

# Performance Insights & Strategic Recommendations

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## REVENUE CONCENTRATION (BRAZIL)

- 5 clients account for 40% of clicks in 2024
- High risk of concentration → dependence on a few clients

Diversification of the customer base is essential to mitigate risks and promote sustainable growth.

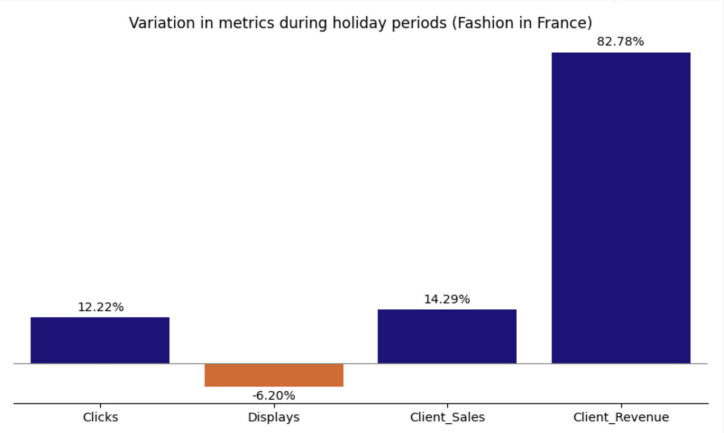
Cumulative clicks %	
Advertiser_ID	
A9	13.82
A24	23.13
A13	30.70
A33	35.71
A5	39.60
A22	43.36
A99	45.14
A75	46.82
A139	48.39
A151	49.95

# SEASONALITY ON FASHION (FRANCE)

Strong purchase intent during the holiday season. Fewer impressions but more clicks and conversions = more efficient campaigns.

## METHODOLOGY

$$\text{Impact (\%)} = \left( \frac{\text{Holiday Avg} - \text{Before Avg}}{\text{Before Avg}} \right) \times 100$$



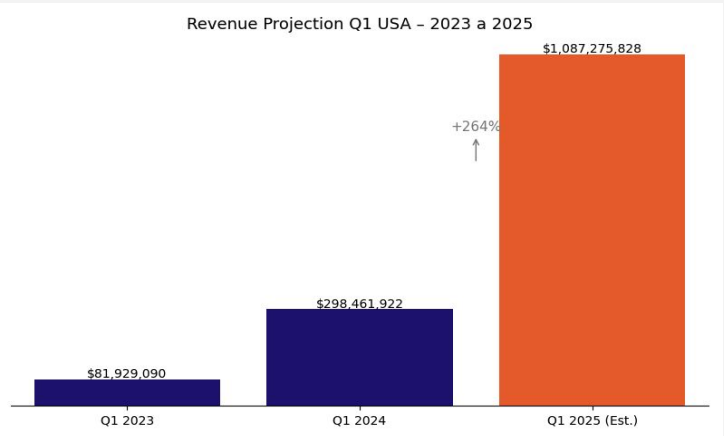
# REVENUE PROJECTION (US)

The US is a key market with high potential. Investments should prioritize expansion and retention.

## METHODOLOGY

$$\text{Growth Rate} = \left( \frac{\text{Q1 2024} - \text{Q1 2023}}{\text{Q1 2023}} \right) \times 100$$

$$\text{Q1 2025 Est.} = \text{Q1}_{2024} \times (1 + \text{growth rate})$$



# STRATEGIC RECOMMENDATIONS

## Diversify customer base in Brazil

Client Concentration Management in Key Markets: In Brazil, only 6 clients are responsible for 40% of clicks in 2024. This high concentration indicates potential risk and dependency. I advise diversifying the client base.

## Plan seasonal campaigns in advance

Maximize Holiday Sales Impact for Fashion Clients: During the Nov–Dec holiday season, user behavior shifts significantly, with a 12.22% increase in clicks and 82.78% growth in client revenue for the fashion sector. This highlights a major seasonal opportunity.

## Double efforts in the US market

Capitalize on US Market Momentum: With an expected 264.29% growth in US client revenue for Q1 2025, the momentum is strong.

# EXECUTIVE SUMMARY

THEME	INSIGHT	SUGGESTED ACTION
<u>BRAZIL</u>	High concentration of clicks on a few advertisers	Diversifying the base of advertisers
<u>FASHION</u>	Strong increase in revenue at the end of the year	Focus on seasonal campaigns
<u>US</u>	Significant growth estimated	Double efforts in the US market