

Marketing Media Performance Insights Report

Prepared for: Future Interns
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1 Executive Summary

This report presents key insights derived from the marketing campaign data across platforms, products, and regions. It highlights campaign effectiveness, top-performing areas, and opportunities for optimization. The campaign achieved \$1.04M in revenue on \$261K spend, yielding an average ROI of 448% (~4.5x spend), indicating highly successful outcomes.

2 Key Performance Metrics

Metric	Value
Total Spend	\$261,166
Total Revenue	\$1,042,479
Total Clicks	55,973
Average CPC	\$13.86
Average CTR	13.86%
Average ROI	448%

🔍 **Observation:** The campaign demonstrated strong overall efficiency, with a high ROI and CTR indicative of well-targeted marketing efforts.

3 Category & Sub-Category Performance

Product	Spend (\$)	Revenue (\$)	ROI (%)
Product C	86,295	345,180	156
Product B	65,715	263,440	115
Product A	57,802	219,970	93
Product D	51,355	213,890	84

🔍 **Observation:** Products C and B drive the highest revenue and returns, making them ideal for increased investment.

4 Regional & Channel Insights

Region

Region	Spend (\$)	ROI (%)	Context
West	76,410	Strong	Strong returns, ideal area for increased spend.
East	69,840	Strong	Strong conversion area, maintain focus.
North	67,190	Moderate	Consistently delivers results, potential for optimization.
South	47,730	Low	Underperforming area, needs review and adjustments.

• **Observation:** The West and East dominate returns, making them top candidates for additional focus and investment.

Channel

Channel	Spend Impact	ROI (%)	Context
Google	Strong	High	Dominant channel for conversion and revenue generation.
Email	Strong	High	Strong engagement yielding high conversion across demographics.
LinkedIn	Moderate	Moderate	Requires review for better targeting and creative adjustments.
Instagram	Moderate	Moderate	Strong click-through rate but lower conversion efficiency.

• **Observation:** Google and Email platforms emerged as best-performing channels, yielding higher ROIs and lower CPCs.

5 Suggested Interactive Filters for Deeper Insights

Filter Category	Suggested Options	Business Impact
Date Range	Weekly, Quarterly, Yearly Comparison	Enables trend and seasonality analysis.
Region	West, East, North, South	Pinpoints high and low-performing areas.
Age Group	Under 25, 25-34, 35-44, 45-60, 60+	Tailors campaign messaging and spend.
Device	Mobile, Desktop, Tablet	Enables precision targeting for higher ROAS.
Product Category	A, B, C, D	Enables SKU-level campaign review for better allocation.

6 Actionable Recommendations

Action Area	Action Statement
Prioritize Profitable Products	Allocate more spend and campaign focus towards Product C and Product B due to higher ROIs.
Channel Optimization	Maintain or slightly increase spend for Google and Email platforms for higher returns.
Region Focus	Invest more in the West and East regions, review strategies for South for potential reallocation.
Refine Targeting	Leverage age, device, and region data for more precise campaign targeting and ROAS optimization.
Test New Creatives	Perform A/B testing across platforms, focusing on CTA, imagery, and messaging for incremental performance gains.
Continuous Monitoring	Maintain regular campaign review cadence using interactive dashboards and metrics for quick optimization.

Summary Statement

With a total revenue of \$1.04M and an average ROI of 448%, the campaign delivered exceptional results. Products C and B emerged as top performers, and platforms like Google and Email demonstrated strong conversion and cost efficiency. By focusing future efforts on these areas, refining underperforming segments, and leveraging interactive analytics, the campaign can optimize spend, maximize returns, and build upon this campaign's success.