



Data-Driven Insights for Digital Marketing Campaigns

Project 7

OVERVIEW

Key Insights:

- Engagement Rate: 32.75% (Top: Organic Video)
- Total Users: 58K
- Conversion Rate: 364.19%
- Total Revenue: \$3.82K
- ROI (Best Channel: Organic Shopping): 24K%

Key Takeaways:

- Direct & Organic Search drive highest engagement.
- Organic Shopping has highest ROI but low engagement.
- Some channels (Email, Cross-Network, Organic Video) show minimal impact.

TRAFFIC & USER ANALYSIS

- **Total Users:** 58K
- **Total Sessions:** 88K
- **Total Engaged Sessions:** 36K
- **Top Traffic Sources:** Direct (49K), Organic Search (8K), Organic Social (1K)

TRAFFIC & USER ANALYSIS



Trends:

- Direct traffic is the primary driver
- Organic Search shows moderate engagement
- Minimal engagement from Organic Social & Video

Recommendations:

- Strengthen SEO strategies
- Improve social media engagement
- Invest in direct & referral traffic strategies

Traffic & User Acquisition Analysis

CHANNEL_GROUP

All

Total Engaged Session

36K

Total Session

88K

Engagement Rate

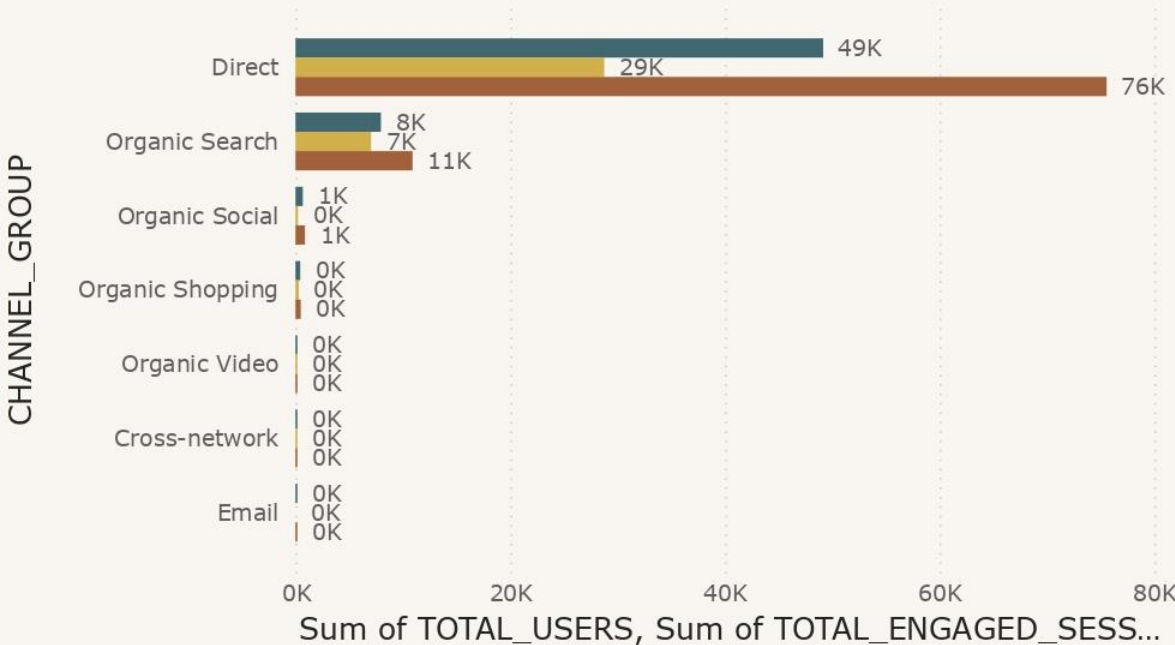
294.2

Total Users

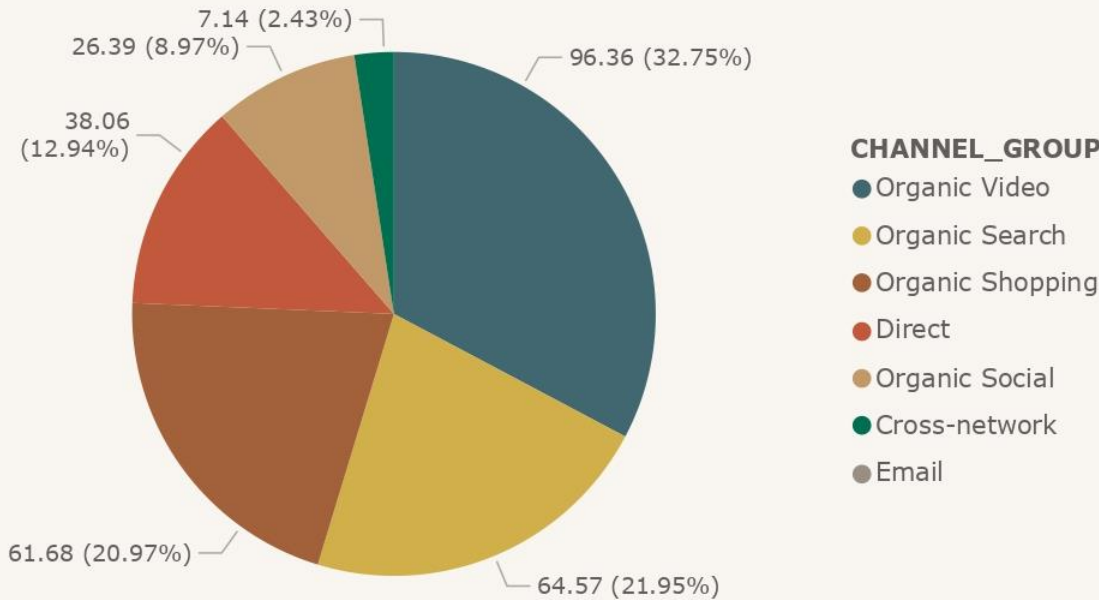
58K

Comparison of traffic sources (Total Users, Sessions, Engaged Sessions)

Sum of TOTAL_USERS Sum of TOTAL_ENGAGED_SESSIONS Sum of TOTAL_SESSIONS



Engagement Rate (%) by Channel



ENGAGEMENT ANALYSIS

- **Total Engaged Sessions:** 36K
- **Avg. Engagement Time:** 57 sec

Highest Engagement Rate:

- Organic Video (96.36%)
- Organic Search (64.57%)
- Direct (61.68%)

ENGAGEMENT TRENDS & RECOMMENDATION

Trends & Patterns:

- **Organic Video** has the **highest engagement rate** but low traffic.
- **Organic Search** is a strong performer with **both traffic & engagement**.
- **Direct traffic** contributes significantly to engagement.

Recommendations:

- Leverage **video content marketing** to drive Organic Video traffic.
- Optimize **landing pages & UX** for direct and organic search visitors.
- Increase **interactive content** to improve engagement time.

