

# Marketing Attribution Strategy

Generated by Nexus AI

## 1. Executive Summary

Our overall marketing performance shows a mixed bag of results. Paid search stands out as the top-performing channel with a remarkable ROI of 63.45% and a significant mmm\_share of 50.02%. Affiliates also demonstrate a healthy ROI of 20.97%. However, display advertising is a significant underperformer, with a negative ROI of -75.74%. Social media, while having a positive ROI, is relatively low at 7.82%. The "billboard" and "tv" channels are noted with 0.0 confidence and 0.0 mmm\_share, indicating they are not currently being tracked or contributing measurably through our current attribution models.

## 2. User Journey Analysis

The Q-Matrix reveals interesting 'feeder' relationships between channels. "Organic search" appears to be a significant feeder, sending traffic to "paid search" (0.092), "display" (0.002), and "social" (0.002). "Direct" traffic also feeds into "paid search" (0.003) and "social" (0.002). Notably, "start" (likely new visitors) shows a substantial transition to "organic search" (0.559), indicating that initial discovery often leads to organic exploration. "Paid search" also shows some transition to "organic search" (0.092), suggesting users may click an ad and then search for more information organically.

**Transition Probability Matrix**

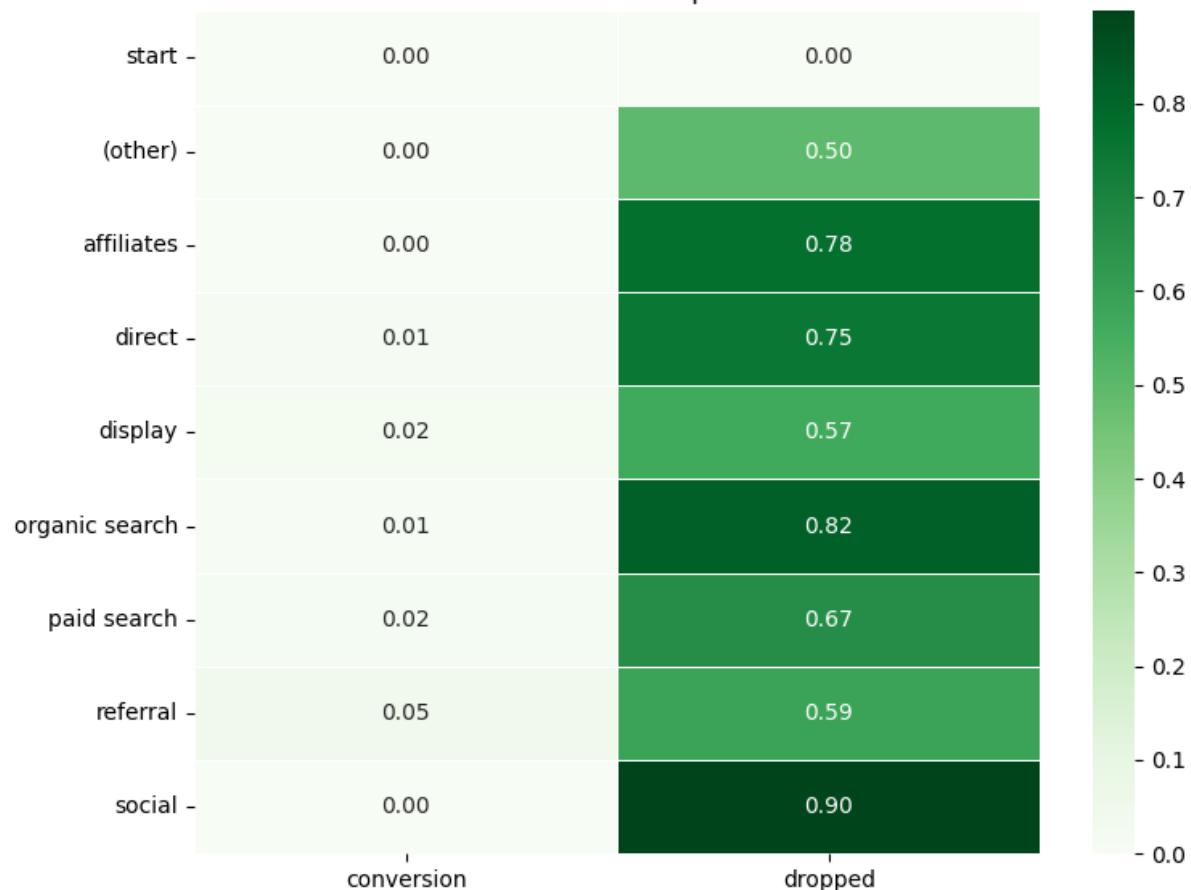


### 3. Conversion & Drop-off

Referral traffic exhibits the highest direct conversion probability at 4.7%, although it also has a considerable drop-off rate of 59.0%. Display advertising, conversely, has a very low conversion probability of 2.3% and a high drop-off rate of 56.5%, aligning with its negative ROI. Paid search, despite its strong overall ROI, has a relatively low direct conversion probability of 1.9%, with a high drop-off rate of 66.5%. Social media has the lowest direct conversion probability at 0.2% and the highest drop-off rate at 89.9%.

**Absorption Matrix**

R Matrix: Conversion vs. Drop-off Probabilities



**Conversion Probability per Channel**



## 4. Strategic Channel Value

The removal effects highlight the critical importance of "referral" (85.0%) and "organic search" (57.0%) channels. These channels are the "load-bearing" pillars of our conversion funnel; their removal would result in the largest percentage of lost conversions. It's crucial to note that "referral" has a relatively low ROI (20.97%) despite its high removal effect, suggesting that while it brings in many conversions, they may not be as profitable as those from other channels. "Organic search" does not have an ROI listed in the provided data, making it difficult to directly compare its profitability against its essentialness. "Paid search," while having a strong ROI (63.45%), has a comparatively low removal effect (9.0%), indicating that while profitable, it's not as indispensable to the overall conversion volume as referral or organic search.

### Removal Effects Analysis

