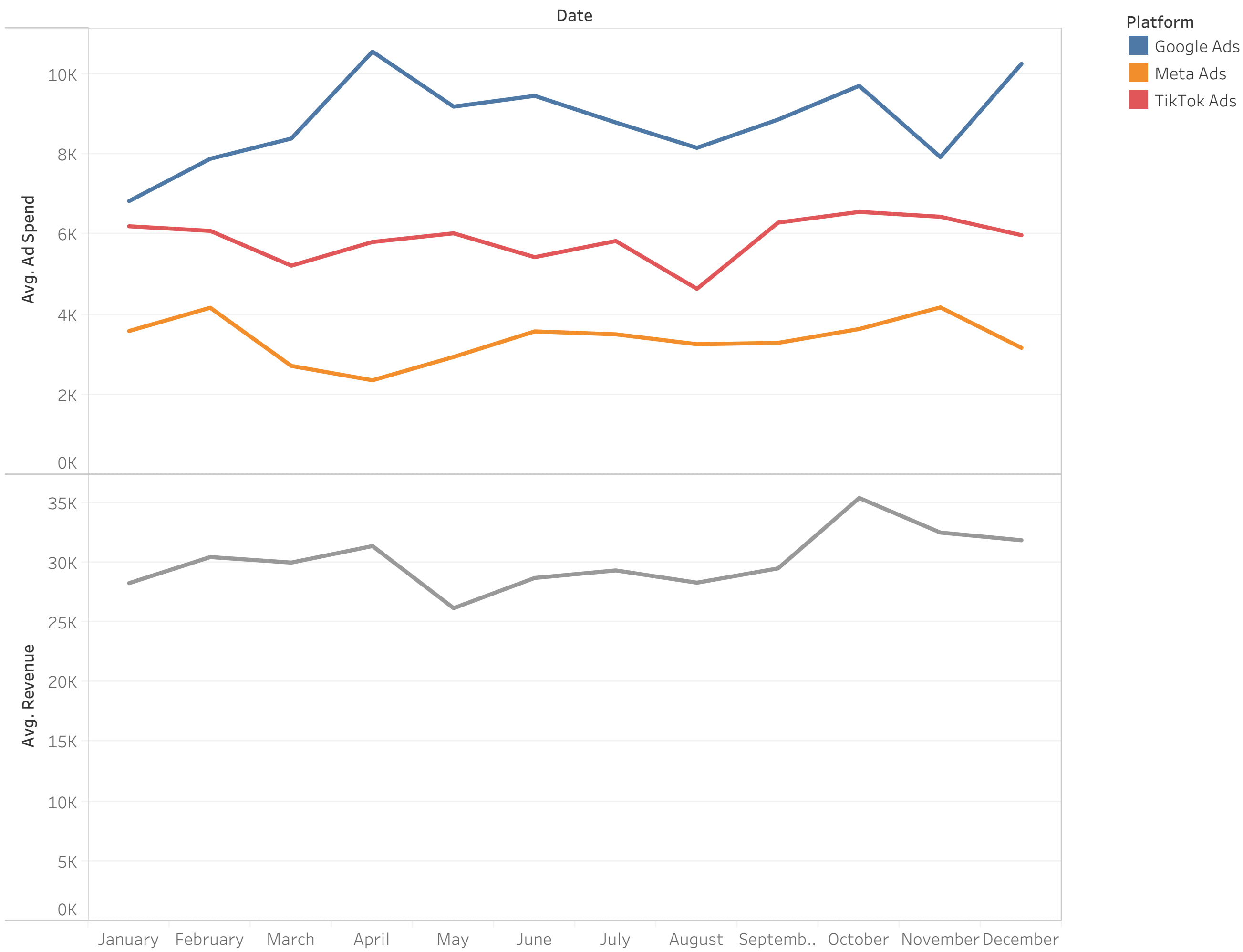
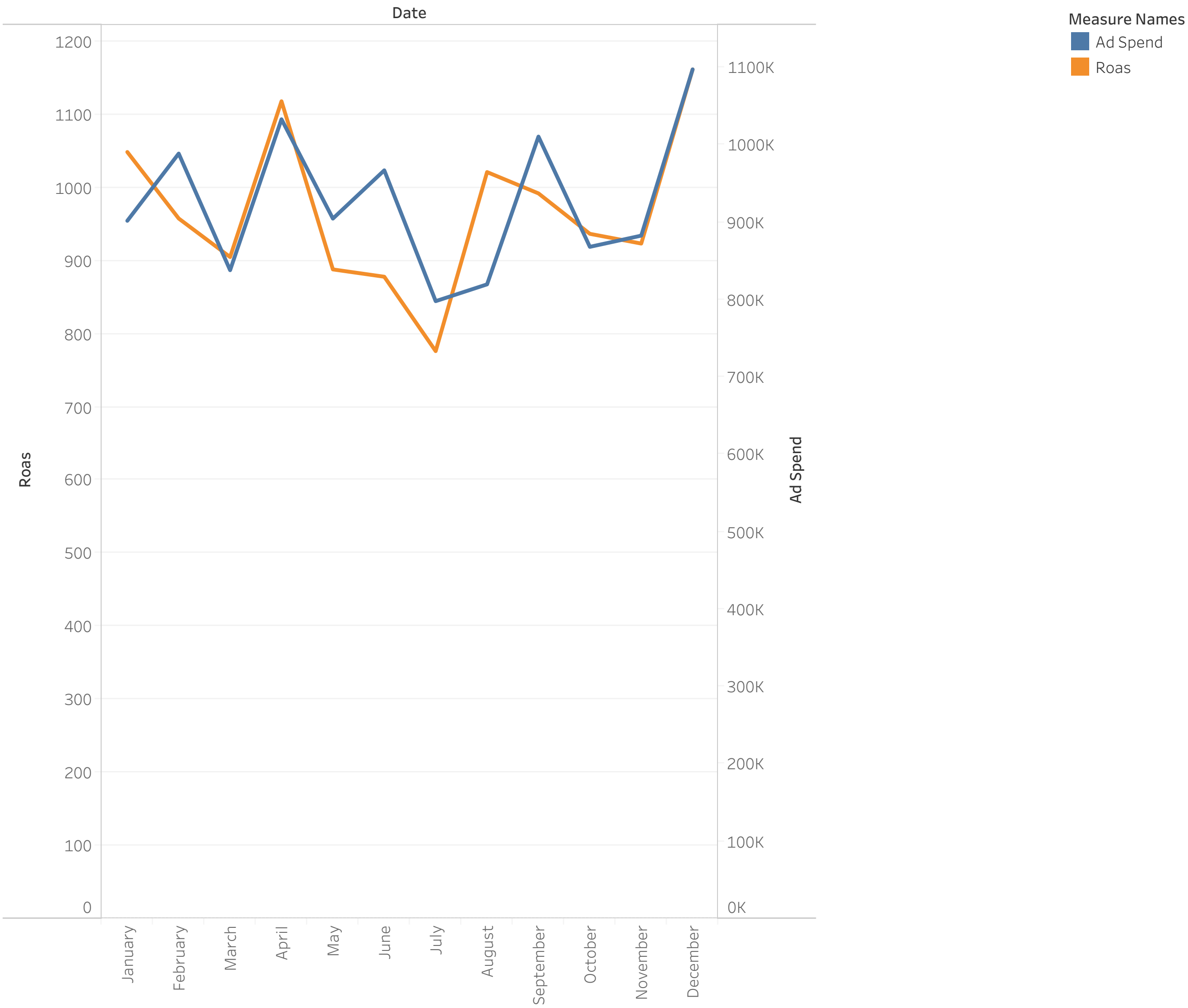
Where is our next dollar most effective: a research on main campaign channels.

