

Marketing Funnel Performance Analysis

Comparing Google, Meta, and TikTok Campaigns

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Project Overview:

Objective:

Evaluate ad performance across Google, Meta, and TikTok.

Focus Metrics:

CTR, Conversion Rate, CPA, CPC, ROAS

Goal:

Optimize budget allocation and improve marketing ROI.



Summary of Key Metrics:

| Platform | CTR | Conversion Rate | CPC (\$) | CPA(\$) | ROAS |
|----------|-----|-----------------|----------|---------|--------|
| TikTok | 10% | 20% | 0.05 | 0.25 | 365.13 |
| Google | 3% | 8% | 0.19 | 2.00 | 20.04 |
| Meta | 2% | 5% | 0.16 | 3.86 | 7.77 |



Insight #1 - TikTok Dominates the Funnel

- Highest CTR (10%) and Conversion Rate (20%)
- Ultra-low CPA (\$0.25) and highest ROAS (365.13)
- Outperforms all other platforms in efficiency and revenue generation

| Platform | CTR | Conversion Rate | CPC (\$) | CPA(\$) | ROAS |
|----------|-----|-----------------|----------|---------|--------|
| TikTok | 10% | 20% | 0.05 | 0.25 | 365.13 |
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Insight #2 - Meta Underperforms

- Lowest engagement (CTR: 2%) and conversion (5%)
- Most expensive CPA (\$3.86)
- Weakest ROAS (7.77)
- Poor return for budget invested

| Platform | CTR | Conversion Rate | CPC (\$) | CPA(\$) | ROAS |
|----------|-----|-----------------|----------|---------|--------|
| TikTok | 10% | 20% | 0.05 | 0.25 | 365.13 |
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| Meta | 2% | 5% | 0.16 | 3.86 | 7.77 |



Insight #3 - Google Holds Middle Ground

- Stable performance: CTR (3%), Conv. Rate (8%)
- Decent CPA (\$2.00) and ROAS (20.04)
- Viable for retargeting or brand-intent campaigns

| Platform | CTR | Conversion Rate | CPC (\$) | CPA(\$) | ROAS |
|----------|-----|-----------------|----------|---------|--------|
| TikTok | 10% | 20% | 0.05 | 0.25 | 365.13 |
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Strategic Recommendations

1.

Reallocate budget heavily toward TikTok for max ROI.

2.


Audit or pause Meta campaigns due to inefficiency.

3.

Retain Google for search/retargeting with optimized spend.

4.

Enhance attribution tracking to validate long-term impact.



Conclusion

- TikTok delivers unmatched performance.
- Meta campaigns need rework or elimination.
- Data supports aggressive reallocation to high-performing channels.
- Continue data-driven evaluation monthly.

Thank You

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