

ROI calculations for campaign debriefing

ROAS

Campaign ROAS	ROAS for search ads	ROAS for display ads	ROAS for social ads	ROAS for shopping ads
2.01	1.71	1.76	4.67	3.55

AOV

Campaign AOV	AOV for search ads	AOV for display ads	AOV for social ads	AOV for shopping ads
\$80.55	\$128.69	\$27.61	\$87.41	\$61

LTV

Campaign LTV	LTV for search ads	LTV for display ads	LTV for social ads	LTV for shopping ads
\$128.86	\$193.03	\$55.22	\$131.12	\$91.5

LTV to CAC ratios

Campaign LTV:CAC	Search ads LTV:CAC	Display ads LTV:CAC	Social ads LTV:CAC	Shopping ads LTV:CAC
1.98	1.72	1.78	4.68	3.66

Percentage of new customers making purchases

Campaign percentage	Search ads percentage	Display ads percentage	Social ads percentage	Shopping ads percentage
18.37	19.75	17.54	13.51	23.16

Future budget decisions

I would recommend shifting some of the budget. Some channels that could see fewer resources are the search and display segments. Funds allocated towards these segments could be better spent in social and shopping ads

Move \$35,000 from search ads to social ads. Do not allocate any additional funding to shopping ads. The revenue is far lower for this segment.

Again, I would recommend a budget slash for search and display ads. These funds could be better spent on social and shopping ads that are well above the mark of 2. Doing so could help the campaign be more effective as more conversions and other key metrics would be produced from the two most productive streams.

I would add a customized landing page to search and social ads. This is because the channels had lower purchase frequencies and had a lower percentage of new customers making purchases.