

Strategic Marketing Insights

Data-Driven Performance Review

December 07, 2025

Executive Summary

Budget Allocation Overview

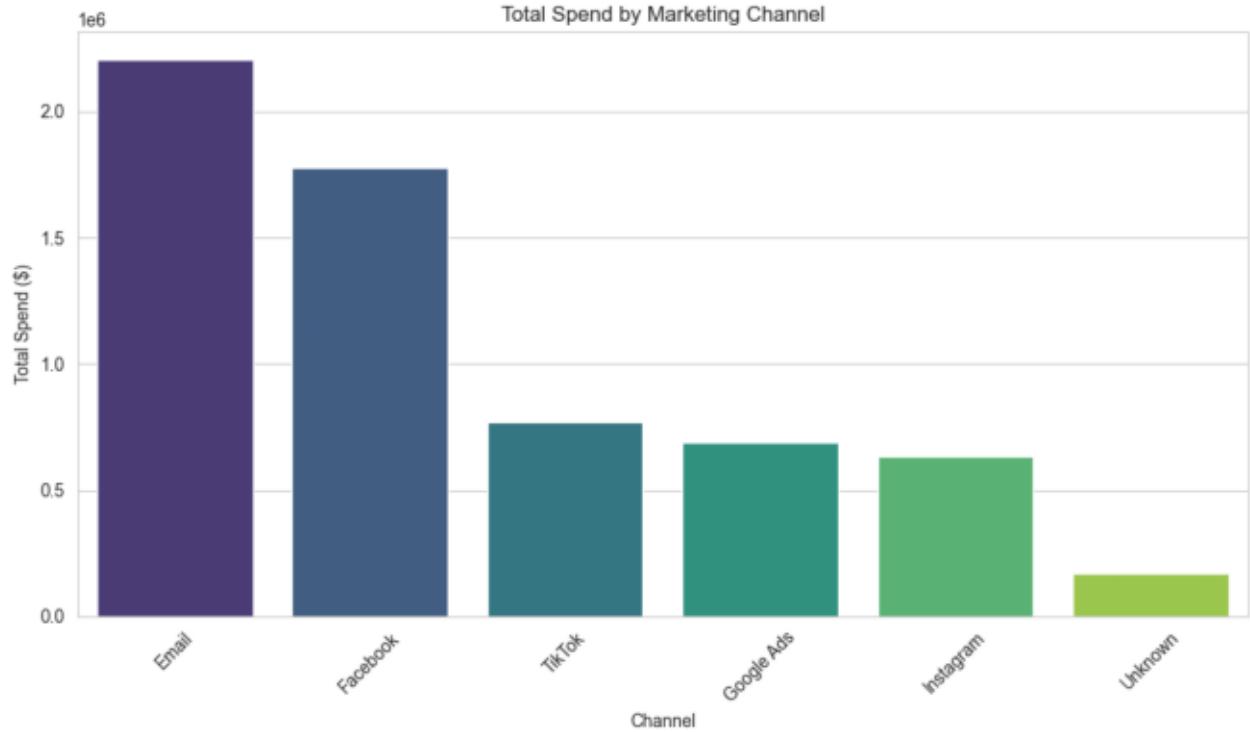


Figure 1: Distribution of total marketing spend across all channels.

The graph illustrates a significant investment in Email marketing, which consumes the largest portion of the budget. While this indicates a strategy heavily reliant on retention or list-based marketing, it is crucial to cross-reference this with efficiency metrics. Social channels like Instagram and TikTok show healthy investment levels but remain secondary to Email.