Enagement Analysis

CHANNEL_GROUP

All

Total Engaged Sessions

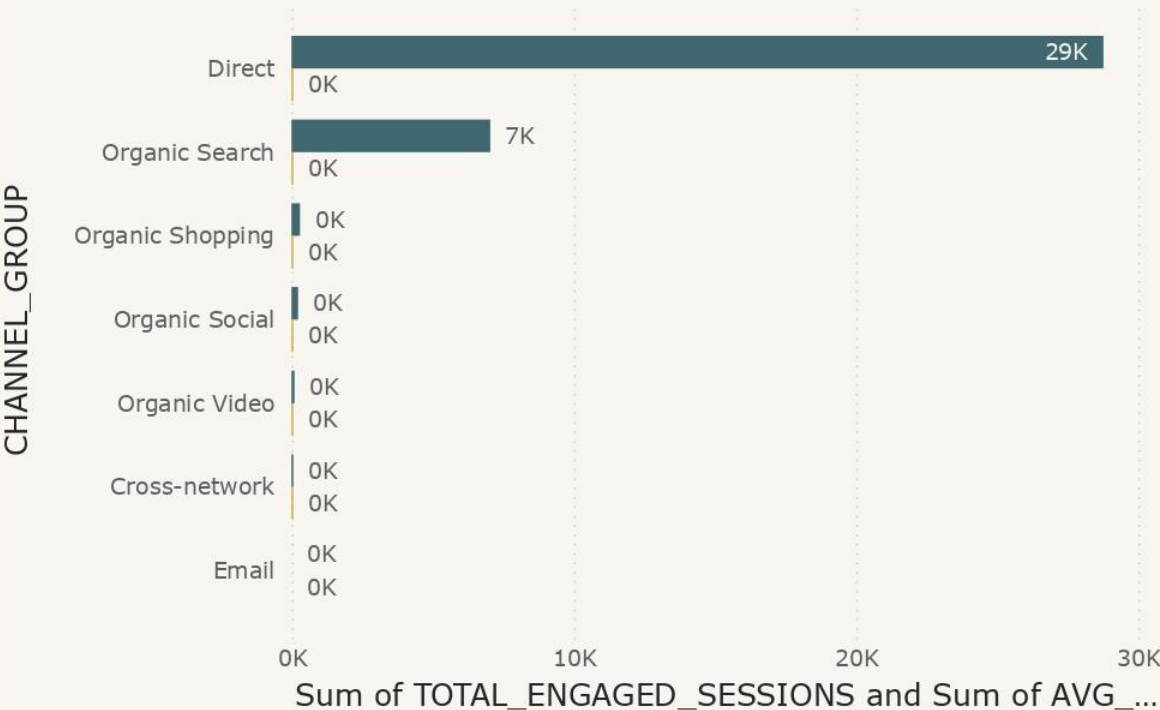
36K

Average Engagement Time

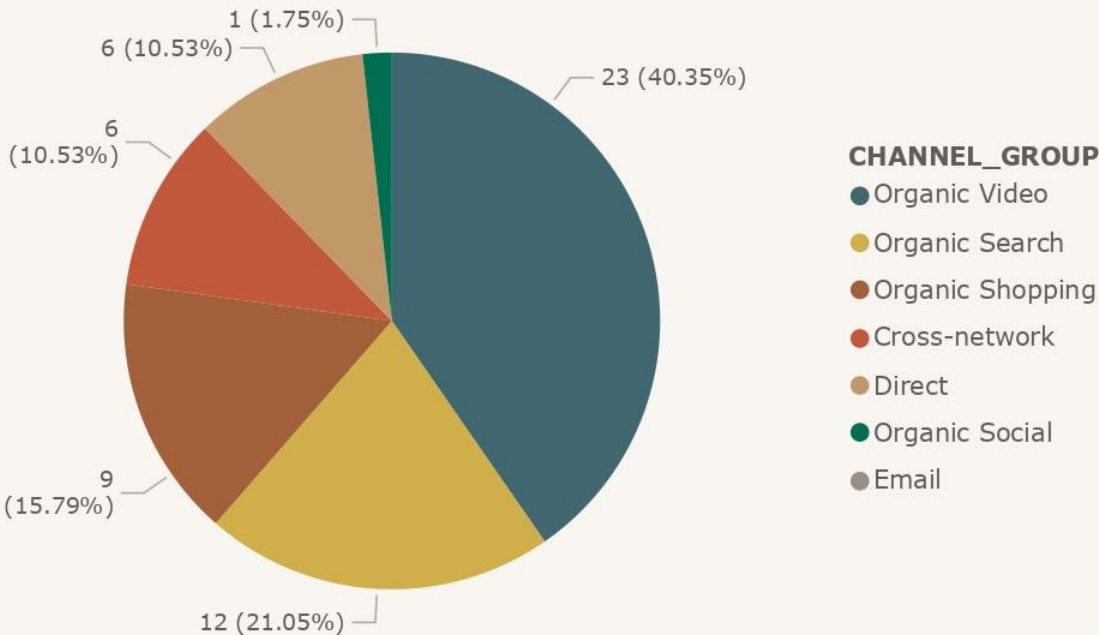
57

Engagement comparison across channels

● Sum of TOTAL_ENGAGED_SESSIONS ● Sum of AVG_ENGAGEMENT_TIME



Engagement time distribution per channel



CONVERSION & REVENUE ANALYSIS

- **Total Conversions:** 12K
- **Conversion Rate:** 364.19%
- **Total Revenue:** \$3.82K
- **Top Channels:** Direct (6.8K), Organic Search (5.0K)
