

Omega Inc.

Optimizing Campaign Performance

Strategic Insights from Marketing & Product
Performance Data

Campaign Overview

Campaign Count

10K

Average Budget

\$25.26K

Average Conversion Rate

60.98%

Average ROI

2.76

Average Bundle Price


\$275.20

Average Units Sold

100.69

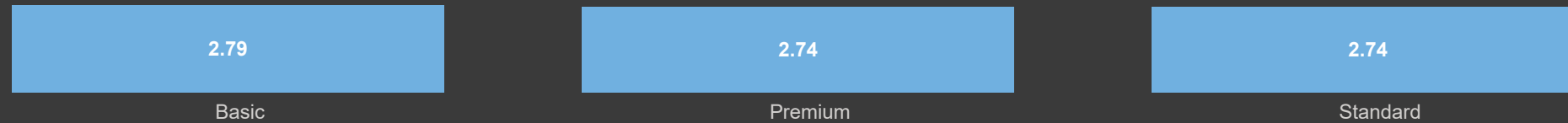
Average Customer Satisfaction

2.50

 Key Insight: Wide variation in conversion effectiveness and ROI highlights optimization opportunities.

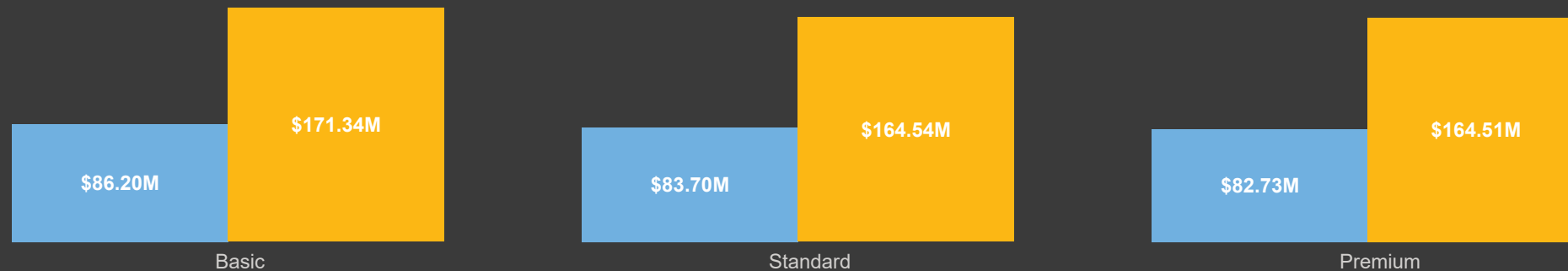
Subscription Tier Performance

Average ROI by Subscription Tier



Budget and Revenue Generated by Subscription Tier

● Budget ● Revenue Generated



Basic campaigns are well represented in top ROI and revenue spot.



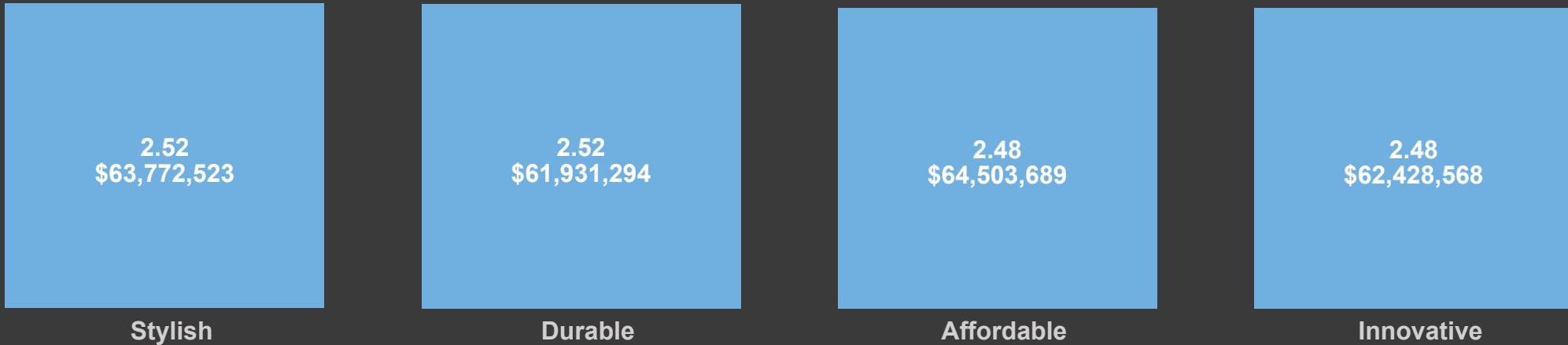
Standard & Premium tier campaigns vary widely in performance.



