

SEO PERFORMANCE

REPORT

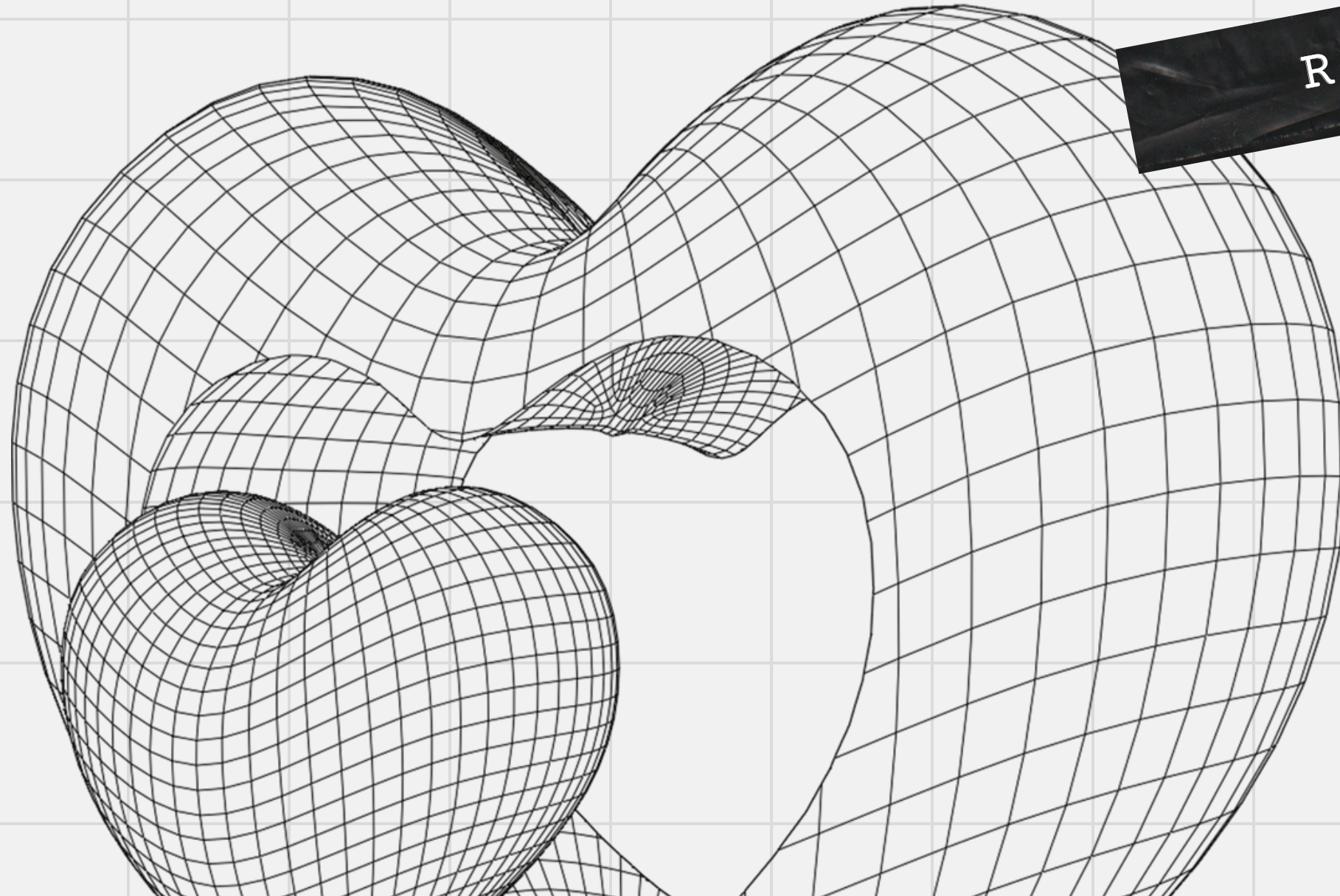


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THE BIG PICTURE (REVENUE & ROAS)

