

# Timber & Textiles Marketing

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**Business**  
**ANALYSIS**

# TOTAL CAMPAIGN CALCULATION

50.29

Conversion Rate (%)

0.20

Cost per Click (CPC)

0.40

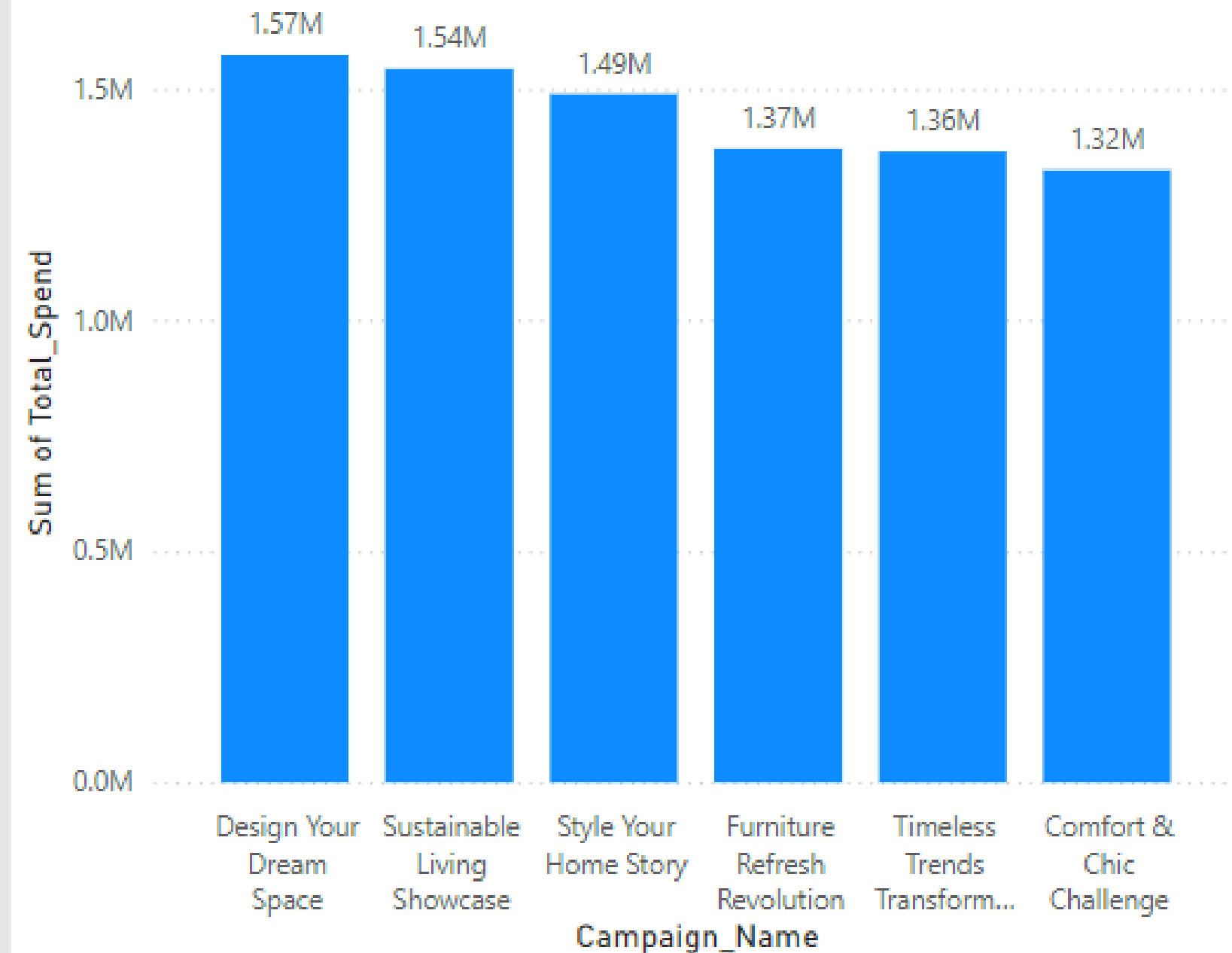
Cost per Acquisition (CPA)

