

Marketing Analytics Deep Dive: Uncovering Campaign Performance Insights

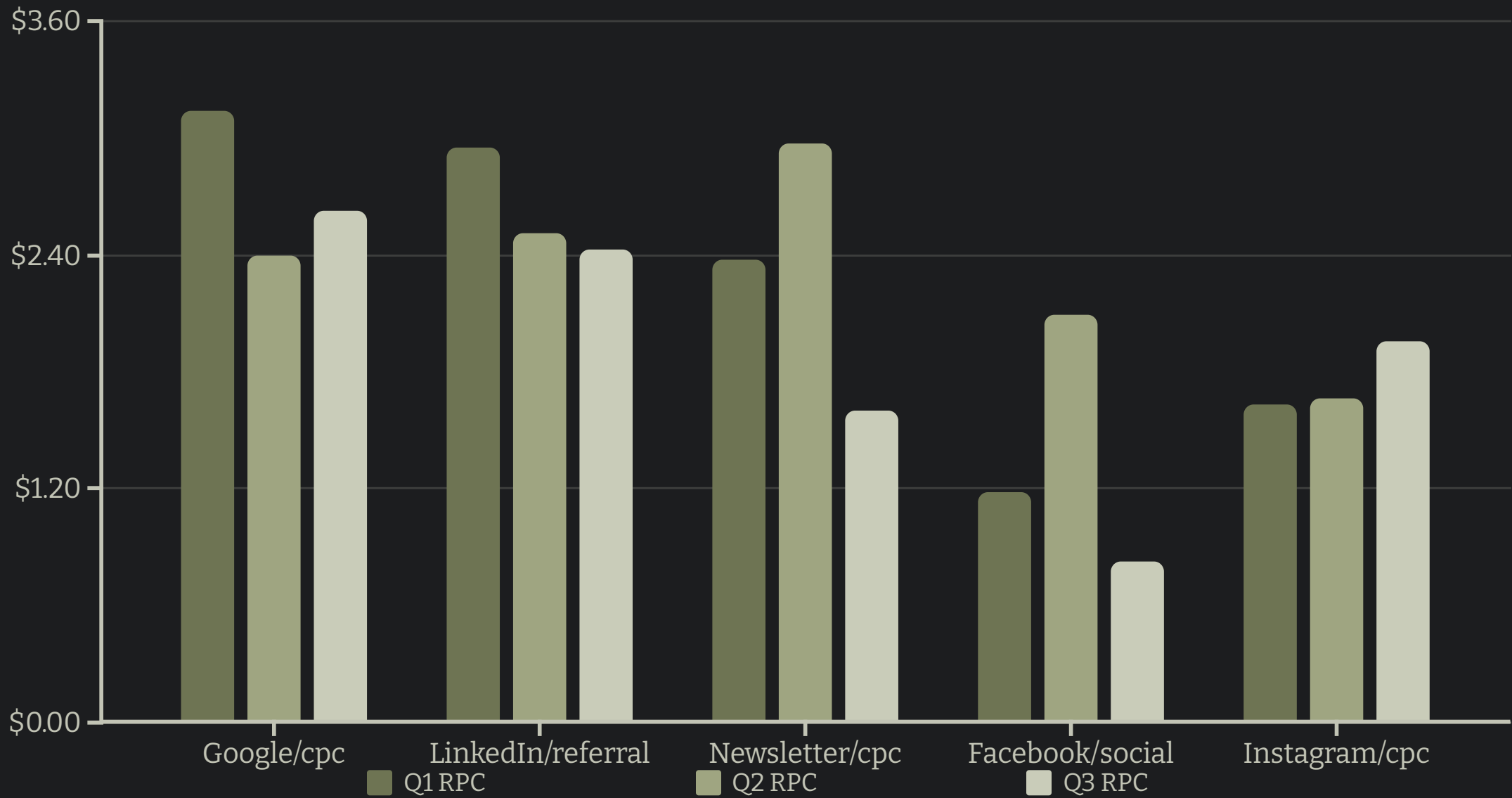
Welcome to our comprehensive analysis of marketing campaign performance across digital channels. This presentation breaks down key metrics from our Q1-Q3 campaigns, identifying high-performing channels, lifecycle patterns, and optimization opportunities.