\$1.8M in Revenue Generated, Achieving an Impressive 300% Return on Ad Spend

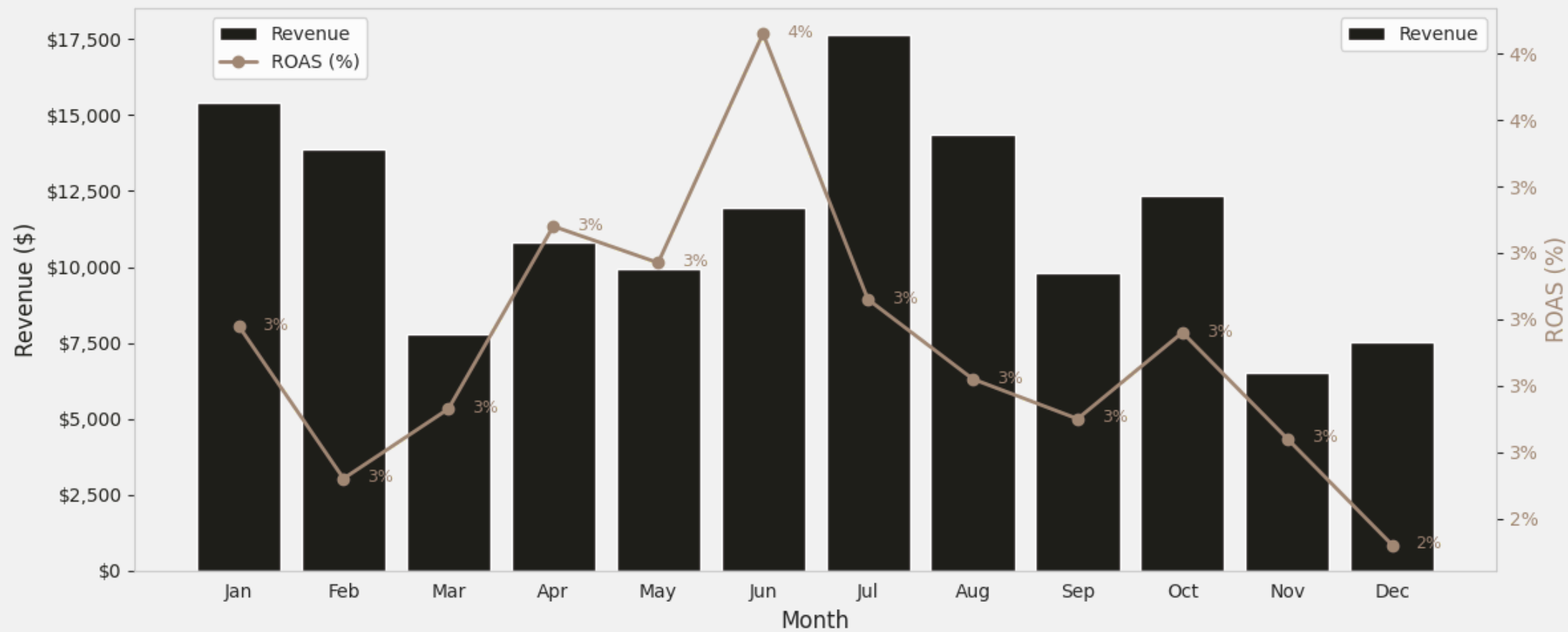
138,020.53

Total Revenue (\$)

35.04

Overall ROAS (%)

GROWTH % (REVENUE & ROAS) FROM JAN TO DEC



PERFORMANCE OVERVIEW

MID-YEAR PEAK IN EFFICIENCY (ROAS)

The most striking feature is *the sharp spike in ROAS in June (to ~4%)*, indicating exceptional efficiency during that period. This is a clear highlight for optimizing ad spend.

REVENUE FLUCTUATIONS

Revenue shows more variability, with peaks in January and July, and dips in March and December. This suggests that while ad spend drives revenue, other factors (seasonality, product launches, market conditions) also play a significant role.

GENERAL DECLINE IN ROAS TOWARDS YEAR-END

After the June peak, ROAS generally trends downwards, hitting its lowest point in December (~2%). This is a key area for review.