2.60

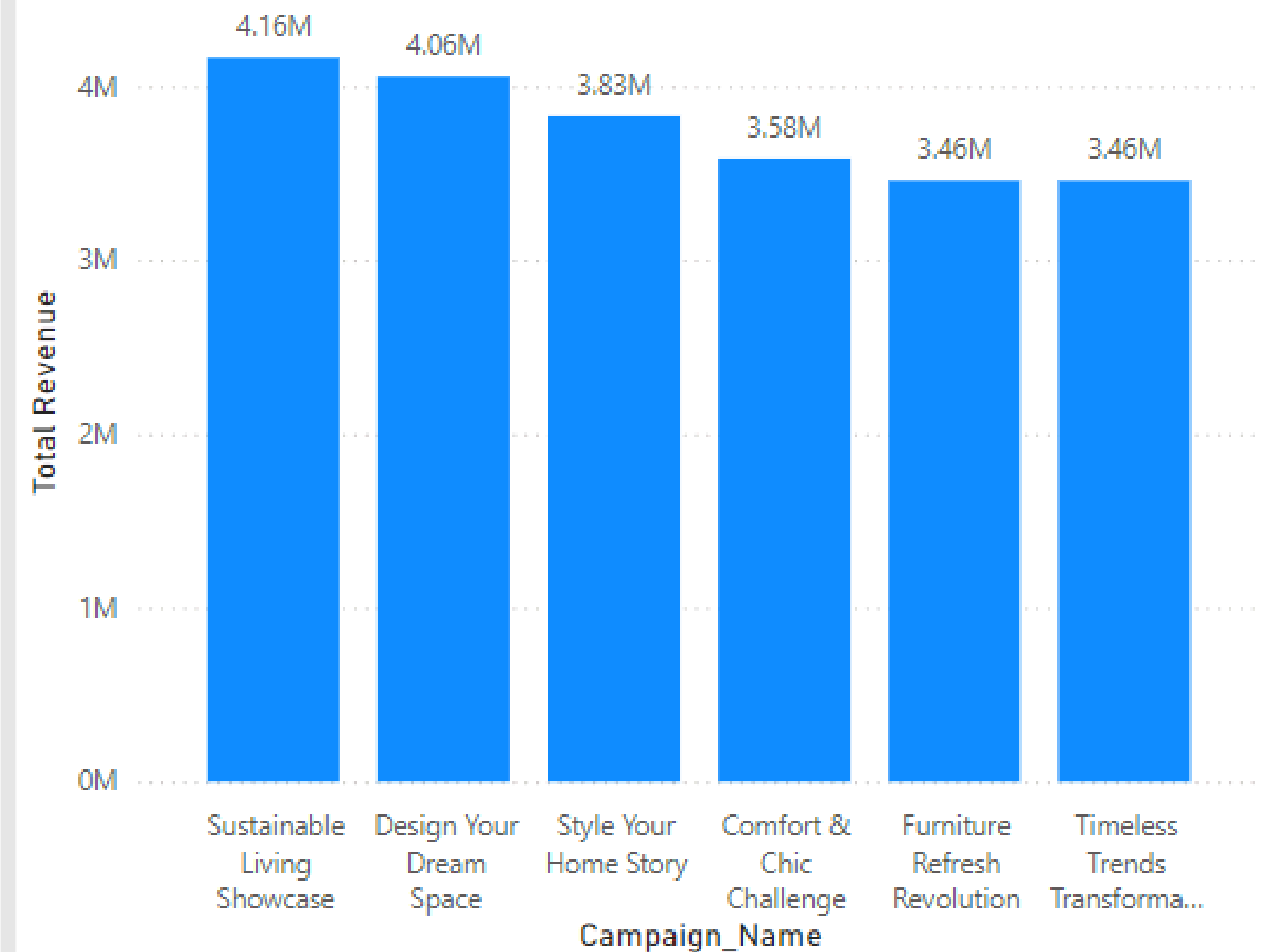
ROAS

# CAMPAIGN BUDGET REVIEW

Sum of Total\_Spend by Campaign\_Name

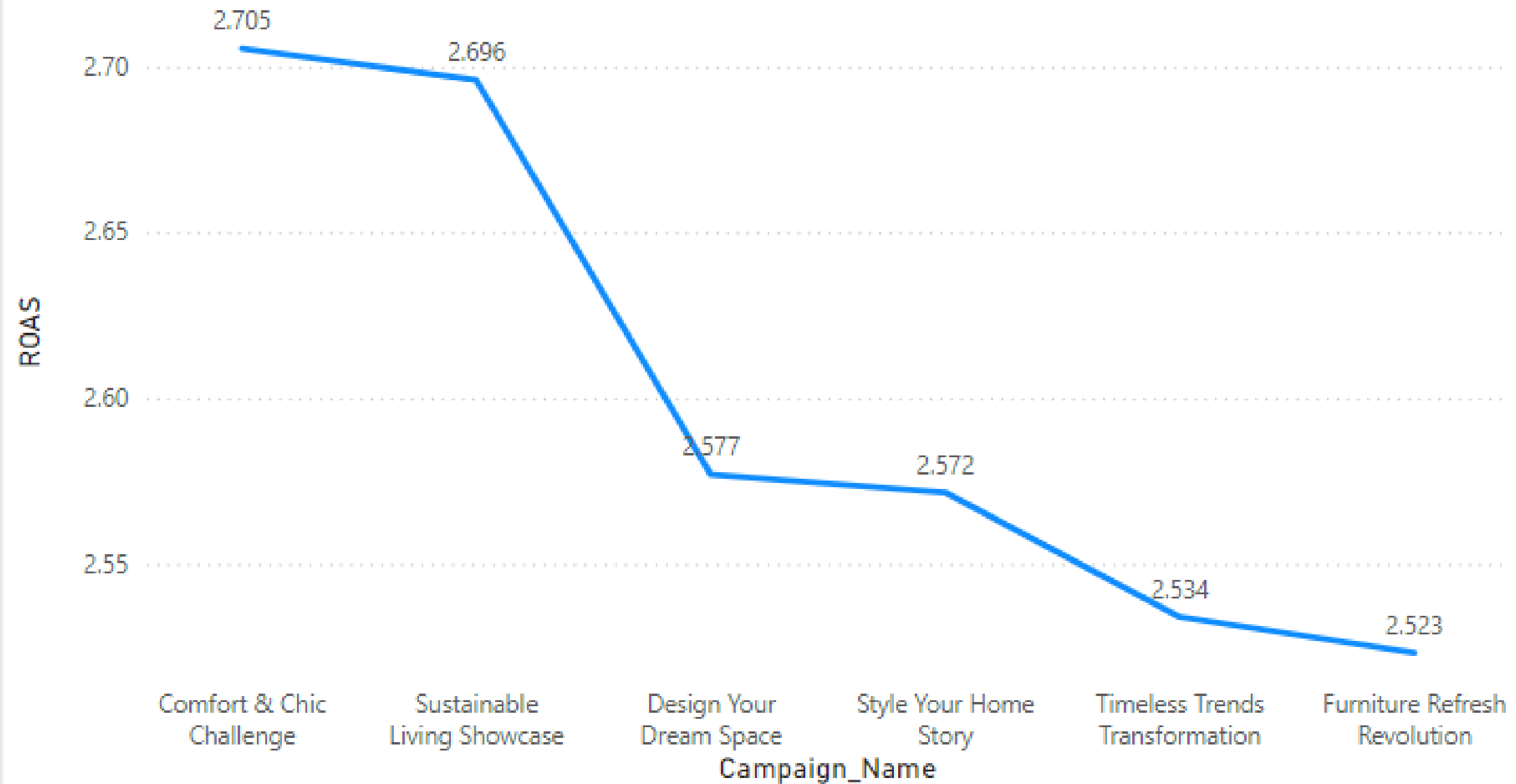


Total Revenue by Campaign\_Name



# CAMPAIGNS ROAS

ROAS by Campaign\_Name





