Marketing Performance Dashboard – Executive Summary

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Tools Used: BigQuery · SQL · Data Modeling · ETL Pipelines · Looker Studio
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Dashboard link: https://lookerstudio.google.com/reporting/d32d1831-28ad-4826-abbd-16528cdcd557

Summary

This marketing performance dashboard provides an end-to-end view of campaign outcomes —
measuring lead generation, spend efficiency, CAC, and lead quality.
It helps marketing leaders:

- Understand which campaigns drive revenue-ready leads
- Eliminate wasteful spend
- Detect CAC inflation early
- Align marketing output to sales conversion potential

Key Marketing Insights

1) Spend is Evenly Distributed — but ROI is Not

The dashboard shows very similar spend levels across campaigns — most around ~$2.13–
$2.18M.
Example from Campaign Spend table:

- Surge: $2.17M
- Outreach: $2.17M
- Expand: $2.18M
- Engage: $2.15M

…but conversions are unequal:

- Engage gives the highest leads (774)
- Kickoff gives the fewest (202)

Meaning: equal budget ≠ equal value
Some campaigns consistently generate more leads with the same spend — a clear optimization
opportunity.

2) Lead Quality Strongly Predicts Funnel Progression

Campaigns with higher lead quality show higher "Hot" movement.
Examples from Lead Quality Breakdown:

- Engage: Avg score 52.5 → 226 Hot Leads
- Outreach: Avg score 56.2 → 200 Hot Leads
- Surge: Avg score 54.9 → 205 Hot Leads
- Signups: Avg score 60.4 → only 126 Hot Leads

Insight: high score ≠ high intent automatically
Some campaigns generate high-scoring leads, but they stall at Engaged.

This indicates differences in:

- intent vs curiosity
- message resonance
- buyer stage alignment

3) CAC Increases as Lead Volume Declines

Reviewing CAC in the Campaign Performance Summary:

- Engage — $2,778 CAC
- Surge — $3,057 CAC
- Expand — $4,192 CAC
- Boost — $7,949 CAC
- Kickoff — $10,683 CAC

CAC explodes for low-volume campaigns.

This indicates:

- weak targeting
- low-intent audience clusters
- lead fatigue or message misalignment

4) Demand Shows Predictable Cyclic Trends

Monthly chart shows:

- gradual lead buildup across months
- moving average peaks & dips
- occasional CAC spikes during aggressive outreach pushes

This enables forecasting of:

- optimal launch windows
- best-performing times in the cycle
- periods of audience receptiveness

5) Funnel Flow Shows Drop-off Points by Campaign

Lead funnel stacked bar chart reveals:

- Surge and Engage have the best Hot-lead conversion
- Grow, Outreach yield strong Hot counts but weaker at Engaged stage
- Kickoff has the lowest conversion across all layers

Interpretation:
Some campaigns build interest early…
others mature it into sales-ready positioning.

Business Recommendations

1) Shift Spend to High-Return Campaigns

Increase budget for:

- Engage
- Surge
- Outreach

Reduce allocation to:

- Kickoff
- Boost
- Acquire

This avoids paying $8k–$10k per lead when others deliver at ~$3k.

2) Audience Replication: Build Campaign "DNA Models"

Using high-Hot campaigns (Engage, Surge):

- extract demographic segmentation
- behavior patterns
- acquisition funnels

- timing of engagement windows

Then replicate in other campaigns.

3) Build Lead Nurture for Low-Intent High-Score Leads

For campaigns like:

- Signups (60.4 score but weak Hot)

Deploy:

- follow-up drip sequences
- qualifying call scripts
- decision-stage messaging
- retargeting nudges

These campaigns need education, not acquisition.

4) Introduce CAC Guardrails & Alerts

Set red-flag CAC thresholds:

- Yellow alert: > $6,000
- Hard stop: > $8,000

When crossed:

- pause ads
- refine audience
- redesign messaging

Dataset & Methodology

This dashboard was powered by a synthetic marketing dataset modeled in BigQuery.
It includes tables for:

- campaigns
- leads
- Ad spend
- Final mart table (for reporting)

Metrics such as:

- AVG Lead Score
- CAC
- Hot/Engaged/New segmentation

were engineered using:

- SQL transformations
- staging & mart layers
- Looker calculated fields

This ensures consistent aggregation, scalable—and decision-ready—reporting.

The Takeaway

This dashboard doesn't just report...
It explains marketing performance and prescribes what to do next.

It demonstrates your ability to:

- engineer clean data models
- Implement analytical logic
- build strategic insights
- drive marketing ROI decisions