📄 Conversion Effectiveness Performance Report

Client: Portfolio Project
Category: E-commerce
Reporting Focus: Conversion Effectiveness
Data Source: Provided Pivot Tables
Date: _____01-12-2025_____

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1. Executive Summary

This report analyzes how effectively each campaign, channel, and device converts users into customers. We review key KPIs such as **Conversions**, **CPA**, **CVR**, and **ROAS**, and provide **insights** + **direct recommendations** for each table.

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2. Campaign-Level Performance

2.1 Total Conversions by Campaign

Campaign	Conversions
Facebook Retargeting – Cart	5,996
Google PMax – Apparel	5,611
High Intent Search	5,900
Holiday Promo Video	5,902
Grand Total	**23,409**

🔍 Insight

- All campaigns are performing at **similar conversion volumes (5.6k–5.9k)**.
- **Facebook Retargeting** is leading slightly, confirming strong warm-audience performance.
- **Google PMax** is lowest by a small margin — may indicate audience quality variability.

💡 How I Found This

I first checked which campaign delivers the highest contribution. You start by sorting highest → lowest conversions and checking anomalies.

☑ **Recommendation**

- **Scale Budget Moderately** to Facebook Retargeting & High Intent Search because their conversion output is stable and predictable.
- Run **creative/asset A/B test** for Google PMax to improve audience matching.

2.2 Cost Efficiency – CPA by Campaign

Campaign	Avg CPA ($)
Google PMax – Apparel	26.5
High Intent Search	28.6
Holiday Promo Video	32.2
Facebook Retargeting – Cart	33.1
Overall Avg	30.1

🔍 **Insight**

- **Google PMax** delivers the **lowest CPA**, meaning it is the most cost-efficient converter.
- **Facebook Retargeting** has the **highest CPA**, meaning competition or creative fatigue might be present.

💡 **How I Found This**

We look for the **lowest CPA = efficient campaign** and **highest CPA = improvement area**.

☑ **Recommendation**

- **Allocate more budget** to PMax & High Intent Search (strong cost efficiency).
- **Optimize Facebook Retargeting:**
  - o   Refresh creatives
  - o   Reduce audience overlap
  - o   Add frequency capping

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3. Conversion Quality – CVR by Campaign

Campaign	Avg CVR (%)
Google PMax – Apparel	8.2%
High Intent Search	8.0%

Campaign	Avg CVR (%)
Facebook Retargeting – Cart	7.7%
Holiday Promo Video	7.7%
Overall Avg	**7.9%**

🔍 Insight

- **Google PMax has the strongest conversion rate**, proving high-intent traffic quality.
- **Retargeting and Promo Video campaigns** have lower CVR → warm traffic not converting at maximum potential.

💡 How I Found This

Compare each row with the grand total CVR **7.9%**. Anything above = strong. Below = needs optimization.

☑️ Recommendation

- Improve landing page for retargeting campaigns to increase session-to-cart ratio.
- Introduce **offer-based messaging** in promo videos.

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4. Revenue Efficiency – ROAS by Campaign

Campaign	ROAS
Facebook Retargeting – Cart	3.2
Google PMax – Apparel	3.1
High Intent Search	3.2
Holiday Promo Video	3.2
Overall Avg	**3.2**

🔍 Insight

- All campaigns deliver **stable ROAS (~3.2)**.
- No major winner or loser — meaning revenue contribution is balanced across channels.

💡 How I Found This

Check variance. Here, ROAS fluctuation = **only 0.1** → extremely stable system.

☑ Recommendation

- Since ROAS is stable, **focus efforts on CPA & CVR improvements**, as ROAS already meets profitability targets.
- Introduce more **SKU-level optimization** inside PMax to push higher-margin products.

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5. Conversion Efficiency by Device

Device	Avg CVR (%)
Desktop	6.2%
Mobile	8.1%
Tablet	9.4%
Overall Avg	7.9%

🔍 Insight

- **Tablet users convert the best (9.4%)** — a high-value audience segment.
- **Mobile CVR (8.1%)** is solid, meaning mobile funnel is functioning well.
- **Desktop has the lowest CVR (6.2%)** indicating friction or longer decision cycles.

💡 How I Found This

Just compare device CVRs to the **7.9% benchmark**. Tablet > Mobile > Desktop.

☑ Recommendation

- **Optimize desktop UX**:
    - Reduce page load time
    - Improve above-the-fold CTAs
    - Simplify checkout steps
- Test **tablet-specific offers** (higher purchase intent audience).
- Prioritize **mobile-first creatives & landing pages** (majority traffic + strong CVR).