

Marketing Attribution Strategy

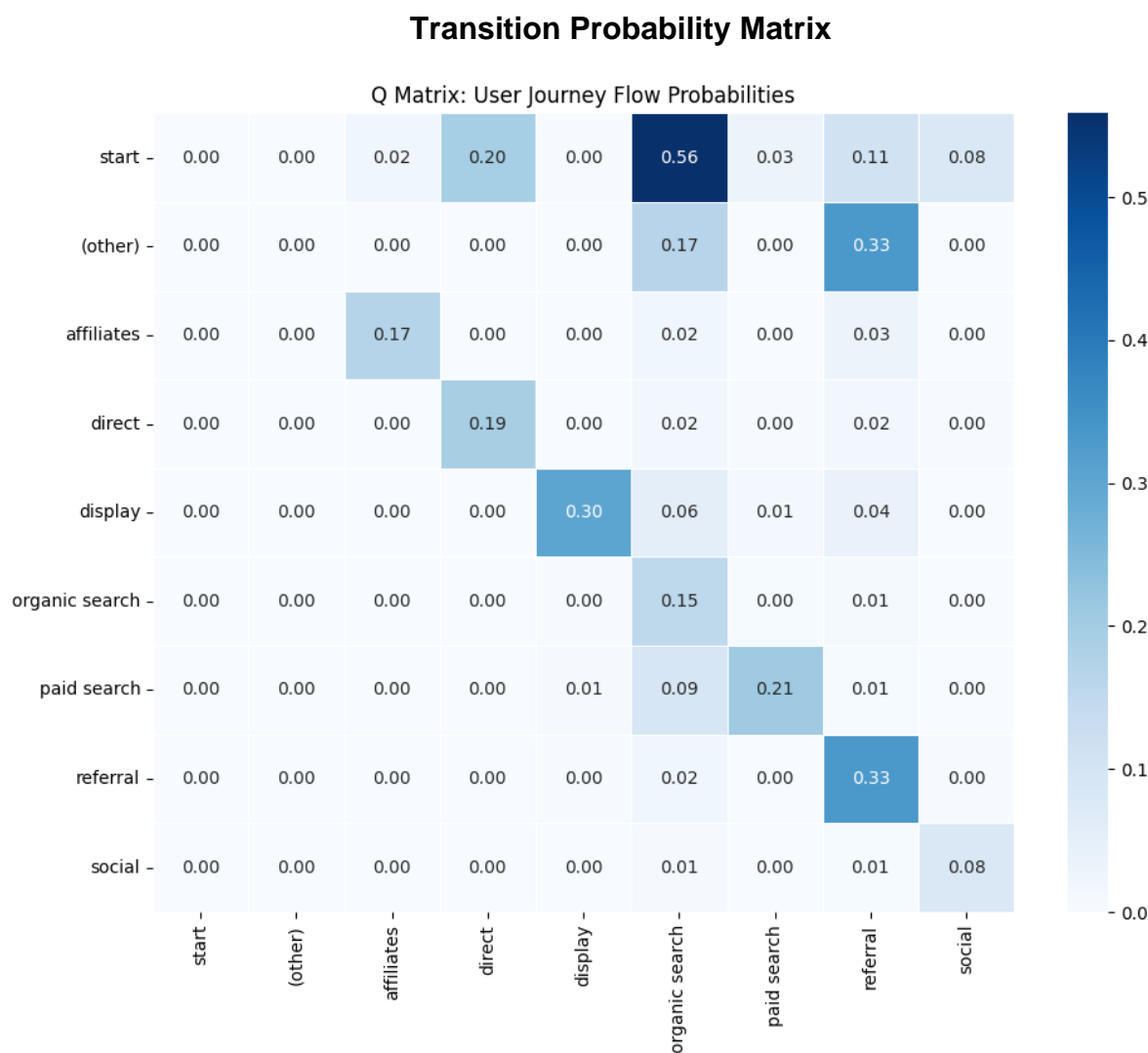
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1. Executive Summary

- * Affiliates demonstrate the highest ROI at 20.87%, significantly outperforming channels like social media (10.10%) and TV (18.23%).
- * Despite its strong ROI, affiliates have a very low attribution weight (0.0118), suggesting that current attribution models may be underestimating its true impact.
- * Channels like billboard and performance ads show strong ROI (28.93% and 19.44% respectively) but have zero attribution weight, indicating a complete lack of credit in the current attribution framework.

