Full-Funnel Campaign Growth

A KPI-driven plan to optimize creative, targeting, spend, and scaling



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Campaign Pitch Overview

Campaign goals & targeting

Goals, offer, markets, and target customer

Growth horizon

Timeframe for performance targets and learning milestones

Prepared by team

Growth Marketing Team with roles for strategy, media, and analytics

Meeting purpose

Align on KPIs, channel plan, and expected outcomes

Decision asks

Approve budget direction, creative priorities, and test plan

Performance Scorecard KPIs



Blended CAC

Cost per acquired customer across all channels



ROAS

Revenue efficiency versus media spend



Conversion Rate

Funnel completion rate from traffic to purchase/lead



Customer LTV

Projected customer value driving payback and scaling

Full-Funnel Growth Architecture



Bottom-of-Funnel Conversion

Conversion focus via landing page testing, offer refinement, and cart or lead capture

Middle-of-Funnel Nurture

Nurture through retargeting, email sequences, and content that builds consideration

Top-of-Funnel Prospecting

Prospecting with paid search and social, broad audiences, and high-intent keywords

Channel Performance Breakdown Table

Channel	Spend	Efficiency	Conversions	LTV Impact
Paid Search	Planned vs actual	ROAS / CPA	Leads or purchases	Attributed value
Paid Social	Planned vs actual	ROAS / CPA	Clicks to conversions	Incremental lift
SEO	Planned vs actual	Cost per qualified visit	Organic conversions	Long-term value
Email	Planned vs actual	Open to conversion rate	Revenue per send	Retention contribution

Creative Teardown and Ad Metrics

Creative frame mix

Hook, offer, proof, CTA, and landing page alignment

CTR and CPA signals

CTR and CPA highlight winners and cost drivers

Creative hypothesis

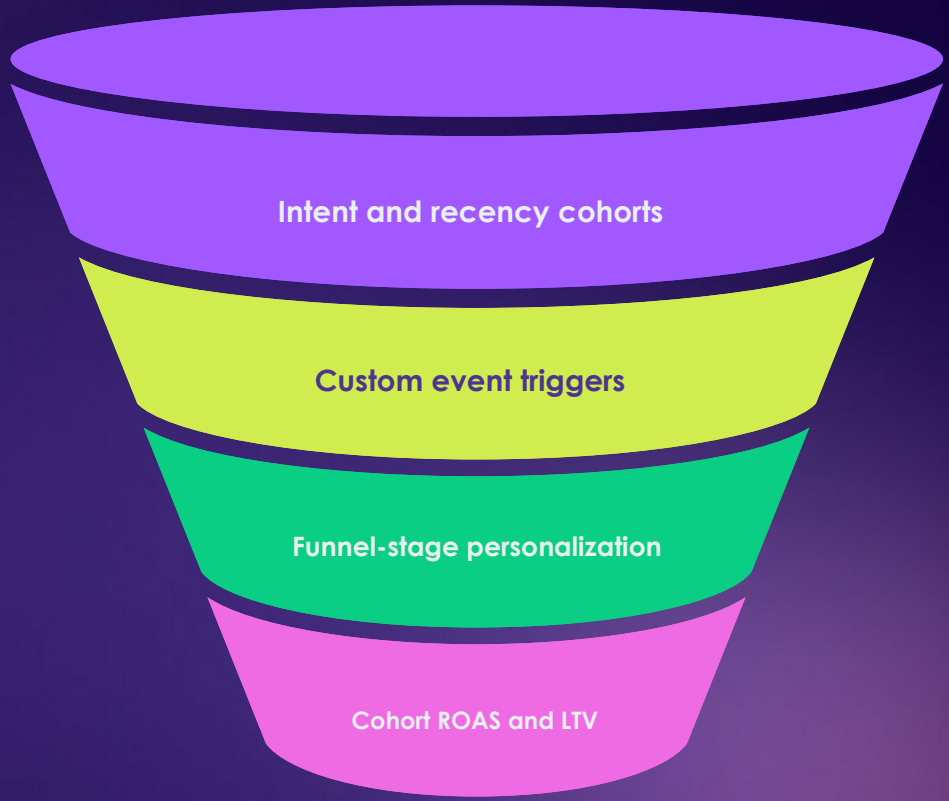
Why the asset works and which audience segment it attracts

One-variable iteration

Swap one variable at a time to isolate impact, including headline, image, and CTA

Audience Segmentation and Retargeting

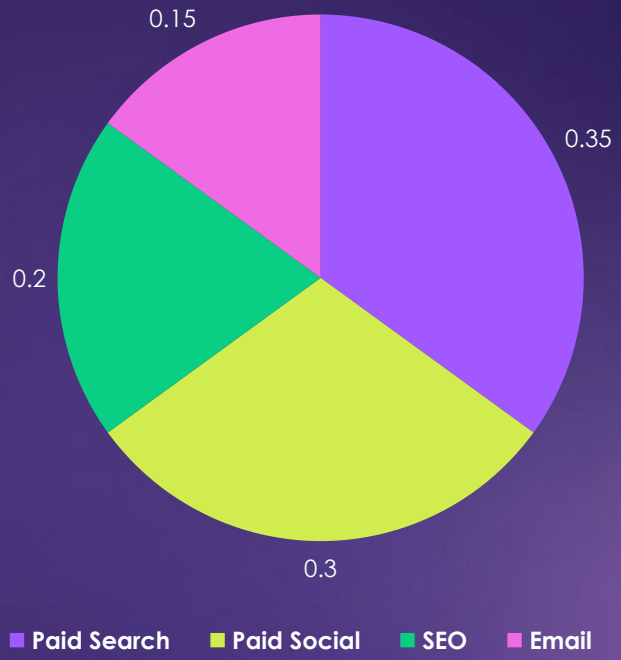
- Define cohorts by intent and recency, including new visitors, engaged users, and cart or lead actions
- Activate retargeting based on site events and lifecycle stages using custom triggers
- Tailor messaging to the funnel stage and predicted conversion likelihood for personalization
- Track cohort ROAS, CPA, and downstream LTV to avoid short-term bias in measurement



Media Spend Allocation and Returns

Channel Spend Mix

Channel spend mix shows Paid Search at 35%, Paid Social at 30%, SEO at 20%, and Email at 15%—with Paid Search taking the largest share and Email the smallest



Scaling Roadmap and Test Sprints

01

Weekly optimization loop

Monitor KPIs, diagnose variance, and adjust bids, budgets, and targeting

02

Experimental backlog

Queue tests across creative, landing pages, offers, and audience cohorts

03

Sprint execution

Define hypothesis, success metrics, and stopping rules for each experiment

04

Scaling decision

Promote winners, pause losers, and roll learnings into the next sprint