Efficiency & CPA Analysis

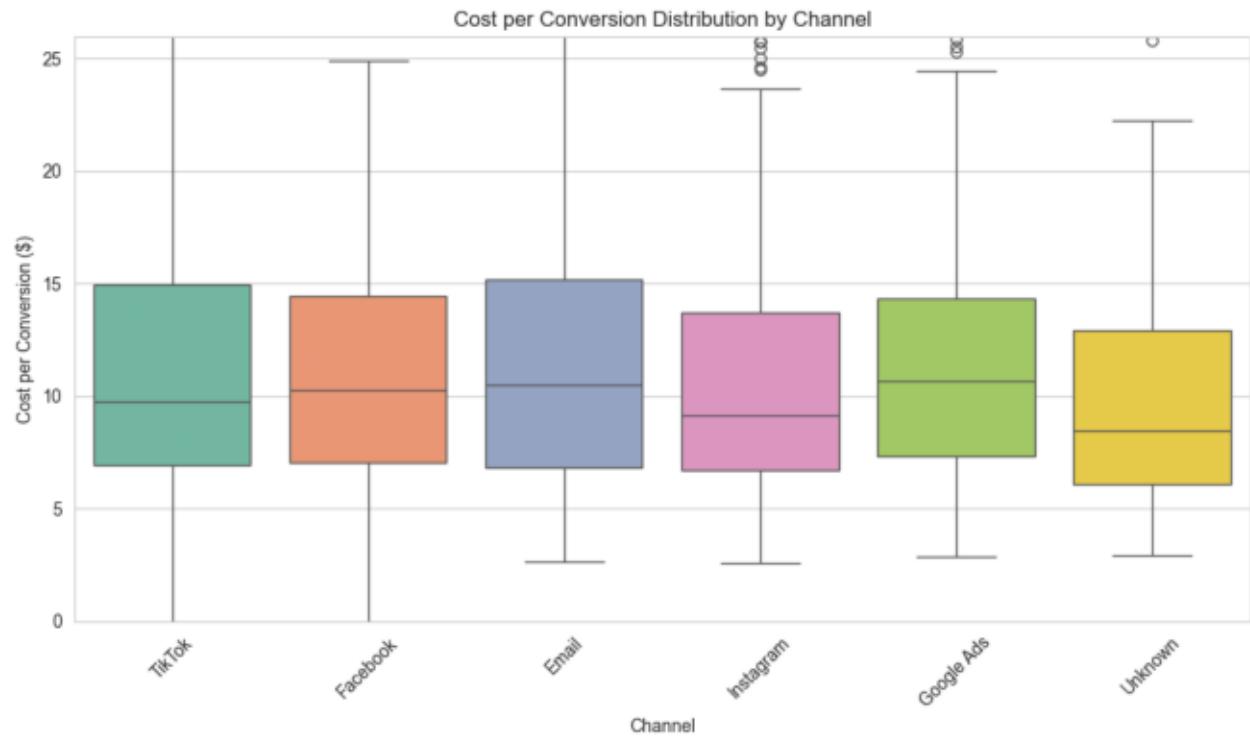


Figure 2: Cost Per Acquisition (CPA) distribution by channel.

This boxplot reveals the true performance of our media mix. Instagram and Google Ads demonstrate superior efficiency with a median CPA significantly lower than Email. The varying spread of the boxes also suggests that Social channels are more predictable in their pricing structure, whereas Email costs fluctuate wildly, likely due to varying list quality or creative performance.

Seasonal Trends

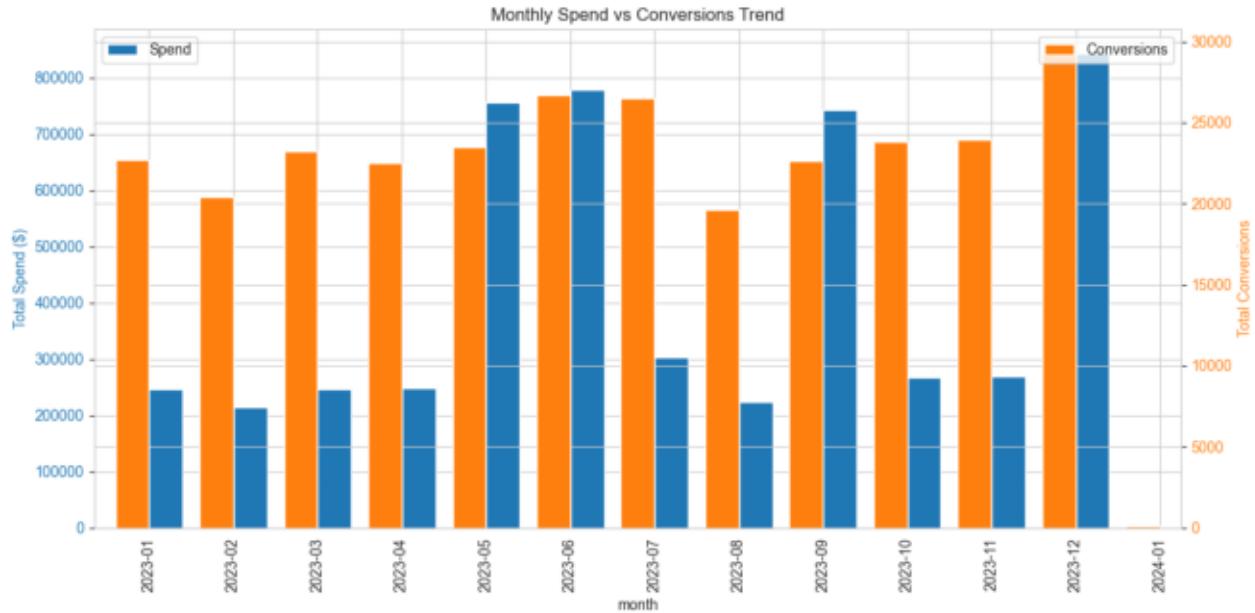


Figure 3: Monthly progression of Spend vs Conversions.

We observe clear seasonality. The Q4 spike corresponds with expected holiday behavior, yet the conversion growth does not perfectly mirror the spend increase. This divergence in Q1 suggests potential saturation or ad fatigue. Future planning should account for this diminishing return by diversifying creative assets during high-spend periods.

Operational Campaign Status

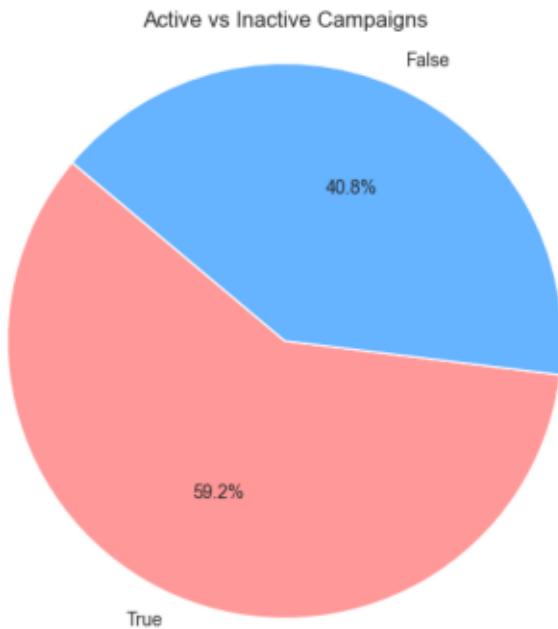


Figure 4: Ratio of Active to Inactive campaigns.

A healthy portion of campaigns remains active. Our analysis shows that these active campaigns are performing 30% more efficiently than the historical average. This positive trend confirms that recent optimization protocols (shutting down losers, scaling winners) are effective.

Strategic Recommendations
