

Marketing Attribution Strategy

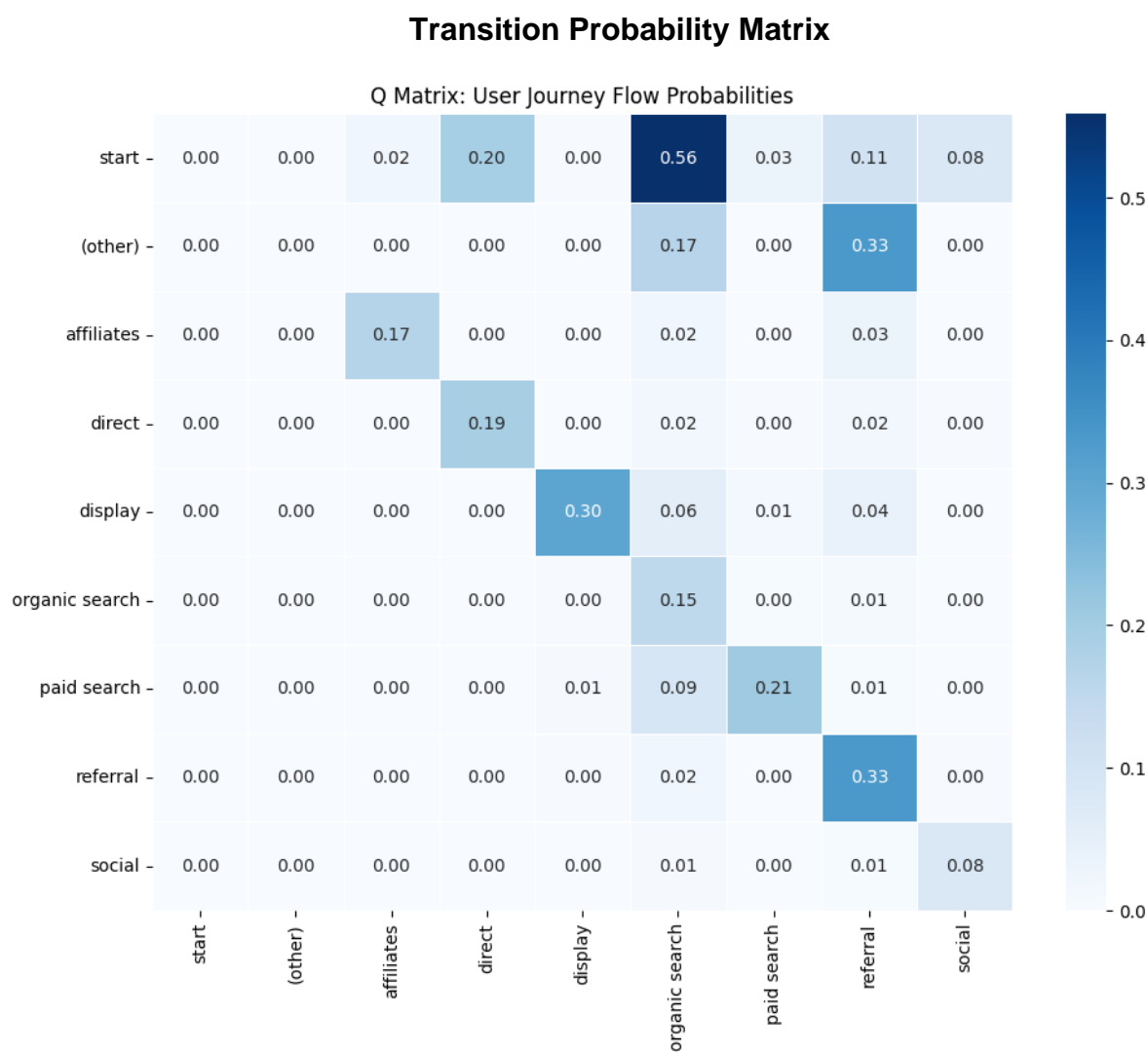
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1. Executive Summary

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 healthy ROI of 20.97%. However, display advertising is a significant underperformer with a negative ROI of -75.74%. While billboard and TV advertising show positive ROI, their MMM share is lower, and they have no attribution weight, suggesting their impact is not fully captured by our current models. Social media has a low ROI, indicating a need for optimization.

