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)