

Marketing Attribution Strategy

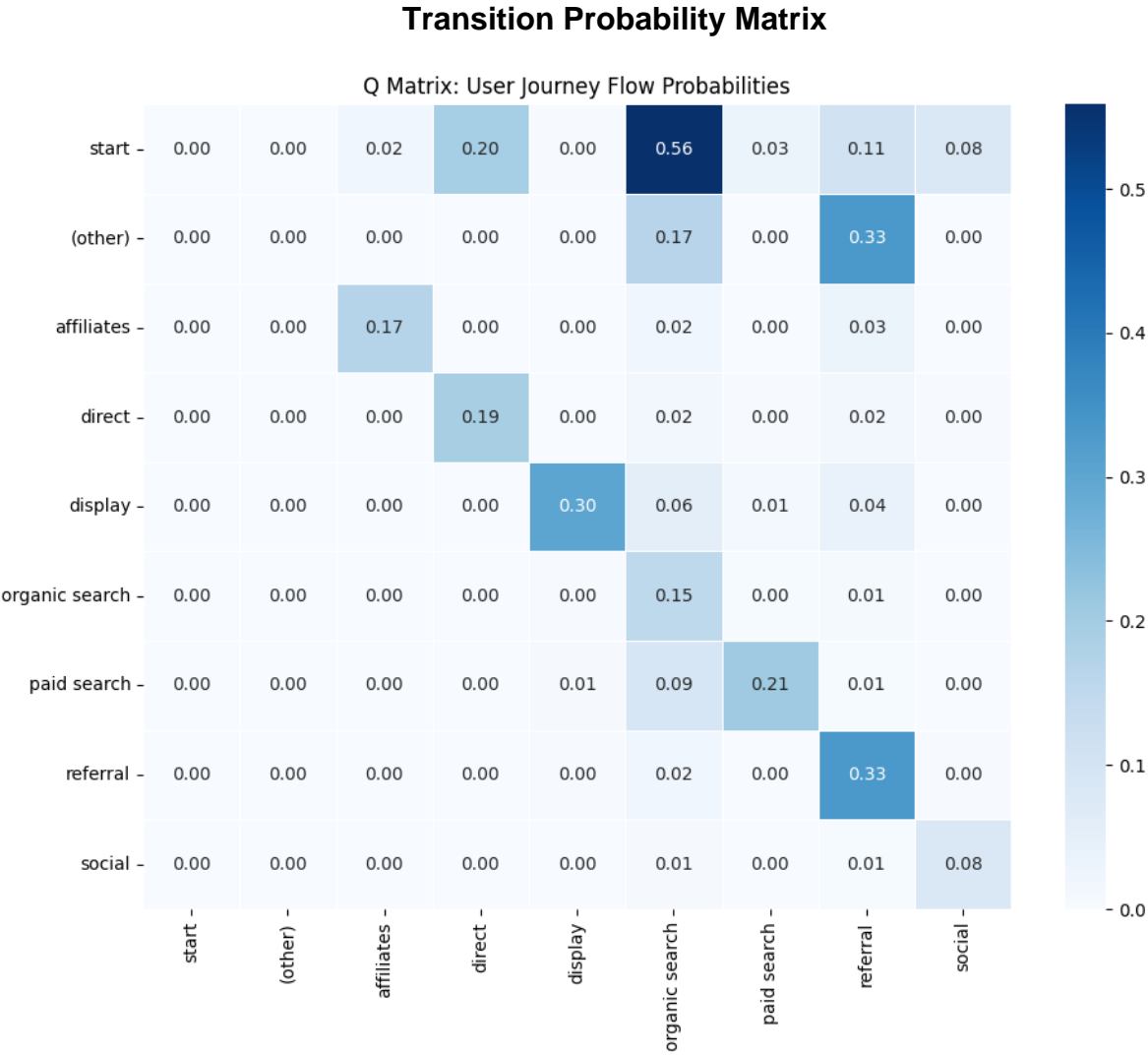
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1. Executive Summary

Our overall marketing performance shows a mixed bag of results. Paid search leads with a strong ROI of 63.45%, contributing significantly to incremental revenue. Affiliates also demonstrate a positive ROI of 20.97%. However, display advertising is a significant underperformer with a highly negative ROI of -75.74%. Billboard and TV advertising show moderate ROIs but have zero attributed weight, suggesting their impact is not fully captured by our current attribution model. Social media's ROI is relatively low at 7.82%.