# Campaigns

## INSIGHTS & RECOMMENDATIONS

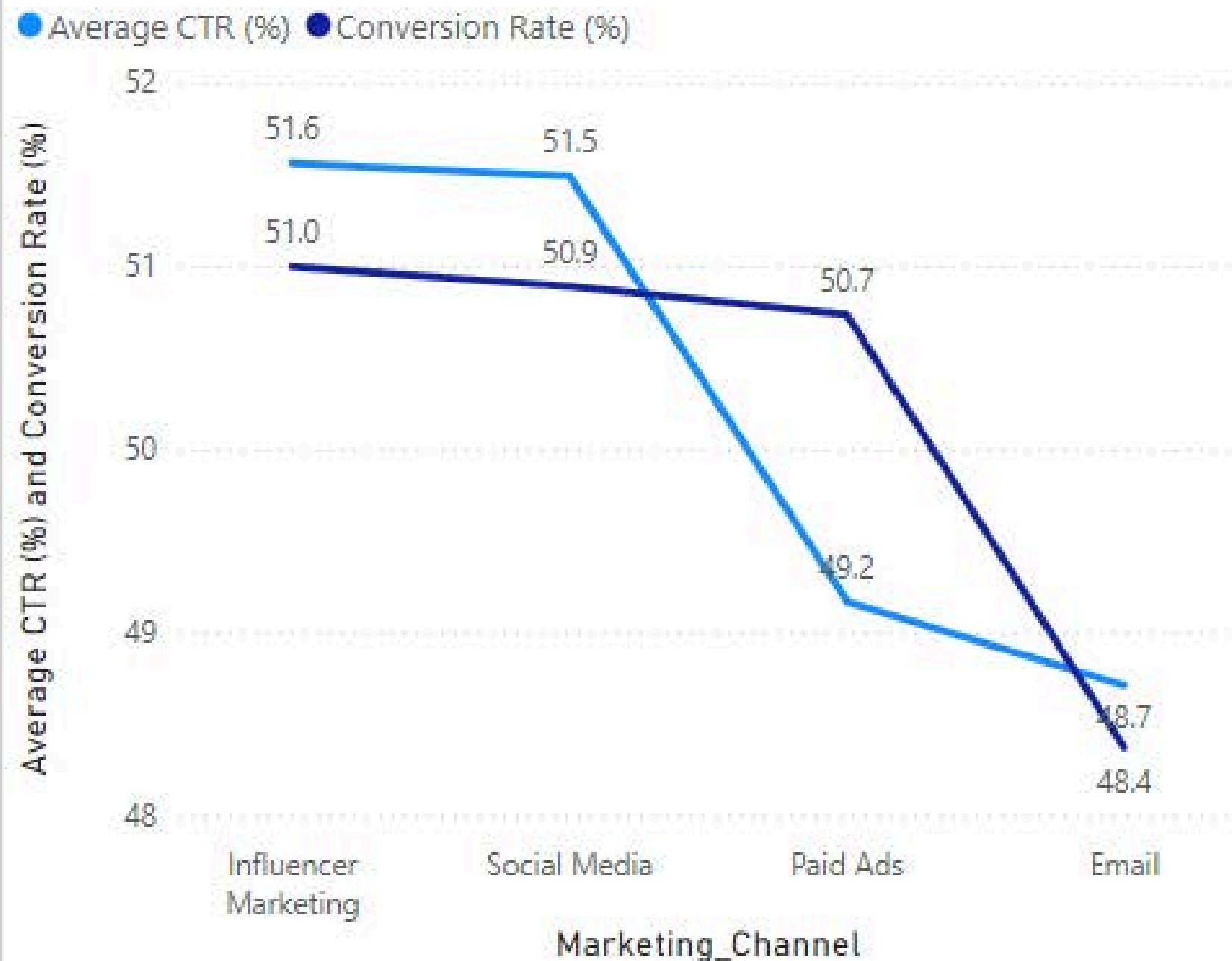
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**Insight:** The Comfort & Chic Challenge Campaign demonstrates exceptional efficiency, achieving the highest Return on Advertising Spend (ROAS) despite having the lowest total expenditure among all campaigns. This indicates it generates the best revenue relative to its spending, outperforming other campaigns in terms of cost-effectiveness.

