

# 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

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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
Google	3%	8%	0.19	2.00	20.04
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
Google	3%	8%	0.19	2.00	20.04
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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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