KEY TAKEAWAY

FEBRUARY VS. JUNE

In February, we achieved higher total revenue (around \$14,000) but at a lower ROAS (~2.5x). Conversely, June showed a lower total revenue (~\$12,000) but an exceptionally high ROAS (~4.0x). This highlights a strategic choice: are we optimizing for maximum total revenue (scale) or maximum return per dollar spent (efficiency)? Both are valid, but require clear objectives.

JULY'S PERFORMANCE

July, despite being our highest revenue month (around \$17,500), saw a ROAS of around 3.0x. This indicates a strong balance of both scale and good efficiency, making it a highly successful month overall.

YEAR-END CHALLENGE

The chart clearly shows the ROAS decline in Q4 (Oct-Dec) even as revenue attempts to hold. This suggests that during peak competitive periods, maintaining efficiency becomes a greater challenge, potentially due to rising ad costs.

Our Correlation Matrix provides the fundamental understanding of how our ad campaigns function. It clearly shows that Ad Spend is the primary driver of our top-line results. We observe very strong positive correlations (all above 0.90) between Ad Spend, Sessions, Conversions, and Revenue. This means that as we invest more in ads, we reliably see an increase in website traffic, conversions, and ultimately, revenue.

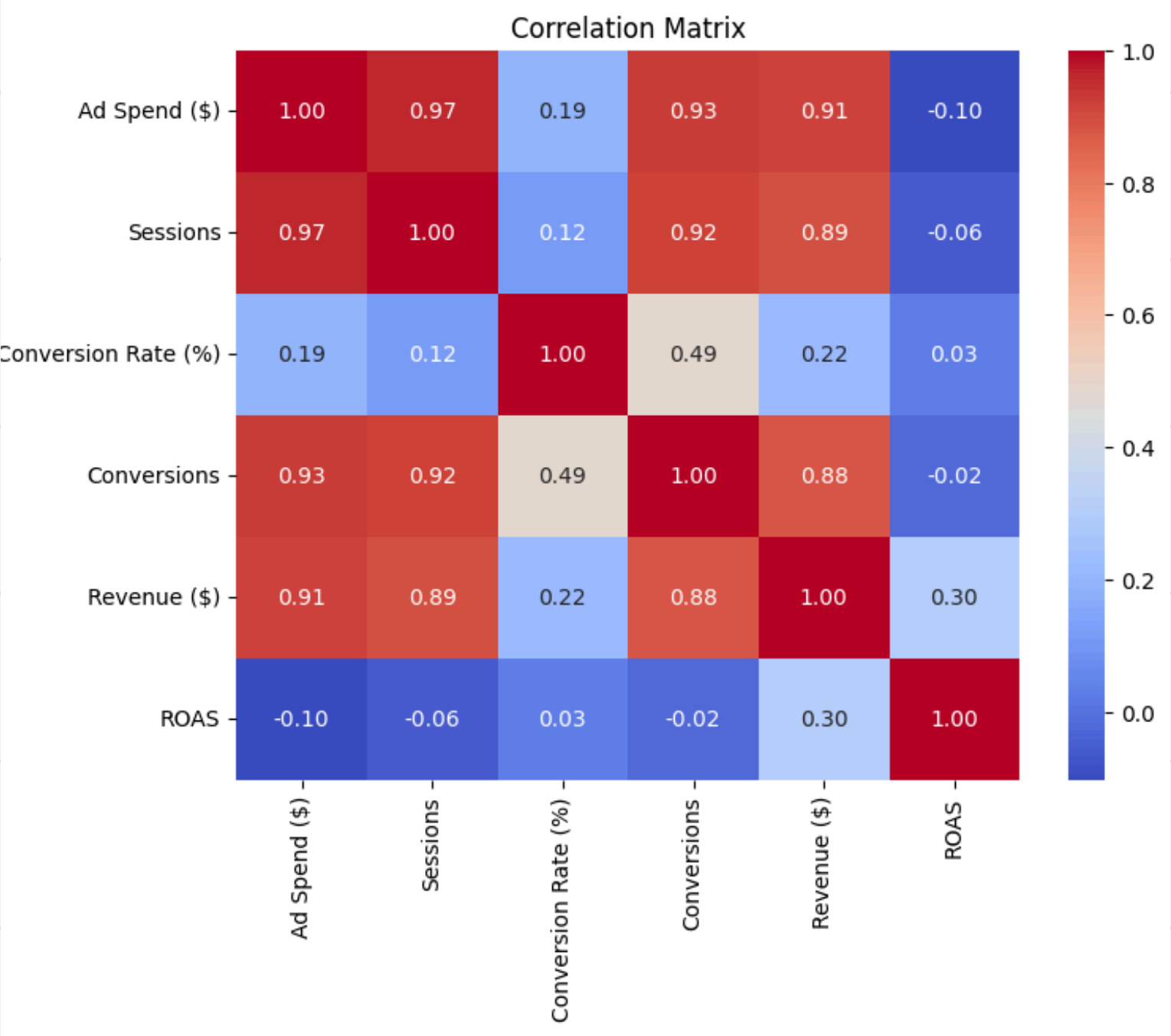
KEY TAKEAWAY

This validates the fundamental strategy of investing in paid advertising for growth. Your investment is directly impacting the business's core financial outcomes

NUANCE

Conversion Rate (%) has a much weaker correlation with Ad Spend and Sessions (0.19 and 0.12, respectively). This indicates that while we're driving volume effectively, the efficiency of converting that volume isn't solely dependent on ad spend. This points to website experience, offer strength, or other factors as separate levers for optimization.

THE CORE
RELATIONSHIP



VOLUME & FUNNEL PERFORMANCE OVER TIME

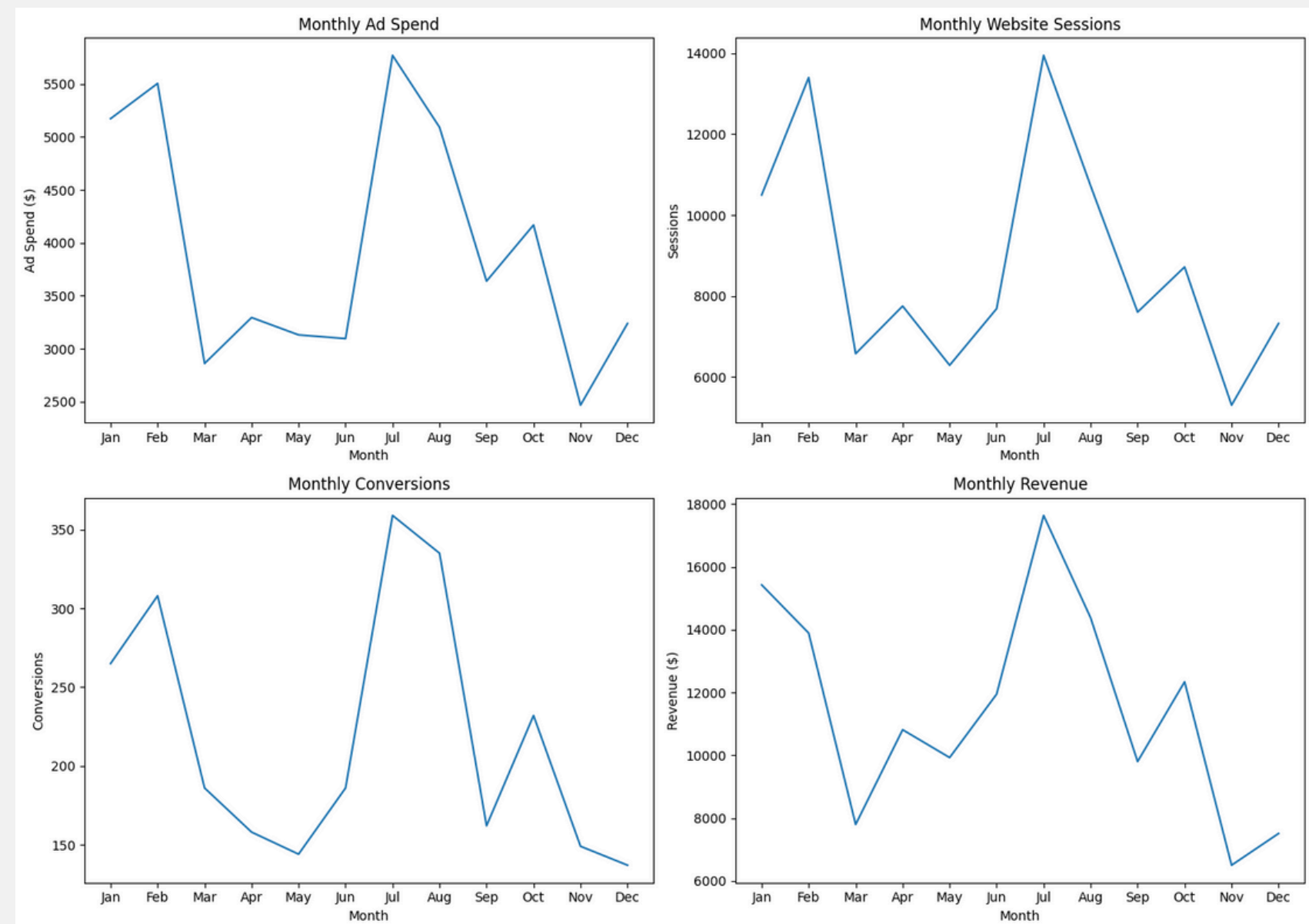
The Year Trend chart visualizes the actual monthly progression of these highly correlated metrics. We can see how Monthly Ad Spend directly influences Monthly Website Sessions, which then cascades into Monthly Conversions and ultimately Monthly Revenue.

