

# **ROI Analysis by Platform, Marketing Channels & Regions**

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# Platform Analysis - Return on Investment

- Cost & Revenues by platforms

ROI	Monthly Values				
Platforms	10	11	12	1	Total
android					
cost	81,052	69,451	64,949	175,144	390,596
revenue	77,753	77,016	65,481	169,456	389,706
ios					
cost	78,810	115,772	137,453	530,497	862,532
revenue	145,047	162,775	154,672	490,016	952,510

Growth %			
Months	11	12	1
Android	-0.9%	-15.0%	158.8%
ios	12.2%	-5.0%	216.8%

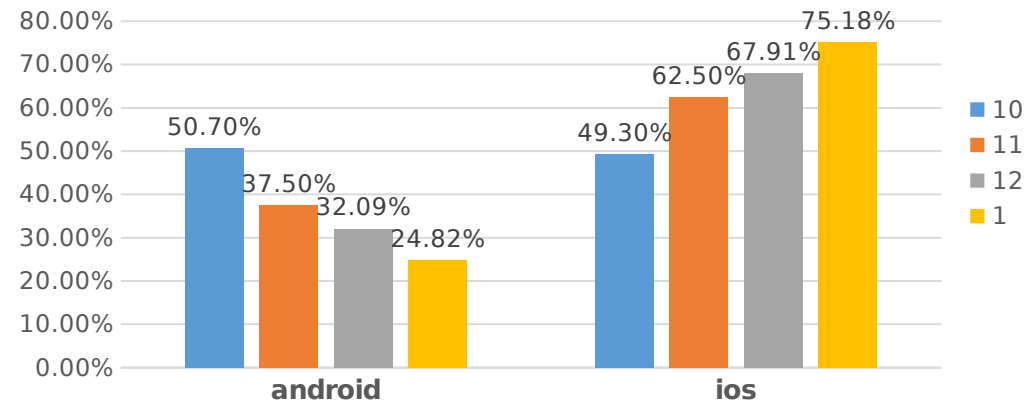
## Return On Investment

	Last Month	4 Month period
Android	96.8%	99.8%
IOS	92.4%	110.4%

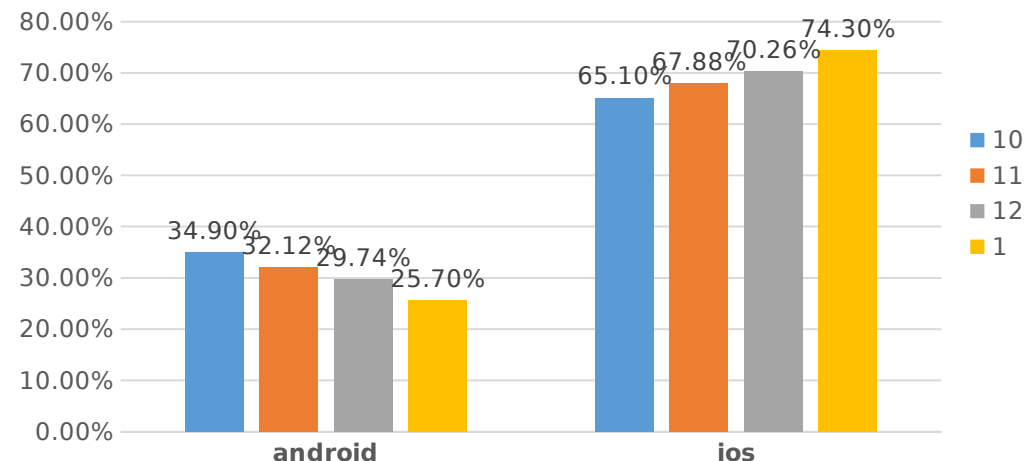
- ROI:** Although ROI for full-period seems good for IOS; ROI for last month of IOS is only 92.4%.
- We also expect Android to perform even better, given our last month`s spendings.
- Growth:** Both platforms secured a high growth compared to 2016 Q4 monthly averages.
- IOS has a better last month growth with 216.8% , while Android has 158.8%.

