th>Reporting Ends</th>
<th>Amount Spent (EUR)</th>
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What we need

**What does DATE() do?**

DATE() creates a **date** in the correct format from three values: **year**, **month** and **date**. This can be useful because sometimes Excel cannot recognize dates.
What we need

What does $ do?

The dollar sign allows us to define blueprint formulas for other cells.

If you want to use the same calculation in multiple cells with slightly different input, you can define the formula once and drag it to the other cells.

Excel lets us fix columns or rows in the blueprint which are always supposed to be the same with the dollar sign.

Especially useful if you need the same calculation 60 or more times.
How to build the report
We need three layers: Input, throughput, output.

**Input sheet**
Is filled with the raw data from Facebook. (Overwritten at any refresh)

**Throughput sheet**
Converts our data in presentable pieces, fitting perfectly for our diagrams.

**Output sheet**
Looks exactly like our Powerpoint report would have looked like. Diagrams update automatically, only interpretations need to be added manually.

Data processing
Excel time!
What’s also possible?
There are many automation opportunities!

What’s also possible?

You name it!
Be creative.

- Automatical detection the top and flop 5 ads.
- Budget consumption vs. campaign pace.
- Saturation analysis (CTR vs. frequency)
- Qualitative dimensions (e.g. dog vs. cat content)
Questions?
Thank you!

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