

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 healthy ROI of 20.97%. However, display advertising is a significant detractor, with a negative ROI of -75.74%. Billboard and TV advertising show positive ROI but have no 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. 'Start' acts as a primary entry point, with a substantial portion of traffic going to 'organic search' (55.9%) and 'direct' (19.6%). 'Organic search' also feeds into 'organic search' (15.3%), indicating users may be returning directly to search results. 'Direct' traffic shows a loop back to itself (19.3%), suggesting habitual or bookmark-like behavior. 'Display' traffic shows some transition to 'organic search' (5.7%) and 'paid search' (1.2%). 'Social' traffic primarily loops back to itself (8.2%), suggesting users engage within the platform before potentially leaving.

Transition Probability Matrix



3. Conversion & Drop-off

Referral channels exhibit the highest direct conversion probability at 4.7%, although they also have a significant drop-off rate of 59.0%. Display advertising has a 2.3% conversion probability but a very high drop-off rate of 56.5%. Paid search, despite its strong ROI, has a relatively low direct conversion probability of 1.9% and a high drop-off rate of 66.5%. Direct and organic search also show high drop-off rates (75.1% and 81.9% respectively), indicating users may be exploring the site before converting or leaving. Social media has the lowest direct conversion probability at 0.2% with a very high drop-off rate of 89.9%.

Absorption Matrix

R Matrix: Conversion vs. Drop-off Probabilities



Conversion Probability per Channel



4. Strategic Channel Value

Referral channels have the highest Removal Effect at 85.0%, indicating that losing this channel would result in the largest loss of total conversions. This is a critical 'load-bearing' channel. Organic search is also highly significant with a 57.0% removal effect. Direct traffic follows with 33.0%. Notably, paid search, despite its high ROI, has a relatively low removal effect of 9.0%. This suggests that while paid search is efficient, its removal would not drastically impact the total number of conversions compared to referral or organic search. Social media, display, and affiliates have even lower removal effects, indicating they are less critical for overall conversion volume, despite display's negative ROI.

Removal Effects Analysis