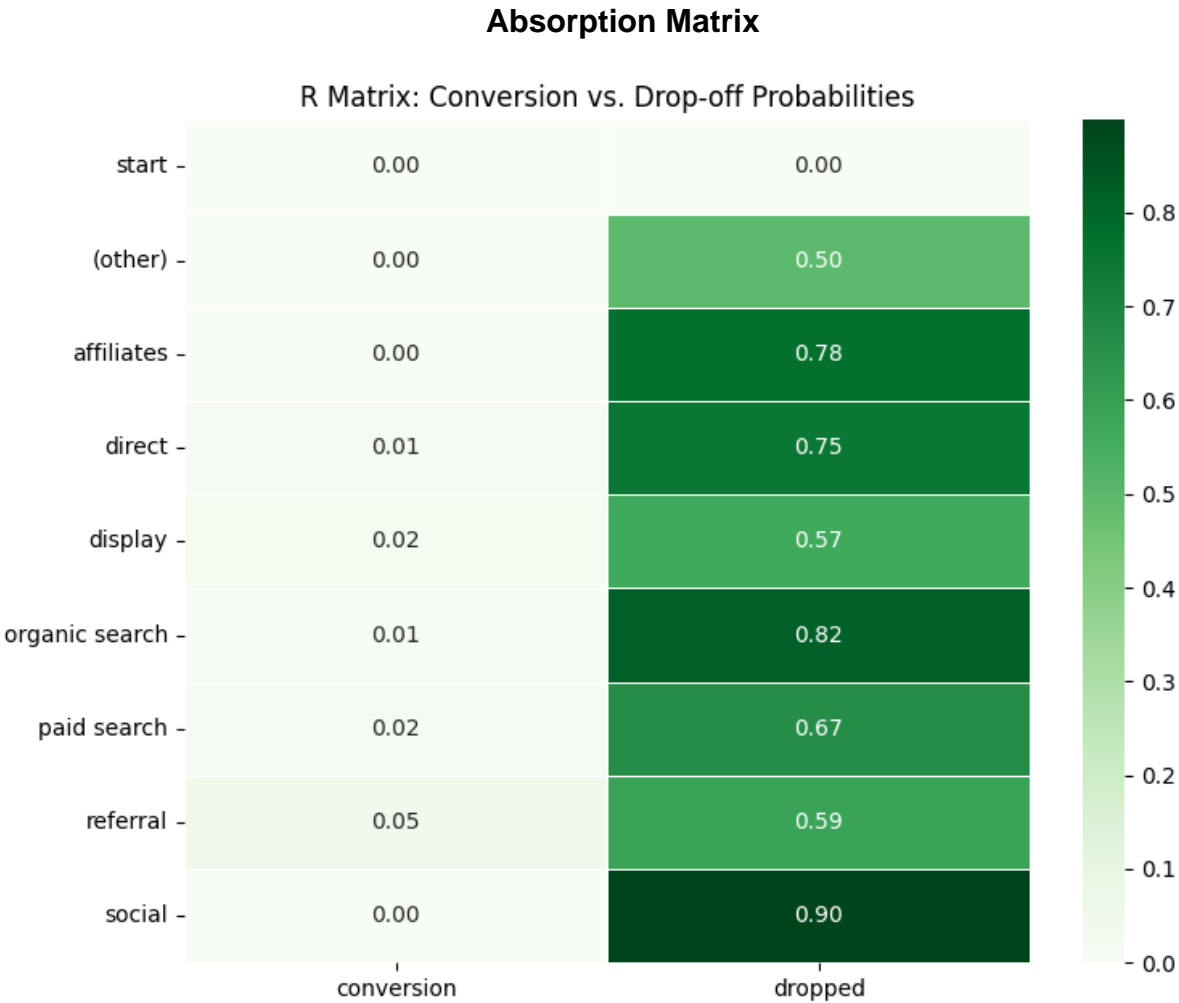
2. User Journey Analysis

The Q-Matrix reveals interesting transition patterns. "Start" acts as a significant feeder to "organic search" (55.9%), "direct" (19.6%), and "referral" (10.8%). "Organic search" primarily feeds into itself (15.3%) and "start" (55.9% from start), indicating users often return to organic search results or directly to our site after an organic search. "Direct" traffic also shows a tendency to loop back to itself (19.3%), suggesting habitual or branded navigation. "Paid search" shows a notable transition to "organic search" (9.2%), which could indicate users researching further after an initial paid ad click. "Social" traffic has a strong tendency to loop back to itself (8.2%), suggesting engagement within the platform.



3. Conversion & Drop-off

Analyzing the R-Matrix, "Referral" has the highest direct conversion probability at 4.7%, making it a strong direct response channel. Conversely, "Social" has a very low conversion probability (0.2%) and a high drop-off rate (89.9%), suggesting it may be more effective for brand awareness or top-of-funnel engagement rather than direct conversion. "Display" also shows a low conversion probability (2.3%) and a high drop-off rate (56.5%), indicating potential issues with targeting or creative effectiveness. "Paid search" has a moderate conversion probability (1.9%) but a high drop-off rate (66.5%), suggesting users may be clicking but not completing a conversion, possibly due to landing page experience or offer mismatch.



Conversion Probability per Channel



4. Strategic Channel Value

The Removal Effects data highlights "Referral" as the most critical channel, with 85.0% of total conversions being lost if it were removed. This is followed by "organic search" (57.0%) and "direct" (33.0%). Despite its critical importance, "Referral" has a relatively moderate ROI of 20.97%. "Organic search," while also critical, is not directly measured for ROI in the provided data, but its high removal effect suggests it's a vital, albeit unquantified, driver of conversions. "Paid search," despite having a high ROI of 63.45%, has a surprisingly low removal effect of 9.0%, indicating that while it's efficient, it's not as indispensable for overall conversion volume as other channels. "Social" and "display" have very low removal effects (3.0% and 2.0% respectively), reinforcing their current status as less critical for direct conversion volume, especially given "display's" negative ROI.

Removal Effects Analysis

