

Всего посетителей
233 тыс.

Уникальных посетителей
169 тыс.

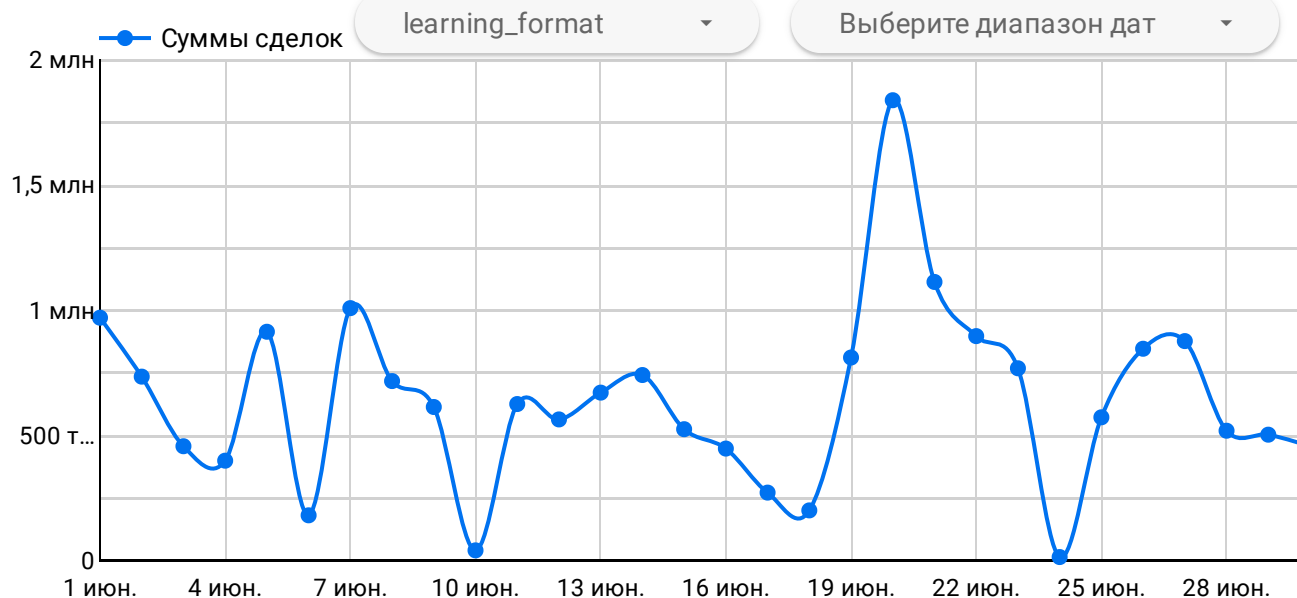
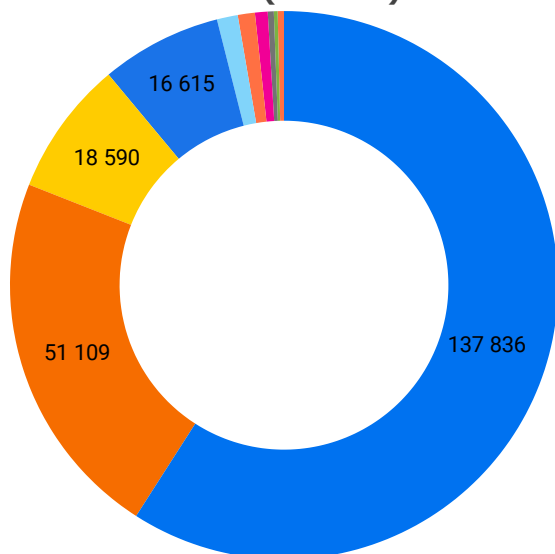
Всего лидов, шт
1,3 тыс.

Сумма сделок
19,3 млн

Средний размер сделки
14,8 тыс.

Количество продаж
205,0

SOURCE VS VISITORS (COUNT)



