Campaign Performance Brief

Data window: 2025-05-22 → 2025-08-19

Executive Summary

- **Top efficiency:** TikTok / paid_social / remarketing — CPA $3.27, CR 10%.

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

- **Action lever:** Reallocating $100 from Instagram paid social ($5.91 CPA) to TikTok remarketing ($3.27 CPA) could yield ~13–14 incremental conversions (assumption: linear scaling).

1) Key insights

- **TikTok Remarketing** delivers the **lowest CPA ($3.27)** with competitive CR (10%) → strong candidate for incremental budget.

- **Google Brand Search (spring_sale)** is also highly efficient (CPA $3.80, CR ~10%) → maintain or expand.

- **Google CPC (newsletter)** shows the **highest CR (11.1%)** among paid channels, with moderate CPA ($4.88) → optimize around newsletter keywords/ad-copy.

- **Instagram Paid Social** lags (CPA $5.91, CR ~7.1%) → deprioritize or refine targeting.

Budget Strategy: Shift a small portion (5–10%) of paid budget toward TikTok remarketing + Google CPC/Brand. Monitor incremental lift, frequency, and audience saturation over 1–2 weeks

2) Funnel leakage

Product → Cart: ~89.9% drop-off.

- *Hypotheses:* weak CTA placement, unclear shipping/returns, low social proof, page performance.
- *Actions (7–14 days):* place primary CTA above the fold, surface shipping/returns early, integrate reviews/trust badges, and improve page load times.

Cart → Checkout: ~48.8% drop-off.

- *Actions:* enable guest checkout, auto-save carts, simplify cart UX.

Checkout → Purchase: ~45.2% drop-off.

- *Actions:* reduce form fields, support wallets (Apple Pay/Google Pay), display full cost (incl. shipping/taxes) upfront.

3) Performance 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 (all traffic):

- 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)