In an increasingly fragmented digital landscape, our brand has invested heavily across Google, Meta, and TikTok to drive global growth. While our total revenue tracks upward with our spending, we have observed significant volatility in our efficiency. This analysis is an investigation into this volatility.
We analyzed 12 months of campaign-level data across 14 dimensions - from industry benchmarks to regional performance. Our goal is to answer one critical question: Are we spending our next dollar where it actually grows, or are we simply maintaining expensive habits?



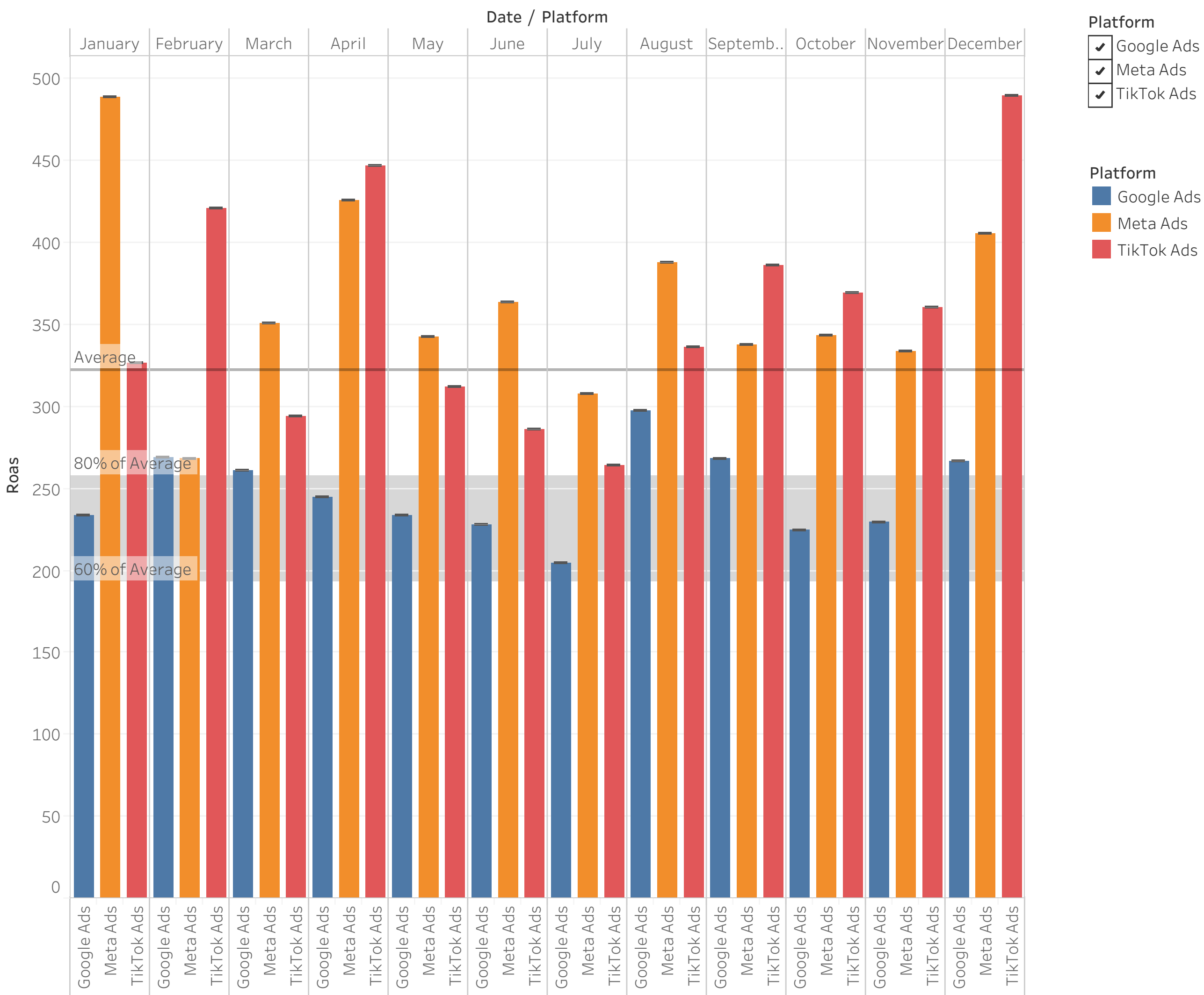
Story 1: The Pulse of Global Ads

Global ad performance is healthy but volatile. Spend and ROAS are closely correlated, but there are efficiency gaps that need addressing. The inconsistency in the ROAS gap suggests we are over-investing in low-intent periods.