- **Graph:** Conversions & revenue by channel

CONVERSION TRENDS & RECOMMENDATION



Trends:

- Direct & Organic Search dominate conversions
- Organic Shopping & Video contribute minimal conversions

Recommendations:

- Optimize Organic Search content
- Improve checkout & conversion funnel
- Enhance ad targeting for Organic Shopping & Video

Conversion & Revenue Analysis

CHANNEL_GROUP



All



Total Conversion

12K

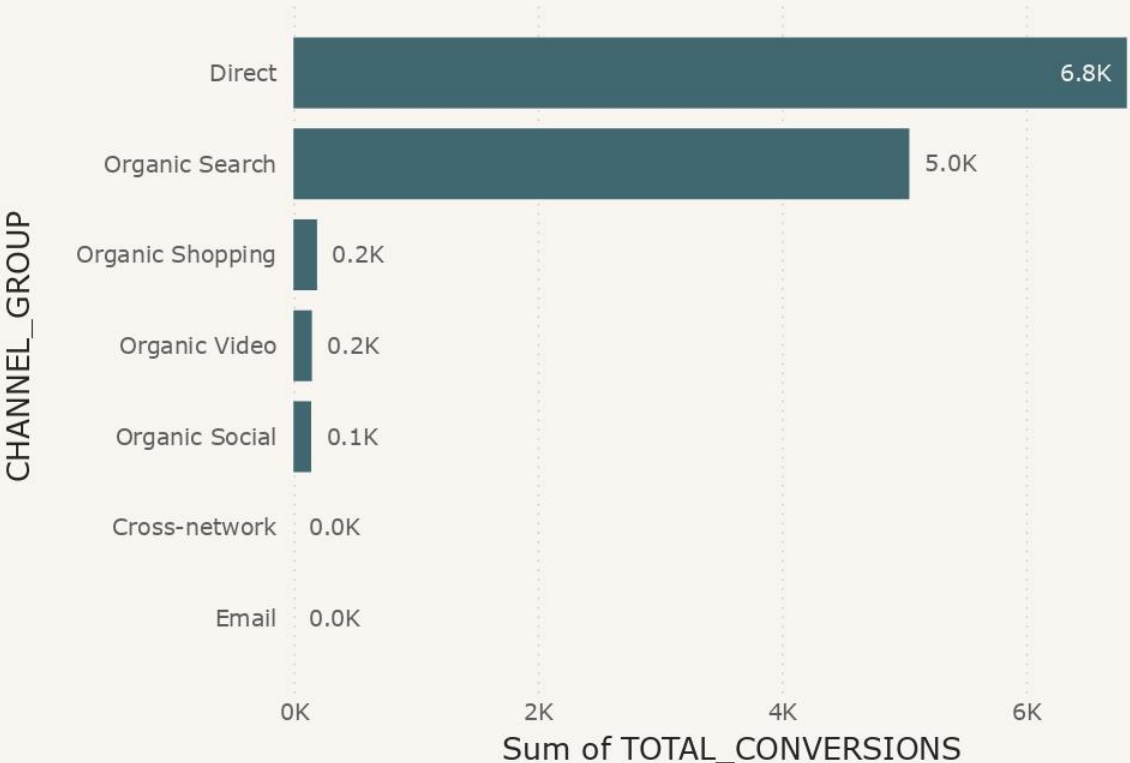
Conversion Rate (%)

