

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% and contributes 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%. Billboard and TV advertising show positive ROIs but have no attributed weight, suggesting their impact is not fully captured by our current attribution model. Social media's ROI is relatively low at 7.82%. Overall, paid search and affiliates are our strongest performing channels in terms of ROI and incremental revenue.

2. User Journey Analysis

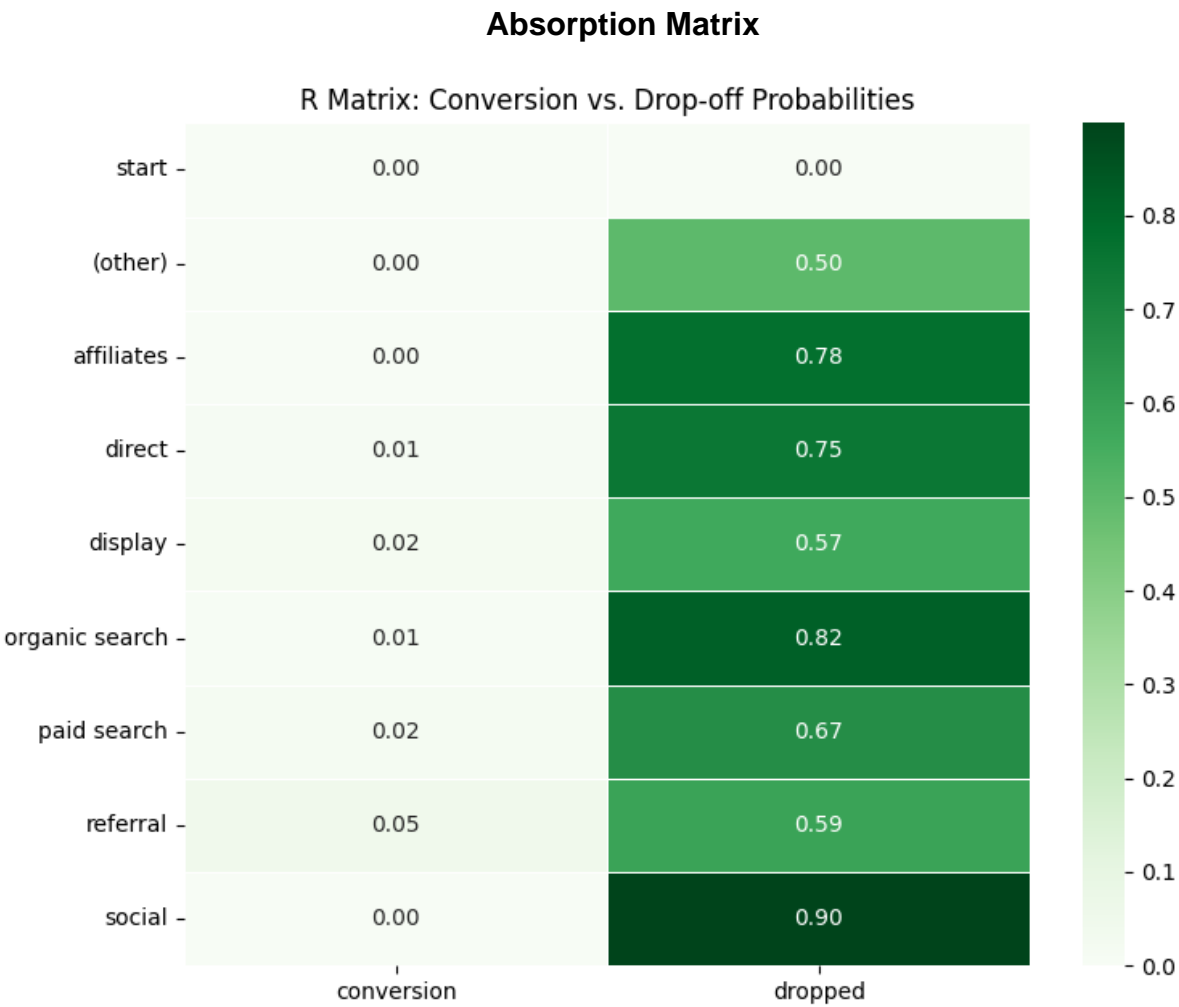
The Q-Matrix reveals several key 'feeder' channels. Organic search is a significant feeder, sending traffic to direct (15.3%), paid search (0.5%), and referral (1.0%) channels. Direct traffic also feeds into organic search (1.9%) and paid search (0.3%). Paid search, despite its strong ROI, primarily feeds into itself (20.8%), suggesting potential for ad fatigue or comparison shopping loops. Social media shows a small but notable transition to itself (8.2%), indicating users may be engaging with social content repeatedly. Referral traffic also shows a tendency to loop back to itself (33.3%), which could indicate a system artifact or strong user loyalty within the referral loop.

