



Data Specialist training

Module BM01: Digital marketing

Individual exercise for establishing relations between KPIs

Using following parameters ...

Turnover (objective) = EUR 100 000

Conversion rate (how many website or app visitors complete an action out of the total number of visitors) = **1%**

Click through rate (how many people clicked your ad to visit a website or landing page) = **5%**

Average cart per transaction (value of items that may be added to the shopping cart) = **EUR 200**

CPC = EUR 0.5

... try to answer to the following questions:

1. What is the minimum level of required generic traffic (for reaching the objective)?
2. What is the minimum level of audience in a marketing campaigns necessary to reach a traffic ?
3. Try to estimate required budget for marketing actions taking into account the objective, traffic and level of required audience mentioned above.



SOLUTION:

Traffic

$100\,000 / 200 = 500$ transactions / $0,01 =$ **50 000 generic UU**

Minimum level of audience

$50\,000$ UU / $0,05 =$ **1 000 000 views**

Cost of campaign

$50\,000 \times 0,5 =$ **EUR 25 000**