

Insight Brief — Campaign Performance

Data window: 2025-05-22 to 2025-08-19 What this is: Quick read on channel efficiency and funnel leaks.

1) Top insights

- Best paid efficiency: TikTok (paid social, remarketing) has the lowest CPA at \$3.27 with a 10.0% conversion rate. Google Brand Search (spring_sale) is close at \$3.80 (CR ≈10%).
- High-quality intent on Google CPC (newsletter): highest conversion rate among paid channels (≈11.1%) with a solid CPA (\$4.88). Double-down on keyword/ad-copy aligned to “newsletter” intent.
- Budget move: Shift a test budget from weaker paid channels (e.g., Instagram paid social – CPA \$5.91, generic Brand Search – CPA \$5.08) toward TikTok Remarketing + Google Brand/Non-Brand CPC. Validate with a 1–2 week experiment and watch frequency.

2) Funnel leakage

- Biggest drop: Product → Cart ≈ 89.9% (only ~10% of product views add to cart).
 - Hypotheses: add-to-cart button not prominent; price/shipping uncertainty; weak social proof; slow page.
 - Actions (next 7–14 days):
 - 1) Put a primary “Add to cart” button above the fold on key product pages.
 - 2) Show shipping/returns and total cost estimates early (no surprises).
 - 3) Add reviews/ratings and trust badges; improve page speed.
- Secondary friction:
 - Cart → Checkout ≈ 48.8% drop: enable guest checkout, persistent carts, clear delivery dates.
 - Checkout → Purchase ≈ 45.2% drop: reduce form fields, support wallets (Apple/Google Pay), show final price upfront.

3) Quick stats

Top paid channels by 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 (useful for SEO/content & landing-page work; not a budget reallocation list)

- google / organic / newsletter — CR 13.64%
- google / cpc / newsletter — CR 11.11%
- instagram / organic / remarketing — CR 10.00%

4) Impact example (rough)

If we shift \$100 from Instagram paid social (CPA \$5.91) to TikTok remarketing (CPA \$3.27), expected extra conversions $\approx \$100 \times (1/3.27 - 1/5.91) \approx 13.7 \rightarrow$ about **13–14 more conversions** (assuming similar performance at small scale).