

Performance Insights & Strategic Recommendations

Patrícia do Nascimento - April 2025

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.

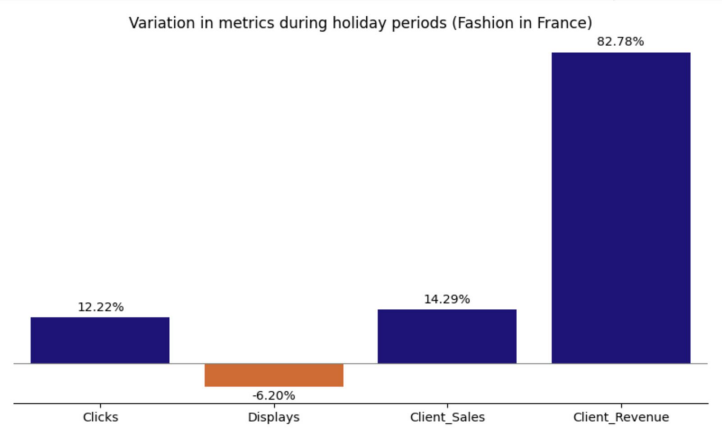
Cumulative clicks %	
Advertiser_ID	
A9	13.82
A24	23.13
A13	30.70
A33	35.71
A5	39.60
A22	43.36
A99	45.14
A75	46.82
A139	48.39
A151	49.95

SEASONALITY ON FASHION (FRANCE)

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

METHODOLOGY

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



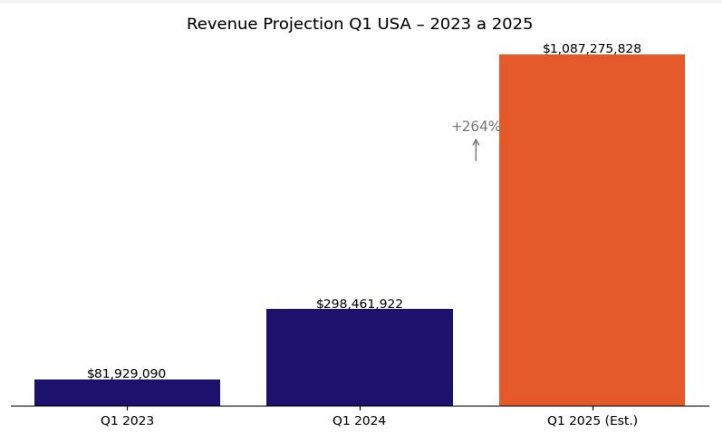
REVENUE PROJECTION (US)

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 5 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