Insight Brief — Campaign Performance

Data window: 2025-05-22 to 2025-08-19

TL;DR

- **Best paid channel by CPA: TikTok / paid_social / remarketing — $3.27 CPA, CR ≈ 10%.**

- **Biggest funnel leak: Product → Cart ≈ 89.9% drop.**

- **Impact: Shift $100 from Instagram paid social ($5.91 CPA) to TikTok remarketing ($3.27 CPA) → ~13–14 extra conversions (small-scale assumption).**

1) Top insights

- **TikTok remarketing** leads paid efficiency (**$3.27 CPA; CR ~10%**).

- **Google Brand Search (spring_sale)** is close (**$3.80 CPA; CR ~10%**).

- **Google CPC (newsletter)** shows the highest paid CR (**~11.1%**) with solid CPA (**$4.88**) → expand keyword/ad-copy aligned to newsletter intent.

- **Budget test:** shift a small % from **Instagram paid social** (**$5.91 CPA**) toward **TikTok remarketing + Google Brand/CPC**; monitor frequency and incremental lift for 1–2 weeks.

2) Funnel leakage

- **Product → Cart ≈ 89.9%** drop. Hypotheses: weak CTA placement, shipping/returns uncertainty, limited social proof, slow page.

- **Actions (7–14 days):** 1) Primary "Add to cart" above the fold, 2) show shipping/returns early, 3) add reviews/trust badges, improve performance.

- Secondary friction: **Cart → Checkout ≈ 48.8%** (enable guest checkout, persistent carts); **Checkout → Purchase ≈ 45.2%** (fewer fields, wallets, upfront total).

3) Quick stats

Paid CPA (best → worst of top 5):

- TikTok / paid_social / remarketing — CPA **$3.27** — CR **10.0%** (10 sessions, 1 purchase)

- Google / brand_search / spring_sale — CPA **$3.80** — CR **10.0%** (20 sessions, 2 purchases)

- Google / cpc / newsletter — CPA **$4.88** — CR **11.1%** (18 sessions, 2 purchases)

- Google / brand_search / none — CPA **$5.08** — CR **7.7%** (26 sessions, 2 purchases)

- Instagram / paid_social / newsletter — CPA **$5.91** — CR **7.1%** (14 sessions, 1 purchase)

Top Conversion Rate channels (SEO/landing-page levers):

- Google / organic / newsletter — **13.64%**

- Google / cpc / newsletter — **11.11%**

- Instagram / organic / remarketing — **10.00%**

4) Impact example

Reallocation model (rough): **extra_conversions ≈ Budget × (1/CPA_new − 1/CPA_old)**
Example: **$100 × (1/3.27 − 1/5.91) ≈ 13.7 → ~13–14 extra conversions.**

Data & Definitions

- **Qualified session:** ≥ 2 pages or add-to-cart

- **CPA:** total cost ÷ purchases

- **Dataset:** synthetic, 1,200 sessions over ~90 days (portfolio project)