

ROI Calculations for Campaign Debriefing

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ROAS

Campaign ROAS	ROAS for search ads	ROAS for display ads	ROAS for social ads	ROAS for shopping ads
201%	171%	176%	467%	355%

AOV

Campaign AOV	AOV for search ads	AOV for display ads	AOV for social ads	AOV for shopping ads
\$80.54	\$128.69	\$27.61	\$87.41	\$ 61.00

LTV

Campaign LTV	LTV for search ads	LTV for display ads	LTV for social ads	LTV for shopping ads
\$128.87	\$193.03	\$55.21	\$131.11	\$91.51

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	1372	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

For a future campaign, would you recommend moving some of the budget from a channel with a lower ROAS to a channel with a higher ROAS? If so, which channel(s), and how much of the budget?

Social Ads had the highest ROAS with 467%, and shopping ads had 355% being the second highest ROAS. I would continue to monitor ROAS for Search and Display Ads, and if it continues to trail below the overall ROAS, then I would allocate the budget to both social and shopping since that has the highest ROAS.

In this scenario, the goal is to make sure the LTV to CAC ratios remain at 2 or higher so channels remain profitable even when absorbing occasional declines in LTV or spikes in acquisition costs. With this information, would you recommend a budget change for channels with results below 2 or above 3?

I would recommend moving some of the budget out of display or search ads to increase the budget for social or shopping ads. Reducing the budget of these channels might lead CAC improvement.

For a future campaign, if you have funds available, which channels would you customize landing pages for in an attempt to increase customer conversion rates?

I would recommend customizing landing pages for search and social ads. Since these channels had a lower purchase frequency, customizing the landing pages could lead to an increase conversion rates.

Data

channel	Overall	Search ads	Display ads	Social ads	ads
Ad spend	\$250,000	\$187,500	\$32,000	\$15,000	\$15,500
new	20,790	8,420	5,816	3,959	2,595
orders	6,237	2,494	2,039	802	902
purchase	1.6	1.5	2	1.5	1.5
unique new	3,819	1,663	1,020	535	601
Revenue	\$502,358	\$320,943	\$56,288	\$70,101	\$55,026
CAC	\$65	\$112	\$31	\$28	\$25