

Marketing Attribution Strategy

Generated by Nexus AI

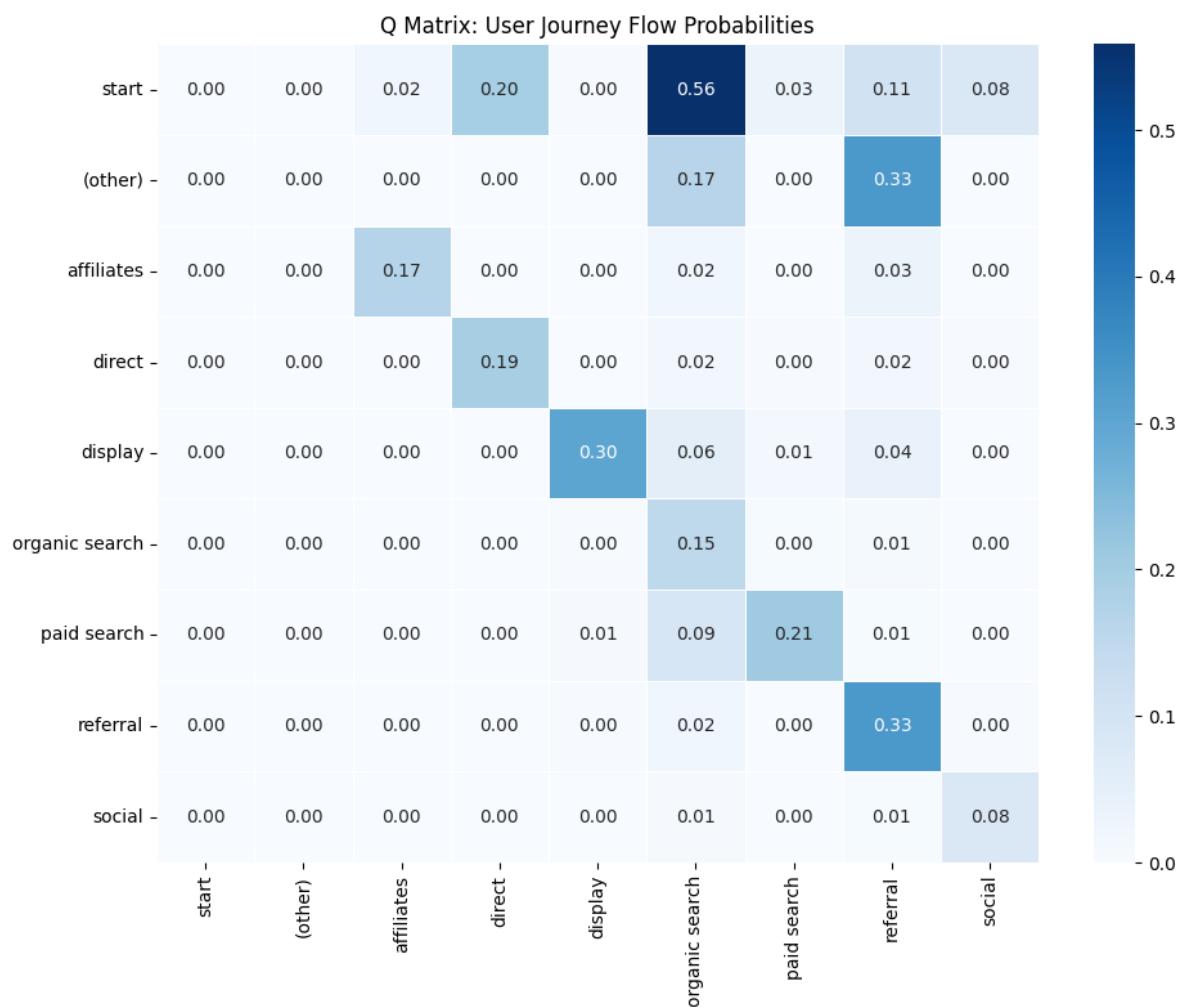
1. Executive Summary

Our marketing performance shows a mixed landscape. Paid search leads in ROI at 63.45%, contributing significantly to incremental revenue. Affiliates also demonstrate a strong positive ROI of 20.97%. However, display advertising is a significant detractor with a -75.74% ROI. While paid search is our highest ROI channel, referral and organic search are critical "load-bearing" channels, with 85.0% and 57.0% of conversions, respectively, being lost if they were removed. This highlights a potential disconnect between direct ROI and overall business impact for some channels.

