

# Marketing Attribution Strategy

Generated by Nexus AI

## 1. Executive Summary

Our marketing performance shows a strong ROI from Paid Search, which is our top-performing channel with a ROI of 63.45%. Affiliates also demonstrate a healthy ROI of 20.97%. However, Display advertising is significantly underperforming with a negative ROI of -75.74%. Billboard and TV advertising show moderate ROIs of 28.71% and 17.30% respectively, though their attribution weights are zero, suggesting reliance on MMM for their impact. Social media has the lowest ROI at 7.82%. Overall, Paid Search is the primary driver of incremental revenue, contributing the most to our bottom line.

## 2. User Journey Analysis

The Q-Matrix reveals that 'start' is a significant feeder channel, with a large portion of its traffic going to 'organic search' (55.9%) and 'direct' (19.6%). 'Direct' traffic also feeds into 'direct' itself (19.3%), indicating habitual user behavior. 'Paid search' shows some transition to 'organic search' (9.2%) and 'display' (0.8%), suggesting a potential halo effect. 'Social' traffic primarily stays within 'social' (8.2%), with minimal transitions to other channels.

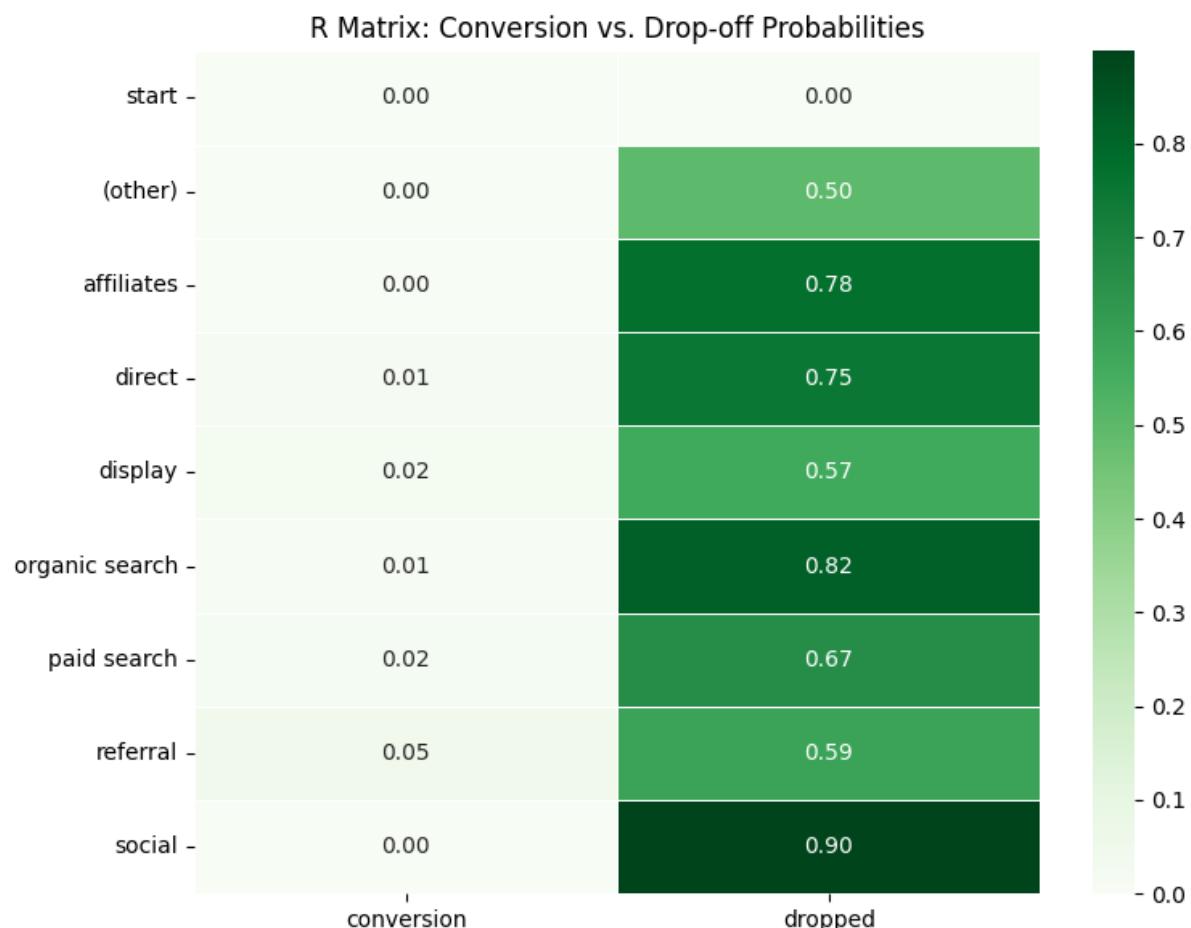
**Transition Probability Matrix**

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 have the highest direct conversion probability at 4.7%, although 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 high ROI, has a relatively low direct 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%.

**Absorption Matrix**



**Conversion Probability per Channel**



## 4. Strategic Channel Value

Referral channels have the highest removal effect at 85.0%, indicating they are critical for maintaining our current conversion volume. Organic search is also a load-bearing channel with a removal effect of 57.0%. Direct traffic follows with 33.0%. Interestingly, Paid Search, despite its high ROI (63.45%), has a relatively low removal effect of 9.0%. This suggests that while Paid Search is highly efficient, its removal would not drastically impact the total number of conversions compared to Referral or Organic Search. Conversely, Social (3.0%), Display (2.0%), and Affiliates (1.0%) have very low removal effects, meaning their removal would have minimal impact on overall conversion volume, despite Affiliates having a decent ROI.

### Removal Effects Analysis