We've analyzed over 300,000 clicks and nearly 30,000 conversions to extract actionable insights that will help refine our marketing strategy. Our findings reveal clear patterns in channel performance, creative effectiveness, and user engagement that can directly impact your marketing ROI.



by Payal Nagaonkar

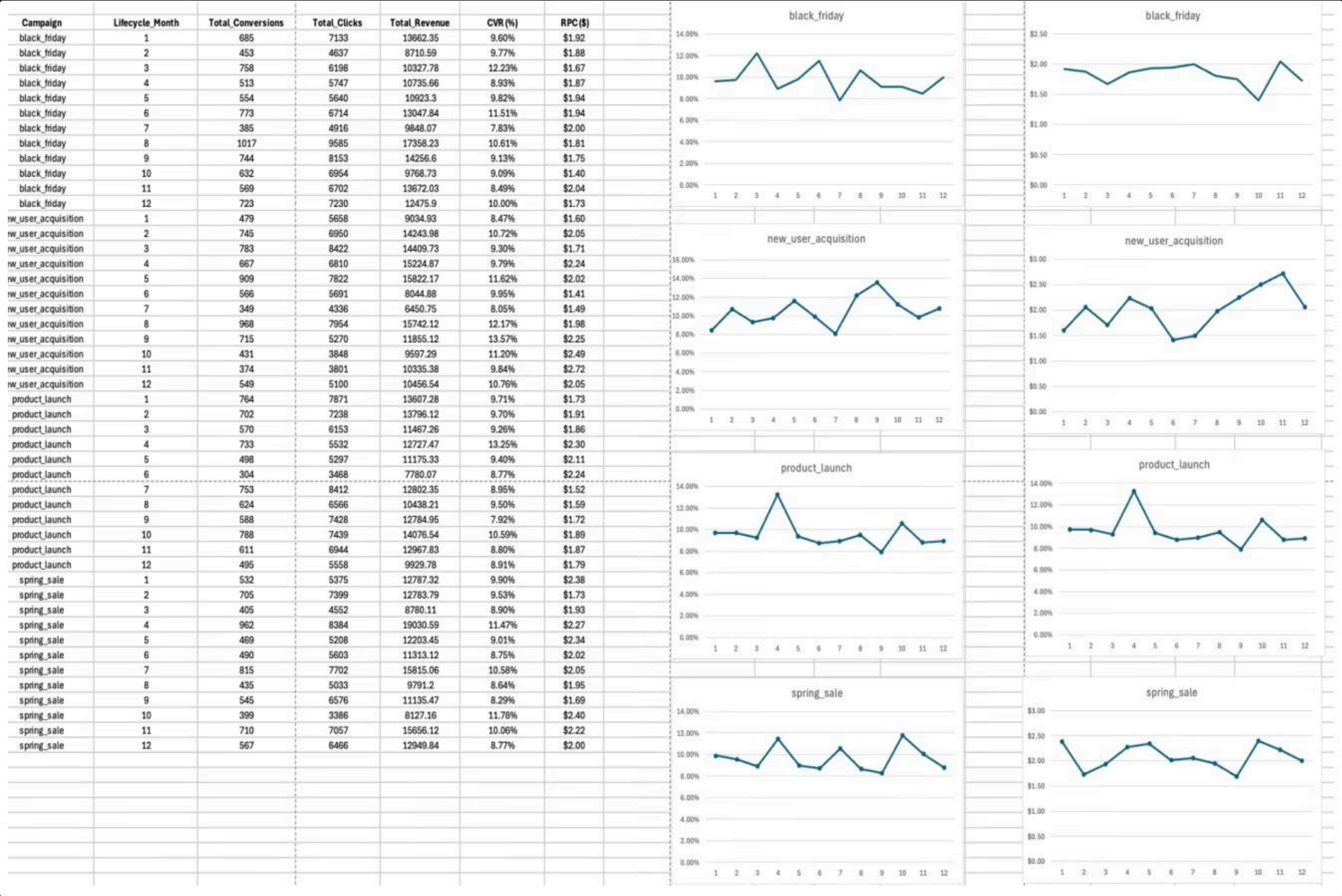
Source-Medium Performance Analysis



Google/cpc has emerged as our most reliable revenue driver, maintaining high revenue per click (RPC) across all three quarters. With consistent performance and strong conversion rates, it represents our best opportunity for continued investment.

