**Simulation for Campaign Management Role**

This document consists of four parts:

Part 1: Theoretical data analysis

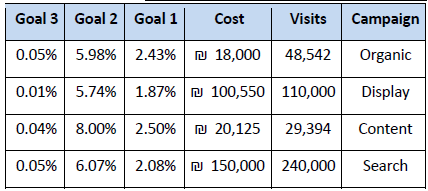
Part 2: Practical analysis of a Google Analytics account

Part 3: Marketing writing and thinking

Part 4: Marketing insights

Part 5: Excel exercise – optional exercise

**Part 1 – Theoretical data analysis**



**Monthly basic data:**

Value of Goals conversions – Goal 1 is equivalent to a revenue value of NIS 10, Goal 2 is equivalent to a revenue value of NIS 5, Goal 3 is equivalent to a revenue value of NIS 800.

Organic campaign – the campaign cannot be scaled up but it can be scaled down. For every 1% decrease in budget, the traffic volume is expected to decrease by 0.9%.

Search campaign – the minimal entry cost is NIS 0.6. The current price per entry can be retained for up to 250,000 entries. Above that, the price for additional entries will increase by one third.

Display campaign – the campaign can be scaled up or down freely. The number of entries will vary in direct proportion to the change in budget.

Content campaign – before the campaign goes live, the amount of monthly traffic that came in from this channel stood at 5,000 entries (and they are included in the above table). The campaign can be scaled up by up to twice the size without causing an increase in the entry cost. The campaign cannot be scaled up beyond twice the size.

**Questions**

Calculations must be presented beside the answers.

1. What are the revenues from the activity today?
2. What is the return on investment from the activity today?
3. How many entries are expected to come in from an Organic campaign, if we decrease its budget to NIS 12,000?
4. Assuming the campaign budgets are completely liquid (although the total budget is fixed), suggest a new division of the budget so that it will provide the highest yield *within a one-month timeframe*.

Prepare the division and the data as an explanatory presentation to the customer. Present a complete solution including calculations.

**Part 4 – Marketing insights**

See the “Drive-By Campaign” Excel file.

Following are tables of data for a campaign run for the Drive-By car rental company, which has operations in Israel and abroad. The Drive-By VP marketing has asked you to present the main points of the campaign results, as well as marketing insights including recommendations for the following year.

Since the VP is interested in presenting the report to the senior management, you must present the points you consider to be most important in as concise a visual manner as possible.

**Part 5 – Excel exercise**

See the “Excel Question” Excel file.

The file contains a table of work hours of an employee in a meats restaurant.

The restaurant wants to compensate the employee for overtime hours.

If the employee has worked over 8 hours but under 10 hours, he will receive a wage 125% greater than his regular hourly rate.

If the employee has worked over 10, he will receive a wage 125% greater than his regular hourly rate for the first two hours and 150% for all the hours from the tenth and onwards.

The employee’s base hourly rate is NIS 30.

What will the employee’s wage be at the end of the month?

Use Excel formulas to do your calculations and present them in your answers.

Good luck!