2. User Journey Analysis

The Q-Matrix reveals several key feeder channels. "Start" acts as a primary entry point, with significant transitions to organic search (55.9%), direct (19.6%), and referral (10.8%). Organic search also feeds into itself (15.3%), suggesting users may return for more information. Paid search shows a notable transition to display (0.8%) and then back to paid search (20.8%), indicating potential remarketing or comparison shopping loops. Social media primarily feeds into itself (8.2%), suggesting users may engage repeatedly within the platform.

Transition Probability Matrix

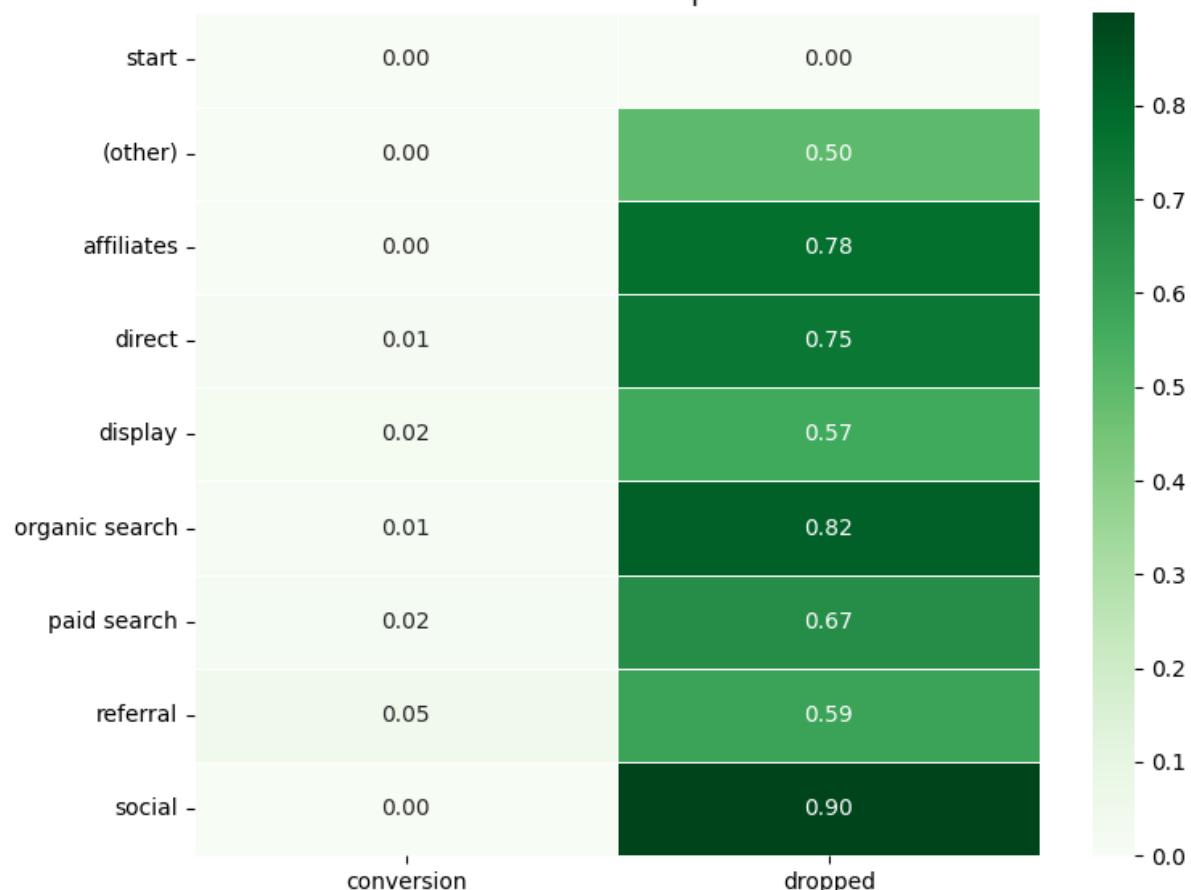


3. Conversion & Drop-off

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 relatively high direct conversion probability of 2.3%, but also a high drop-off rate of 56.5%. Paid search has a direct conversion probability of 1.9% with a significant 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

Referral traffic has the highest removal effect at 85.0%, indicating it is the most critical "load-bearing" channel for our conversions. Organic search is also vital, with a 57.0% removal effect. Despite their critical importance, their direct ROI is not explicitly detailed in the provided data, making it difficult to directly compare their financial return against their strategic necessity. Paid search, while having the highest direct ROI (63.45%), has a relatively low removal effect of 9.0%, suggesting that while profitable, its removal would not cripple overall conversion volume. Conversely, display advertising has a low removal effect (2.0%) and a significantly negative ROI, strongly indicating it should be re-evaluated or optimized.

Removal Effects Analysis

