

# Marketing Attribution Strategy

Generated by Nexus AI

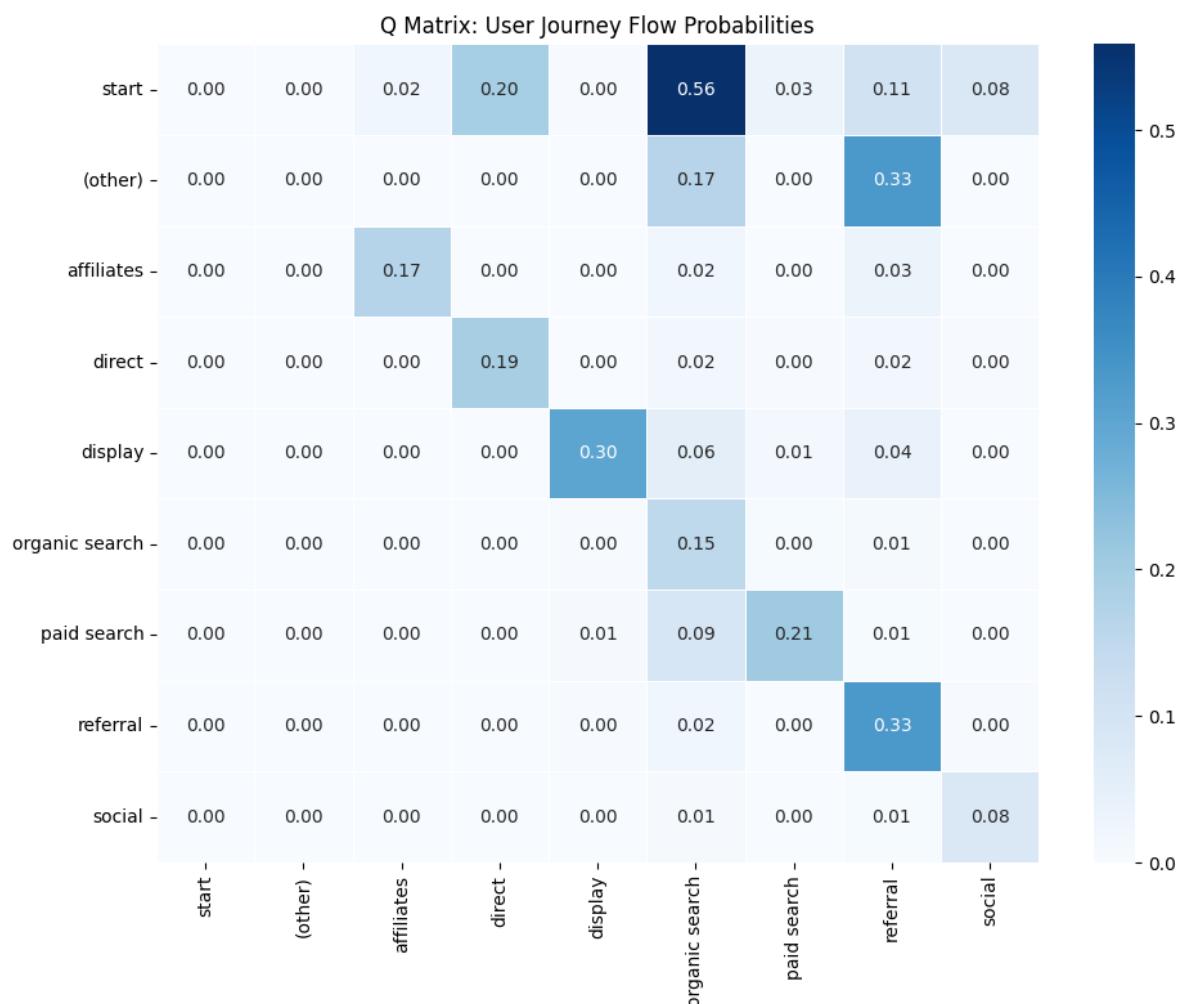
## 1. Executive Summary

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 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 ROI 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%.

## 2. User Journey Analysis

The Q-Matrix reveals several 'feeder' channels. Organic search is a significant feeder, sending traffic to direct (15.3%), paid search (0.5%), and social (0.2%). Direct traffic also feeds into other channels, notably direct (19.3%) and organic search (1.9%). Paid search, while having a good ROI, primarily feeds into itself (20.8%) and organic search (9.2%), indicating potential for optimization in driving users to other conversion paths. Referral traffic also shows some cross-channel influence, feeding into affiliates (0.2%), display (0.3%), organic search (2.1%), and social (0.3%).

**Transition Probability Matrix**



### 3. Conversion & Drop-off

Referral traffic exhibits the highest direct conversion probability at 4.7%, though it also has a substantial drop-off rate of 59.0%. Display advertising, despite its negative ROI, has a direct conversion probability of 2.3% but a very high drop-off rate of 56.5%. Paid search has a 1.9% conversion probability with a high drop-off rate of 66.5%. Social media has a very low direct conversion probability of 0.2% and the highest drop-off rate at 89.9%. Direct traffic also shows a high drop-off rate of 75.1% with a 1.2% conversion probability.

**Absorption Matrix**

R Matrix: Conversion vs. Drop-off Probabilities



**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 for conversions. However, its ROI is not provided in the dataset, making a direct comparison to its ROI impossible. Organic search is the next most critical channel with a removal effect of 57.0%. Direct traffic follows with a 33.0% removal effect. Paid search, despite its high ROI of 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 overall conversion volume compared to referral or organic search. Conversely, display advertising has a low removal effect of 2.0% and a significantly negative ROI, highlighting it as a channel for immediate review and potential reduction or overhaul.

**Removal Effects Analysis**

