

# Cross-Channel Advertising Performance - January 2024

## Facebook | Google Ads | TikTok - Unified Marketing Analytics

TOTAL SPEND

\$130,244.90

across 12 campaigns

TOTAL IMPRESSIONS

40,473,185

TikTok 71% of volume

TOTAL CLICKS

688,333

blended CTR 1.70%

TOTAL CONVERSIONS

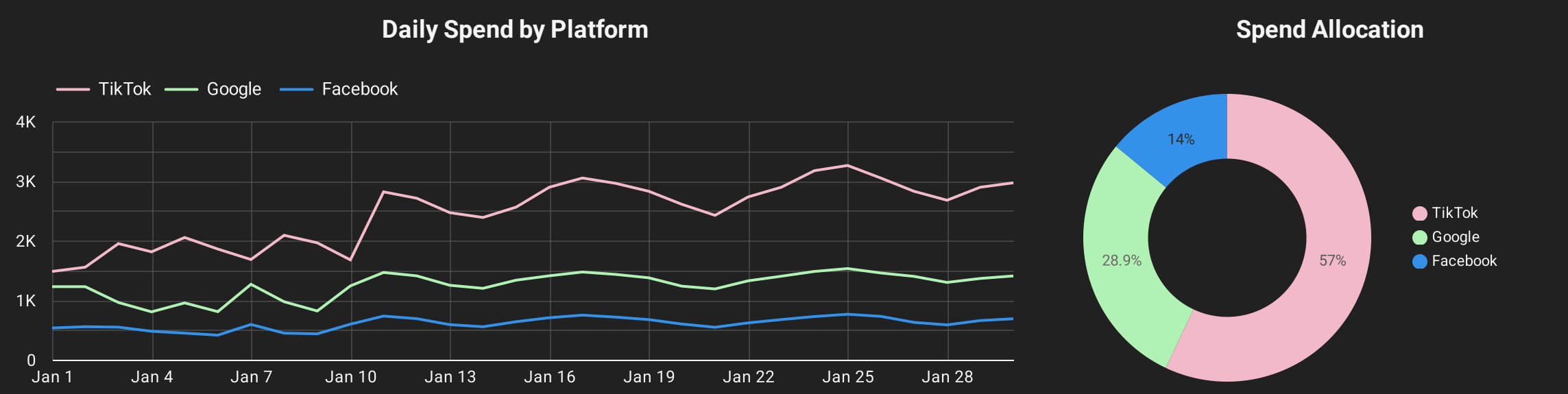
13,363

avg CPA \$9.75

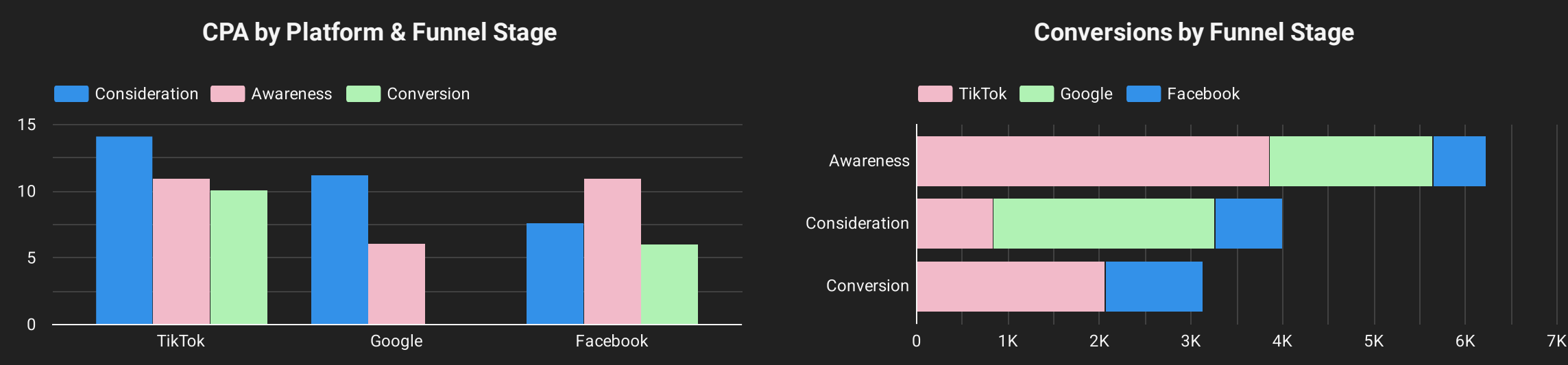
BLENDED CPC

\$0.19

TikTok lowest at \$0.16



Platform Performance Summary					
Platform	Spend ▾	Conversions	Blended CPA	Blended CTR	Blended CPC
TikTok	\$74,266.7	6,750	\$11	1.61%	\$0.16
Google	\$37,686.2	4,218	\$8.93	1.9%	\$0.27
Facebook	\$18,292	2,395	\$7.64	1.96%	\$0.21



Key Insights & Recommendations:

1. Facebook is the most cost-efficient channel. At \$7.64 per conversion with only 14% of the budget, it outperforms both Google and TikTok. The retargeting campaign alone delivers conversions at just \$5.95 each. This channel deserves more budget.

2. Google drives the highest revenue. With 5.60x return on ad spend and \$210.9K in conversion value, Google is the revenue engine. Shopping and Brand Search are the standout campaigns. The one issue: Generic Search is spending \$15.5K at \$24.80 per conversion, that needs a keyword audit.

3. TikTok wins on reach, not conversions. It delivers 71% of all impressions and 23M video views at the cheapest cost per click (\$0.16). But conversions cost \$11 each, the highest across platforms. Best used for brand awareness, not direct response.

4. Recommended next step: Shift 10-15% of budget from TikTok to Facebook retargeting and Google Shopping. This could bring the overall cost per conversion down from \$9.75 to around \$8.50, adding roughly 1,400 extra conversions monthly at the same total spend.

\* CPC = Cost Per Click | CPA = Cost Per Acquisition | CTR = Click-Through Rate