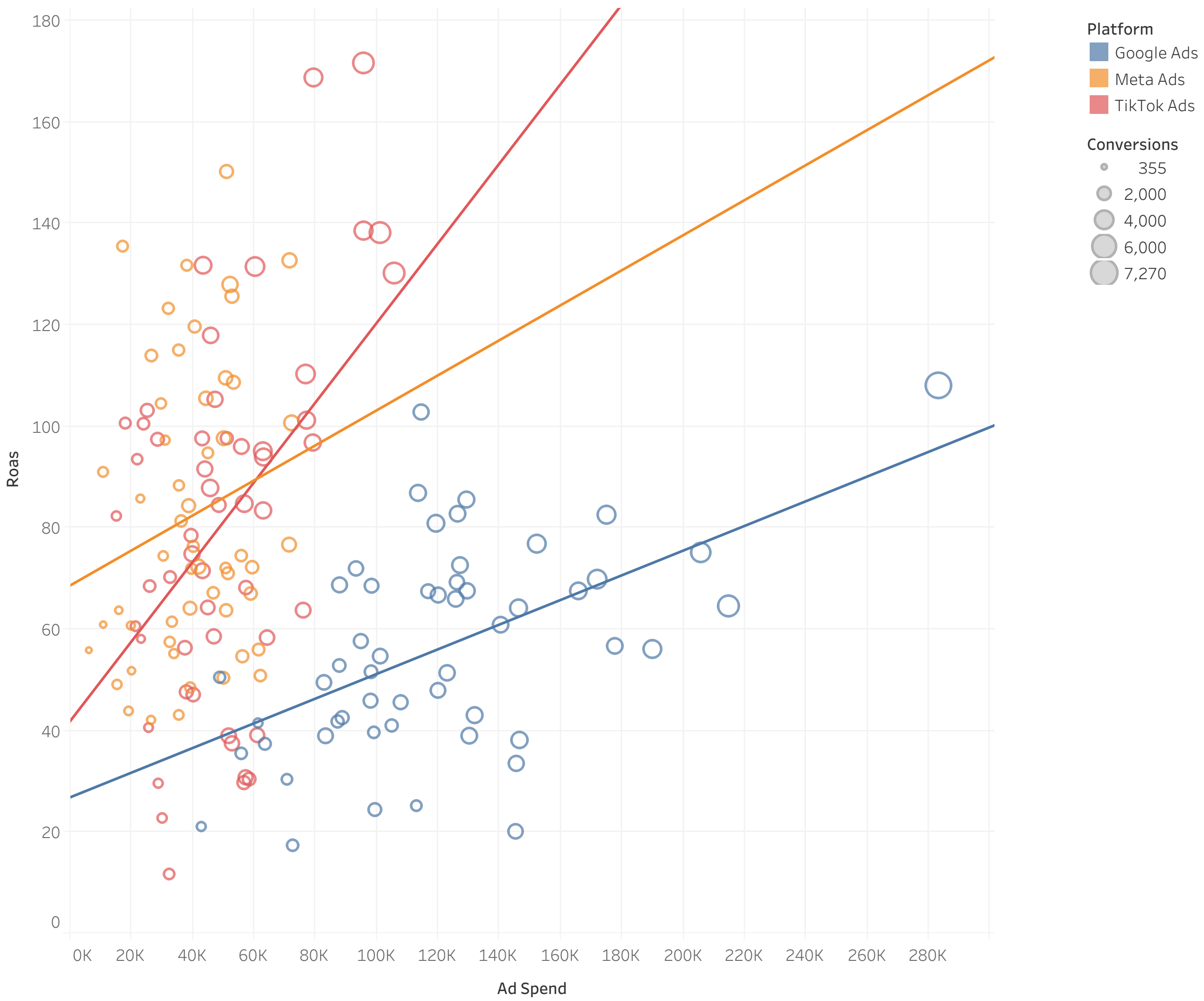
Story 2: The Stability Check

While Google Ads remains a stable middle-performer (consistently holding within the 60-80% distribution band), it lacks the high-end volatility seen in TikTok and Meta. Those platforms frequently break out above the 80% threshold, and even above average, suggesting they have a higher ceiling for growth. Google is our safety net, but TikTok and Meta are our growth engine providing the profit margin.



