

# 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 at 20.97%, followed by billboard and TV advertising. Display advertising is currently a significant underperformer with a negative ROI of -75.74%. Overall, paid search and affiliates appear to be our most efficient growth drivers based on ROI.

## 2. User Journey Analysis

The Q-Matrix reveals several key feeder channels. 'Start' acts as a primary feeder, with significant transitions to 'organic search' (55.9%), 'referral' (10.8%), and 'direct' (19.6%). 'Direct' traffic also feeds into 'organic search' (1.9%) and 'paid search' (0.3%), suggesting users may navigate directly to our site and then explore other channels. 'Organic search' itself shows transitions to 'paid search' (0.5%) and 'social' (0.2%), indicating a potential for users to move from organic discovery to paid engagement or social exploration.

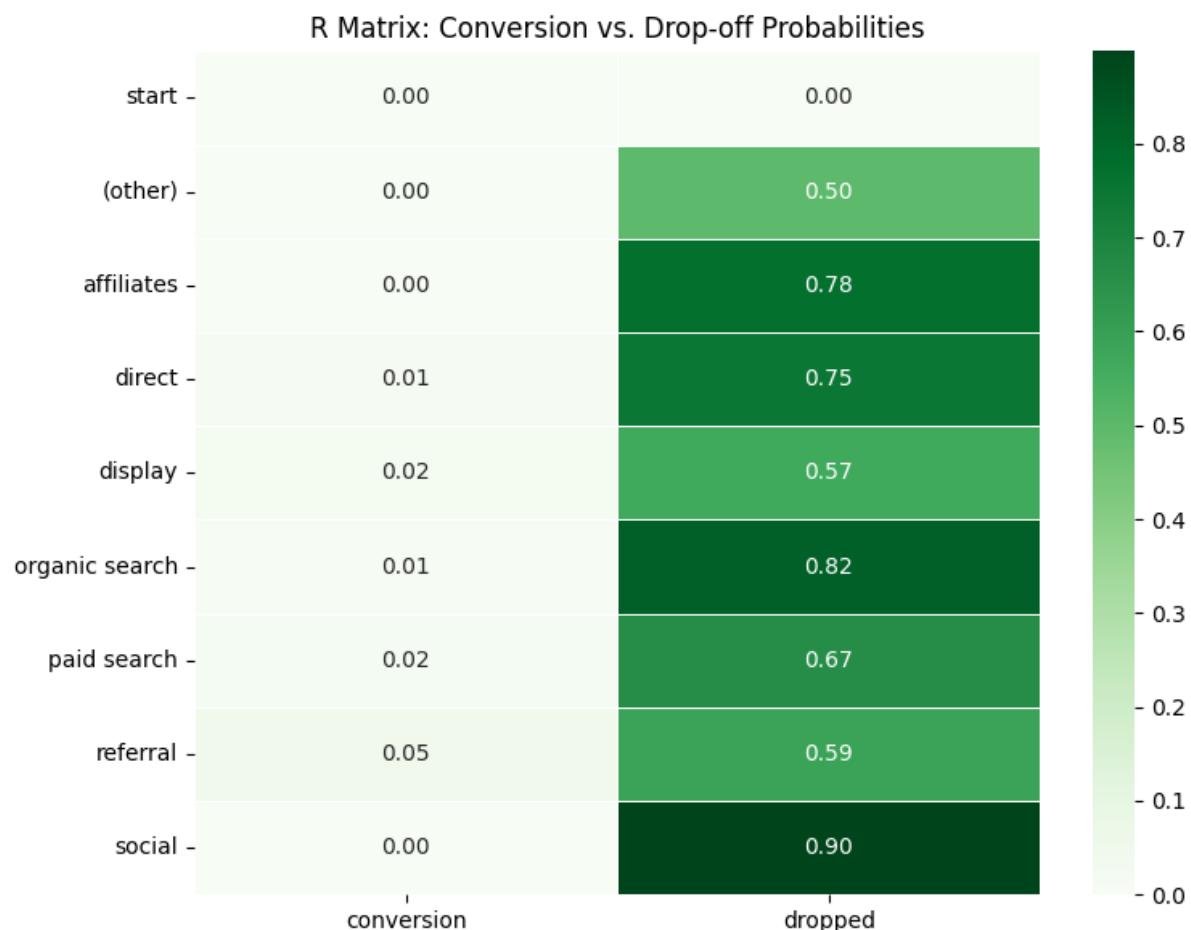
**Transition Probability Matrix**

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%, although they also have a substantial drop-off rate of 59.0%. Display advertising has a 2.3% conversion probability but a very high drop-off rate of 56.5%. Paid search, while having a lower direct conversion probability of 1.9%, also has a high drop-off rate of 66.5%. Direct traffic shows a 1.2% conversion probability and a 75.1% drop-off rate. Social media channels have the lowest direct conversion probability at 0.2% with a very high drop-off rate of 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 retaining conversions. Organic search follows with 57.0%, and direct traffic with 33.0%. Despite their high removal effects, the ROI for referral and organic search is not explicitly provided in the ROI data, making a direct comparison challenging. However, paid search, with a removal effect of 9.0%, has a very strong ROI of 63.45%. Conversely, display advertising has a low removal effect of 2.0% and a significantly negative ROI, suggesting it is a channel that could be re-evaluated or optimized. Social media, with a low removal effect of 3.0%, also has a low ROI of 7.82%.

### Removal Effects Analysis

