MARKETING PERFORMANCE ANALYSIS FOR OJAR PERFUMES

CROSS-PLATFORM KPI ANALYSIS: GOOGLE | TIKTOK | META

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OVERVIEW

- **Objective:** Evaluate and compare marketing performance across Google, TikTok and Meta
- **Focus Metrics:**
  - Conversion Rate (CR)
  - Cost Per Acquisition (CPA)
  - Average Order Value (AOV)
- **Tool Used:** Tableau (dashboard embedded)

BUSINESS PROBLEM

An X platform seeks to optimize digital marketing investment

- Google and Meta are mature channels; TikTok is newly adopted

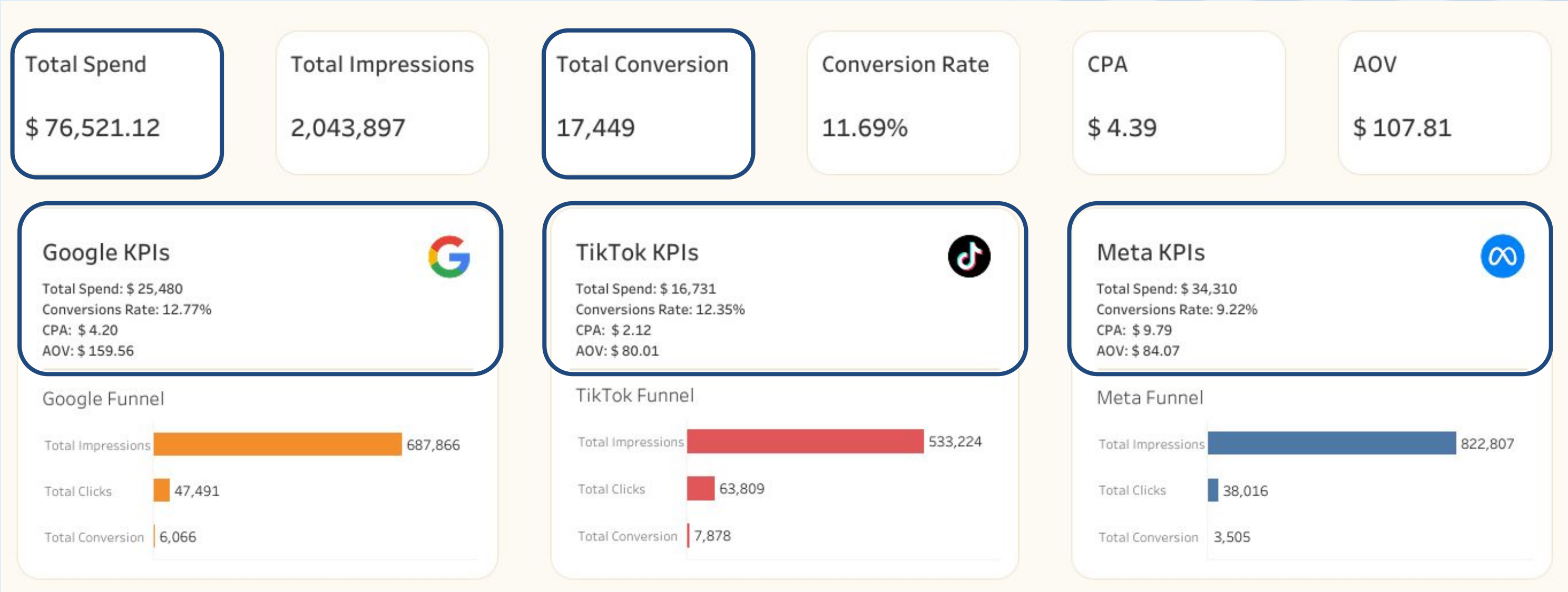- Key question: Which platform delivers the best ROI?

KPI SUMMARY (PLATFORM COMPARISON)

Platform	Total Impressions	Total Clicks	Total Conversions	Total Spend	Total Revenue	Conversion Rate %	CPA	AOV
Google	687,866	47,491	6,066	$ 25,480	$ 887,306	12.77%	$ 4.20	$ 160
TikTok	533,224	63,809	7,878	$ 16,731	$ 588,852	12.35%	$ 2.12	$ 80
Meta	822,807	38,016	3,505	$ 34,310	$ 294,410	9.22%	$ 9.79	$ 84

- **TikTok** is most cost-effective; **Google** drives higher value orders; **Meta** underperforms

VISUAL DASHBOARD HIGHLIGHTS

- Total Spend: $76,521.12 | Total Conversions: 17,449.
- TikTok has highest conversions and lowest CPA.
- Google yields highest revenue via AOV.
- Meta has high spend with lowest return.

Total Spend	Total Impressions	Total Conversion	Conversion Rate	CPA	AOV
$ 76,521.12	2,043,897	17,449	11.69%	$ 4.39	$ 107.81

Google KPIs

Total Spend: $ 25,480
Conversions Rate: 12.77%
CPA: $ 4.20
AOV: $ 159.56

Google Funnel

Total Impressions	687,866
Total Clicks	47,491
Total Conversion	6,066

TikTok KPIs

Total Spend: $ 16,731
Conversions Rate: 12.35%
CPA: $ 2.12
AOV: $ 80.01

TikTok Funnel

Total Impressions	533,224
Total Clicks	63,809
Total Conversion	7,878

Meta KPIs

Total Spend: $ 34,310
Conversions Rate: 9.22%
CPA: $ 9.79
AOV: $ 84.07

Meta Funnel

Total Impressions	822,807
Total Clicks	38,016
Total Conversion	3,505

STRATEGIC RECOMMENDATIONS

- Increase TikTok Budget: Most efficient channel for volume

- Maintain Google Campaigns: Leverage high AOV for premium products

- Reassess Meta Spend: Shift to branding or retargeting rather than acquisition

CONCLUSION & NEXT STEPS

- Data-driven decision-making shows clear budget reallocation strategy
- Focus investments where ROI is highest
- Continue tracking KPIs monthly
- Expand analysis with cohort segmentation in future

THANK YOU

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