KEY TAKEAWAY

This confirms the funnel's health. For instance, the peak in Ad Spend in July directly led to peaks in Sessions, Conversions, and Revenue in the same month. This demonstrates our ability to scale our efforts and generate higher volumes when investment increases.

SPECIFIC OBSERVATIONS

Notice the strong seasonal peaks in July across Ad Spend, Sessions, Conversions, and Revenue, suggesting a period of high market activity or successful campaign pushes. Conversely, dips in March and December across these metrics indicate potential seasonal slowdowns or areas for re-evaluation.



MONITORING EFFICIENCY

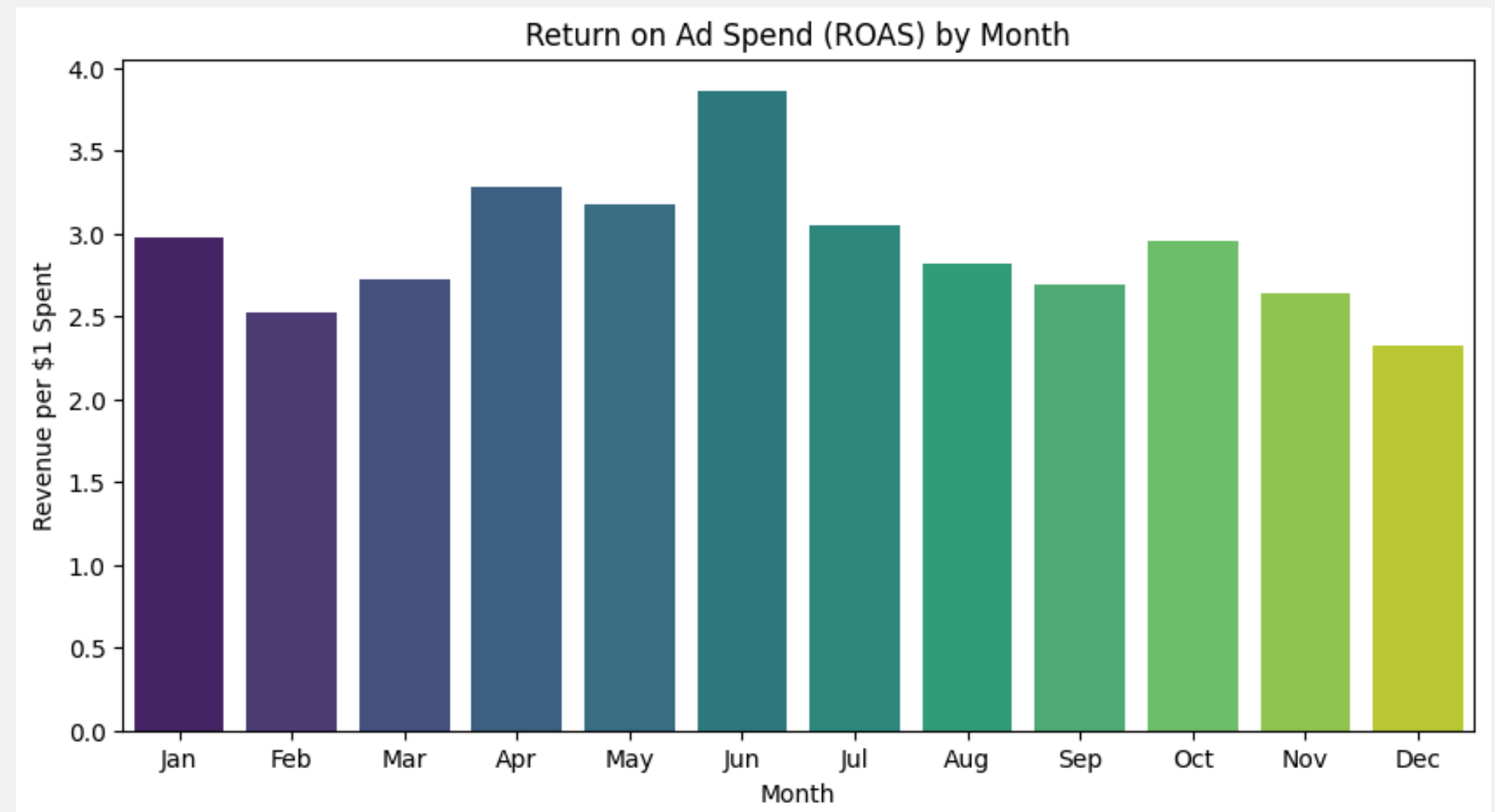
While the Year Trend shows volume, the *ROAS by Month chart* focuses purely on efficiency – how much revenue we generated for every dollar spent. This is critical for understanding the profitability of our ad spend.

KEY TAKEAWAY

We see significant fluctuations in efficiency throughout the year, highlighting periods of exceptional performance and areas needing attention.

SPECIFIC OBSERVATIONS

The standout month for efficiency was *June*, achieving nearly a *4.0x ROAS*. This means for every \$1 spent, we generated \$4 in revenue. This is a benchmark for our efficiency. However, we also observe a decline in ROAS towards the end of the year, hitting around 2.3x in December.



OVERALL PERFORMANCE REVIEW CONCLUSION & RECOMMENDATIONS

STRENGTHS

Our ad campaigns are fundamentally sound, with a clear cause-and-effect relationship between investment and business outcomes. We've demonstrated the ability to scale revenue and achieve periods of very high efficiency.

AREAS FOR STRATEGIC FOCUS

OPTIMIZE FOR CONVERSION RATE

Given its weaker correlation with ad spend, dedicated efforts on website UX, landing page optimization, and offer testing could significantly boost overall efficiency (ROAS) without requiring a proportional increase in ad spend.

STRATEGIC SCALING

Define clear thresholds for acceptable ROAS when scaling ad spend to maximize total revenue. Understand the point of diminishing returns.

Q4 EFFICIENCY MITIGATION

Develop specific strategies for highly competitive periods (like year-end) to either improve ROAS or pre-define the acceptable efficiency trade-off to capture maximum market share/revenue.

REPLICATE JUNE'S SUCCESS

Analyze the specific campaign tactics, targeting, and creative used in June to understand how that peak efficiency was achieved and if it can be applied more broadly.

THANK YOU

