

STRATEGIC MARKETING PERFORMANCE

Quarterly Channel Analysis Report

Reporting Period: Q3 2023
Generated: Oct 12, 2023

CHANNEL SOURCE	ACQUISITION	CONVERSION RATE	AVG. CAC	ROAS	TREND
Organic Search	42,204	3.2%	\$12.40	4.2x	▲ 12%
Paid Social	18,540	2.8%	\$44.10	2.1x	▲ 4%
Email Marketing	12,100	5.4%	\$4.20	8.5x	▲ 8%
Referral/Affiliate	8,420	4.1%	\$28.00	3.8x	▲ 15%
Direct Traffic	24,900	2.1%	\$0.00	N/A	-

TOTAL REACH

106,164

AVG. CONV. RATE

3.52%

BLENDED CAC

\$22.18

TOTAL REVENUE

\$412,850

STRATEGIC INSIGHTS

Organic search remains the primary volume driver while Email maintains the highest efficiency. Recommendation: Reallocate 15% of Paid Social budget toward Affiliate scaling for Q4 to optimize blended ROAS.