

CUSTOMER ACQUISITION TRENDS

Quarterly Report: Q1 2024 Industry: Digital Marketing / SaaS

CHANNEL	AVG. CAC	AVG. CTR	TREND	PROJECTION
Search Engine Ads (PPC)	\$45.20	3.1%	▲+ 12%	Increasing competition
Social Video (Short-form)	\$18.50	5.4%	▲+ 24%	High engagement / Viral
Display Remarketing	\$12.10	0.8%	▲- 5%	Cookie depreciation impact
Influencer Sponsored	\$32.00	4.2%	Stable	Niche targeting focus
Retail Media Networks	\$28.90	2.9%	▲+ 18%	First-party data growth

Strategic Insights & Observations

- 1. Customer Acquisition Cost (CAC) is rising across legacy platforms due to privacy regulations.
- 2. Shift spend toward short-form video content to capture lower CPA rates.
- 3. Focus on First-Party data collection as a hedge against third-party cookie loss.

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