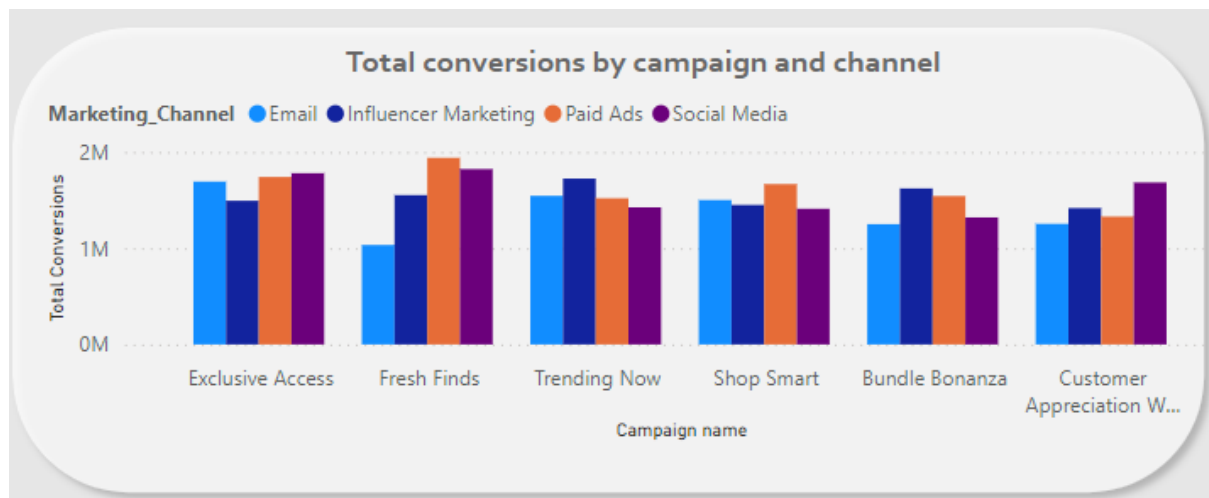
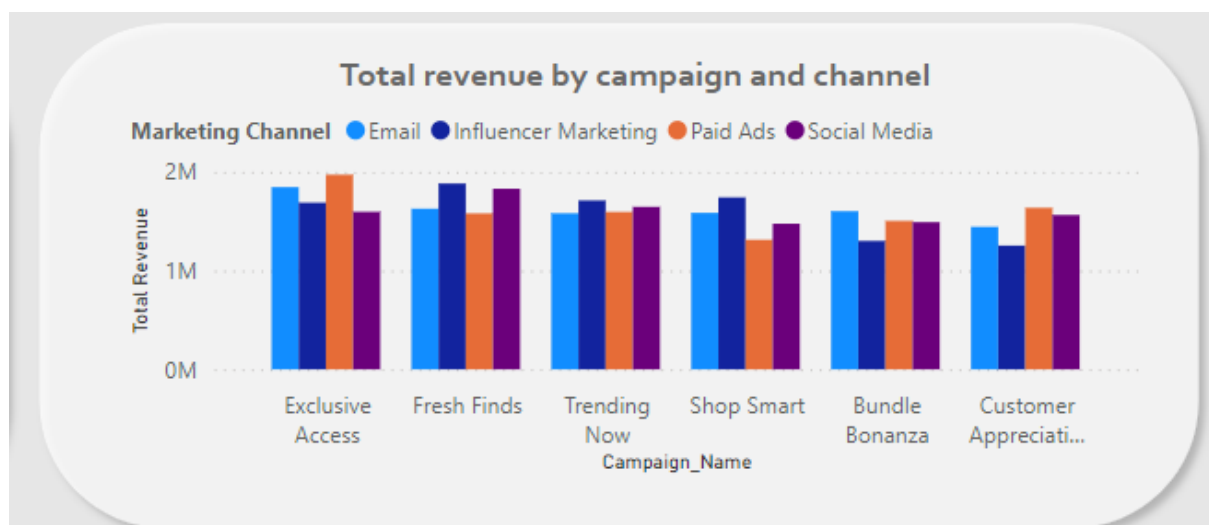


Top-Performing Campaigns and Channels:

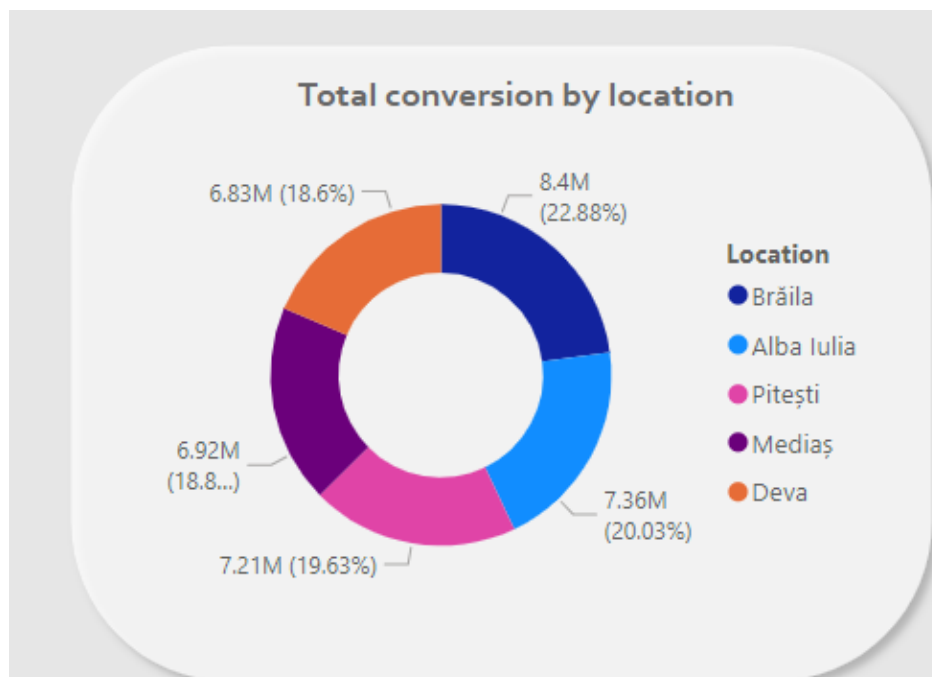
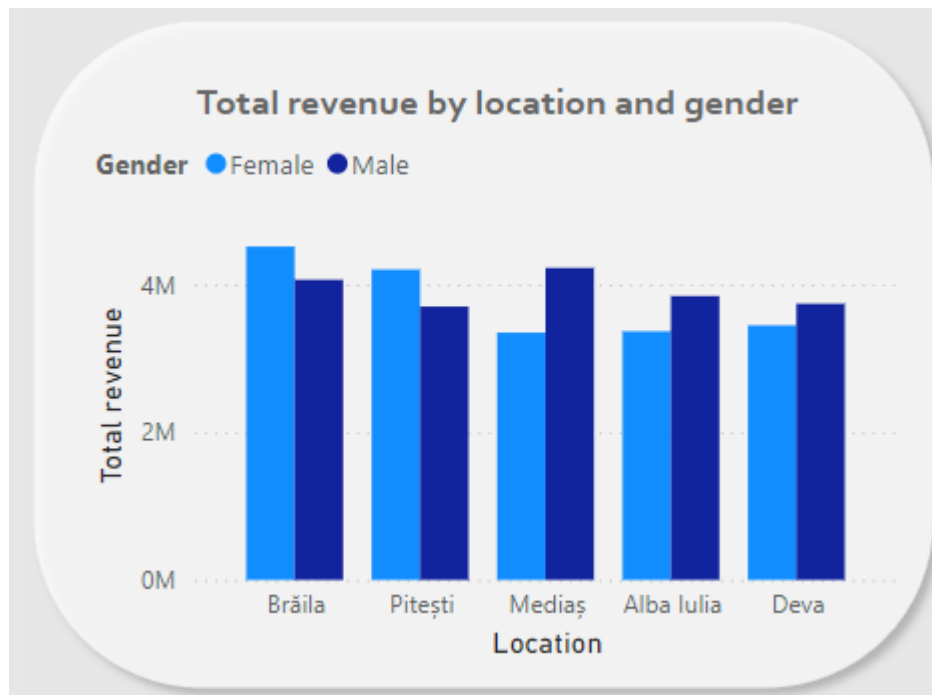


- **Conversions:** As shown in the chart, the Campaign that yield the highest conversions is **Exclusive Access** and the highest channel is **Social Media**

