

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 positive 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 relatively low, and they have no direct attribution weight, suggesting their impact is not fully captured by our current models. Overall, paid search and affiliates are our strongest performing channels in terms of direct ROI and incremental revenue.

2. User Journey Analysis

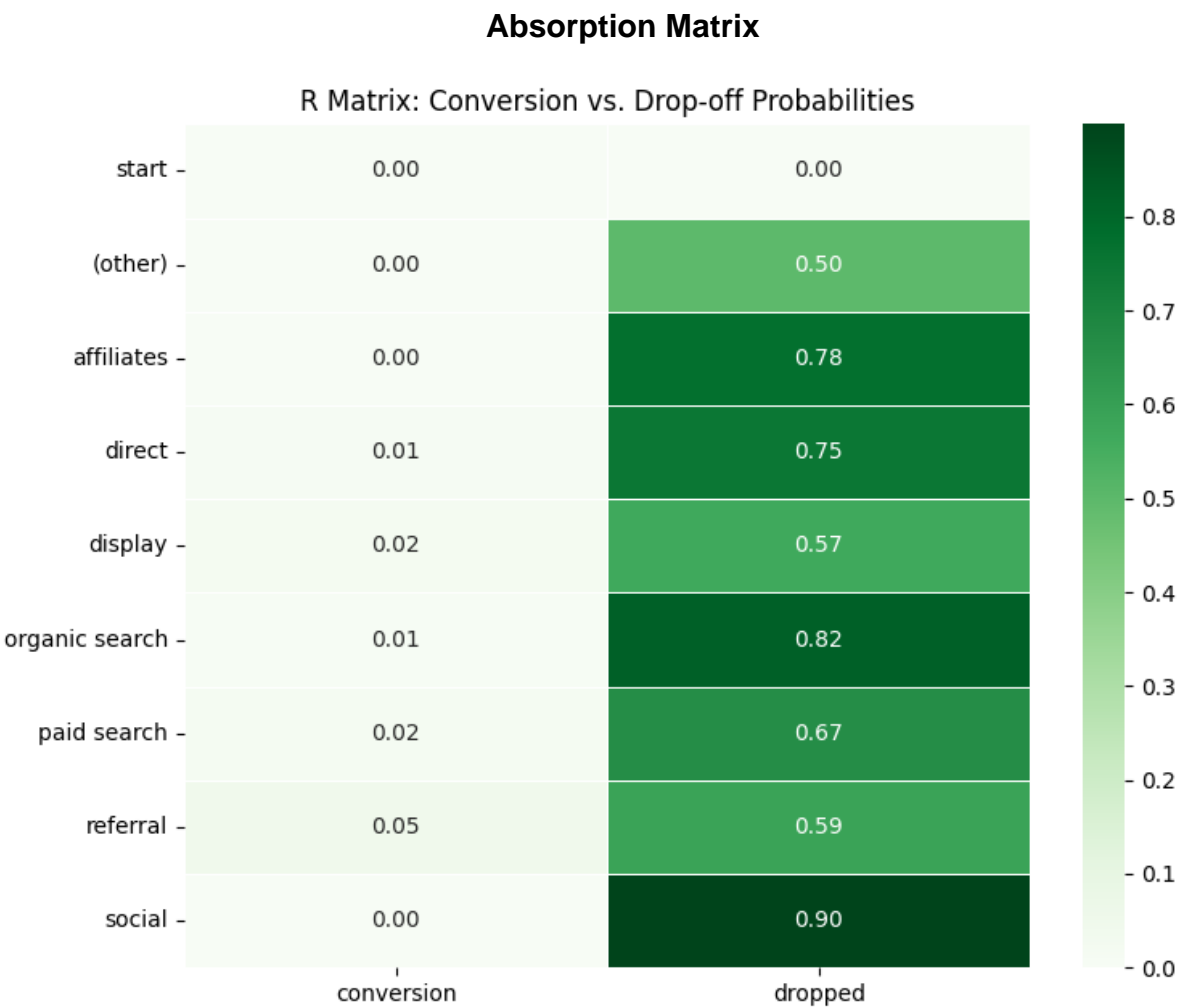
The Q-Matrix reveals that "organic search" is a significant feeder channel, sending 55.9% of its traffic to "start" and 9.2% to "paid search." "Direct" traffic also acts as a feeder, with 19.6% going to "start" and 19.3% staying within "direct." "Referral" traffic shows a strong tendency to stay within its own channel (33.3%) and also feeds into "start" (10.8%). "Paid search" primarily feeds into itself (20.8%), with smaller portions going to "organic search" (9.2%) and "start" (3.2%). "Social" traffic predominantly stays within its own channel (8.2%) and also feeds into "start" (8.1%).

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 has a relatively high conversion probability of 2.3% but also a very high drop-off rate of 56.5%. Paid search has a conversion probability of 1.9% and a high 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%. Direct and organic search channels also show high drop-off rates (75.1% and 81.9% respectively) with moderate conversion probabilities.



Conversion Probability per Channel



4. Strategic Channel Value

The Removal Effect analysis 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" at 57.0% and "direct" at 33.0%. These channels are our "load-bearing" pillars. Notably, "referral" has a positive ROI of 20.97%, and "organic search" has a strong ROI of 63.45% (though its MMM share is lower than its removal effect suggests). "Direct" traffic's ROI is not directly provided in the data, but its high removal effect indicates its importance. In contrast, "paid search," despite its high ROI of 63.45%, has a relatively low removal effect of 9.0%, suggesting it's a strong performer but less critical for overall conversion volume compared to referral, organic search, and direct. "Social," "display," and "affiliates" have the lowest removal effects, indicating they are less essential for maintaining current conversion volumes, with "display" showing a negative ROI, further questioning its value.

Removal Effects Analysis

