

A professional photograph of a diverse group of four people in a modern office environment. Two men and two women are visible; one man on the left wears glasses and a plaid shirt, another man on the right has a beard and is gesturing with his hands, while a woman in the center is looking down at a laptop screen. The background shows office windows and a city skyline.

Marketing Campaign ROI & Conversion Funnel Analysis

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OUR BIG IDEA

This project identifies where marketing spend leaks through channel inefficiency and funnel drop-off — and how to plug it.

Clear data, advanced funnel analysis and scenario testing help shift budgets to what works — raising ROI and lowering CPA..

INDUSTRY OUTLOOK

The analysis unlocks clear funnel & ROI improvements.

60%

*Budget in
Underperforming
Channels*

~90%

*Drop off from
impressions ->
clicks ->
conversions*

3

*Top 3 segments
outperform average
ROI 2X*

1.8 x

*Geo Targeting lifts
1.8x in high
performing cities.*

30% YoY

*Multi Channel digital
Marketing spend is
upto 30% YoY*



High Value Segments & Locations

- ✓ Top segments: *Foodies, Tech Enthusiasts* → high conversion, low CPA
- ✓ High ROI locations: *Chicago, Houston, etc.*
- ✓ Opportunity to shift spend for higher returns.

Next Steps

- 1 Redirect spend from low ROI channels
- 2 Double down on top segments & geos
- 3 Test new creatives for high drop-off pages
- 4 Keep funnel drop-off monitored with dashboards
- 5 Run new A/B tests to verify uplift



THANK YOU!

