

# 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 drag on performance 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 current attribution models. Social media's ROI is relatively low at 7.82%, indicating potential for optimization.

## 2. User Journey Analysis

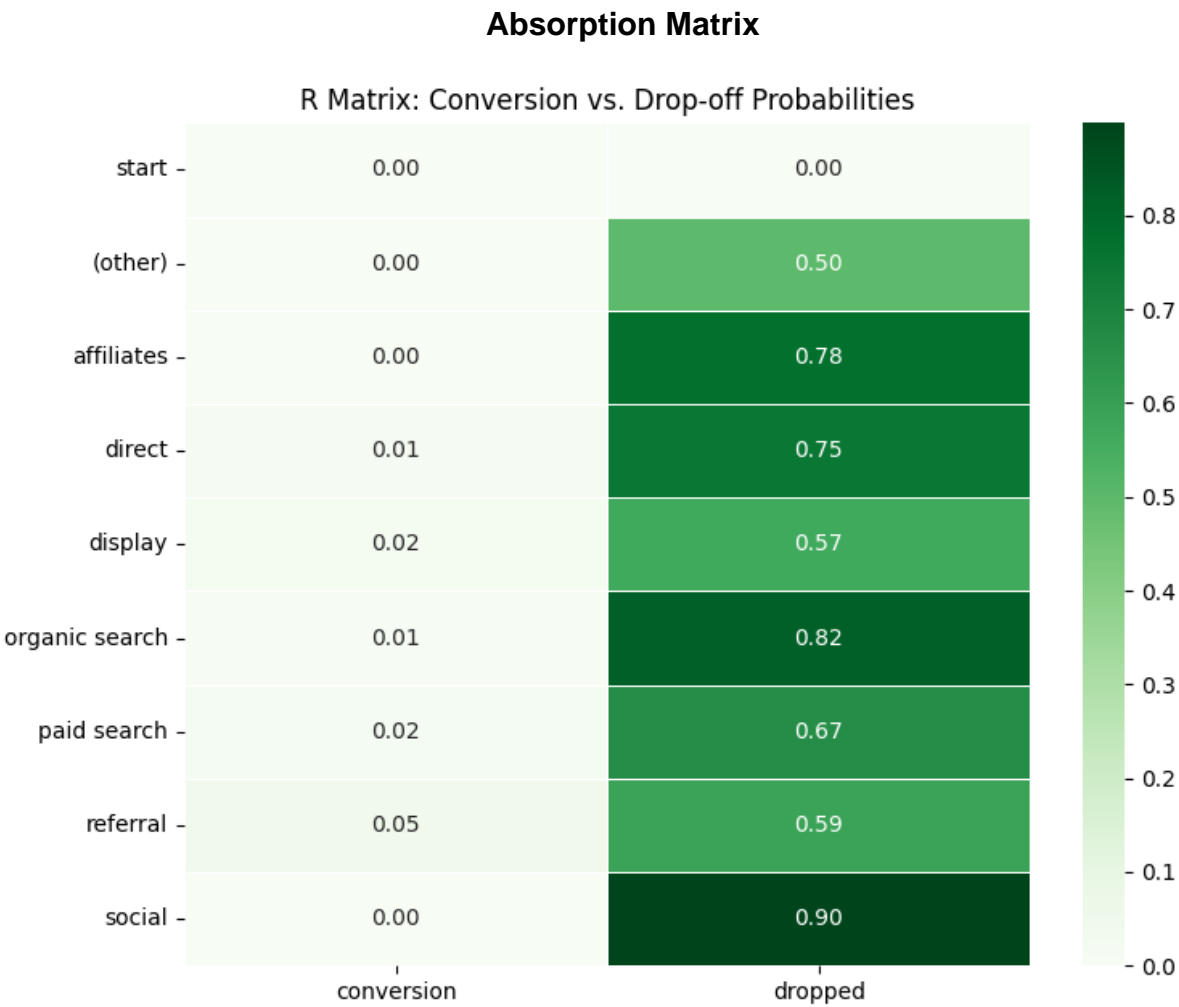
The Q-Matrix reveals several key 'feeder' channels. 'Start' is a significant feeder, with a large proportion of traffic going to 'organic search' (55.9%) and 'direct' (19.6%). 'Paid search' also acts as a feeder, sending traffic to 'organic search' (9.2%) and 'display' (0.8%). 'Social' primarily feeds into itself (8.2%), suggesting potential for brand loyalty or retargeting loops. 'Direct' traffic also shows a tendency to stay within 'direct' (19.3%), indicating strong brand recall or habitual behavior.

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, while having a strong 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%.



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 for conversions. Despite this, its ROI is not provided in the data. Organic search is also a crucial channel with a Removal Effect of 57.0%, and it shows a positive ROI. Direct traffic has a Removal Effect of 33.0%, suggesting its importance in the customer journey. Paid search, despite its high ROI, has a relatively low Removal Effect of 9.0%, implying that while profitable, its removal would not drastically impact overall conversion volume compared to Referral or Organic Search. Social media and Display have low Removal Effects (3.0% and 2.0% respectively), which, when considered alongside their ROI (7.82% for social and -75.74% for display), suggests these channels may not be critical for driving core conversions and could be candidates for strategic review or optimization.

Removal Effects Analysis

