## 📊 \*\*Marketing Performance Report – Q1 2024\*\*

### 🏷️ Product Pricing

\* \*\*Orthotic Shoe Insoles\*\*: \$24.99

\* \*\*Athletic Shoe Insoles\*\*: \$19.99

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### 📈 \*\*Marketing Overview\*\*

| Month | Channel Used | Spend | Website Users | Orthotic Insoles Sold | Athletic Insoles Sold | Total Revenue |

| ------ | ------------------------- | -------- | ------------- | --------------------- | --------------------- | ------------- |

| Jan-24 | Facebook Ads & Google Ads | \$12,400 | 227,590 | 4,619 | 7,403 | \$260,007.58 |

| Feb-24 | Google Ads Only | \$2,900 | 119,625 | 2,139 | 4,375 | \$144,601.25 |

| Mar-24 | No Paid Ads | \$0 | 55,039 | 704 | 1,551 | \$51,769.49 |

\*\*Revenue Breakdown Calculation:\*\*

\* Revenue = (Orthotic Insoles Sold × \$24.99) + (Athletic Insoles Sold × \$19.99)

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### 💡 \*\*Key Performance Indicators (KPIs)\*\*

| Metric | Jan-24 | Feb-24 | Mar-24 |

| -------------------------- | ------- | ------- | ------ |

| Cost per Website User | \$0.054 | \$0.024 | \$0.00 |

| Conversion Rate (Orthotic) | 2.03% | 1.79% | 1.28% |

| Conversion Rate (Athletic) | 3.25% | 3.66% | 2.82% |

| Revenue per Dollar Spent | \$20.97 | \$49.86 | N/A |

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### 📌 \*\*Insights\*\*

1. \*\*February had the highest return on ad spend (ROAS)\*\* with \$49.86 revenue per dollar spent despite having less than a quarter of January's budget.

2. \*\*Google Ads alone (Feb)\*\* proved more efficient than a dual Facebook + Google strategy (Jan), implying better targeting or lower acquisition costs on Google.

3. \*\*March performance\*\*, despite having no ad spend, still generated \$51.7k in sales—indicating strong residual organic traffic or returning users.

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### 📋 \*\*Recommendations\*\*

\* \*\*Optimize for Google Ads\*\*: Allocate more budget to Google Ads, given its superior efficiency.

\* \*\*Retarget Website Visitors\*\*: Especially those from January’s massive traffic, using Google Display or remarketing campaigns.

\* \*\*Enhance Organic SEO\*\*: March’s revenue without paid ads highlights potential in strengthening SEO and content strategy to maintain or grow free traffic.

\* \*\*Test Facebook Retargeting Only\*\*: Instead of broad targeting, use Facebook only for retargeting, as its general performance was less efficient.

Here's a \*\*Marketing Performance Report for Q1 2024\*\* for a new \*\*Shoe Insole Company\*\*, based on the data provided in your image:

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