

# Marketing Attribution Strategy

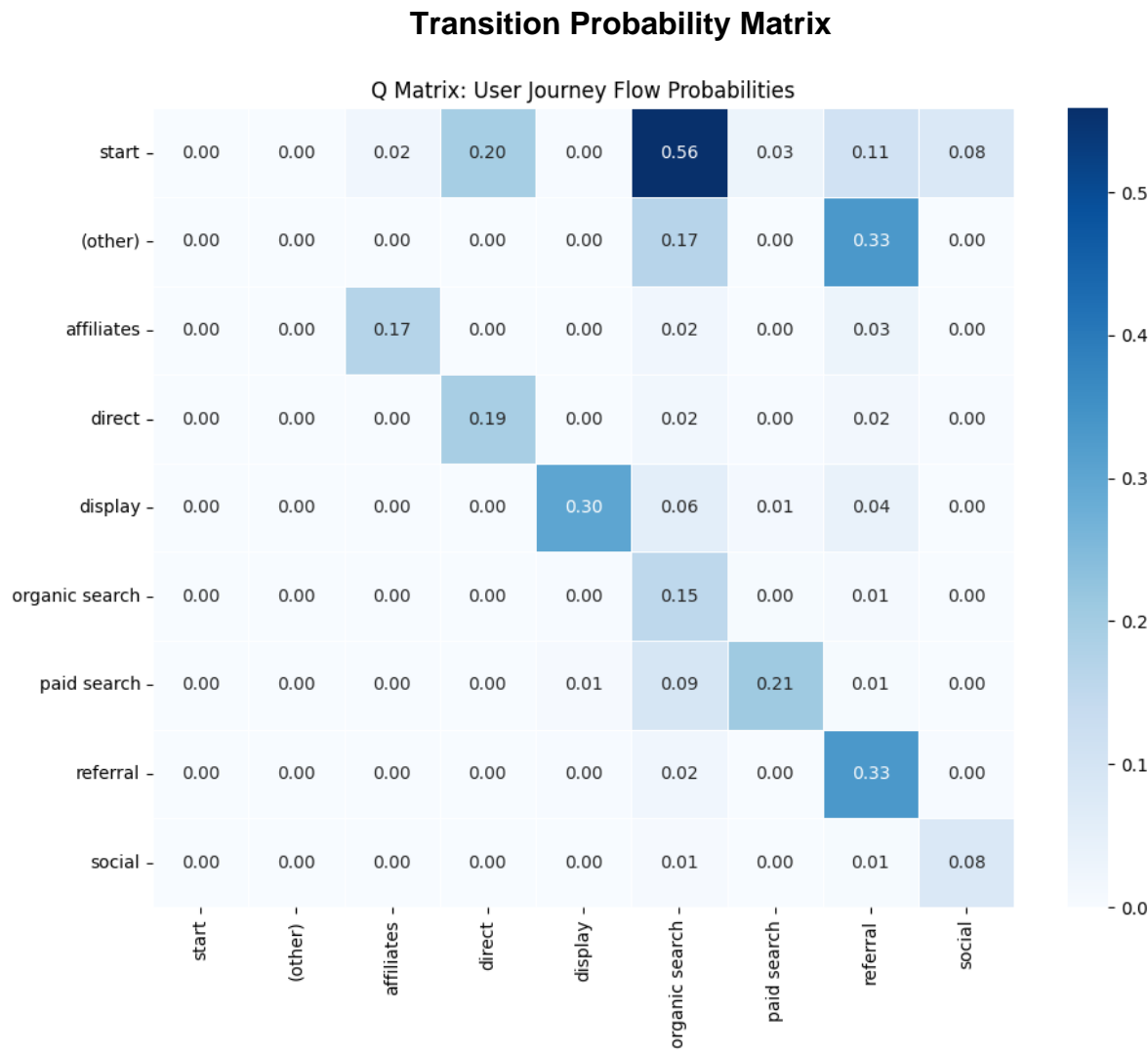
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## 1. Executive Summary

Our marketing performance shows a mixed landscape. Paid search leads with a strong ROI of 63.45% and contributes significantly to incremental revenue. Affiliates also demonstrate a healthy ROI of 20.97%. However, display advertising is a significant underperformer with a negative ROI of -75.74%. Offline channels like billboard and TV have some contribution to incremental revenue but lack direct attribution data, suggesting their impact is best understood through Marketing Mix Modeling (MMM). Overall, while paid search and affiliates are performing well, the substantial loss from display indicates a need for strategic review and optimization.

