

# Quarterly Marketing Performance Report – Q1 2025

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## 1. Executive Summary

Main results: ROI +312 %, CPC –21 %, CTR +15 %.  
Top campaigns: Google Search – Eshop, Facebook Leads.  
Recommendations: Increase remarketing budget by 10 %, expand target audience.

## 2. Campaign Results

Platform	Campaigns	Conversions	ROI	CPC	CTR	Budget (€)
Google Ads	6	127	3.2×	0.45	8.2 %	4 000
Meta Ads	5	96	2.8×	0.38	10.5 %	3 200

## 3. Channel Performance Analysis

**Google Ads:** Stable performance with an 18 % increase in conversion rate.  
**Meta Ads:** Lower CPC costs, strong engagement and audience retention.  
**SEO:** +40 % organic traffic growth thanks to optimized content strategy.

## 4. Recommendations for Q2 2025

- Focus on content campaigns (Display and Reels)
- Increase remarketing budgets
- Create new visuals based on A/B testing results
- Optimize landing pages for mobile conversions

## 5. Client Feedback

“Google Ads campaigns delivered the best performance in two years.”  
“Meta Ads optimization reduced costs by 25 % and improved lead quality.”  
“Professional communication and transparent data reporting.”