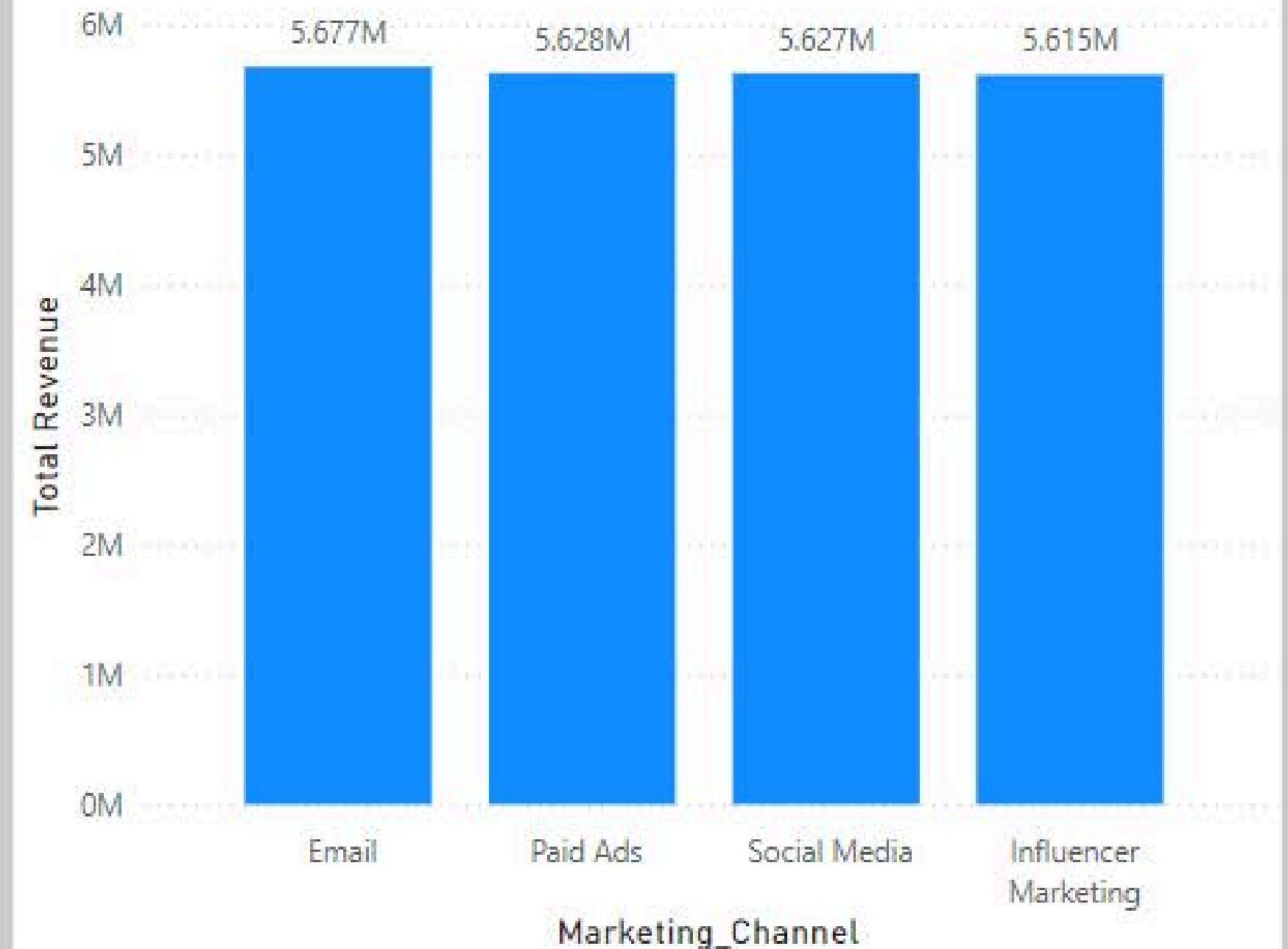
**Recommendation:** Increase the budget allocation for the Comfort & Chic Challenge Campaign to capitalize on its strong performance. Scaling up this campaign could potentially drive even higher revenue while maintaining its efficiency.

