

# **Marketing and Customer Insights: “Where Conversions Are Falling Short”**

*Analyzing \$1.52M in Campaign Spend and Customer Behavior to Identify Engagement and Recommendations.*

# Business Problem

Despite spending over \$1.5m on marketing campaigns, the company is seeing limited conversions and engagement.

The data reveals four critical problems:

- Problem 1- Budget is being wasted on low-performing channels.
  - PPC consumes the highest spend (\$326K) but delivers a low conversion rate(9.7%),making it the least cost-effective channel.
- Problem 2 - The customer journey is leaking heavily at the email stage
  - Out of 8,026 website visitors, only 3,079 open emails.
  - Only 1,392 click, resulting in 295 final conversions(3.7%).
- Problem 3 - High-value customer segments are ignored
  - Customers aged 42-65 deliver the highest conversions(95-100%),yet marketing spend is focused on channels that target younger audiences.
- Problem 4 - Engagement is moderate, but the path to conversion is weak
  - Users stay 6-15 minutes on the website(average 7.91 min) and view 5 pages on average, but final conversion is still 3.7%
  - Indicates the conversion journey/ user experience is the bottleneck, not the product.

# Why It Matters

Every business wants growth.

But growth doesn't come from spending more, It comes from spending smarter.

This dashboard was built to answer one key question:

***“Are we investing in what actually drives results” ?***

With the analysis, the company can:

- Improve marketing efficiency
- Reduce wasted spend
- Target the right customers
- Strengthen customer retention
- Identify what's driving(or blocking) growth

# Marketing Performance Story

“We expected our highest spend channel to dominate conversions but the data told a different story.”

## ➤ What the Data shows

The marketing budget is not aligned with channel performance.

- PPC receives the highest spend despite delivering only a 9.7% conversion rate and a high CPA. Referral performs even worse, it has the highest CPA(\$5.6K) but produces the lowest number of conversions.

In contrast, Email and Social Media are more efficient, with lower CPAs and stronger conversion rates, yet they receive less budget despite generating similar conversion volumes.

A major issue appears in the funnel: only 38% of website visitors opens emails, which reduces the final overall conversion rate to 3.7%.

Overall engagement across channels is strong, but the conversion journey is weak, especially in the higher-spend channels.

# Marketing Performance Story Contd

- What Changed?
  - Spending more did not translate into stronger performance.
  - Social media broke the expected pattern: It was both cheaper and more effective.
  - The biggest drop happens at the email stage. Engagement is high on site, but most visitors don't open the emails, causing a bottleneck in the conversion process.
- Why It Changed
  - Customers responded more to engaging social content than to direct paid advertising.
  - Higher engagement and better audience targeting improved conversion efficiency.
  - Weak subject lines, Timing/frequency issues, targeting mismatch might be the possible reasons, even though the website engagement is strong, most visitors never reach the conversion stage.
- What Should Be Done
  - Scale Social Media investment
  - Improve Email Engagement Strategy
  - Refine or reduce referral campaigns
  - Test email timing/frequency to find when users are most likely to open
  - Optimize Emails through personalization, better CTAs, and testing can increase opens, clicks and ultimately conversions.

# Customer analytics story

“Engagement is strong, the journey is weak”

➤ What the Data shows

- The highest conversions come from ages 42-65,with conversion rates between 95% and 100%.
- Mid age groups(30-41) have moderate engagement and conversions.
- Younger users (18-25) show moderate engagement and conversion (~86-93%).
- Majority of customers are female(59%),while male makes up 41%.
- Most customers spend 6-15 minutes on site(bins:6-9,9-12,12-15 minutes).

➤ What Changed?

- Younger users explore more, Older users decide faster.
- We expected short sessions. Instead, customers are staying but not converting.
- Majority of conversions come from women, making them the primary customer segment.

# Customer analytics story contd

- Why It Changed?
  - Older customers are more decisive and loyalty-driven while younger customers compare, hesitate, and explore alternatives.
  - Content attract attention, but the conversion path lacks clarity.
  - The products or services may naturally appeal more to female customers.
  - Users spending a long time but not converting may indicate friction in the purchase process(e.g., unclear CTAs, slow checkout or confusing product info).
- What Should be Done
  - Simplify decision paths for ages 18-25
  - Create stronger value messaging for ages 30-37
  - Improve CTA visibility
  - Simplify checkout process
  - Highlight offers earlier
  - Tailor messaging and promotions by gender to maximize engagement and conversion across both groups
  - Monitor funnel metrics continuously by tracking each stage and identifying where drop-offs are highest and also adjust campaigns in real-time.

# Recommendations/Action Plan

- Fix the Funnel Drop-off
  - Improve Email engagement(personalized subject lines and content).
  - Streamline website- Email-conversion path.
- Optimize Channel Performance
  - Invest more in social media(high conversions but underfunded).
  - Reassess PPC and Referral campaigns(high spend, lower conversion).
- Align marketing spend with high-value segments
  - Prioritize ages 42-65 in campaigns.
  - Shift budget from low-performing channels to channels preferred by high-value users.
- Personalize Customer Engagement
  - Target mid-age and younger users with nurturing campaigns.
  - Tailor messaging by gender and income.
- Track and measure
  - Monitor KPIs continuously
  - Adjust strategies in real-time based on results

# Conclusion & Summary

This analysis reveals one clear truth:

The company is losing conversion opportunities not because people aren't interested, but because marketing spend, funnel performance, and customer targeting are misaligned.

By focusing spend on high-performing channels, improving Email Engagement, and prioritizing high-value segments, the company can increase conversions, reduce wasted budget, and strengthen overall marketing performance.