Table 1:   
Highest Performing Channel Type in CPA, CVR, CTR:  
- SEM Conquest has the highest performance overall, shown in terms of CVR (43.26 %) and the best performance in terms of the lowest CPA of ($ 5.95.  
- Note: Meta Retarget has the highest performing revenue ($ 49,659,784.53) with a CVR of .60 %)

-Note: SEM has the highest CTR (1.73%)

Lowest Performing Channel Type in CPA and CVR:

-Meta Awareness has the overall lowest performance, shown in terms of CVR (2.93%) and the highest CPA (Meta Awareness $17.39).

- Note: SEM Conquest had the best performance in CPA and CVR but the lowest in revenue ($1,904,485.25) and CTR (0.37 %).

Insights: SEM conquest had a strong ability to convert clicks to sales and was the most efficient in acquiring customers. Even though it had a low click rate, its clicks are valuable. Meta Awareness struggled to convert clicks into sales, and the most expensive customers to acquire, despite high impressions and clicks, there is less efficiency.   
  
Table 2   
Highest Performing Campaigns:   
Dog is the Highest Campaign overall, with the Highest Revenue ($ 40.46 M), the lowest CPA ($10.53), and best CPC ($0.42) and strong CVR (4.02 %).   
Lowest Performing Campaigns Note Two:  
Reptile in Q1 and Q2 of 2024 ran only through Meta Channels and therefore does not have the support of SEM campaigns. It shows this as its lowest in Revenue ($ 1.29), Highest in CPA ($33.56), and the lowest in CVR (1.91%)   
Lowest in terms of Campaigns from both Paid Social and SEM:   
Fish is the Weakest Overall Campaign, with the lowest revenue ($ 5.58) and the highest CPC ($0.85)   
and lowest in CTR (0.64%)

Insights:   
The dog is the best overall performer, has the best revenue at the lowest cost.   
Being Meta only gives a huge setback in conversions and has the highest cost to attain a customer. Although fish has a strong conversion rate, it has the lowest engagement and struggles with expensive clicks.

Table 3  
The dog is the overall highest-performing campaign, the best in revenue across all campaigns, with consistency in substantial CTR and CVR—a Balanced performance across channel types and strong CPA efficiency.   
  
Reptile within Meta campaigns is the lowest performing, the lowest in revenue, and the highest CPA and CPC. The lowest CVR and CTR show weak engagement and conversions. Reptile has the highest cost to acquire a customer but the least amount on generating revenue, and a low return on investment.   
  
Fish is the overall lowest performing campaign, second to reptile. Low revenue compared to other multi-channel campaigns, with a high acquisition cost (CPC) that does not generate enough revenue in relation to its spending.

Tables 4 and 5   
Most effective channel and Quarter:  
  
SEM Channels had the *highest Engagement* across bothquarters,s with   
CTR in Q2 SEM (1.55 %) and Q1 SE(1.30 %)%). Paid Social comparably only had CTRs of (1.26%) in Q2 and (1.17 %) in Q1.  
  
SEM Channels had the *highest Conversion Rates* across both quarters, with CVR of Q1 (8.71 %)and Q2 SEM (8.19 %) comparable to Paid social Q1 (3.77%) and Q2 (3.07%).

Paid Social (META) Channels had the *lowest Cost per Click* across both quarters, with a CPC of Q2 ($0.51), Q1 ($ 0.52), comparable to Q2 SEM ($ 0.81) and Q1 SEM ($ 0.82).   
  
Insights:  
SEM channels outperform Paid Social with CTR engagement and CVR, converting more clicks into orders.  
Paid Social Channels (META) offer a more cost-effective option in terms of cost per click, with lower clicks across all quarters. However, it's important to note that CPA is higher in that regard. Therefore, the Company is paying significantly more to acquire a customer through SEM channels.

Table 6

Dog had the best cost efficiency across all campaigns and quarters: in terms of CPA, Q1 ($9.71) and Q2($ 11.38) were the best overall, along with a good CPC in Q1 and Q2 ($0.42) and a good CVR in Q1( 4.34%) and Q2(3.73%).  
  
It’s worth noting that Cat performed well across all quarters with CVR in Q1 (4.96 %) and Q2 (3.89%) and relatively low CPA and CPC, where Cat had a higher CPA in comparison to Dog, with a CPA in Q1($14.69) and Q2 ($16.63).   
  
Bird had a low CPC; however, its Performance in CVR was relatively low. In CPC Q1 ($0.44) and Q2 (0.45) with a CVR of Q1(3.17%) and Q2(2.62%)  
  
Fish had the Highest CVR across all quarters, but the second-highest CPA with a CVR in Q1 (5.00%) and Q2 (4.75%), but a CPA of Q1($15.34) and Q2 ($19.80).

Overall, Reptile had the least efficiency in cost. CPA in Q1($25.67) and Q2($48.53), with a CVR of Q1(2.40%) and Q2(1.37%).

Reptile Meta Campaigns:  
It is not worth running Reptile Campaigns.

Reptile Campaigns has a low-cost efficiency, the CPA is high with ($33.56) and CPC of ($0.64) with a low CVR of (1.91%). Showing that small percentages of people are clicking on the ad and converting to orders. Even though the campaign spent $33.56 for every order acquired.   
  
Reptile Order volume is 7,821, and a spend of $262,506.31, which does not meet the goal to drive a high volume of orders at a relatively low cost. A pause is recommended until further optimizations are made with a focus on lowering CPA and increasing CVR, focusing on a better audience targeting strategy.

Fish SEM Campaigns:  
Overall, Fish Campaigns are worth running in SEM.   
In SE, M Fish Campaigns have a high-cost efficiency with a lower CPA and a decent amount of revenue. With a CPA of ($7.65) and a CVR of (15.30%), it shows that it is efficient in generating orders and has clicks that are becoming orders.

Although CPC and CTR could be better, Fish has a decent amount of revenue relative to the speed. With an order volume of (7,670) from a spend of ($58,656.92), it shows that the audience targeted is relevant and responsive.

QoQ analysis the Extra One Focus on CVR, CTR, CPC, CPA  
  
QoQ overall :  
  
CTR has a +8.17% increase, showing that ads are becoming more engaging

CPC has a -4.46% decrease in the cost per click

CPA has a +18.26% increase,;the increase in company spend has not been used as effectively

CVR -16.16% decrease, there may be outside factors or seasonal shift showcasing a decline in efficiency in targeting or landing pages, as there are fewer clicks becoming orders for Chewy-wise between quarters.

QoQ by Paid Social Campaigns: Meta  
CVR -18.63% decrease in CVR in Meta Campaigns, fewer orders in campaigns

CPC -1.38% decrease in Meta, there are cheaper clicks

CPA +21.19% increase in Meta for cost per order

CTR +7.43% increase in Meta, more people are clicking on aads  
  
Overall, while engagement on ads is increasing, there is a significant decline in converting to orders, showing that Meta is becoming less efficient. Time and Season could also be the reason, or other outside factors besides audience optimization.

QoQ SEM Campaigns:

CVR -6.03% showing a slight decrease in SEM

CPC -1.34% a slightly lower cost per click  
CPA +4.99 %ana increase in cost to acquire orders  
CTR +18.84 %, boost in engagement for SEM