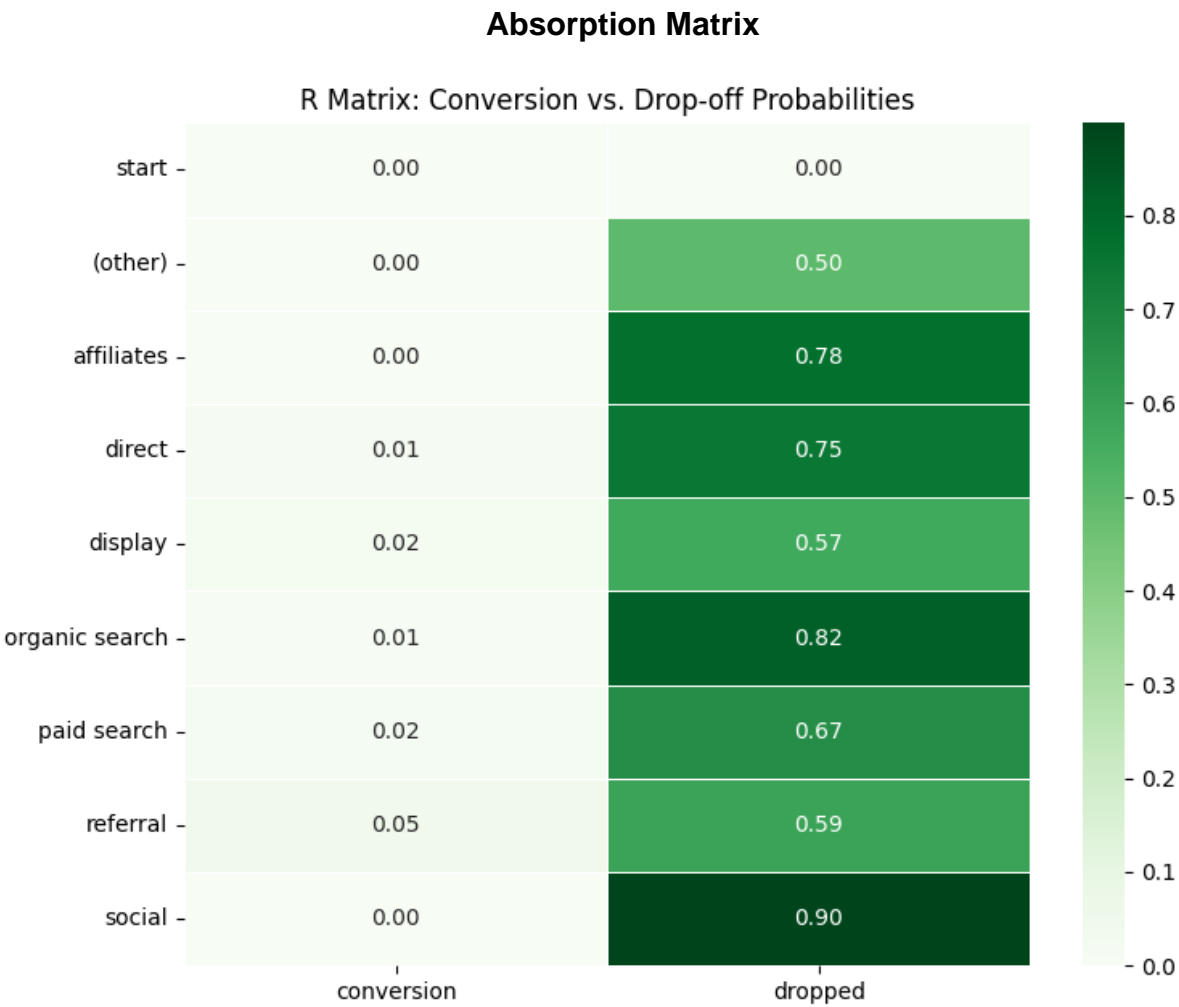
2. User Journey Analysis

The transition matrix reveals that "organic search" is the primary entry point for new customers, with 55.87% of new journeys starting here. There's a notable loop where customers who reach "affiliates" tend to stay within that channel (16.94%), indicating potential for loyalty programs or repeat engagement within this segment. "Direct" traffic also shows a significant proportion of new journeys (19.59%), suggesting strong brand recall or established customer behavior.



3. Conversion & Drop-off

The absorption matrix highlights that "referral" channels have the highest conversion rate at 4.65%, making them a critical touchpoint for finalizing sales. Conversely, "social" media has the highest drop-off rate at 89.86%, indicating a significant leakage in the customer journey through this channel. "Affiliates" also show a high drop-off rate (77.52%), which, when considered with its high ROI, suggests that while it drives value, many customers may be lost before conversion.



Conversion Probability per Channel



4. Strategic Channel Value

Based on the removal effects, "referral" is the most critical channel, with a removal effect of 0.85, meaning its removal would have the largest negative impact on overall performance. "Organic search" (0.57) and "direct" (0.33) are also critical drivers, underscoring their importance in both initiating and progressing customer journeys. Channels like "affiliates" and "social" have very low removal effects (0.01 and 0.03 respectively), suggesting that while they contribute to ROI, their direct impact on overall conversion might be less critical in a scenario of channel removal, or their value is not being fully captured by this metric.