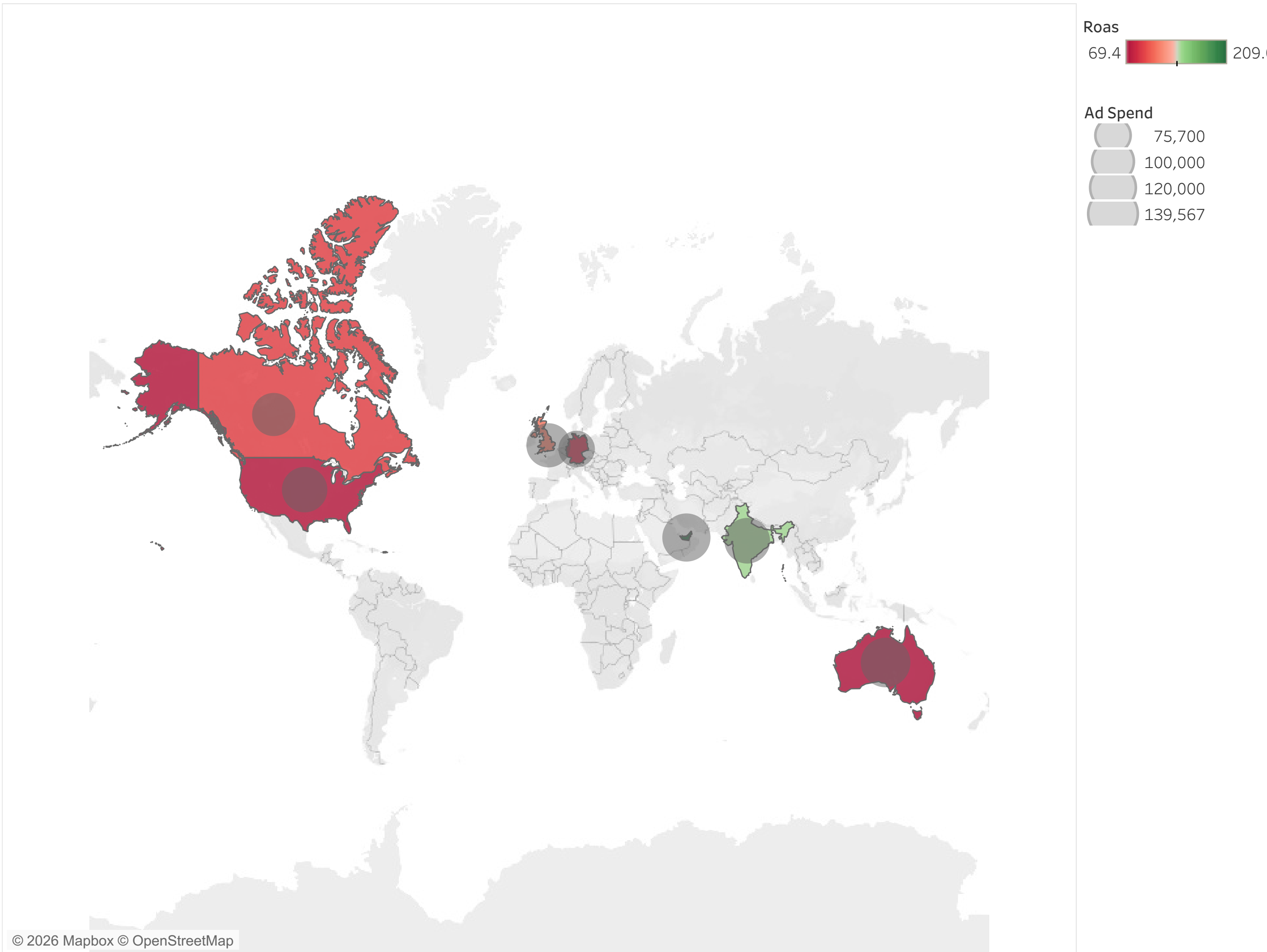
Story 3: The Efficiency Roadmap

The steepness of the TikTok and Meta trend lines proves that these platforms offer a higher marginal return on investment compared to Google, as hypothesyzed. Google handles our highest spend volume, but its flat trend line indicates that simply spending more at Google does not improve ROAS. TikTok, however, shows no signs of saturation, with ROAS continuing to climb sharply as spend increases.



Story 4: Geographic Stress Test

By isolating July, our lowest-performing month globally, we can pinpoint where our efficiency baseline collapsed. The map reveals that while India remained green, retaining high ROAS despite the global dip, our primary markets in North America, Europe and Australia turned deep red. This suggests that the 'summer slump' in ROAS is primarily driven by Western consumer behavior, whereas our APAC operations were resilient. Total global volatility is disproportionately caused by a lack of seasonal spend adjustment in North American markets.



Final Results and Hypothesis Validation:

We discovered that the volatility isn't just caused by spending too much, but by spending it on the wrong platforms and wrong regions during slow months.

Google Ads is a stable anchor but lacks growth potential (Sheet 2).

TikTok is our most scalable "growth engine" (Sheet 3).

Regional Balancing (India vs. USA) can offset seasonal dips in the global average (Sheet 4).

Next Steps:

Platform-Country Interaction: Conduct a deep dive to see if TikTok's high scalability in the scatter plot is driven by specific countries.

Campaign Type Audit: Break down the "Google Ads" performance by Campaign Type to see if underperformance is triggered by other factors.

Predictive Pacing: Use forecasting tools to set Spend Thresholds for the North American market in July to prevent the deep red losses seen in the map.

Limitations of the Study:

This analysis uses last-click revenue. It does not account for the Assist value where a customer sees a Meta ad but eventually converts through a Google Search.

We are analyzing at the platform level. We cannot see if the "dips" were due to the platform itself or simply the end of a specific ad creative's lifespan.