# Spending budget & Revenue Distribution Analysis

## Monthly % Distribution of Spendings





## Monthly % Distribution of Revenues



- **Android**: Declining of Android spending budget share through the period comes to an end in 2017 January.
- Starting from 50.70% budget share, even the decrease in every month, the revenue share still struggled to match.
- On 2017 Jan finally succeeds as 25.70% revenue share, given a 24.82% budget spending.
- **Can be a good idea to try for a 27% spending budget for Android.**
- **IOS**: The growth of spending budget share through the period finds the balance in Jan 2017.
- On Jan 2017 the given 75.18% share seems to be the saturation level for IOS.
- **To plan for a 73% budget share on IOS would be sufficient, since the ROI level for last month warns with a 92.4%.**

# Marketing Channel Mix ROI Analysis

ROI	Marketing Mix 							
Channels 	2	3	4	6	9	10	18	Total
cost	638,463	94,534	122,433	111,767	24,785	2,641	258,567	1,253,190
revenue	421,150	28,559	60,665	57,791	8,896	1,510	125,851	704,422
ROI	66.0%	30.2%	49.5%	51.7%	35.9%	57.2%	48.7%	56.2%

- Considering only paid channels, we have a 56.2% ROI level for total in the period.
- Channel ID 4, 6, 18 are the large volumed group standing around 50% ROI level; which we better concentrate on channel specific issues to improve.
- Channel 2 stands out as our biggest volume in paid channels, as nearly being the half of all mix.
- **Channel 2 with 66.0% ROI level, is by far outperforming the remaining channels.**
- Therefore, we should set our priority to increase our investment in Channel 2.
- Channel 10 with a very small share in the mix, but may promise some more potential in the future.
- **Channel 3 and 9 with ROI levels of 30.2% and 35.9% ; are the ones that has the potential to ben declined in the next period's budget allocation.**

# Marketing Channel Mix Analysis - Channel 4

ROI	Months					
		4				Total
Channel 4		10	11	12	1	
cost		5,627	15,322	35,628	65,855	122,433
revenue		5,580	11,275	15,797	28,013	60,665
ROI		99.2%	73.6%	44.3%	42.5%	49.5%

- Considering only the channel ID 4, that we invested constantly throughout the period, it may be the time to review the monthly trend for a normalization.
- Particularly in the last 2 months the channel's performance seems simply not answering our investment with 42-44% ROI levels.
- **Given the growth level we have reached, it can be a better position of between a 8-9% share of the spending budget for Channel 4 due to our forecast.**

# Country Based Performance Analysis

Country	Cost	Revenue	Cost %	Revenue %	ROI	coeff.
US	555,926	545,541	44.34%	40.49%	98.13%	-3.86%
CA	117,899	102,881	9.40%	7.64%	87.26%	-1.77%
CH	58,369	73,090	4.66%	5.42%	125.22%	0.77%
AU	60,105	70,181	4.79%	5.21%	116.76%	0.41%
FR	43,176	63,040	3.44%	4.68%	146.01%	1.23%
ES	60,488	56,684	4.82%	4.21%	93.71%	-0.62%
GB	38,620	48,696	3.08%	3.61%	126.09%	0.53%
MX	44,408	45,118	3.54%	3.35%	101.60%	-0.19%
AR	21,296	40,262	1.70%	2.99%	189.06%	1.29%
CL	19,529	32,505	1.56%	2.41%	166.44%	0.85%
DE	27,894	31,516	2.22%	2.34%	112.98%	0.11%
CO	14,471	20,659	1.15%	1.53%	142.76%	0.38%
SA	2,155	5,582	0.17%	0.41%	259.09%	0.24%
PA	2,615	4,958	0.21%	0.37%	189.60%	0.16%
BR	1,311	4,527	0.10%	0.34%	345.24%	0.23%
IN	294	3,001	0.02%	0.22%	1019.84%	0.20%
(...)						
Total	1,253,690	1,347,428	100.00%	100.00%	107.48%	

- **US:** With 40.49% share in revenue, biggest market by far. Needs an optimization around a 42% share on the budget allocation.
- **CA:** Despite being the second big market with 7.64% revenue share, has the lowest ROI level of 87.26%. Needs declining.
- **CH, AU, GB, AR, CL:** These mid-range markets on revenue, however performs very high on efficiency.
- We need to allocate our main growth through these regions.
- **CO, SA, IN, BR:** The relatively small markets with outstanding performance.
- These regions deserves a certain investment package in the forthcoming period, combined with specific risk analysis.