# Full Campaign Performance Report

## 1. Top-Performing Campaigns and Channels

Campaign Analysis:

* - Top Campaigns by ROAS:
* - Shop Smart: ROAS 2.71
* -Exclusive Access: ROAS 2.70
* - Fresh Finds: ROAS 2.58
* - Top Campaigns by Conversion Rate:
* - Shop Smart: Highest Rate of conversions.
* - Exclusive Access: Strong performance in both revenue and conversions.

Channel Comparison:

* - Influencer Marketing achieved the highest ROAS across channels (around 2.61 average), slightly outperforming Email and Paid Ads.
* - Email Marketing delivered strong CPA efficiency, maintaining lower costs per acquisition.
* - Social Media showed high CTR but relatively lower ROAS compared to other channels.

Summary:

* - Best Performing Campaigns: Campaign Exclusive Access, Shop Smart and Fresh Finds
* - Best Performing Channel: Influencer Marketing.

## 2. Demographic Insights

Age Group Performance:

* - 35–44 years old had the most efficient CPA and strong conversion rates.
* - 18–24 performed well on Paid Ads but with slightly higher CPA.
* - 55+ audience responded best to Influencer Marketing rather than Social Media.

Gender Performance:

* - Females had higher ROAS and conversion rates on Social Media and Influencer channels.
* - Males showed better cost-efficiency through Paid Ads.

Location Insights:

* - Brăila and Pitești were the best-performing locations for Paid Ads.
* - Deva performed exceptionally well with Influencer Marketing.

## 3. Seasonal or Temporal Trends

Monthly Performance:

* - February 2023 achieved the highest ROAS.
* - January 2023 delivered the best CPA and Conversion Rate.
* - July and August 2023 showed strong consistency in ROAS and CTR.

Weekly Performance:

* - Week of Jan 16-22, 2023: Highest Conversion Rate (62.32%) and lowest CPA.
* - Week of Jan 30-Feb 5, 2023: Highest weekly ROAS (2.89).
* - Mid-August weeks demonstrated peak CTR engagement (~55%).

Seasonal Pattern:

* - Q1 and Q3 (January—February and July—August) represent key high-performing seasons.

## 4. Budget Allocation Recommendations

* - Increase budget allocations in:
* - February and July-August periods.
* - Campaigns targeting females through Social Media and Influencer Marketing.
* - Locations like Brăila, Deva, and Pitești.
* - Reduce spend or optimize:
* - Campaigns running in March (due to high CPA despite good ROAS).
* - Social Media targeting the 55+ age group, where cost-efficiency is low.
* - Weekly monitoring is critical: capitalize on early-year and mid-year peaks.
* - Maintain strong investment in Influencer Marketing as a high-performing channel across demographics.