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Search or ask a question

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View Link

Which marketing campaigns are bringing in the highest-value customers?

Finished working

Based on your marketing analytics data, **Paid Search is bringing in the highest-value customers**, with a Revenue Per User (RPU) of **\$170.12** and an Average Order Value of **\$109.92**—significantly outperforming other channels. While Paid Social drives the most sign-ups (46,273), Paid Search users convert at **12.11%** (the highest conversion rate) and generate 90% more revenue per user than Paid Social customers (\$170 vs. \$90).

Looking at specific campaigns, the **"Loyalty Program" campaign** is your top performer with 36,529 loyalty sign-ups and 341,467 welcome page views over the last 90 days, followed closely by "100% Fresh Products" and "AmpliStore x Walmart" campaigns. However, Paid Search users show the strongest retention (49.4% return after 7 days) compared to Paid Social (47.6%), indicating they're not just higher-value initially but also more likely to become repeat customers.

Key insight: While Paid Social brings volume, Paid Search brings quality—invest more in Paid Search to maximize customer lifetime value.

Campaign Performance (L90D)

	View Welcome Page	
	Event Totals	
Overall	1,109,500	
group by utm_campaign		
Loyalty Program	332,452	(30.0%)
AmpliStore x Walmart	277,143	(25.0%)
100% Fresh Products	276,697	(24.9%)
Free Delivery	222,350	(20.0%)
(none)	860	(0.0775%)

Marketing tracker - Data Table

For marketing usage with advertising data (google, meta) as budget. note 1. there is 2...

	View Welcome Page	
	Uniques	
Overall	262,200	
group by abbf62bd-16d8-47af-9471-05621e2f...		
Paid Social	127,500	
Paid Search	105,200	
Email	60,300	

Marketing Analytics: Channel Performance x CAC x LTV

	Sign Up	Cost Per Acquisition
	Uniques	Formula
Overall	136,695	
group by bf4f2a34-7dd5-40...		
Paid Social	49,513	
Paid Search	31,342	
Direct	28,844	
Emails	25,346	
Organic Search	7,270	

Marketing Analytics Dashboard

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Current Page

Ask anything



AI can make mistakes. Verify results.

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