

# 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 underperformer 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 and may rely on Marketing Mix Modeling (MMM) for accurate assessment. Social media has a low ROI of 7.82%, indicating potential for optimization.

## 2. User Journey Analysis

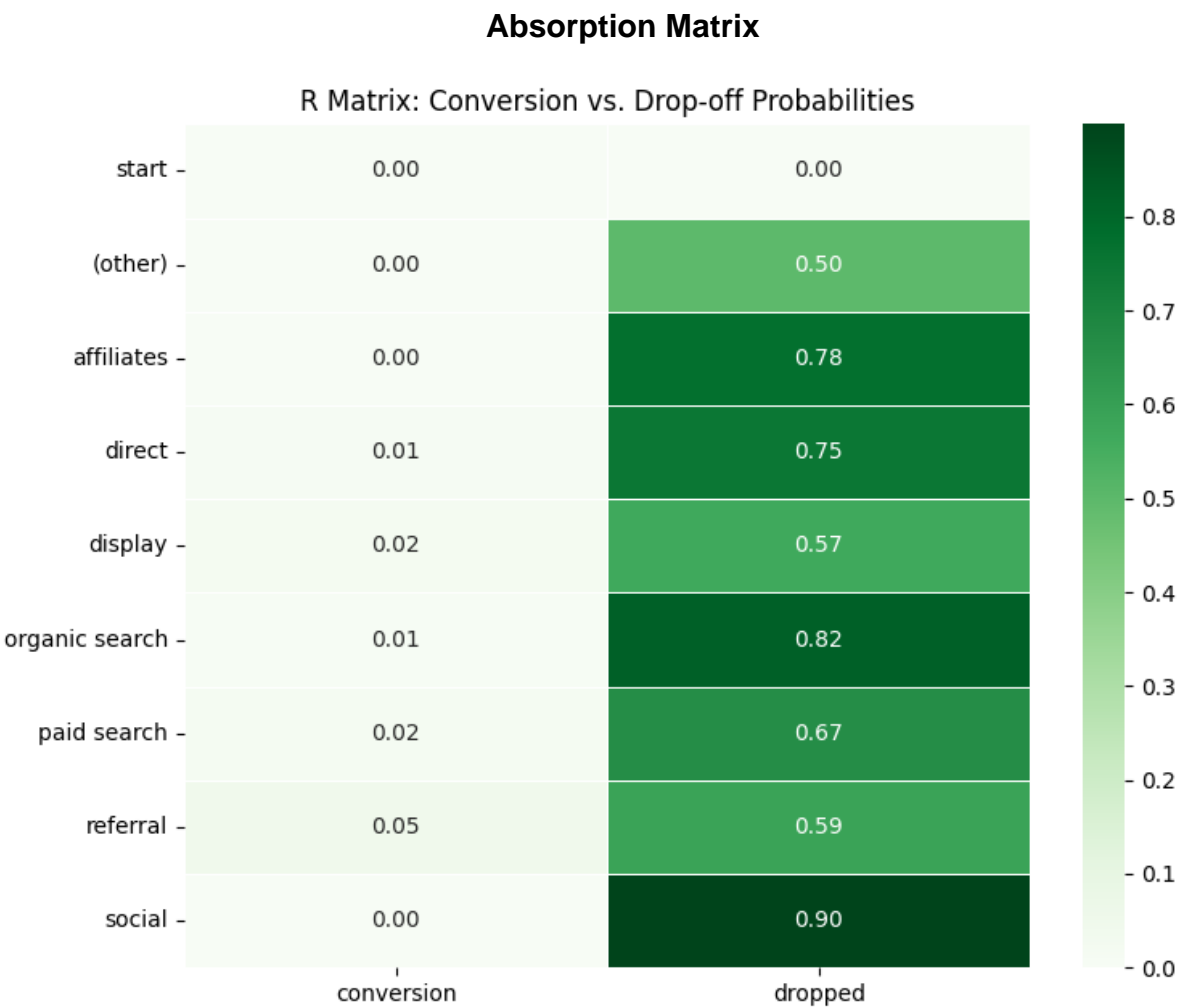
The Q-Matrix reveals several key 'feeder' channels. Organic search is a primary source, sending traffic to direct (15.3%), paid search (0.5%), and social (0.2%). Direct traffic also feeds into organic search (1.9%) and paid search (0.3%). Paid search, despite its strong ROI, shows limited onward feeding, primarily going to organic search (9.2%) and display (0.8%). Social media primarily feeds into itself (8.2%), suggesting a potential loop or strong brand loyalty within that channel. Referral traffic also shows some self-feeding (33.3%) and contributes to organic search (2.1%).

Transition Probability Matrix



### 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 negative ROI, has a 2.3% conversion probability but a very high drop-off rate of 56.5%. Paid search, while having a strong ROI, has a relatively low direct conversion probability of 1.9% and 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%. Direct traffic shows a moderate conversion probability of 1.2% with a high drop-off rate of 75.1%.



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 overall conversions. However, its ROI is not provided in the provided data, making a direct comparison to its impact difficult. Organic search is also a crucial channel with a removal effect of 57.0% and a positive ROI of not directly provided but implied by its feeder role. Direct traffic has a removal effect of 33.0%. Paid search, despite its high ROI of 63.45%, has a relatively low removal effect of 9.0%. This suggests that while paid search is highly efficient, its removal would have a less catastrophic impact on overall conversion volume compared to referral or organic search. Social media, with a low ROI of 7.82%, also has a low removal effect of 3.0%, reinforcing the need for optimization in this channel. Display advertising, with its negative ROI, has a removal effect of only 2.0%, suggesting its removal would have minimal impact on conversion volume.

Removal Effects Analysis