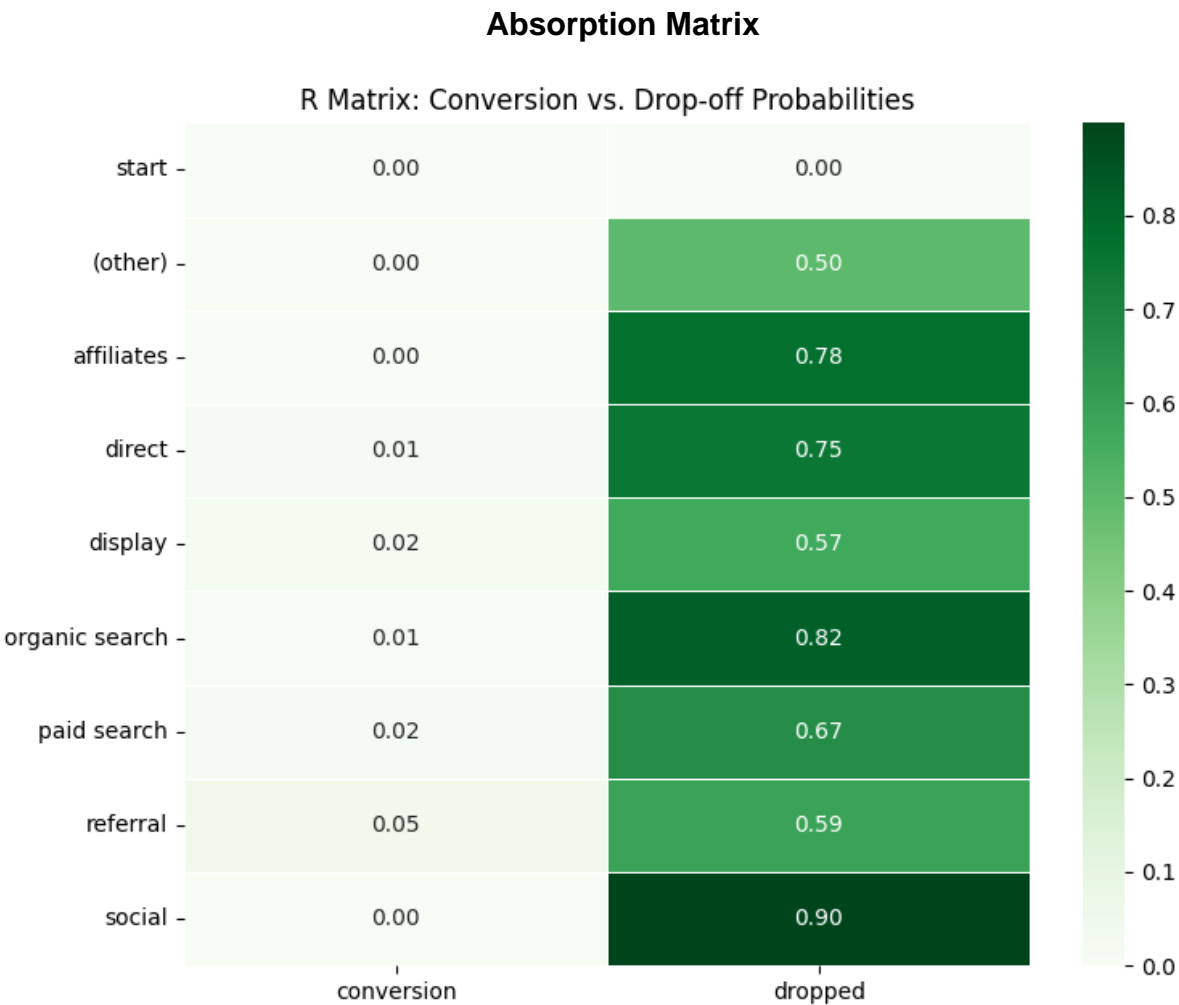
## 2. User Journey Analysis

The Q-Matrix reveals interesting 'feeder' dynamics. 'Organic search' appears to be a significant feeder, sending traffic to 'paid search' (0.005), 'social' (0.002), and 'affiliates' (0.002). 'Direct' traffic also feeds into 'paid search' (0.003) and 'social' (0.002). Notably, 'paid search' itself shows a transition to 'display' (0.008) and 'organic search' (0.092), suggesting users may move from paid ads to organic research or further display exploration. 'Social' traffic also transitions to 'organic search' (0.009) and 'display' (0.001).



### 3. Conversion & Drop-off

Analyzing the R-Matrix, 'referral' traffic has the highest direct conversion probability at 4.7%, followed by 'display' at 2.3% and 'paid search' at 1.9%. Conversely, 'social' exhibits a very high drop-off rate at 89.9%, with 'organic search' at 81.9% and 'direct' at 75.1%. This suggests that while 'referral' is effective at closing, channels like 'social' and 'organic search' may be more effective for top-of-funnel awareness or engagement rather than immediate conversion.



Conversion Probability per Channel



## 4. Strategic Channel Value

The Removal Effects data 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%. Comparing this to ROI, 'referral' has a moderate ROI of 20.97%, while 'organic search' and 'direct' do not have direct ROI figures provided in the ROI & Attribution data, indicating they are likely captured by MMM. 'Paid search', despite having a high ROI of 63.45%, has a relatively low removal effect of 9.0%, suggesting it's efficient but not as foundational to overall conversion volume as 'referral' or 'organic search'. 'Display', with a low removal effect of 2.0%, is also our worst-performing channel by ROI, indicating it should be a primary focus for optimization or reallocation of budget.