LinkedIn/referral shows impressive staying power with only slight declines over time, indicating strong resonance with our B2B audience segments. Meanwhile, social channels like Facebook show concerning volatility, with Facebook/social dropping dramatically in Q3 - suggesting audience fatigue or targeting issues that require immediate attention.

Campaign Lifecycle Performance Patterns



Black Friday Campaign

Peaks early (Month 3) at 12.23% conversion rate, then stabilizes around 9-10%. Shows classic promotional campaign pattern with strong initial interest that moderates over time.

New User Acquisition

Demonstrates impressive longevity with a significant conversion spike in Month 9 (13.57%), suggesting optimization efforts paid off after sustained campaign maturity. Otherwise maintains moderate 9-11% performance.

Product Launch

Shows classic early-enthusiasm pattern with peak conversion in Month 4 (13.25%), followed by decline below 10% in later months as initial excitement wanes. Indicates need for refreshed messaging after initial launch period.

Different campaign types exhibit distinct lifecycle patterns that should inform our campaign planning and budget allocation. Promotional campaigns benefit from heavier initial investment, while acquisition campaigns warrant consistent optimization throughout their lifecycle for maximum effectiveness.

Creative Fatigue Analysis: Conversion Rate Trends

January-February

Banner ads start strong (13-15% CVR), text links show impressive initial spike (58.8% CVR), indicating exceptional launch phase effectiveness.

August-September

Video ads reach peak performance (34.4% CVR), while other formats show moderate fatigue, signaling need for creative refreshes.



March-April

Banner ads show first signs of fatigue, dropping to 5.7% CVR. Carousel ads spike to 53.7% CVR in March, demonstrating content relevance during this period.

November-December

Text links surge to 65.9% CVR, proving highly effective during peak promotional season. Video ads decline to 9.4% CVR, showing holiday fatigue.

Our creative performance analysis reveals clear patterns of fatigue across different formats. Banner ads typically require refreshing every 2-3 months, while text links demonstrate exceptional effectiveness during promotional periods. Video ad performance peaks in August but shows significant decline by year-end, suggesting seasonal optimization opportunities.

Creative Revenue Performance By Format

\$15.45

Text Link (Nov)

Highest single-month RPC across all formats, indicating exceptional performance during high-conversion sales period.

\$7.47

Carousel Ad (Dec)

Strong performance during competitive holiday season, demonstrating format's effectiveness for promotional content.

\$5.12

Video Ad (Mar)

Peak performance in early spring, showing effective engagement during transition season.

