

Marketing Attribution Strategy

Generated by Nexus AI

1. Executive Summary

Our marketing efforts show a mixed performance, with Paid Search leading in ROI at 63.45%. Affiliates also demonstrate a strong positive ROI of 20.97%. However, Display advertising is a significant underperformer with a negative ROI of -75.74%. The overall marketing mix is heavily influenced by Paid Search, which accounts for approximately 50% of the MMM share. While Paid Search and Affiliates are strong performers, the substantial negative ROI from Display warrants immediate attention and strategic review.

2. User Journey Analysis

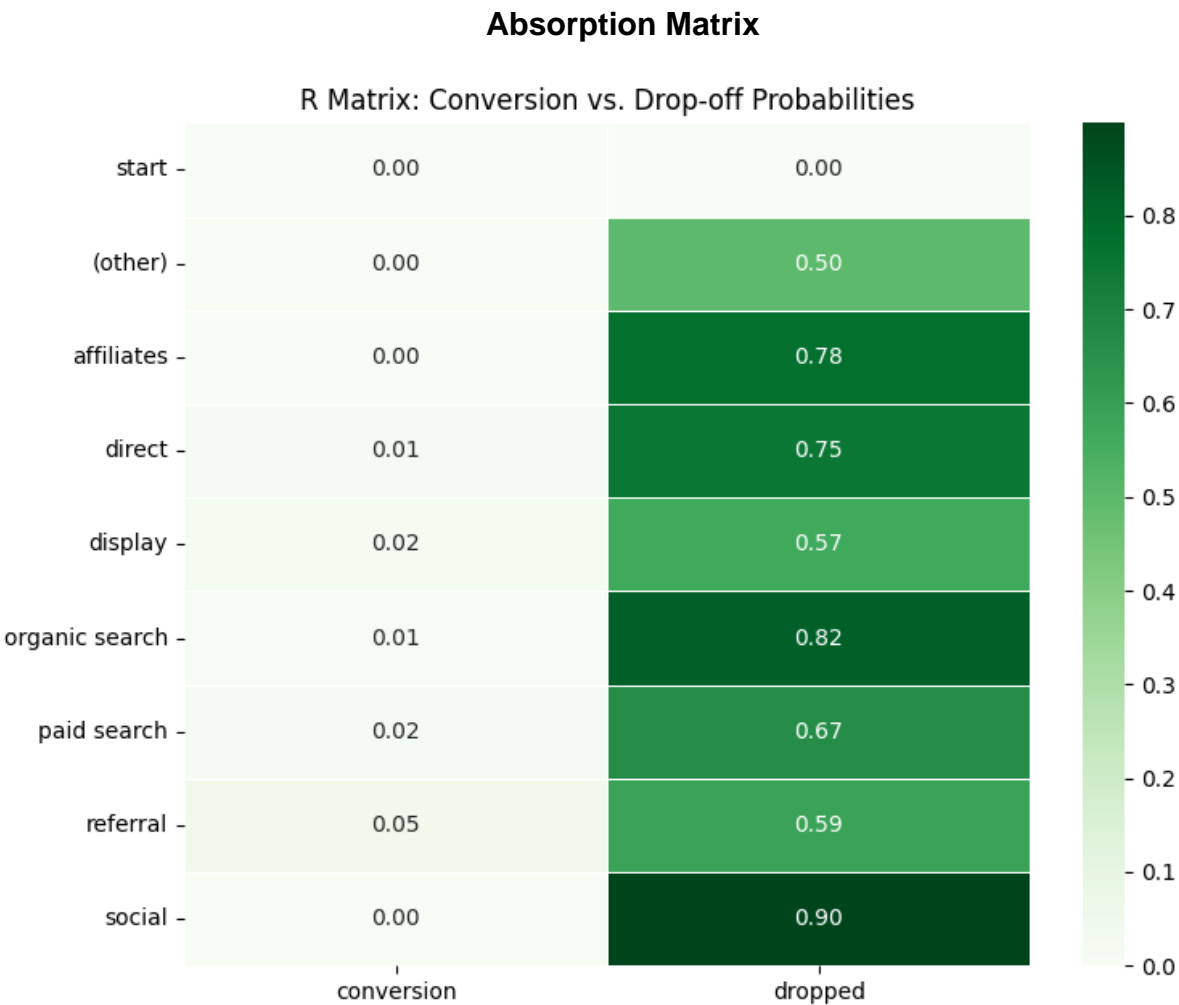
The Q-Matrix reveals that "start" and "organic search" are significant feeder channels. "Start" channels traffic to "organic search" (55.9%), "direct" (19.6%), and "referral" (10.8%). "Organic search" primarily feeds into itself (15.3%), with smaller transitions to "paid search" (0.5%) and "direct" (0.1%). "Direct" also shows a strong self-loop (19.3%) and feeds into "paid search" (0.3%) and "organic search" (0.19%). This indicates that users often begin their journey on organic search or direct channels and may then move to paid search or other channels.

Transition Probability Matrix



3. Conversion & Drop-off

Referral channels exhibit the highest direct conversion probability at 4.7%, although they also have a substantial drop-off rate of 59.0%. Display has a low conversion probability of 2.3% and a high drop-off rate of 56.5%. Paid search, despite its high ROI, has a relatively low direct conversion probability of 1.9% and a high drop-off rate of 66.5%. Social channels have the lowest direct conversion probability at 0.2% and the highest drop-off rate at 89.9%.



Conversion Probability per Channel



4. Strategic Channel Value

Referral channels have the highest removal effect at 85.0%, indicating they are critical for maintaining current conversion volumes. Organic search follows with a 57.0% removal effect, highlighting its importance. Direct channels also have a significant removal effect of 33.0%. Notably, Paid Search, despite its high ROI (63.45%), has a relatively low removal effect of 9.0%. This suggests that while Paid Search is highly efficient, its removal would not drastically impact the total number of conversions compared to Referral or Organic Search. Conversely, Display, with a negative ROI, has a low removal effect of 2.0%, further underscoring its inefficiency.

Removal Effects Analysis

