

# EXECUTIVE SUMMARY — Marketing Performance Report (2022–2024)

## 1. Overview

This Executive Summary presents the key performance results for all marketing channels and campaigns from January 2022 to December 2024. The analysis covers total revenue, spend efficiency, acquisition metrics, and performance trends to support data driven budget allocation and optimization decisions.

## 2. Key Performance Indicators (2022–2024)

- Total Revenue: \$1,075,721,562.95
- Total Marketing Spend: \$86,354,331.08
- Return on Ad Spend (ROAS): 12.46
- Cost per Acquisition (CPA): \$7.83
- Cost per Click (CPC): \$0.78
- Total Conversions: 11M+
- Total Clicks: 110M+
- Conversion Rate: 10%

## 3. YoY Performance Highlights

- Revenue YoY Growth: +0.49% (slight growth led by strong campaigns)
- ROAS YoY Growth: -0.02 (efficiency dipped slightly but remains strong overall)

## 4. Channel Performance Summary

Top performing revenue channels include TikTok, Instagram, and Google Ads. Email remains the highest efficiency channel with exceptional ROAS. Channels with lower ROAS or higher CPA may require budget reassessment.

## 5. Campaign Performance Summary

Strongest campaigns include Back to School, Summer Blast, New Launch, and Clearance Event. Lower performing campaigns should be reviewed for optimization opportunities.

## 6. Additional Insights

- Desktop users show higher conversion efficiency than mobile users.
- Highest revenue regions include MENA and Asia.
- VIP and Loyal segments deliver the largest revenue share — retention focus recommended.

## 7. Recommendations (Actionable)

1. Shift 10–15% of budget from low ROAS channels into high efficiency Email and Instagram.
2. Pause or optimize bottom 10–15% campaigns.
3. Improve mobile conversion rates through landing page optimization.
4. Implement weekly monitoring for early trend detection.
5. Double down on Loyalty and VIP segment targeting.

## 8. Next Steps

- Review findings with internal teams.
- Approve recommended budget adjustments.
- Implement optimization tests within 4–6 weeks.
- Schedule follow up performance review after 30 days.