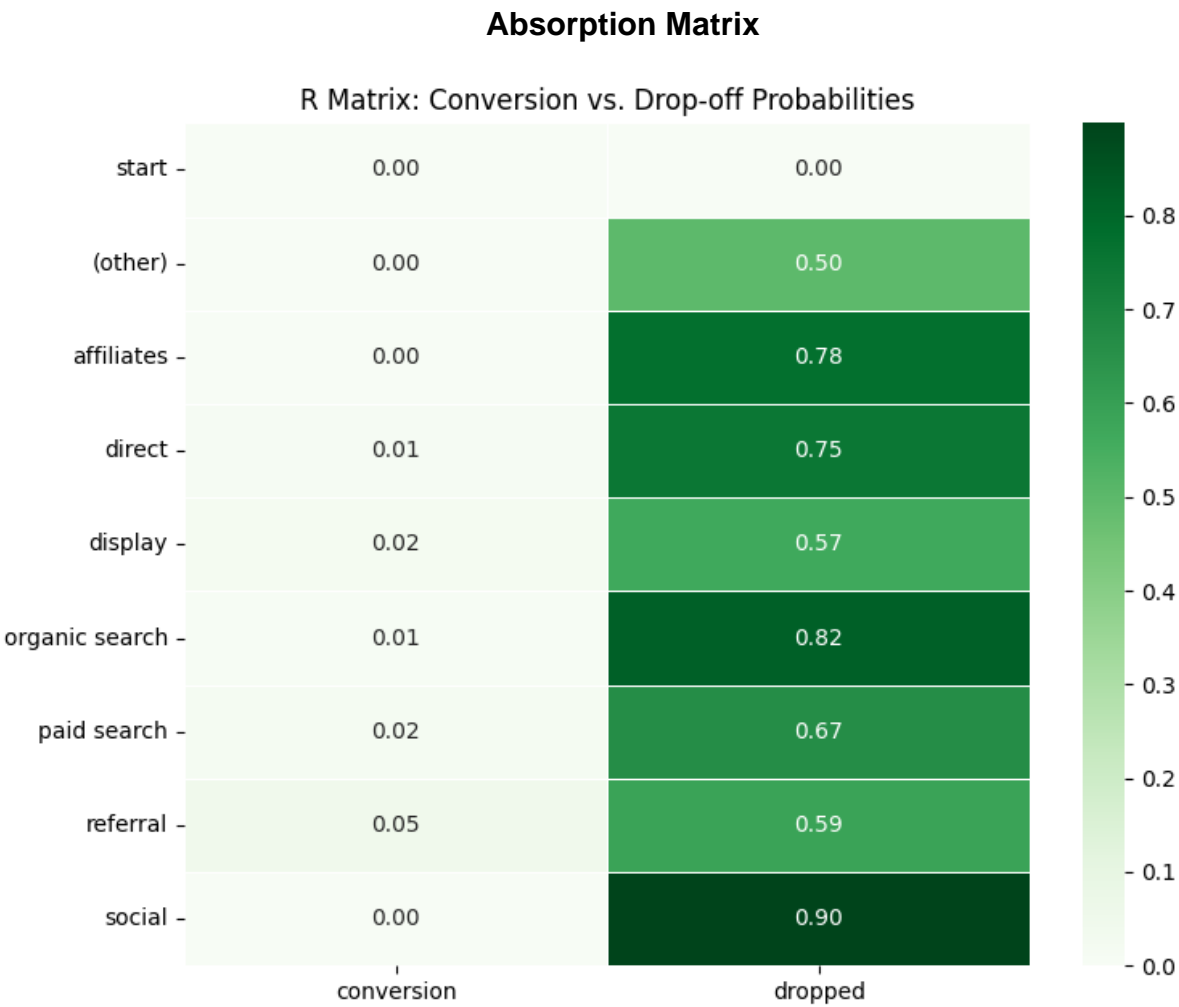
2. User Journey Analysis

The Q-Matrix reveals interesting 'feeder' relationships between channels. 'Organic search' appears to be a significant feeder, with 55.9% of its traffic going to 'start' (likely direct traffic or a navigational loop) and notable transitions to 'paid search' (0.5%) and 'referral' (0.1%). 'Direct' traffic also shows a strong tendency to return to 'start' (19.6%) and also feeds into 'affiliates' (0.2%) and 'paid search' (0.3%). 'Paid search' itself shows a substantial portion of its traffic returning to 'start' (20.8%), indicating users may be returning to the site after initial ad engagement. 'Social' traffic primarily feeds back into 'start' (8.2%), suggesting brand recall or direct navigation after social exposure.

