

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%. Offline channels like billboard and TV have positive ROIs but lack detailed attribution data. Overall, while paid search and affiliates are performing well, the underperformance of display advertising requires immediate attention.

2. User Journey Analysis

The Q-Matrix reveals interesting 'feeder' dynamics. Organic search appears to be a significant feeder, sending traffic to direct (15.3%), paid search (0.5%), and social (0.2%). Paid search also shows transitions to direct (0.003%) and organic search (0.092%). Direct traffic is a strong feeder to organic search (0.019%) and paid search (0.003%). Referral traffic also feeds into direct (0.002%) and organic search (0.021%). This suggests a strong interdependency between organic search, paid search, and direct channels.

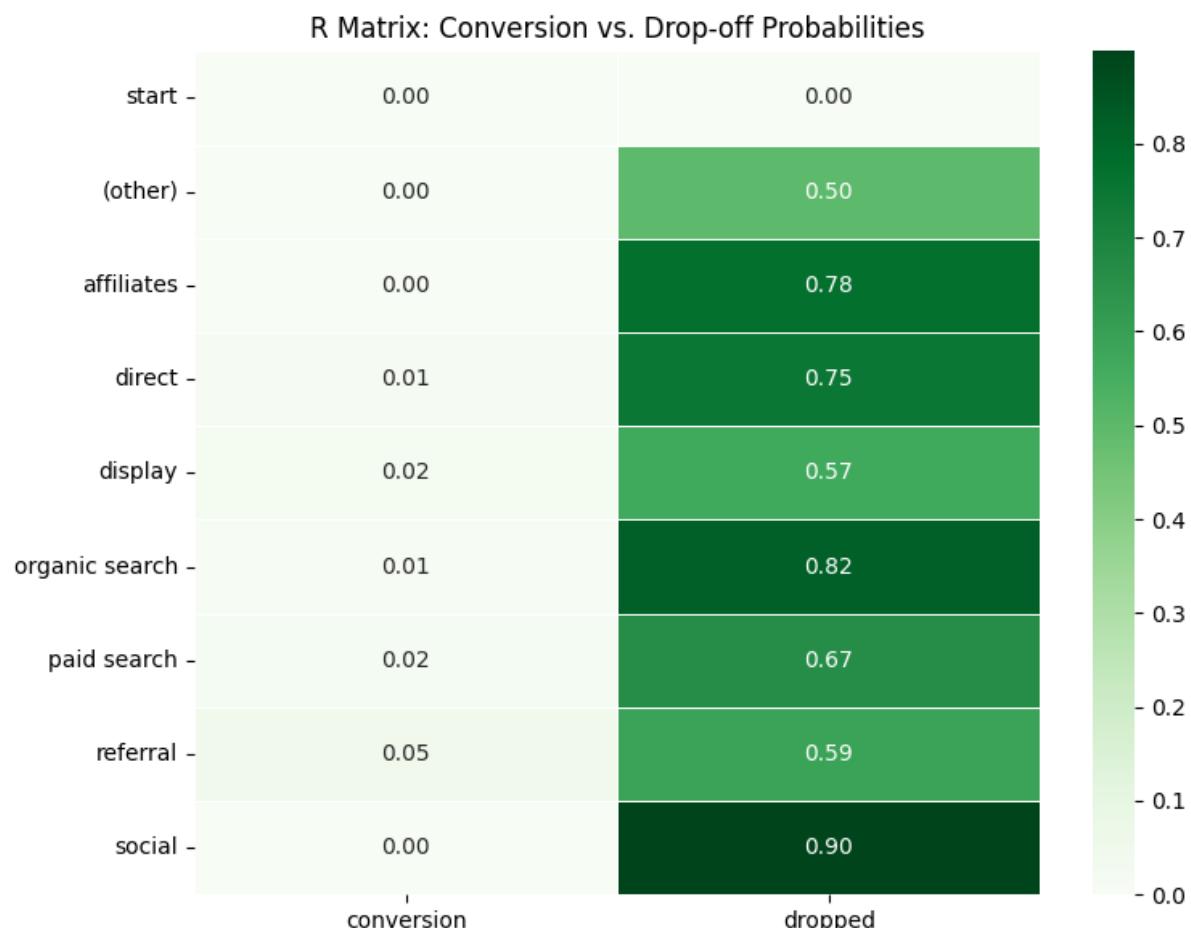
Transition Probability Matrix

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 channels exhibit the highest direct conversion probability at 4.7%, though they also have a substantial drop-off rate of 59.0%. Display advertising has a low conversion probability of 2.3% and a high drop-off rate of 56.5%. Paid search, despite its strong ROI, has a relatively low direct conversion probability of 1.9% with a high drop-off rate of 66.5%. Social channels have 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% and a high drop-off rate of 75.1%.

Absorption Matrix



Conversion Probability per Channel



4. Strategic Channel Value

Referral channels have the highest removal effect at 85.0%, indicating they are critical "load-bearing" channels for conversions. Organic search follows with a 57.0% removal effect. Direct traffic also shows a significant removal effect of 33.0%. When compared to their ROI, referral channels' high removal effect coupled with a positive ROI suggests they are highly valuable. Organic search, with its high removal effect and lack of direct ROI data, is crucial for sustained growth. Direct traffic's removal effect is substantial, but its ROI is not directly measured in the provided data. Paid search, despite its high ROI, has a relatively low removal effect (9.0%), suggesting its impact is more about incremental growth than being a foundational channel. Social and display have very low removal effects (3.0% and 2.0% respectively), which, when combined with their low ROIs (especially display's negative ROI), indicates they may be candidates for budget reallocation.

Removal Effects Analysis

