

Project Book-Worm

Data Description



Data Description



Structure:

- **Aggregation: National Level**
 - **Periodicity: Weekly data, 157 Weeks**
- Jan 2022 to Dec 2024



Contains:

- **Modeled KPI** (Accounts subscriptions)
- **8 Media Variables** (e.g., Google Display, TV GRP)
- **3 Non-media Variables** (e.g. Promotion)
- **Media Spend Variables**

Book-Worm Data



KPIs

Business KPI

Accounts Subscriptions

Media

Media Activity

Offline

- TV GRP

Online

- Google Display
- Social Media
- Search
- YouTube
- Clicks, Impressions, Views, etc.

Non-Media

Non Media

- Promotion
- Dates_School_Holidays
- Competitors Promo

Spend

Media Spend

- Digital Media Spend by Channel
- Offline Media Spend by Channel

"Date" : The starting date of each week in the dataset

Business KPI



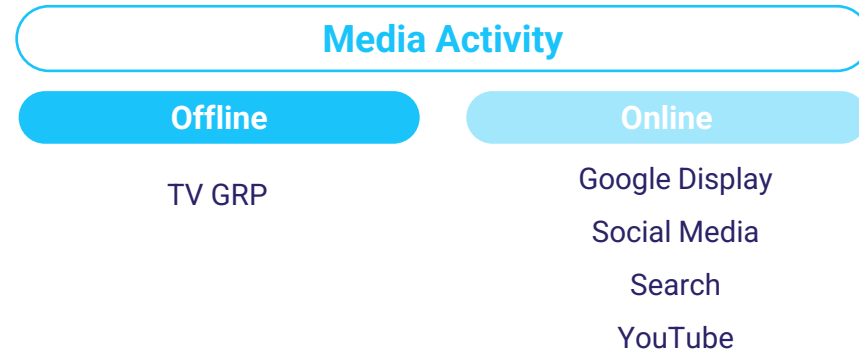
Business KPI

Accounts Subscriptions

Variable Description

This is the target variable we aim to model, optimize, and predict. It captures the total number of subscriptions acquired each week.

Media: Offline Media Activity

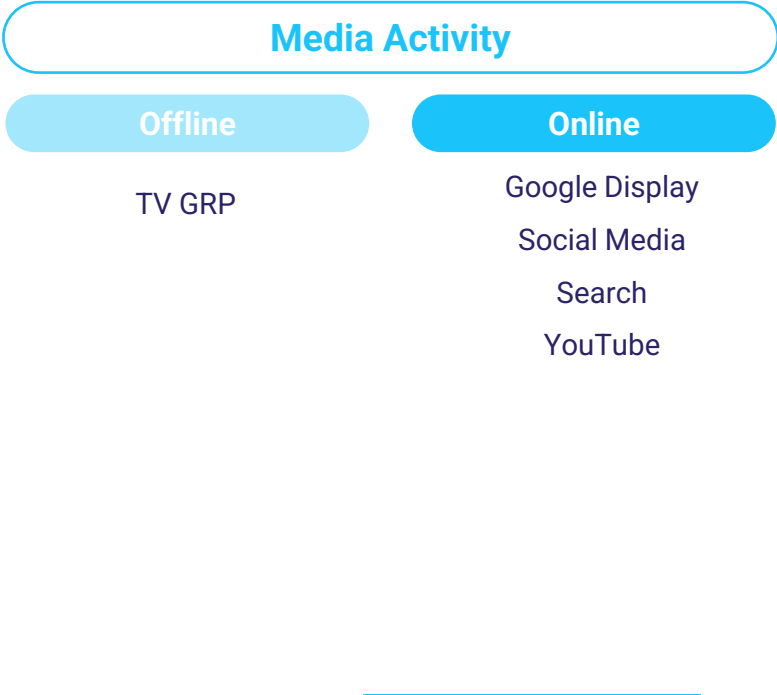


Variable Name	Variable Description
TV GRP	TV GRP represents the total weekly exposure of the ads to the audience through TV . GRP (Gross Rating Point) measures exposure of the target audience to the TV ads and how often (reach*Frequency). This is one of the offline media campaigns.

Marketing: Media Activity



Variable Name	Variable Description
Google_Display_Impressions	Google Display is one of the online media campaigns that BookWorm runs. It shows visual elements to the target audience through the Google Display Network (websites, apps, and YouTube). Google_Display_Impressions is a variable that represents the gross exposure to the ad on a weekly basis.
Meta_Impressions	Meta Impressions is part of the online media campaigns. It delivers visual ads to the target audience through Meta platforms like Facebook, Instagram, and Messenger. This variable reflects the gross exposure to the ad on a weekly basis.
Influencers_Views	This is an online media campaign that targets the audience through influencer channels, such as social media posts or videos. The Influencers_Views variable represents the total number of views the content received each week.
Google_Generic_Paid_Search_Impressions	Google Generic is one of BookWorm’s online campaigns. It shows text ads when users search on Google using general keywords—like “audio book” instead of a specific brand name. This variable represents the gross exposure to the ad on a weekly basis..
Google_Brand_Paid_Search_Clicks	This is an online media campaign that shows paid search ads when people search the BookWorm’s brand name on Google. The Google_Brand_Paid_Search_Clicks variable counts the total clicks these ads get each week.
YouTube_Impressions	This is an online media campaign that shows video ads to the target audience on YouTube. The YouTube_Impressions variable represents the gross exposure to the ad on a weekly basis.





Marketing

Promotion

Dates_School_Holidays

Competitors Promo

Variable Name	Variable Description
Promotion	Promotion is a variable that represents the percentage discount applied to the subscription each week.
Dates_School_Holidays	Dates_School_Holidays represent a non-media variable that shows how many days in the week were school holidays. The value ranges from 0 (no holidays) to 7 (full-week holiday).
Competitors Promo	Competitors_Promotion is a non-media variable that represents the estimated percentage discount offered by competitors each week.

Media Spend: Digital Media



Variable Name	Description
Google Display Cost	Google_Display_Cost is a spend variable that shows the total weekly cost of the Google Display campaign(s).
Meta Cost	Meta_Cost is a spend variable that shows the total weekly cost of all campaigns that the run on Meta platforms.
Google Generic Paid Search Cost	Google_Generic_Paid_Search_Cost is a variable representing the total weekly spending on the Google Generic Paid Search online media campaign.
Influencers Cost	Influencers_Cost is a spend variable that represents the total weekly cost of the influencer marketing campaigns.
Google Branded Paid Search Cost	Google_Brand_Paid_Search_Cost is a spend variable that represents the total weekly cost of the paid search campaigns triggered by branded keywords on Google - keywords that contain the brand name.
YouTube Cost	YouTube_Cost is a spend variable representing the total weekly cost of the advertising campaigns on YouTube.

Media Spend

Digital Media Spend by Channel
Offline Media Spend by Channel

Media Spend: Offline Media



Media Spend

Digital Media Spend by Channel

Offline Media Spend by Channel

Variable Name	Variable Description
TV Cost	TV_Cost represents the total weekly spending on the TV advertising campaigns.

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