364.19

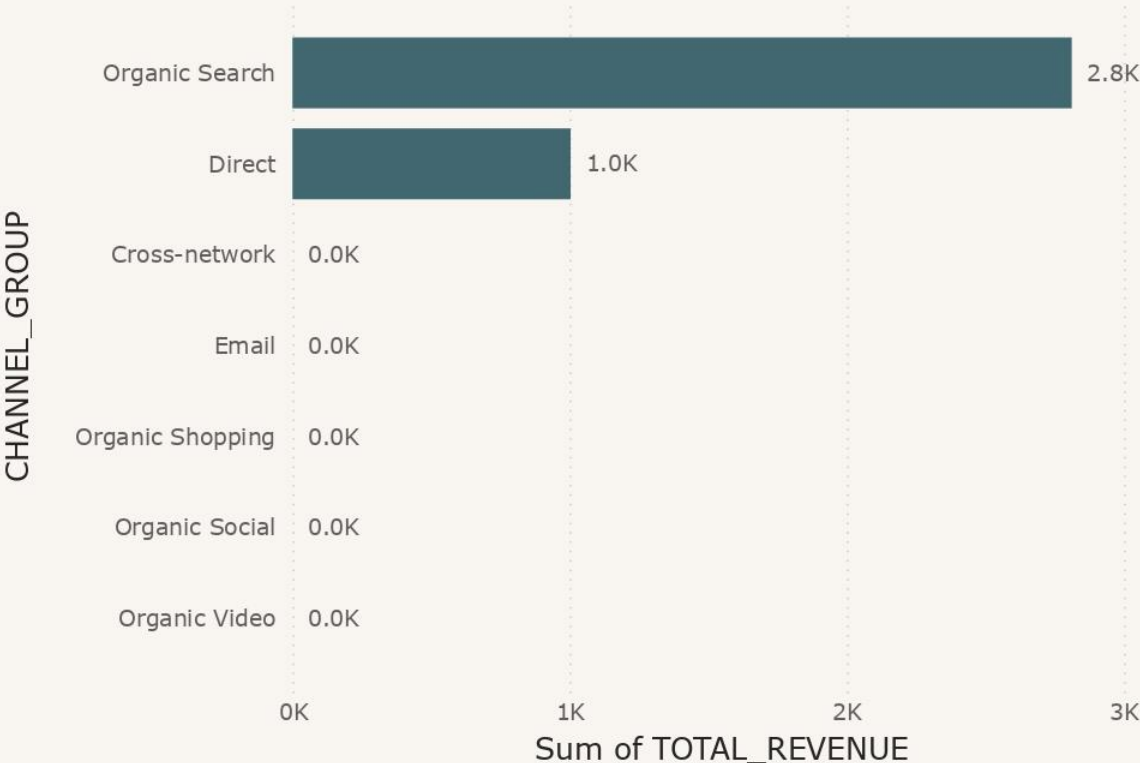
Total Revenue

3.82K


Conversions By Channel



Revenue By Channel



AD PERFORMANCE & ROI ANALYSIS

- 
- **Total Impressions: 46K**
 - **CTR: 50%**
 - **Ad Cost: \$64**
 - **ROI: 24K%**
 - **CPC: \$0.30 | CPA: \$0.36**

AD PERFORMANCE & ROI TRENDS & RECOMMENDATIONS



■ **Trends:**

- Organic Shopping & Referral drive the highest ROI
- Paid Search & Social Ads need optimization

■ **Recommendations:**

- Increase ad spend on high-ROI channels
- Refine audience targeting
- A/B test ad creatives & CTAs