# MARKETING CHANNELS BASIC METRICS

Average CTR (%) and Conversion Rate (%) by Marketing\_Channel

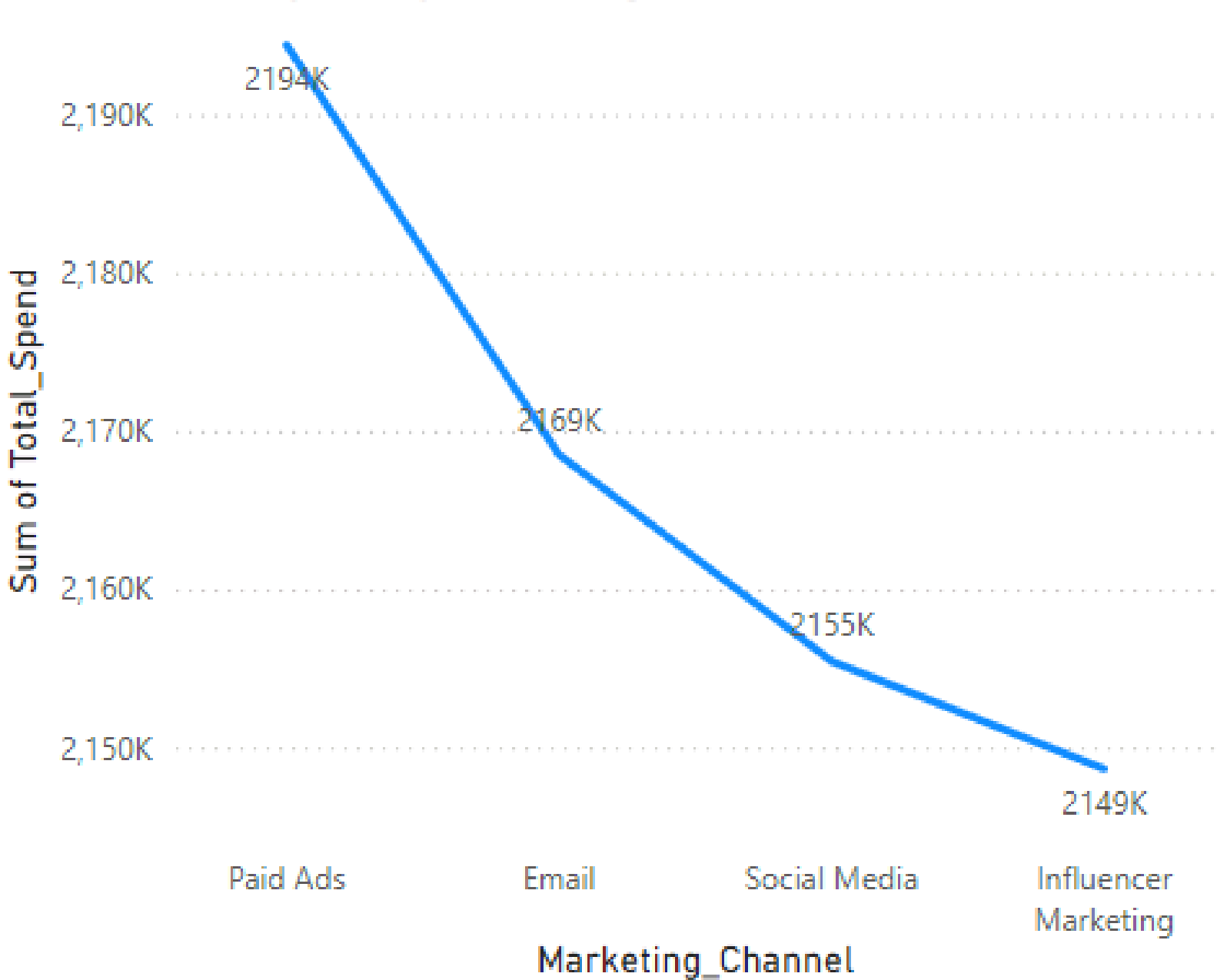


Total Revenue by Marketing\_Channel

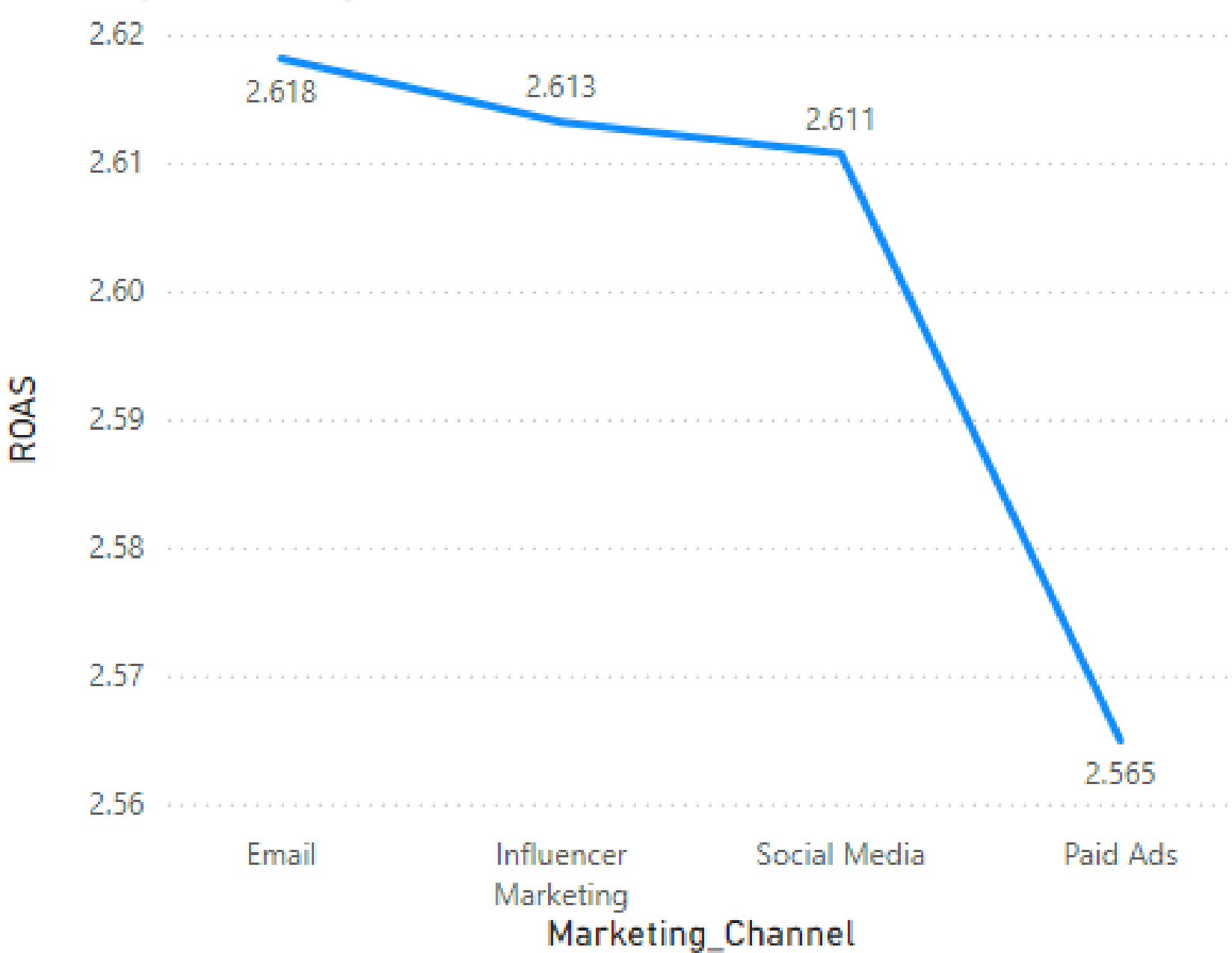


# MARKETING CHANNELS BUDGET REVIEW

Sum of Total\_Spend by Marketing\_Channel



ROAS by Marketing\_Channel



# Marketing Channels

## INSIGHTS & RECOMMENDATIONS

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**Insight:** Although Paid Ads account for the highest expenditure among all marketing channels, they deliver the lowest Return on Advertising Spend (ROAS) and fail to generate the highest revenue. Conversely, other channels like Email, Influencer Marketing, and Social Media demonstrate significantly better ROAS, indicating superior efficiency and cost-effectiveness.

**Recommendation:** Reallocate budget from Paid Ads to channels that have shown better performance, such as Email, Influencer Marketing, and Social Media. This strategic investment shift could maximize revenue and improve overall campaign efficiency.



# SEGMENT CAMPAIGN PERFORMANCE BY DEMOGRAPHICS



# Demographic INSIGHTS

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**Gender:** Most campaigns performed slightly better with Males, except for Sustainable Living Showcase and Design Your Dream Space, which performed better with Females.

**Age Group:** Sustainable Living Showcase excelled with the 55+ age group, while Furniture Refresh Revolution performed best with 18-24, and Design Your Dream Space with 25-34. Other campaigns showed balanced performance across age groups.

**Location:** Sustainable Living Showcase performed best in Iași, Design Your Dream Space in Timișoara, and Comfort & Chic Challenge and Furniture Refresh Revolution in Bucharest. Other campaigns showed balanced performance across locations.

