

Marketing Attribution Strategy

Generated by Nexus AI

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 detractor with a highly negative ROI of -75.74%. Offline channels like billboard and TV have a positive ROI but lack detailed attribution data, suggesting reliance on Marketing Mix Modeling (MMM) for a complete picture. Social media's ROI is modest at 7.82%, indicating room for optimization.

2. User Journey Analysis

The Q-Matrix reveals interesting 'feeder' dynamics. 'Start' acts as a primary entry point, with significant traffic flowing into 'organic search' (55.9%) and 'direct' (19.6%). 'Organic search' also feeds into 'paid search' (0.5%) and 'display' (0.2%). 'Direct' traffic shows a tendency to return to 'direct' (19.3%), indicating user habit or brand loyalty. 'Display' traffic shows a strong internal loop, with 30.2% of its traffic staying within 'display', suggesting potential remarketing effectiveness or a navigational artifact.

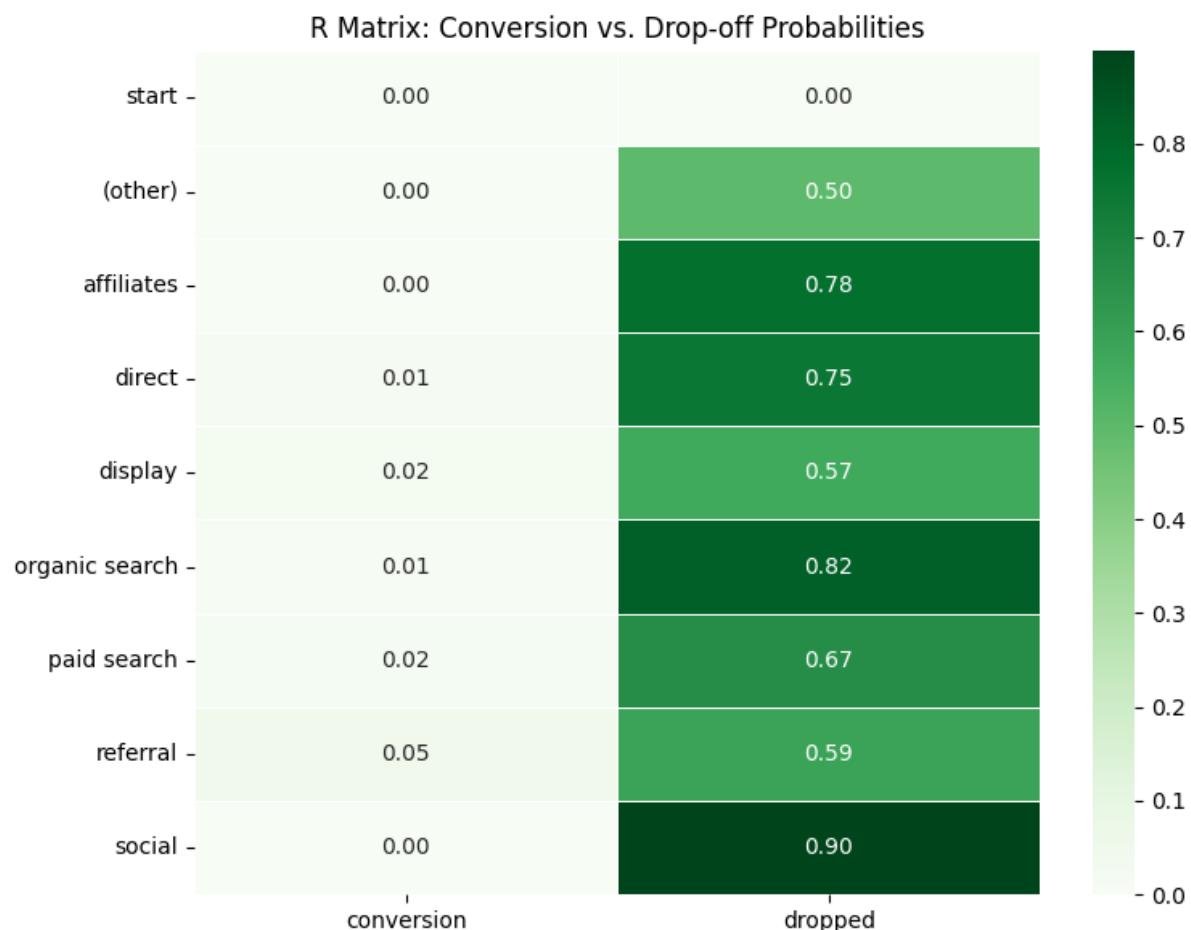
Transition Probability Matrix

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 exhibits the highest direct conversion probability at 4.7%, although it also has a substantial drop-off rate of 59.0%. Display advertising, despite its poor ROI, has a relatively high conversion probability of 2.3% but also a very 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 has the lowest direct conversion probability at 0.2% and the highest drop-off rate at 89.9%, suggesting it may be more effective in upper-funnel awareness rather than direct conversion.

Absorption Matrix



Conversion Probability per Channel



4. Strategic Channel Value

Referral traffic has the highest removal effect at 85.0%, indicating it is a critical "load-bearing" channel for conversions. This is followed by organic search at 57.0% and direct traffic at 33.0%. While referral has the highest removal effect, its ROI is not provided in the provided data, making it difficult to directly compare its strategic value against its cost-effectiveness. Organic search and direct traffic, despite their high removal effects, do not have direct ROI figures listed, highlighting a potential blind spot in our understanding of their true performance relative to paid channels. Paid search, despite a relatively low removal effect of 9.0%, boasts the highest ROI, suggesting it is a highly efficient channel for driving incremental revenue. Conversely, social media and display have low removal effects (3.0% and 2.0% respectively), and social media has a low ROI, while display has a negative ROI, indicating these channels are less critical for core conversion volume and are underperforming.

Removal Effects Analysis