Ad Performance Analysis

CHANNEL_GROUP

All

Impression

46K

CTR

503.18

Ad Cost

646.41

Revenue

5.07K

ROI

24.31K

CPC

0.30

CPA

0.36

ROI By Channel

CHANNEL_GROUP

Organic Shopping

Referral

Direct

Email

Organic Video

Cross-network

Organic Search

Organic Social

Paid Search

24K

0K

0K

0K

0K

0K

0K

0K

0K

0K

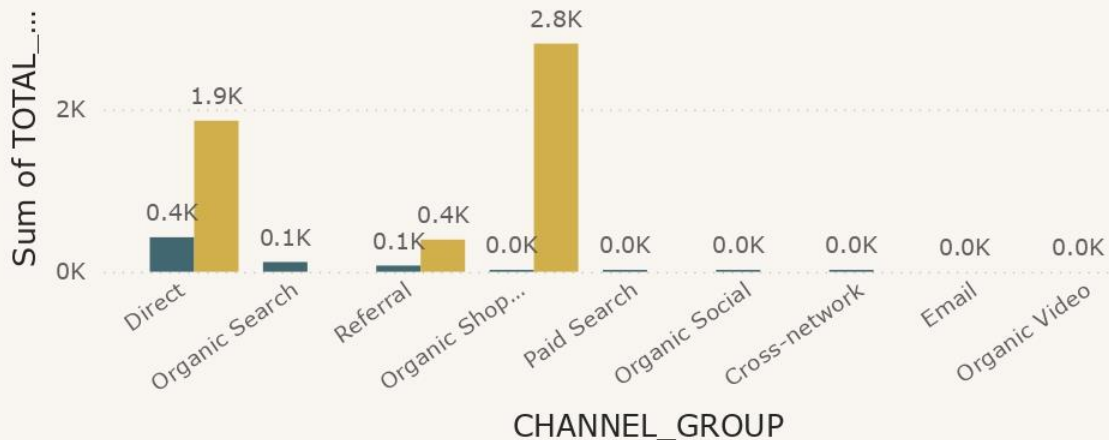
10K

20K

Sum of ROI_PERCENT

Ad Cost Vs Revenue

Sum of TOTAL_AD_COST Sum of TOTAL_REVENUE



CTR Trends By Channel



LANDING PAGE PERFORMANCE

Key Insights:

- **Total Sessions:** 67,099
- **Total Users:** 47,549
- **New Users:** 45,029
- **Avg. Engagement Time:** 7 sec
- **Total Key Events:** 2,653
- **Total Revenue:** \$1,390
- High-performing pages drive the majority of revenue and engagement. (**Homepage ("/")** is the most visited page (67,099 sessions) **Search & Apparel Shop pages** are popular)
- Some pages have high traffic but low conversions, signaling UX or CTA issues.
- Several underperforming pages show zero engagement, possibly due to tracking gaps.

LANDING PAGE PERFORMANCE W

Trends

Top revenue-generating pages align with high engagement times. (**Checkout page** has higher engagement (9 sec) ,**Product detail pages** show deep interaction ,**Search page drives the highest revenue** (\$2,811) ,Product pages contribute **long-tail revenue**)

- Informational pages attract users but need optimization for conversions.
- Pages with the lowest engagement also contribute the least to revenue.

Recommendations:

- **Improve homepage navigation** to convert high traffic.
- **Enhance checkout flow** to reduce drop-offs.
- **Optimize product pages** to increase conversions.

