

Marketing Attribution Strategy

Generated by Nexus AI

1. Executive Summary

Our marketing performance shows a mixed landscape. 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 detractor with a negative ROI of -75.74%. Billboard and TV advertising show moderate ROIs but have zero attribution weight, suggesting their impact is not fully captured by our current model. Social media's ROI is low at 7.82%, indicating potential for optimization.

2. User Journey Analysis

The Q-Matrix reveals interesting 'feeder' relationships. 'Start' acts as a primary entry point, with a substantial portion of traffic moving to 'organic search' (55.9%) and then to 'direct' (19.6%). 'Organic search' also feeds into 'paid search' (0.5%) and 'social' (0.2%). 'Direct' traffic shows a tendency to return to 'direct' (19.3%), indicating strong brand recall or habitual behavior. 'Display' traffic shows a notable tendency to transition to 'organic search' (5.7%) and 'paid search' (1.2%).

Transition Probability Matrix

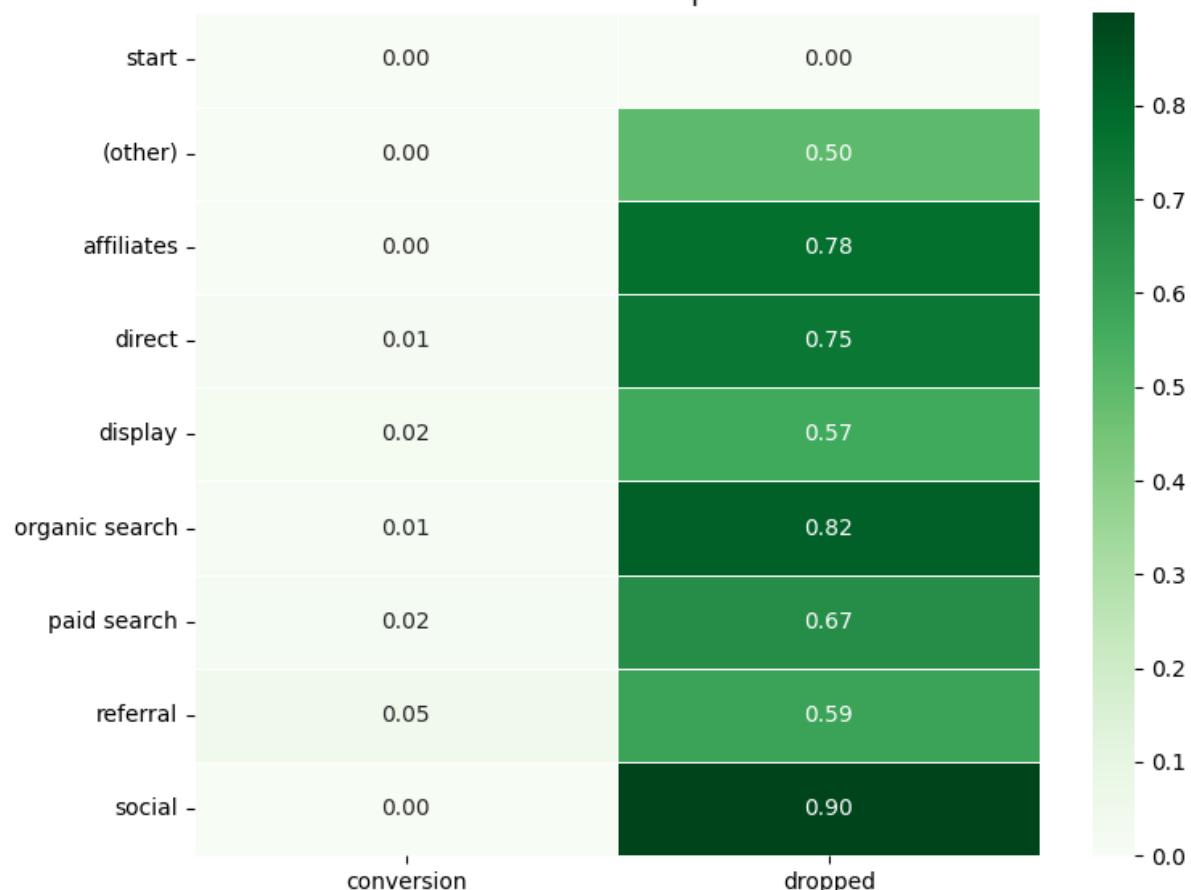
Q Matrix: User Journey Flow Probabilities									
start -	0.00	0.00	0.02	0.20	0.00	0.56	0.03	0.11	0.08
(other) -	0.00	0.00	0.00	0.00	0.00	0.17	0.00	0.33	0.00
affiliates -	0.00	0.00	0.17	0.00	0.00	0.02	0.00	0.03	0.00
direct -	0.00	0.00	0.00	0.19	0.00	0.02	0.00	0.02	0.00
display -	0.00	0.00	0.00	0.00	0.30	0.06	0.01	0.04	0.00
organic search -	0.00	0.00	0.00	0.00	0.00	0.15	0.00	0.01	0.00
paid search -	0.00	0.00	0.00	0.00	0.01	0.09	0.21	0.01	0.00
referral -	0.00	0.00	0.00	0.00	0.00	0.02	0.00	0.33	0.00
social -	0.00	0.00	0.00	0.00	0.00	0.01	0.00	0.01	0.08
start -		(other) -	affiliates -	direct -	display -	organic search -	paid search -	referral -	social -

3. Conversion & Drop-off

Referral traffic has the highest direct conversion probability at 4.7%, although it also has a significant drop-off rate of 59.0%. Display traffic, despite its low conversion probability (2.3%), has a high drop-off rate of 56.5%. Paid search has a conversion probability of 1.9% with a high drop-off rate of 66.5%. Social media exhibits a very low conversion probability (0.2%) and a high drop-off rate (89.9%). Direct traffic has a conversion probability of 1.2% and a drop-off rate of 75.1%.

Absorption Matrix

R Matrix: Conversion vs. Drop-off Probabilities



Conversion Probability per Channel



4. Strategic Channel Value

Referral traffic has the highest removal effect at 85.0%, meaning its removal would result in the largest loss of total conversions. This is followed by organic search (57.0%) and direct (33.0%). While referral has the highest removal effect, its ROI is only 20.97%, which is lower than paid search (63.45%). Paid search, despite its critical role in driving revenue and a high ROI, has a relatively low removal effect (9.0%), suggesting it may be more efficient in its current state. Organic search and direct, with high removal effects, have no direct ROI data provided, making it difficult to assess their efficiency in monetary terms. Social media has a low removal effect (3.0%) and a low ROI (7.82%), indicating it may be a candidate for optimization or budget reallocation.

Removal Effects Analysis

