

Business Insights

1. Overall Campaign Performance

- **Total Spend:** 200M across campaigns.
- **CTR (14.04%) and Conversion Rate (8.01%)** indicate campaigns are capturing attention and converting at a healthy rate.
- **Total ROI:** 1M, meaning campaigns are profitable, but ROI is modest compared to spend.
- **Acquisition Cost (12.5K)** is on the higher side, suggesting optimization potential.
- **Impressions (1B) vs Clicks (110M)** → CTR conversion is good, but there is still a large untapped audience.

2. Channel Effectiveness

- **Spend Distribution:** Evenly split across channels (Email, Google Ads, Website, Instagram, YouTube, Facebook) ~16–17% each.
- **Conversion Rates:** Email, Website, and Google Ads show slightly better conversion rates compared to social channels (Instagram, Facebook, YouTube).
- **ROI by Month:** Despite consistent spend, ROI fluctuates, with a dip in February (77K) and peaks in March and April (85K) → suggests seasonality or campaign-specific effectiveness.

3. Campaign Type Performance

- Search and Display campaigns drive the highest impressions and clicks.
- Influencer and Social Media campaigns also generate significant impressions but their conversion impact is not as strong.

4. Audience & Customer Segments

- **Target Audience Clicks:** Even distribution across groups (Men 18–24, Women 25–34, Men 25–34, Women 35–44, All Ages ~22M each).
- **CTR by Target Audience:** Women 25–34 and Men 25–34 slightly outperform other groups.
- **Customer Segment Conversion:** Segments like Foodies, Tech Enthusiasts, Outdoor Adventurers, Health & Wellness, and Fashionistas perform relatively equally.

5. Spend & ROI Trends

- **Spend by Month:** Steady at ~16–17M monthly.
- **ROI by Month:** Fluctuates despite stable spend → Indicates effectiveness is not purely spend-driven but depends on timing and targeting.

- **Engagement Score:** Average ~5.49, moderate engagement that could be improved with more personalized or interactive campaigns.

Recommendations

1. Reallocate Spend for Efficiency

- Since spend is evenly distributed across channels, focus more on high-performing channels (Email, Google Ads, Website) that deliver stronger conversion rates.
- Reduce allocation to underperforming channels (Instagram, YouTube, Facebook) unless they serve a branding/awareness role.

2. Lower Acquisition Cost

- Explore retargeting and lookalike audiences to reduce cost per acquisition.
- Consider A/B testing different creatives and messaging to identify which ads convert at lower cost.

3. Seasonality Optimization

- Boost investment in months with historically higher ROI (March, April, December).
- February is a weak month — campaigns here may need improved targeting or reduced spend.

4. Target High-Value Audiences

- Double down on Women 25–34 and Men 25–34, as they deliver slightly higher CTR.
- Create customized campaigns (messaging, offers, creatives) tailored to these demographics.

5. Improve Engagement

- Average engagement score is moderate (5.49).
- Introduce interactive ads, personalized offers, and omnichannel campaigns to boost engagement.
- Strengthen follow-up email campaigns to convert high impressions into clicks.

6. Channel Strategy Refinement

- For Search and Display campaigns → already strong in impressions and clicks, but conversion can improve with optimized landing pages and better call-to-action (CTA).

- For Influencer campaigns → currently delivering awareness, but tie them to conversion-focused CTAs (promo codes, direct purchase links).

7. ROI Improvement Strategy

- ROI is steady but not scaling with spend.
- Introduce performance-based budget allocation (more funds to campaigns/channels delivering ROI above average).
- Set KPIs not just on clicks/impressions, but on revenue per channel to maximize returns.