Landing Page Analysis

Performance_Category

All

TOTAL SESSIONS

112K

Total Users

84K

New Users

57K

Average Engagement Time

7K

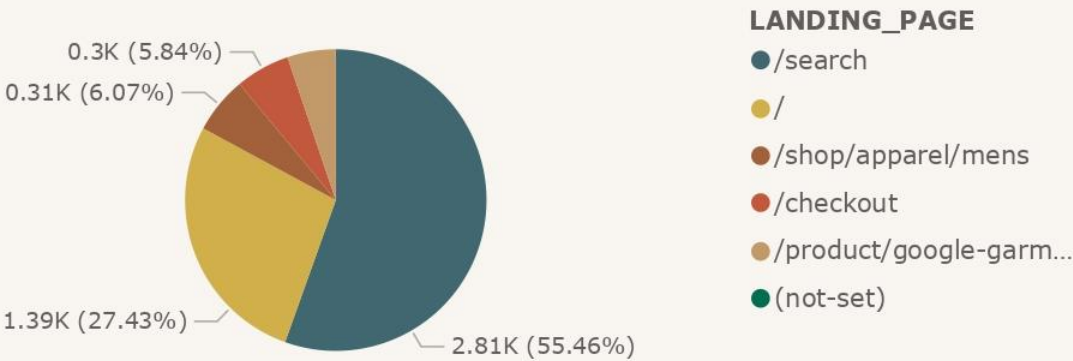
Total Revenue

15K

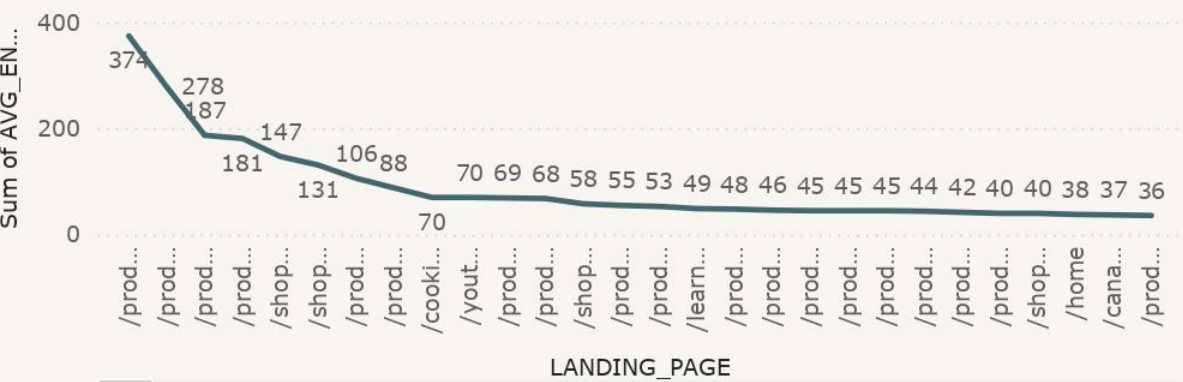
Landing Pge Performance Matrix

LANDING_PAGE	Sum of TOTAL_SESSIONS	Sum of TOTAL_USERS	Sum of NEW_USERS	Sum of TOTAL_REVENUE
/	67099	47549	45029	1,390.45
(not-set)	26253	20762	3	0.00
/product/chrome-dino-googler-accessory-pack-ggoegfda213799	1925	1769	1216	0.00
/canada	1582	1385	1225	0.00
/product/google-ripl-forest-green-bottle-ggoegdhh220199	1064	985	797	0.00
/shop/apparel	769	652	504	0.00
/shop/lifestyle/eco-friendly	735	700	398	0.00
/shop/apparel/mens	578	452	224	307.83
Total	112114	84255	56665	5,069.81

Revenue Contribution Analysis



Engagement Insights



RETENTION & USER LOYALTY ANALYSIS

- **New Users:** 62K
- **Retained Users:** 26K
- **Avg. Retention Rate:** 367%
- **Best Channels:** Direct (18.7K), Organic Search (5.1K)
- **Graph:** Retained users by channel

RETENTION TRENDS & RECOMMENDATION



Trends:

- Direct traffic drives long-term retention
- Organic Search users are moderately retained
- Email & Paid Search show poor retention

Recommendations:

- Implement email nurturing campaigns
- Create exclusive content & rewards
- Improve customer journey mapping