Transition Probability Matrix

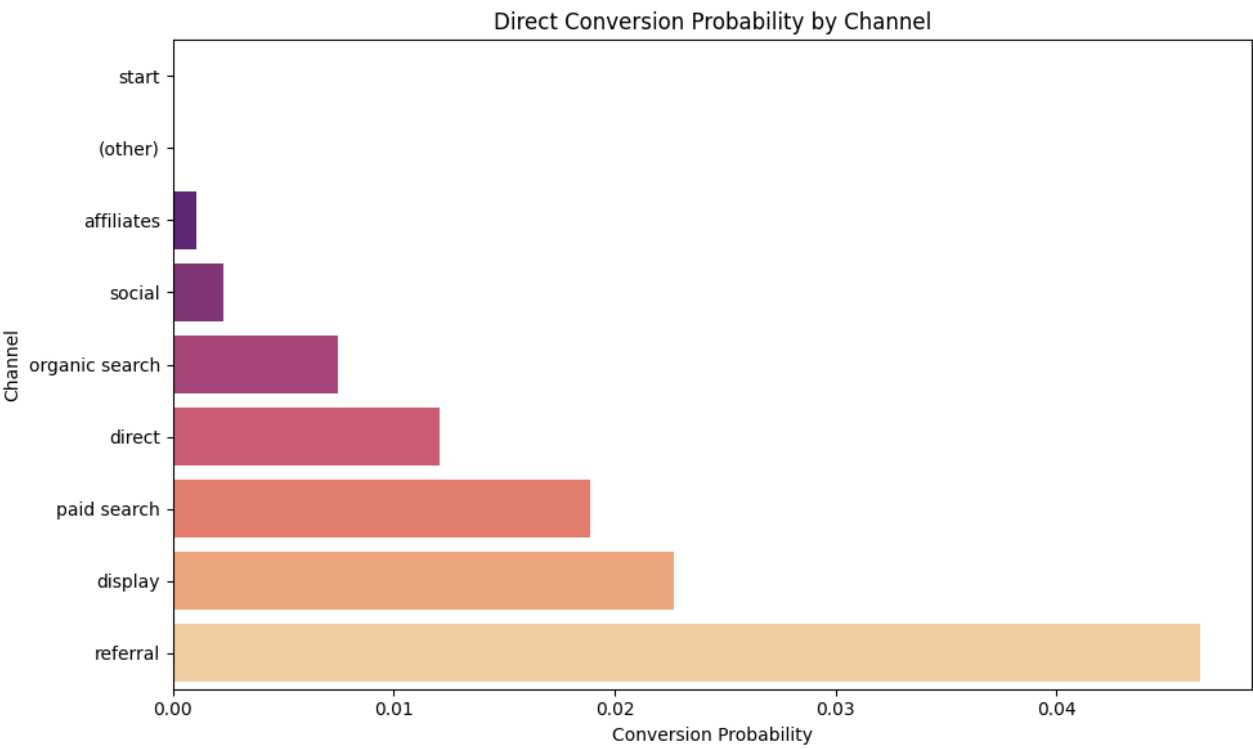


3. Conversion & Drop-off

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 low conversion probability of 2.3% and a 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% with a very high drop-off rate of 89.9%. Direct traffic shows a moderate conversion probability of 1.2% with a high drop-off rate of 75.1%.



Conversion Probability per Channel



4. Strategic Channel Value

Referral traffic has the highest Removal Effect at 85.0%, indicating it is a critical 'load-bearing' channel. However, its ROI is only 20.97%, which is moderate compared to paid search. Organic search is also a crucial channel with a Removal Effect of 57.0%, but its ROI is not directly provided in the data. Direct traffic has a Removal Effect of 33.0%, suggesting its importance in the customer journey. Paid search, despite its high ROI of 63.45%, has a relatively low Removal Effect of 9.0%, implying that while it's highly efficient, its removal might not drastically impact overall conversion volume compared to referral or organic search. Social media and display advertising have low Removal Effects (3.0% and 2.0% respectively), aligning with their lower ROIs and conversion probabilities.

