

# Marketing Attribution Strategy

Generated by Nexus AI

## 1. Executive Summary

Our marketing performance shows a strong ROI from Paid Search, which is our top-performing channel with a 63.45% ROI and contributes significantly to incremental revenue. Affiliates also demonstrate a healthy ROI of 20.97%. Billboard and TV advertising show positive ROI but have no attribution weight, suggesting their impact is not fully captured by our current models. Social and Display channels are underperforming, with Display showing a significant negative ROI of -75.74%. Overall, Paid Search and Affiliates are our most efficient growth drivers.

## 2. User Journey Analysis

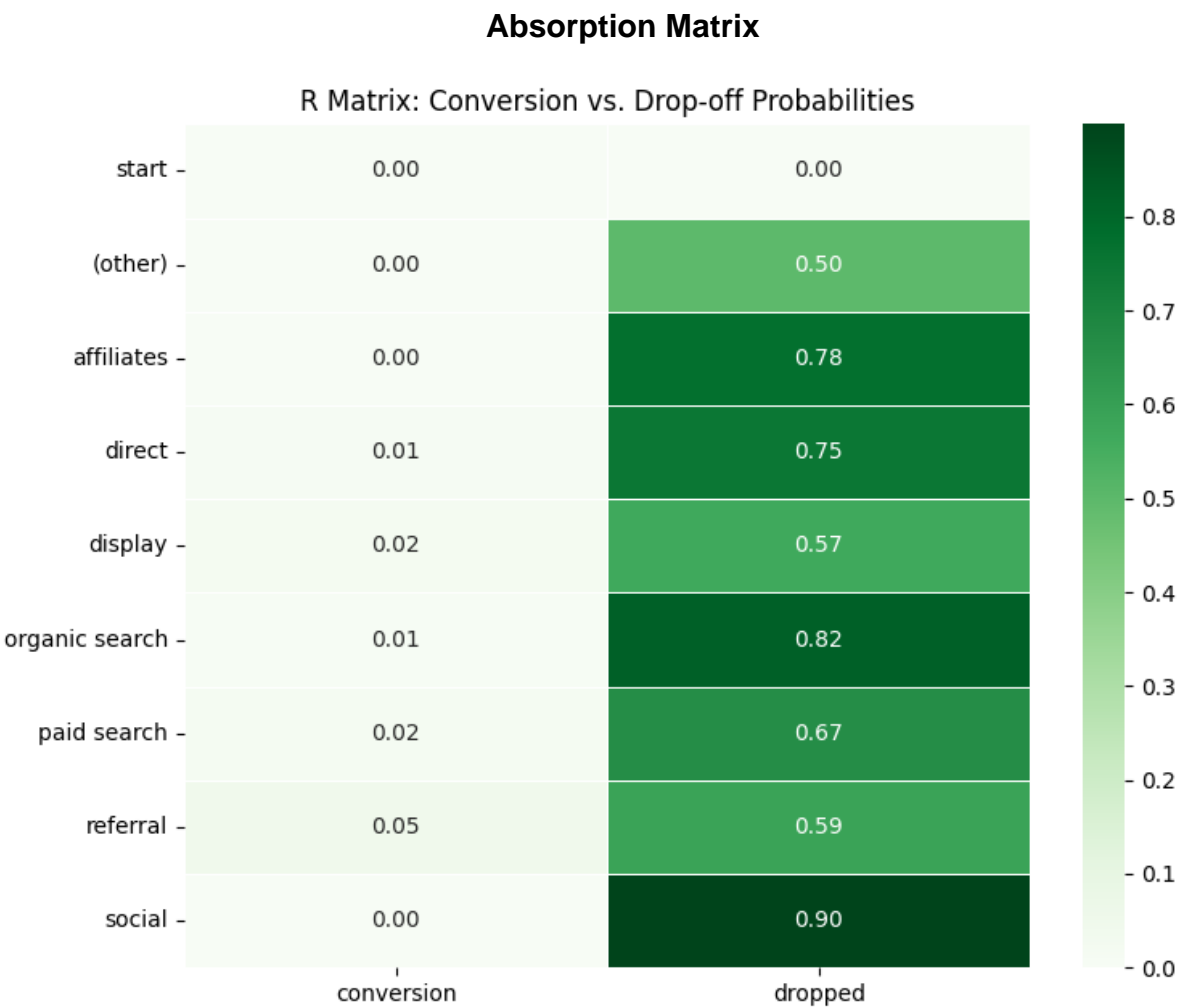
The Q-Matrix reveals several key feeder channels. 'Organic Search' is a significant feeder, sending traffic to 'Direct' (15.3%), 'Paid Search' (0.5%), and 'Social' (0.2%). 'Direct' traffic also feeds into other channels, notably 'Organic Search' (19.6%) and 'Paid Search' (3.2%). 'Paid Search' itself shows transitions to 'Display' (0.8%) and 'Organic Search' (9.2%), indicating users may move from paid to organic search. 'Social' primarily feeds into itself (8.2%), suggesting engagement within the platform, but also shows a small transition to 'Organic Search' (0.9%).

Transition Probability Matrix



### 3. Conversion & Drop-off

Referral traffic has the highest direct conversion probability at 4.7%, although it also has a substantial drop-off rate of 59.0%. Display traffic, despite its high drop-off rate (56.5%), has the second-highest conversion probability at 2.3%. Paid Search, while having a lower direct conversion probability (1.9%), is a critical channel due to its high ROI. Social media exhibits a very low direct conversion probability (0.2%) coupled with an extremely high drop-off rate (89.9%), indicating it's likely more effective for brand awareness or as an initial touchpoint rather than a direct conversion driver.



Conversion Probability per Channel



## 4. Strategic Channel Value

The Removal Effect analysis highlights 'Referral' as the most critical channel, with 85.0% of total conversions being lost if it were removed. This is followed by 'Organic Search' at 57.0% and 'Direct' at 33.0%. Despite its critical importance, 'Referral' does not appear in the ROI data, suggesting a potential data gap or that its ROI is not being accurately captured. 'Organic Search' and 'Direct' are also crucial for maintaining conversion volume. In contrast, 'Paid Search', while having a high ROI (63.45%), has a relatively low removal effect (9.0%), suggesting it's efficient but not as indispensable as top-funnel channels for overall conversion volume. 'Social' and 'Display' have the lowest removal effects (3.0% and 2.0% respectively), aligning with their poor ROI, particularly for Display.