Suggestion: Test high-performing bundle strategies across Premium & Standard tier users to lift ROI.

Keyword Impact

Average Customer Satisfaction and Budget by Common Keywords

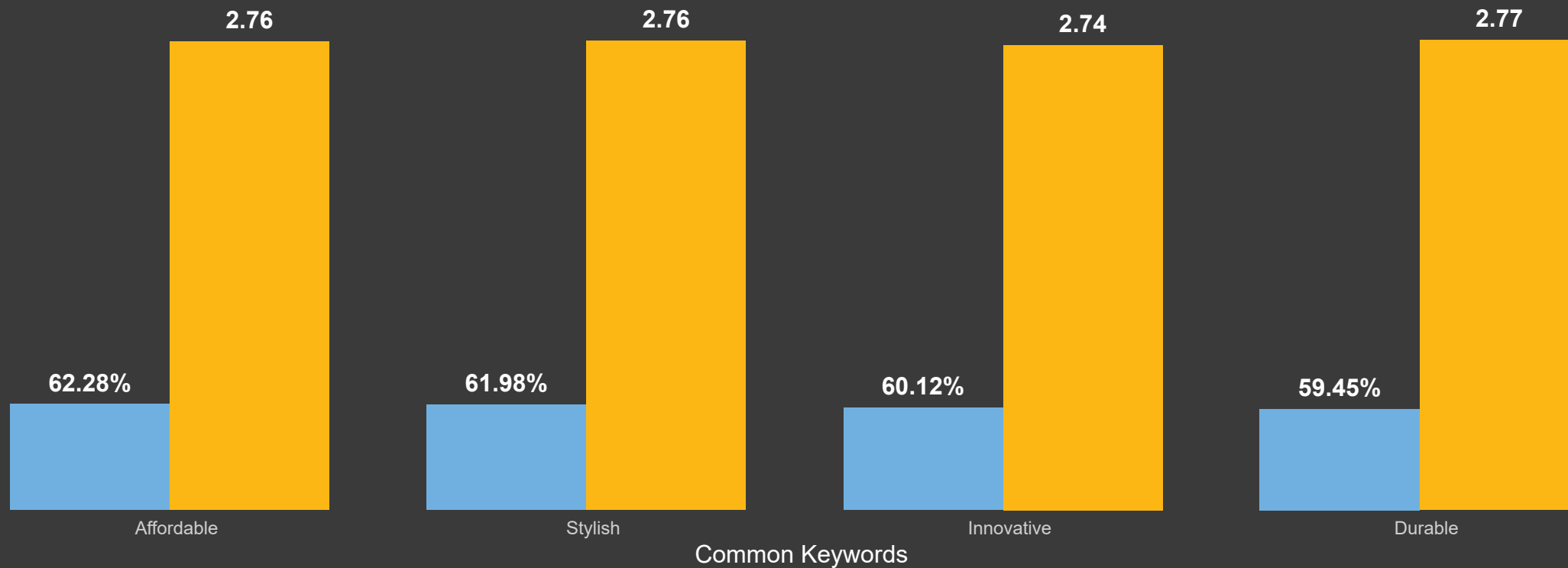


- 💡 Keywords like 'Stylish' and 'Durable' correlate with above-average satisfaction scores.
- 💰 Moderate discount levels (~20–40%) align with higher unit sales.
- 🧠 Recommendation: Focus on campaigns that balance value messaging and moderate discounts.






Impact of Keywords on Performance

- 🧠 Certain keywords (e.g., 'Affordable') correlate with both higher ROI & conversions.
- Use as targeting language in future campaigns.

● Avg Conversion Rate ● Avg ROI



Executive-Level Recommendations

-  Scale high-ROI strategies across low-performing campaigns
-  Optimize Premium tier targeting with Standard-level tactics
-  Leverage 'Affordable' keyword bundles with mid-tier discounts
-  Regularly review campaign mix via Power BI dashboards
-  Target Outcome: +20–30% increase in overall marketing ROI