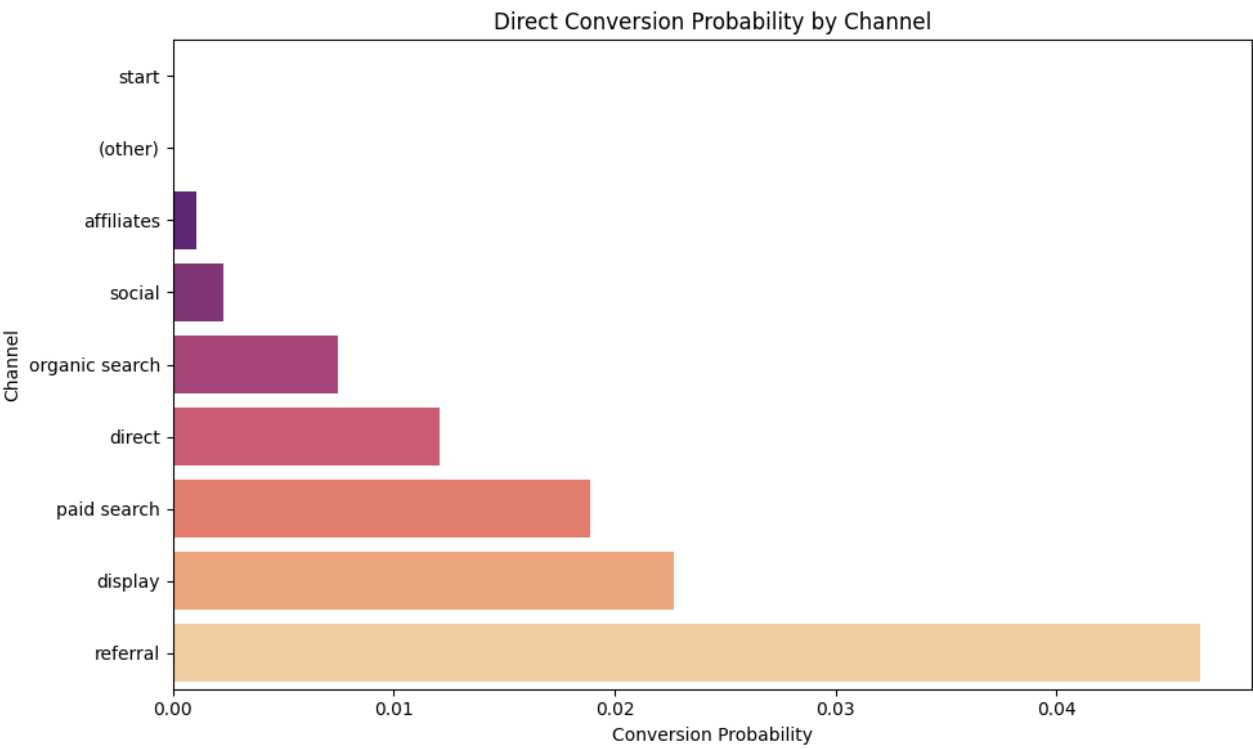


3. Conversion & Drop-off

Analyzing the R-Matrix, 'Referral' traffic has the highest direct probability of conversion at 4.7%, although it also has a substantial drop-off rate of 59.0%. 'Display' traffic has a low conversion probability of 2.3% and a high drop-off rate of 56.5%. 'Paid search' shows a conversion probability of 1.9% with a very high drop-off rate of 66.5%, indicating that while users click, they often don't convert directly from that interaction. 'Social' media has the lowest direct conversion probability at 0.2%, coupled with the highest drop-off rate at 89.9%.



Conversion Probability per Channel



4. Strategic Channel Value

The Removal Effect 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%. Despite its critical importance, 'Referral' has a moderate ROI of 20.97%. 'Organic search', while also crucial, does not have direct ROI data provided in [DATA 1]. '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'. 'Social' and 'Display' have very low removal effects (3.0% and 2.0% respectively), which aligns with their lower ROIs (7.82% for social) and negative ROI for display.

Removal Effects Analysis