Retention Analysis

COHORT_PERIOD

All

New Users

62K

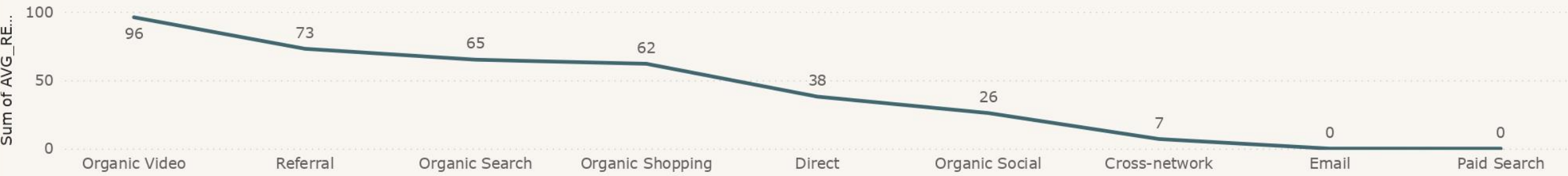
Retained Users

26K

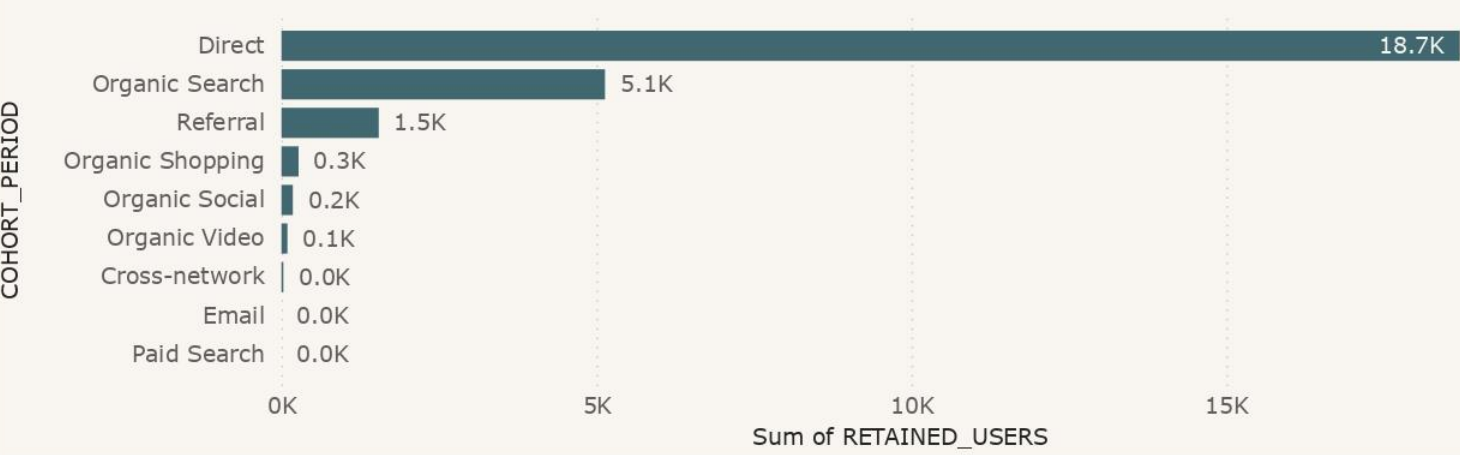
Avg Retention Rate

367

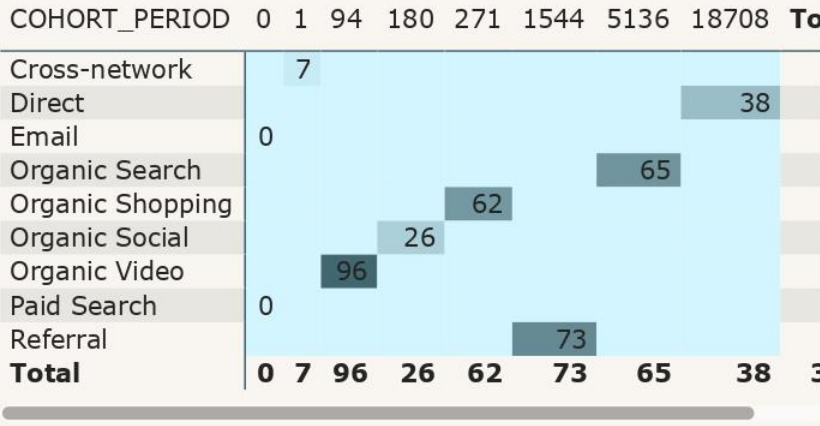
Retention Trends Over Time



Retained Users By Channel



Retention By Cohort Period



DEMOGRAPHIC ANALYSIS

1. Key Insights

Country-wise Analysis

- United States has the highest user count (37,862 users), followed by Canada and India.
- India and Taiwan have the highest engagement rates (above 55%), indicating highly active users.
- Revenue is mostly generated from the US, while other countries contribute little to no revenue.

Age-wise Patterns

- Users aged 18-34 show the highest engagement rates (50-55%) and longest average engagement time.
- Older users (65+) have a low engagement rate (24%) and a shorter engagement time.
- Revenue is highest from the 35-44 age group, despite a lower user count.

Interest-Based Engagement

- Technology Enthusiasts and Avid Investors have the highest user counts.
- Movie Lovers and TV Viewers contribute significantly to engagement, but not revenue.
- Technology users contribute the most revenue (\$3,507), while investors contribute very little revenue (\$131).

Gender-Based Engagement

- Males have the highest engagement rate (50%) and longer session times.
- Females generate the highest revenue (\$3,085) despite lower engagement.
- Unknown gender category dominates user count (35,280 users) but has lower engagement.

DEMOGRAPHIC TRENDS & RECOMMENDATION

Trends and Patterns

- **High engagement does not always translate to high revenue:** Some user groups (e.g., India, Movie Lovers) engage well but do not contribute much revenue.
- **The 35-44 age group contributes the highest revenue despite a smaller user base.**
- **Males engage more, while females drive higher revenue.**
- **Technology enthusiasts generate the highest revenue,** making them a valuable audience segment.

Recommendations

- **Boost Revenue from High-Engagement Groups** - Introduce **premium features or paid content** for high-engagement groups like **India and Taiwan**. ✓ Provide **personalized offerings for age groups 18-34** to improve monetization.
- **Target Marketing by Gender & Interests** - Focus **advertising efforts on females**, as they contribute the highest revenue. ✓ Promote **Tech and Finance-related services/products** to capitalize on high-value interest groups. ✓ Improve engagement for **investors** with premium financial content or exclusive offers.
- **Improve Engagement in Low-Performing Segments** - **Personalize content for older users (65+)** to boost engagement. ✓ Provide incentives, such as loyalty programs, for underperforming interest groups.

Demographic Analysis

Country

All

gender

Select all

(Blank)

