

Marketing Mix Model for a Retail Brand to Optimize Ad Spend

Avg. CAC

12.50K

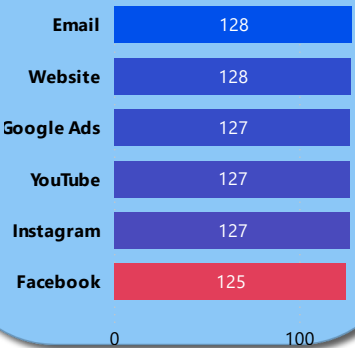
Total CLV

9.61M

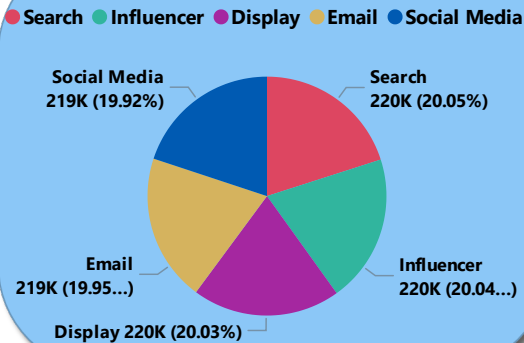
Total ROI

762.40

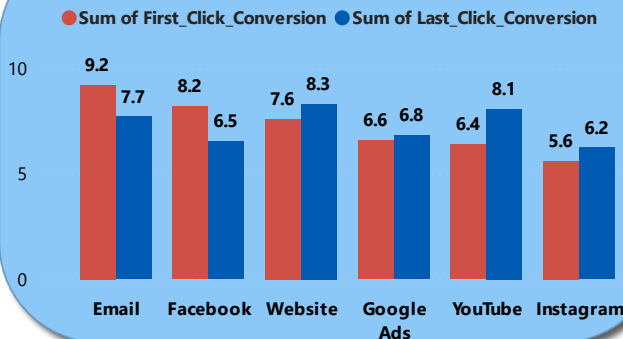
ROI by Channel Type



Engagement Score by Campaign Type



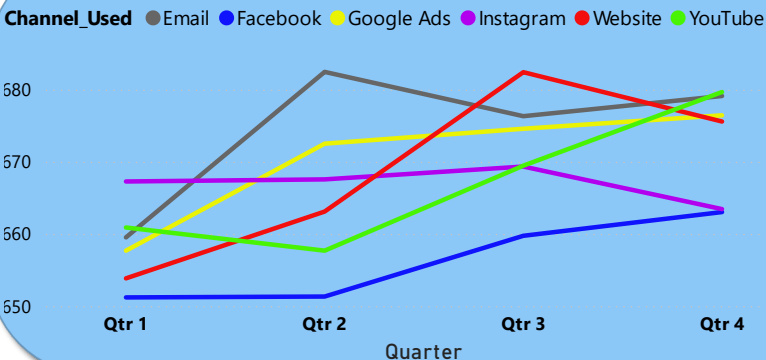
Channel Used vs First Click and Last Click Conversion



- 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

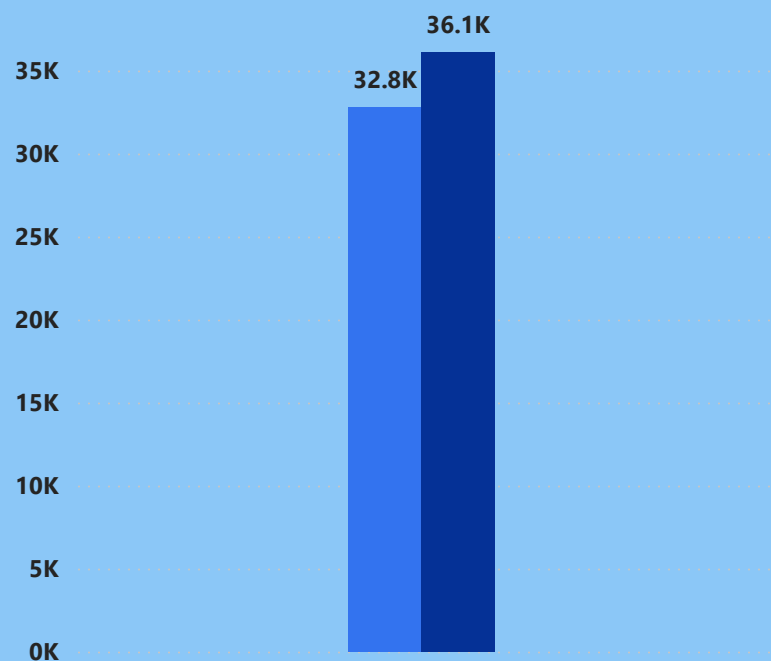
Facebook_SimulatedConversions

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