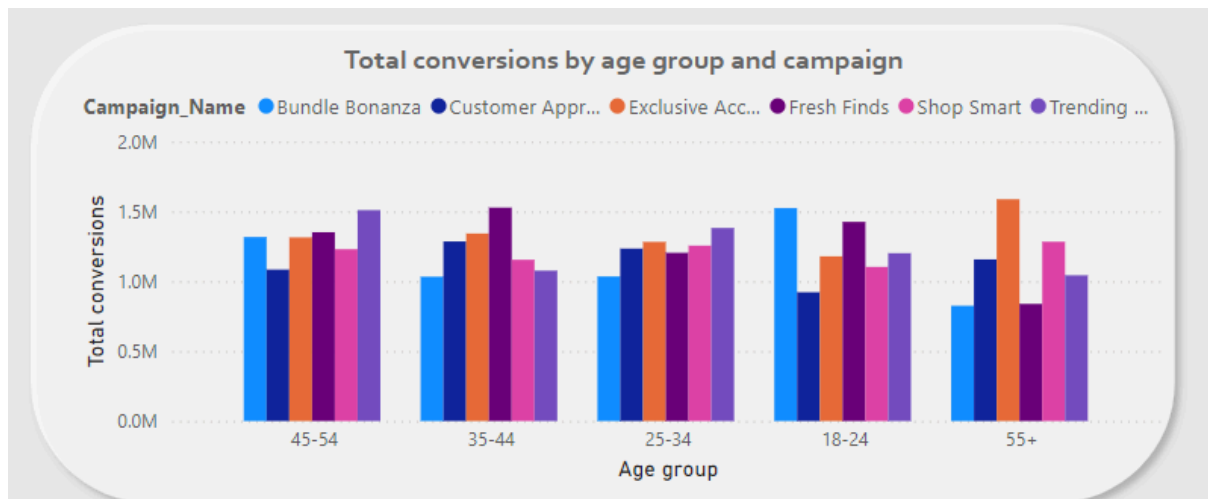


- **Revenue:** The **Exclusive Access** campaign through the **Paid Ads channel** yields the highest revenue relative to the budget.

Demographic Insights:



- **Braila** has the highest conversions among all locations, it also has the highest revenue, **Females** in Baraila tend to buy more than males



- **Age group 45-54** has the highest conversions among all age groups, the highest performing campaign in this age group is **Trending Now**

Budget Allocation Recommendations:

Top-Performing Channels and Campaigns

From the charts:

- Campaign:**
 - "**Exclusive Access**" and "**Fresh Finds**" consistently generate high **revenue** relative to the spend.
- Channels:**
 - Paid Ads** and **Influencer Marketing** channels show strong revenue contributions relative to spend, indicating high efficiency and a positive impact on ROAS.

Underperforming Segments

- Campaigns such as "**Customer Appreciation**" and "**Bundle Bonanza**" show relatively **lower revenue** despite moderate spending.
- Channels like **Social Media** underperform in terms of revenue generated for the budget allocated.

Budget Reallocation Strategy

1. **Increase Spend on High-Performing Channels and Campaigns:**
 - Allocate more budget to:
 - Channels: **Paid Ads** and **Influencer Marketing**.
 - Campaigns: **Exclusive Access** and **Fresh Finds**.
 - These segments have already demonstrated a high ROAS and strong revenue generation, ensuring maximum efficiency.
 2. **Reduce Spend on Underperforming Segments:**
 - **Reduce budget allocation for:**
 - Channels: **Social Media**
 - Campaigns: **Customer Appreciation** and **Bundle Bonanza**.
 - These segments show lower revenue returns and lower efficiency.
 3. **Reallocate Savings to Experimentation:**
 - Use the freed-up budget to test new marketing strategies or campaigns in high-performing channels like **Paid Ads** and **Influencer Marketing**.
 4. **Monitor Performance Continuously:**
 - Implement a monthly review process to monitor the impact of reallocations and ensure consistent improvement in ROAS and revenue performance
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Conclusion:

- **Increase Budget:** Paid Ads (Channel), Influencer Marketing (Channel), Exclusive Access (Campaign), Fresh Finds (Campaign).
- **Reduce Budget:** Social Media, Email, Customer Appreciation, Bundle Bonanza.
- **Reinvest:** Test new campaigns in high-performing channels to further optimize results.