

Evaluating Marketing Campaign Efficacy Using Design of Experiments

Dr. Kavitha Reddy Gurrula *

Assistant Professor-Operations, School of Business, Woxsen University, Hyderabad, India

Sasidhar Bezawada

Alumnus, BBA (Data Science & Artificial Intelligence) Program, Woxsen University, Hyderabad, India

Abhiram Rentala

Alumnus, BBA (Digital Marketing) Program, Woxsen University, Hyderabad, India

Aman Gyani

Alumnus, BBA (Data Science & Artificial Intelligence) Program, Woxsen University, Hyderabad, India

Abstract

In a highly competitive digital marketplace, insurance companies must adopt evidence-based approaches to assess and enhance their marketing initiatives. Glide Insurance Broking Services Pvt. Ltd. specializes in offering insurance solutions, such as cyber risk policies for corporate clients. Nevertheless, the company currently lacks a formalized method for evaluating the effectiveness of its campaigns. The existing assessment methods are primarily informal, making it challenging for the organization to identify which marketing strategies successfully engage audiences. This research proposes employing the Design of Experiments (DoE) methodology as a structured, data-driven approach to assess the effectiveness of marketing campaigns. Through the examination of essential factors like social media platforms, content types, and delivery times, and by evaluating their effects on engagement metrics such as impressions, views, engagement rates, watch duration, and clickthrough rates, this research aims to determine the most effective configurations for campaigns. This methodology not only facilitates an impartial evaluation of marketing success but also aids in making informed choices, optimizing the distribution of marketing funds, and continuously enhancing future campaigns.

Keywords

Campaign Efficiency, Design of Experiments, Digital Marketing Effectiveness, Engagement Metrics.