

Ecommerce Promo Campaign

Evaluating revenue and conversion performance across marketing channels

Objective

To measure promo campaign ROI and find top-performing acquisition channels.

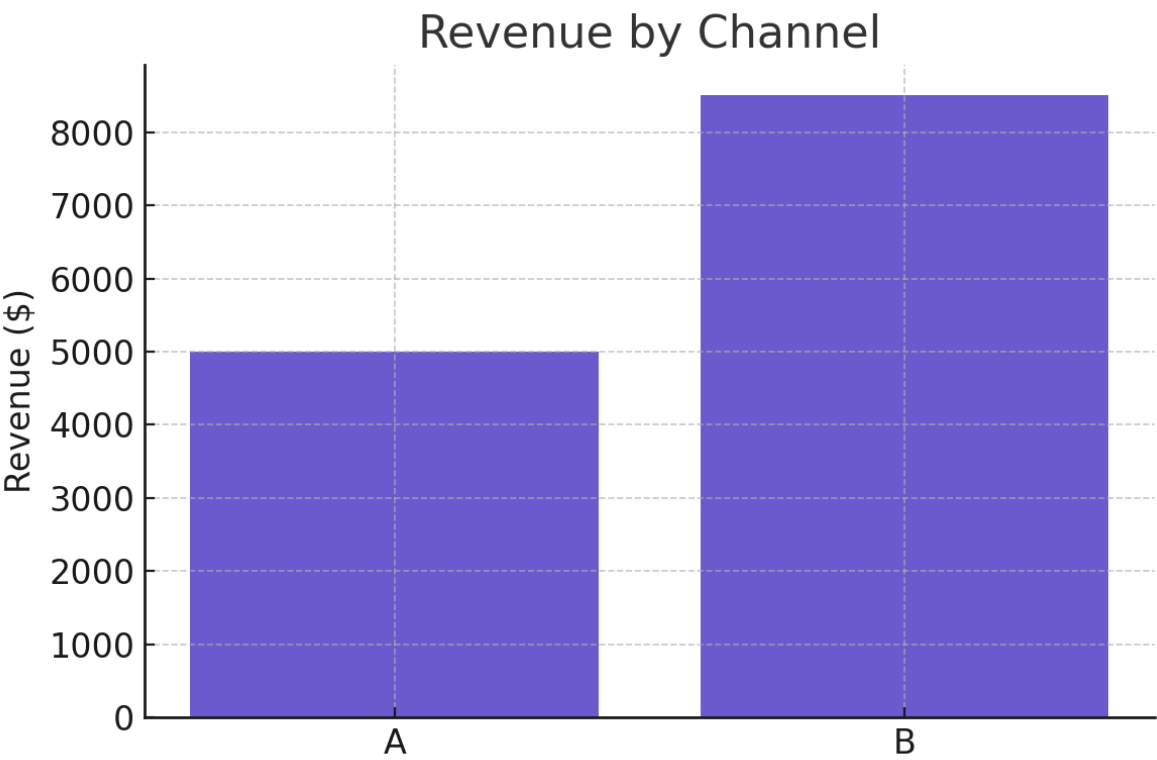
Methodology

Analyzed simulated data across three campaign sources with associated CTR, conversion rate, and revenue.

Key Insights

- Referral campaigns delivered the highest revenue.
- Social had high impressions but low conversion.
- Email had highest conversion rate.

Visualization



Recommendations

- Reinforce referral incentives.
- Refine targeting in social campaigns.
- Expand personalized email workflows.