\$5.07

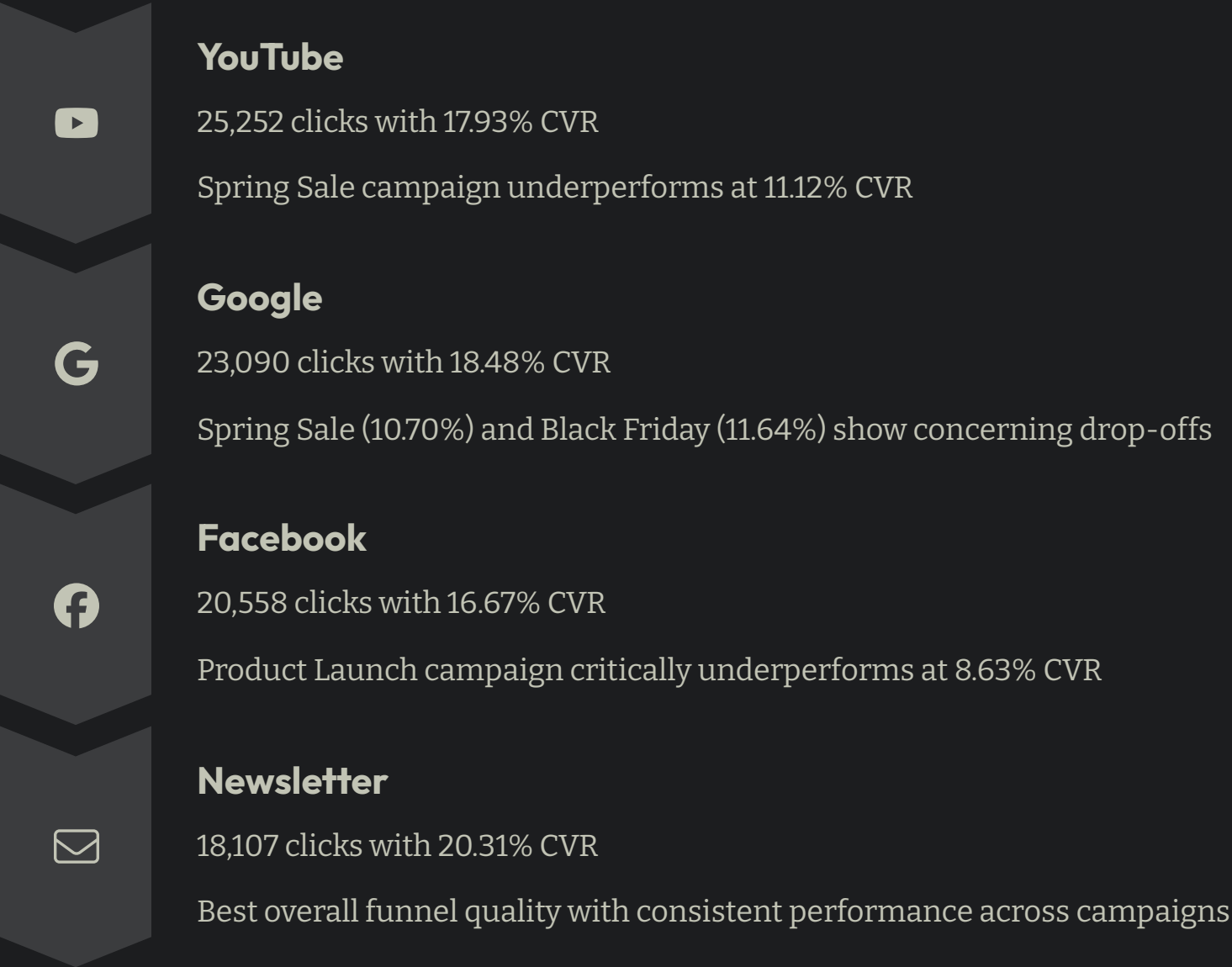
Banner (Apr)

Best month for banner performance, though shows significant variability throughout the year.

Revenue performance by creative format reveals significant monetization differences. Text links show remarkable revenue potential but high volatility (range: \$1.46-\$15.45), while carousel ads demonstrate strong seasonal alignment. Banner ads maintain decent baseline revenue but require frequent refreshing to avoid performance drops.

The data suggests a strategic approach to creative deployment: reserve text links for high-impact promotional periods, use carousel ads for product launches and holiday campaigns, and maintain consistent video content with seasonal refreshes.

Engagement Funnel Analysis: Identifying Drop-offs



Our funnel analysis reveals critical conversion gaps between traffic volume and quality. While YouTube generates the highest click volume, its Spring Sale campaign shows a significant drop-off in conversion effectiveness. Even more concerning is Facebook's Product Launch campaign, which converts at only 8.63% despite substantial traffic.

Newsletter emerges as our highest-quality traffic source with 20.31% average CVR across campaigns, suggesting opportunities to scale this channel. Immediate landing page audits are recommended for Facebook's Product Launch and YouTube's Spring Sale campaigns to address conversion barriers.

