

# Marketing Attribution Strategy

Generated by Nexus AI

## 1. Executive Summary

Our marketing efforts show a mixed performance. 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 detractor with a negative ROI of -75.74%. Billboard and TV advertising have positive ROIs but lack conversion confidence scores, indicating potential tracking limitations. Social media has a low ROI, suggesting an opportunity for optimization.

## 2. User Journey Analysis

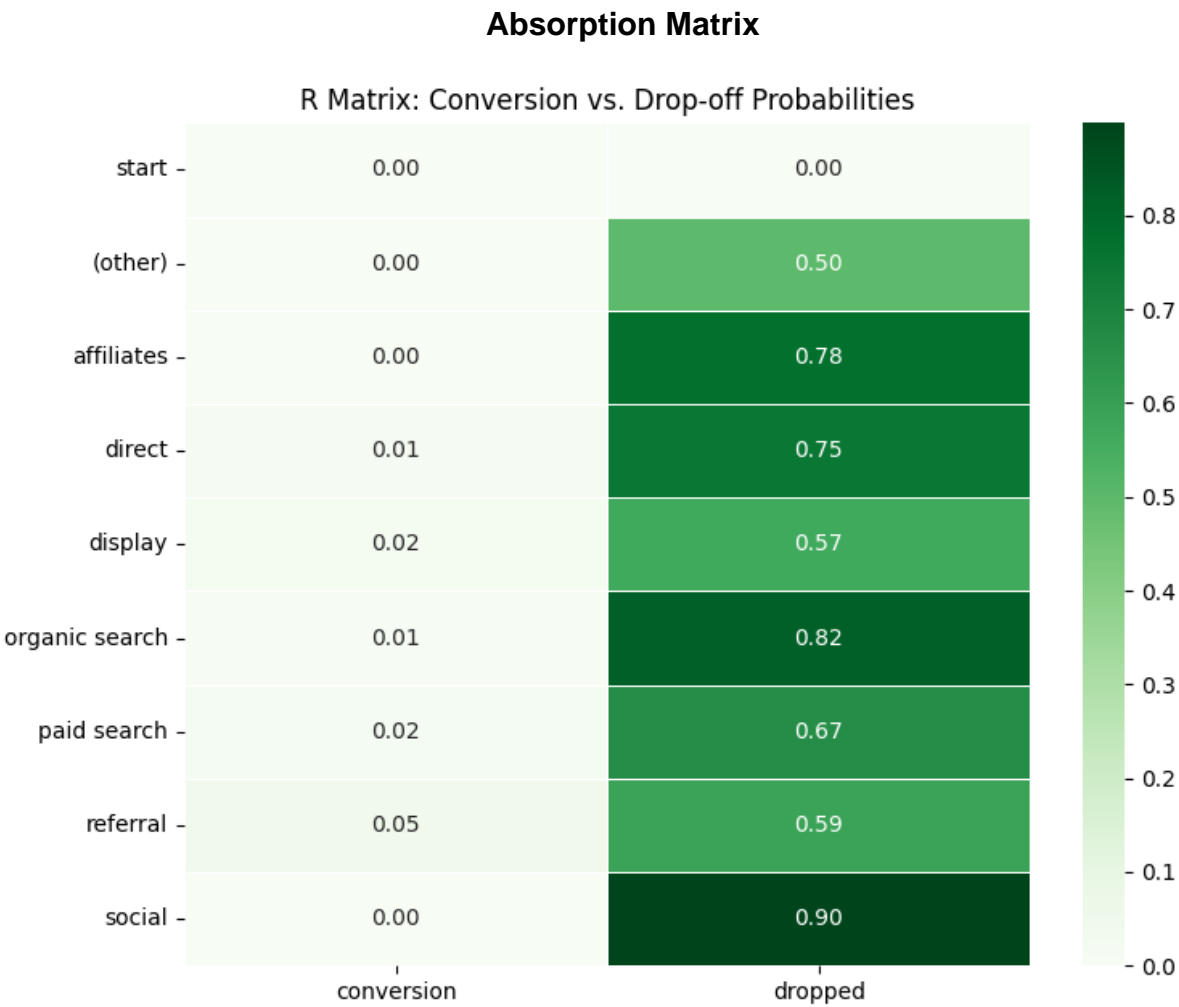
The Q-Matrix reveals that "organic search" is a primary feeder channel, sending a substantial portion of its traffic to "start" (55.9%). "Direct" traffic also predominantly flows to "start" (19.6%). "Paid search" shows a notable transition to "organic search" (9.2%) and also to itself (20.8%), which could indicate users repeatedly searching for branded terms. "Referral" traffic also feeds into "start" (33.3%) and has a small transition to itself (33.3%), suggesting potential self-referrals or a system artifact. "Social" traffic primarily transitions to itself (8.2%), which might indicate users engaging with social content multiple times.

Transition Probability Matrix



### 3. Conversion & Drop-off

"Referral" exhibits the highest direct conversion probability at 4.7%, although it also has a high drop-off rate of 59.0%. "Display" has a direct conversion probability of 2.3% but a very high drop-off rate of 56.5%. "Paid search" has a conversion probability of 1.9% with a high drop-off rate of 66.5%. "Social" has a very low direct conversion probability of 0.2% and the highest drop-off rate at 89.9%. "Direct" traffic has a conversion probability of 1.2% and a drop-off rate of 75.1%.



Conversion Probability per Channel



## 4. Strategic Channel Value

"Referral" has the highest removal effect at 85.0%, indicating it is a critical "load-bearing" channel. However, its ROI is not provided in the given data, making a direct comparison to its ROI impossible. "Organic search" is the next most critical channel with a 57.0% removal effect, followed by "direct" at 33.0%. While "paid search" has a relatively low removal effect of 9.0%, it boasts the highest ROI (63.45%), suggesting it is a highly efficient channel for driving revenue despite not being as critical for overall conversion volume if removed. "Social" and "display" have low removal effects (3.0% and 2.0% respectively), with "display" also having a significantly negative ROI, further highlighting it as a channel for potential budget reallocation.

### Removal Effects Analysis