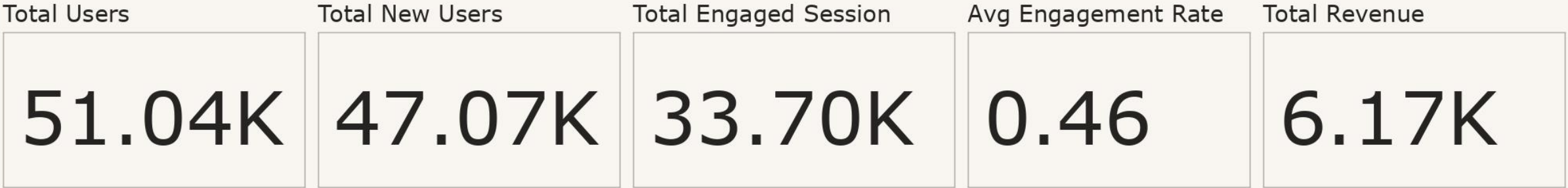
female

Age

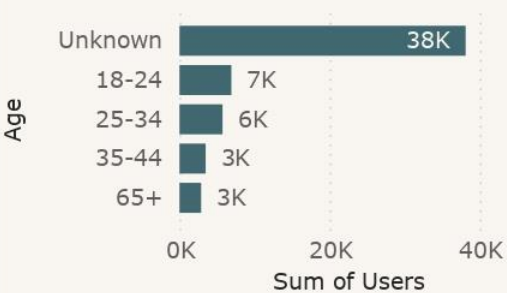
Select all

Interests

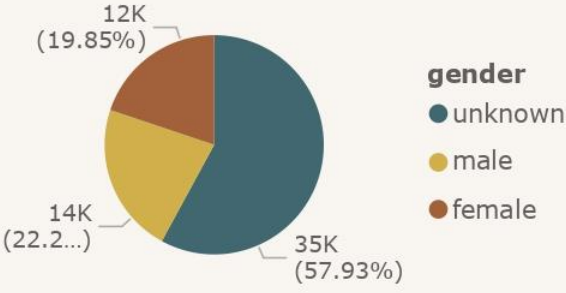
Select all



Users By Age Group



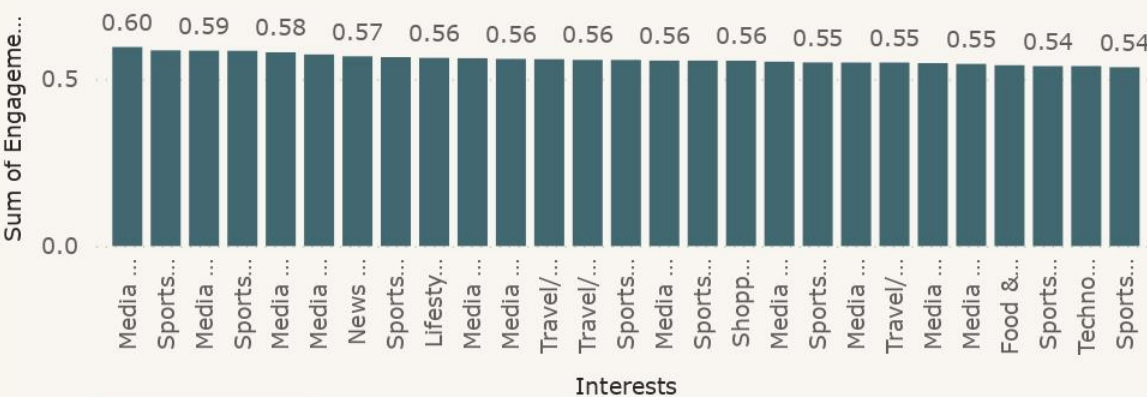
Gender based Engagement



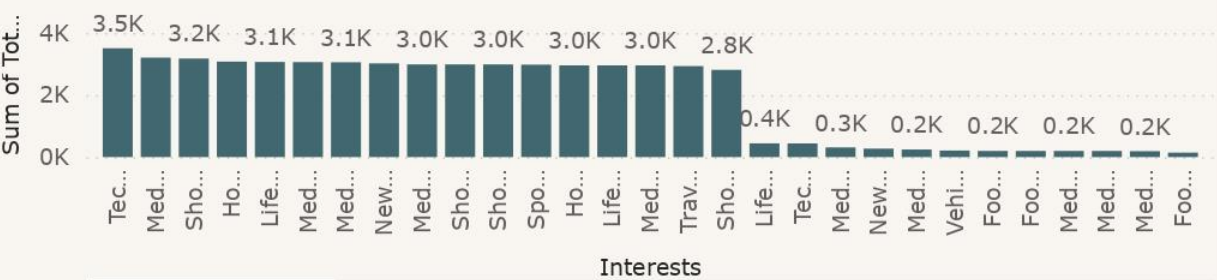
Country Based Engagement



Interest Based Engagement_rate



Revenue Contribution By Interest



Summary

Key Takeaways

- **Traffic & Engagement:** Direct (49K) and Organic Search (8K) drive the most users. Organic Video has the highest engagement (96.36%) but low traffic.
- **Conversions & Revenue:** Direct & Organic Search lead conversions (12K total). Organic Shopping has the highest ROI (24K%) but minimal engagement.
- **Ad Performance:** CTR – 50%, CPC – \$0.30, CPA – \$0.36. Paid Search & Social Ads need optimization; Organic Shopping & Referral have the best ROI.
- **Retention & User Loyalty:** Retention Rate – 367%. Direct & Organic Search users are most loyal, while Email & Paid Search show weak retention.
- **Demographics & Revenue:** US drives the highest revenue, while India & Taiwan show high engagement but low conversions. The 35-44 age group contributes the most revenue.

Summary

Recommendations

- **Boost High-Performing Channels:** Strengthen SEO, optimize landing pages, and invest in direct & referral traffic strategies.
- **Enhance Conversions & Ads:** Improve checkout flow, refine ad targeting, and A/B test creatives.
- **Strengthen Retention & Loyalty:** Implement email nurturing, exclusive rewards, and customer journey mapping.
- **Maximize Revenue Potential:** Target high-value user segments (Tech enthusiasts, 35-44 age group, female users) with personalized content and premium offerings.
- **Focus on high-impact actions to optimize engagement, conversions, and ROI.**