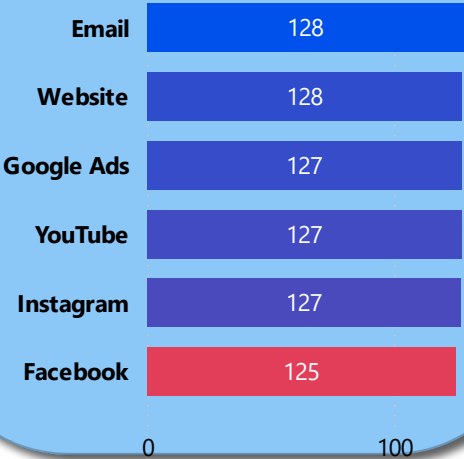


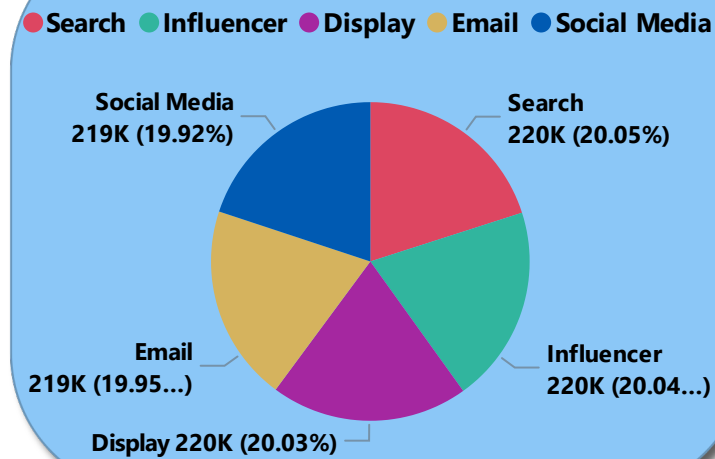
Marketing Mix Model for a Retail Brand to Optimize Ad Spend