# Demographic RECOMMENDATIONS

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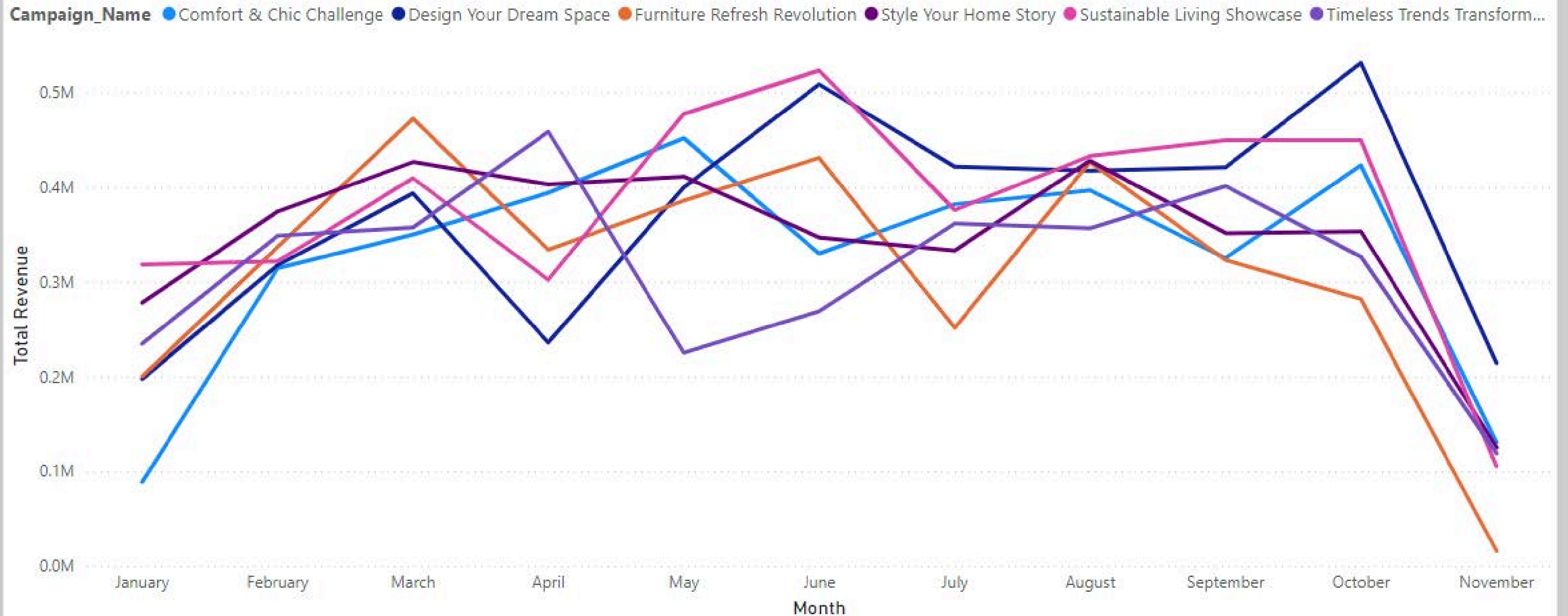
**Gender:** Focus more on Females in campaigns like Sustainable Living Showcase and Design Your Dream Space, while maintaining the strong performance with Males in most other campaigns.

**Age Group:** Continue targeting 55+ for Sustainable Living Showcase, 18-24 for Furniture Refresh Revolution, and 25-34 for Design Your Dream Space. Keep a balanced approach for other campaigns, monitoring any shifts in performance.

**Location:** Increase focus on Iași for Sustainable Living Showcase and Timișoara for Design Your Dream Space, while continuing to prioritize Bucharest for Comfort & Chic Challenge and Furniture Refresh Revolution.

# CAMPAIGN PERFORMANCE OVER TIME

Total Revenue by Month and Campaign\_Name



# Time-Based Analysis

## INSIGHTS

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The revenue for different campaigns follows a distinct pattern over the year, with the lowest revenues observed at the start and end of the year, and the highest revenues peaking at different times depending on the campaign:

- Comfort & Chic Challenge: Revenue peaks in May at 450k.
- Design Your Dream Space: Revenue peaks in October at 530k.
- Furniture Refresh Revolution: Revenue peaks in March at 470k.
- Sustainable Living Showcase: Revenue peaks in June at 520k.
- Timeless Trends Transformation: Revenue peaks in April at 460k.
- Style Your Home Story: Revenue peaks in August at 428k.



# Time-Based Analysis

## RECOMMENDATIONS

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- **Adjust Budget Allocation:** Based on peak revenue periods, consider allocating higher budgets and resources around the peak months for each campaign. For instance, increase spend for Style Your Home Story in August to capture the revenue surge during those times.
- **Maintain Strategic Flexibility:** Since each campaign has a different peak month, be flexible with your budget allocation across months to maximize overall revenue throughout the year.
- **Optimize Campaign Timing:** Use historical data to identify any early signs of potential revenue growth or decline before the peak months, so you can adjust your marketing efforts proactively to ensure a more consistent revenue flow leading up to those key months.