Keyword Intent Analysis: Exploratory vs. Purchase

Exploratory Keywords

- 154,617 clicks
- 19.54% conversion rate
- \$3.78 revenue per click
- \$308,044.97 total revenue

These information-seeking terms (like "guide" or "info") generate higher revenue per click, suggesting users in research phase may purchase higher-value items.

Purchase Intent Keywords

- 147,301 clicks
- 19.63% conversion rate
- \$3.63 revenue per click
- \$271,886.29 total revenue

These action-oriented terms (like "buy" or "discount") show slightly higher conversion rates but generate less revenue per conversion, indicating these users may be more price-sensitive.

Our keyword intent analysis reveals fascinating patterns in user behavior. While purchase-intent keywords drive slightly higher conversion rates (19.63% vs 19.54%), exploratory terms generate more revenue per click (\$3.78 vs \$3.63). This suggests different user journeys based on search intent, with exploratory searchers potentially purchasing higher-value products after conducting research.

This insight should inform our bidding strategy: allocate premium bids to exploratory terms in top-of-funnel campaigns, while optimizing purchase-intent keywords for conversion-focused campaigns with compelling offers to overcome price sensitivity.

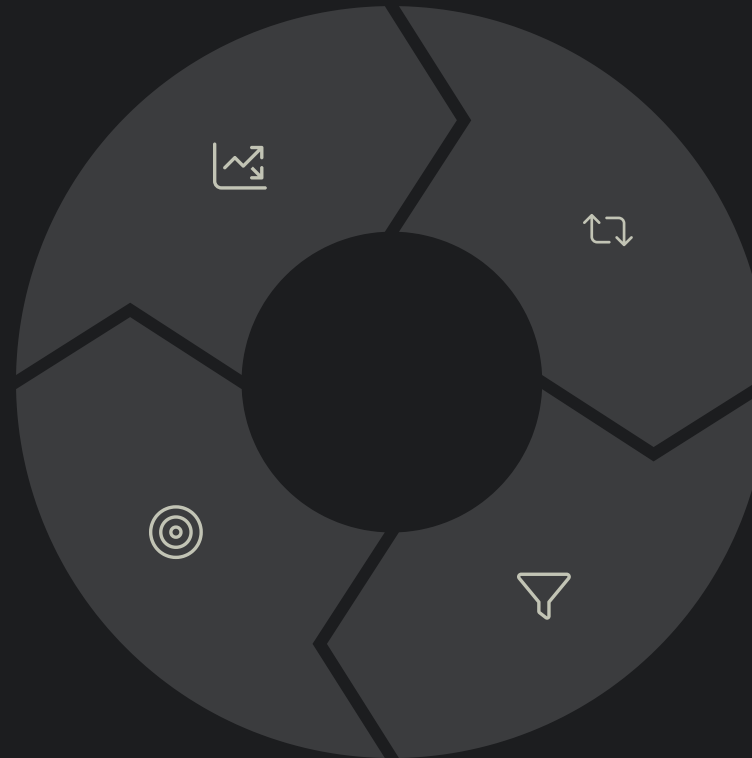
Key Recommendations & Next Steps

Scale Top Performers

Increase Google/cpc investment by 25% and maintain LinkedIn/referral with moderate 10% growth

Optimize Keywords

Segment bidding strategy by intent type, allocating higher bids to exploratory terms in awareness campaigns



Refresh Creative

Implement 60-day rotation for banners and develop new Facebook/Instagram creative to combat Q3 fatigue

Fix Funnel Drop-offs

Audit and optimize Product Launch landing pages for Facebook traffic with A/B testing

Our analysis reveals clear opportunities to optimize marketing performance across channels and campaigns. By leveraging the consistently strong performance of Google/cpc while addressing the creative fatigue in social channels, we can improve overall campaign efficiency.

The next phase should include a deep-dive into newsletter performance to identify scaling opportunities for this high-converting channel. Additionally, implementing a structured creative refresh calendar based on our fatigue analysis will ensure consistent performance across the customer journey. We recommend quarterly reviews of these metrics to track improvements and identify emerging patterns.