

Marketing Attribution Strategy

Generated by Nexus AI

1. Executive Summary

Paid search is the leading channel with a 63.45% ROI and the largest share of MMM (50.02%), driving significant incremental revenue. Affiliates also show strong performance with a 20.97% ROI. Billboard and TV advertising have moderate ROIs but lack attribution weight, suggesting potential for optimization. Social media has a low ROI (7.82%) and a low MMM share, indicating it's an area for improvement. Display advertising is a clear underperformer with a highly negative ROI (-75.74%), representing a significant optimization opportunity.

2. User Journey Analysis

Channel	ROI	MMM Share	Incremental Revenue	Confidence
Paid Search	63.45%	50.02%	\$3.71M	65.37%
Affiliates	20.97%	28.35%	\$2.10M	60.20%
Billboard	28.71%	19.80%	\$1.47M	0.00%
TV	17.30%	13.05%	\$0.97M	0.00%
Social	7.82%	5.32%	\$0.39M	38.99%
Display	-75.74%	-16.55%	-\$1.23M	70.49%

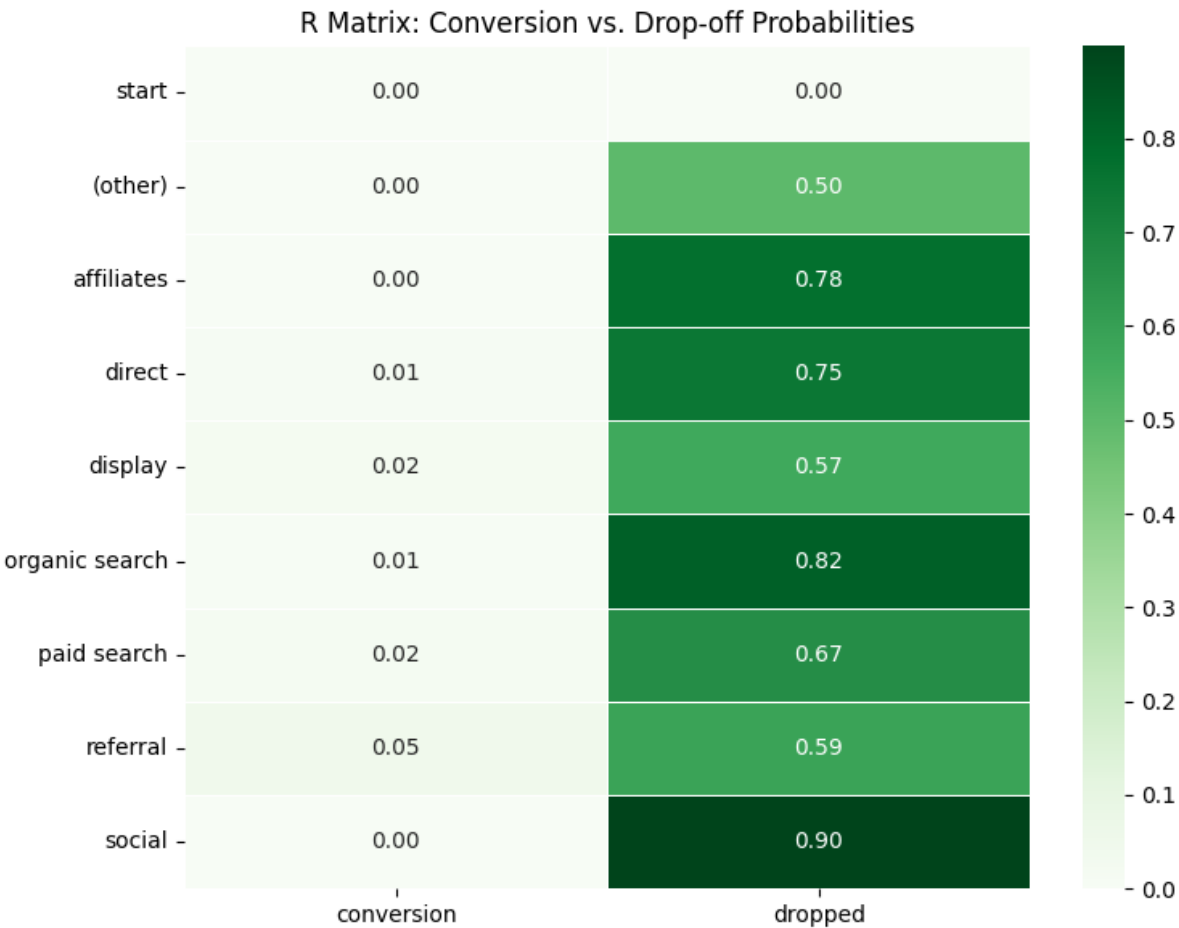
Transition Probability Matrix



3. Conversion & Drop-off

Channel	Attribution Weight	Sigma
Paid Search	0.041	0.051
Affiliates	0.012	0.057
Billboard	0.000	0.000
TV	0.000	0.000
Social	0.042	0.081
Display	0.008	0.046

Absorption Matrix



Conversion Probability per Channel



4. Strategic Channel Value

The most significant optimization opportunity lies in **Display advertising**. Its deeply negative ROI (-75.74%) and substantial negative incremental revenue (-\$1.23M) indicate it is actively harming overall performance. Reallocating the budget from display to higher-performing channels like paid search or affiliates could yield substantial improvements.

Social media also presents an optimization opportunity. With a low ROI (7.82%) and low MMM share, its contribution to incremental revenue is minimal (\$0.39M). While its confidence is moderate (38.99%), its high sigma (0.081) suggests considerable uncertainty in its performance. Further investigation into social media's effectiveness and potential restructuring or budget reduction should be considered.

Billboard and TV advertising have moderate ROIs but zero attribution weight and zero sigma. This suggests that while they may have some impact, their contribution is not being captured by the current attribution model, or their impact is negligible and not statistically significant. Exploring more robust attribution methods or re-evaluating their strategic role is recommended.

Paid search is the star performer and should continue to receive strong investment. **Affiliates** are also performing well and represent a solid channel for continued focus.

Removal Effects Analysis