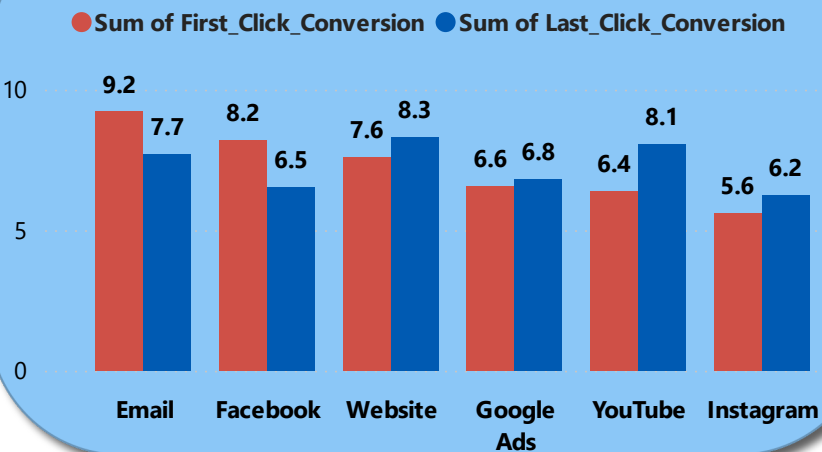
ROI by Channel Type



Engagement Score by Campaign Type



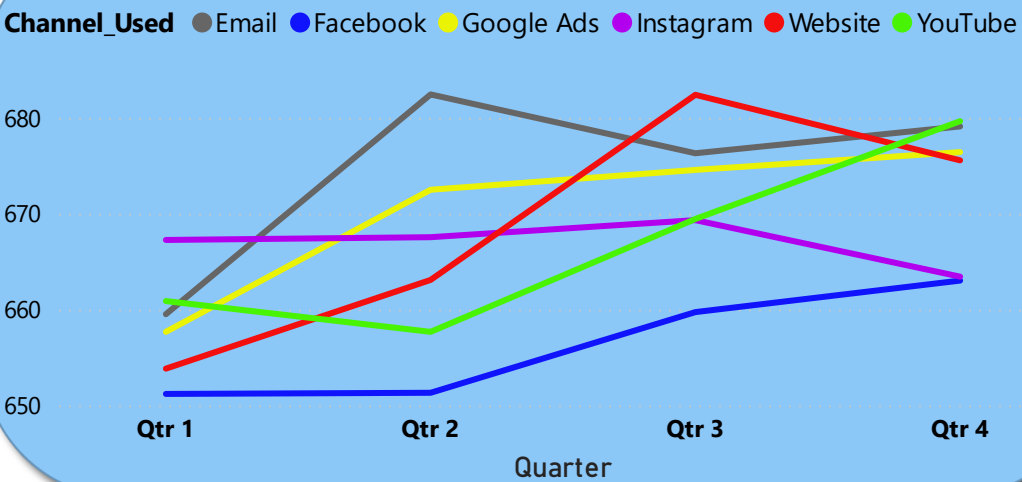
Channel Used vs First Click and Last Click Conversion



- Location
- ☐ Chicago
  - ☐ Houston
  - ☐ Los Angeles
  - ☐ Miami
  - ☐ New York

Channel_Use	Sum of CAC	Sum of CLV	Sum of ROI
Email	\$12,526.39	\$16,18,428.00	128.20
Facebook	\$12,510.90	\$15,75,150.00	124.90
Google Ads	\$12,528.03	\$16,08,702.00	127.41
Instagram	\$12,491.76	\$16,00,542.00	127.13
Website	\$12,487.81	\$16,04,940.00	127.52
YouTube	\$12,481.39	\$16,00,596.00	127.24
Total	\$75,026.29	\$96,08,358.00	762.40

Conversion Rate by Quarter and Channel Used



## What-If Analysis: Simulating Facebook Ad Spend Impact on ROI

451.65M

Facebook SimulatedSpend

13K

RevenuePerConversion

20.42

Facebook\_ROI\_Simulated

36.10K

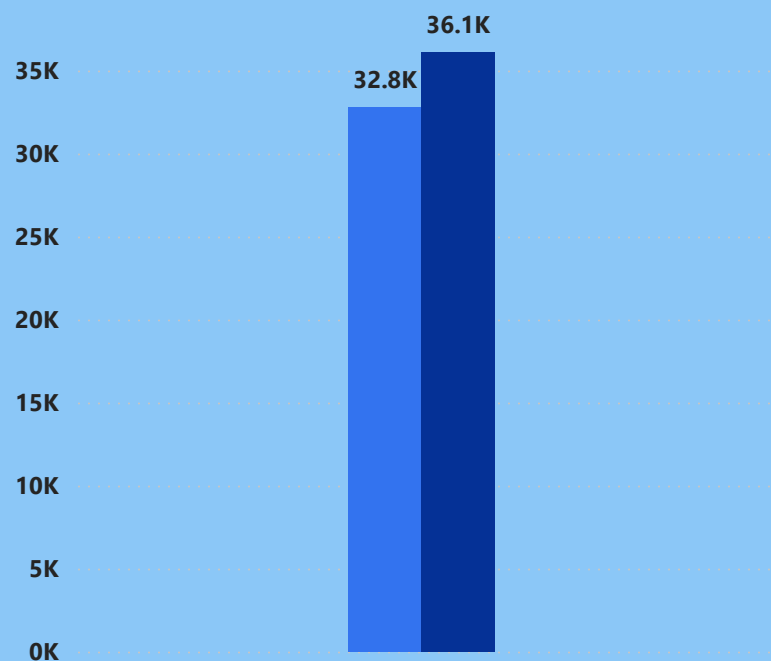
Facebook\_SimulatedConversions

Facebook Spend % Increase

0.10

### Facebook Conversions and Facebook Simulated Conversions

● Facebook\_Conversions ● Facebook\_SimulatedConversions



### Facebook Spend & Conversion Trends Over Time

● Facebook\_BaseSpend ● Facebook\_SimulatedSpend ● Facebook\_SimulatedConversions