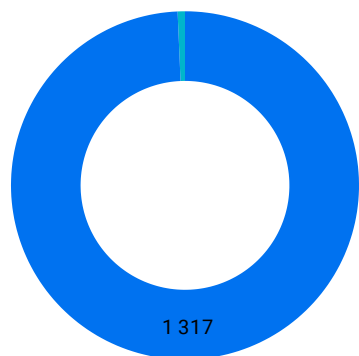
TOTAL AMMOUNT
19,3 млн

AVG AMMOUNT
94 037

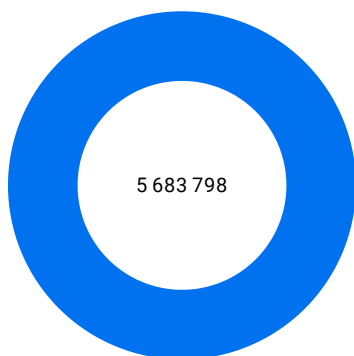
COUNT AMMOUNT
1 300

COUNT VISITORS
1 300

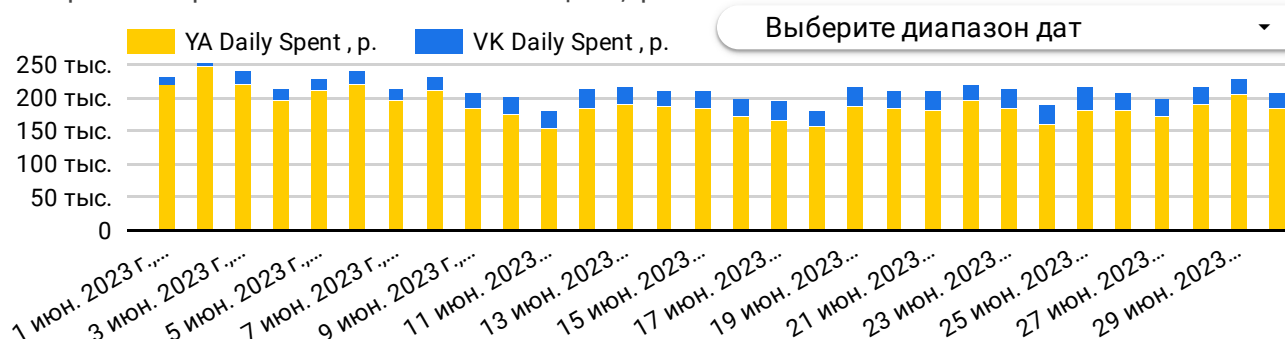
VK UTM MEDIUM DAYILY SPENT



YA UTM MEDIUM DAYILY SPENT



Затраты на рекламные кампании VK | YA, р.

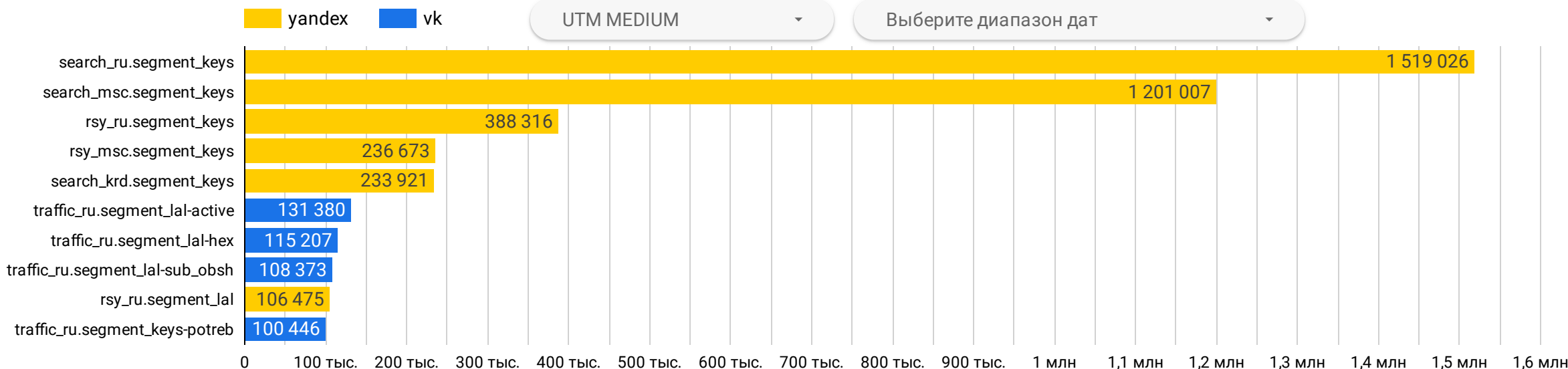


TOTAL DAILYT SPENT
6,4 млн

VK Daily Spent, р.
745,0 тыс.

YA Daily Spent, р.
5,7 млн

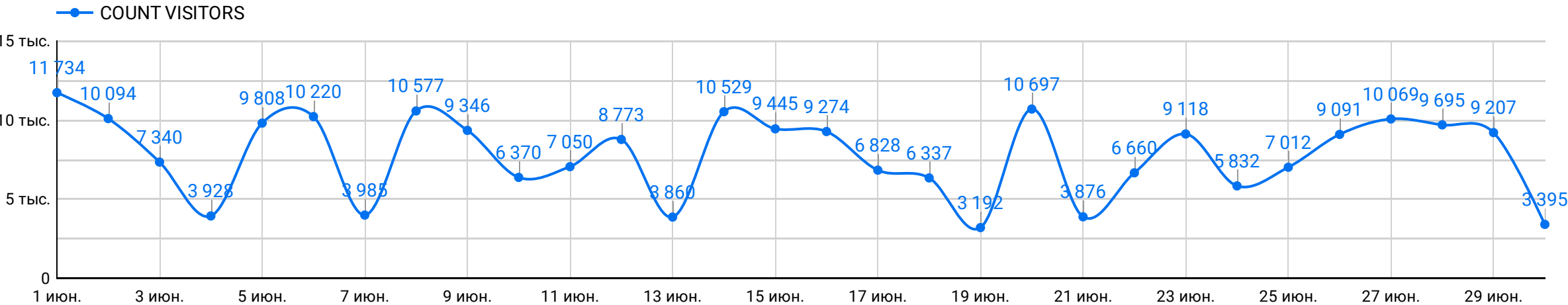
TOP 10 UTM CONTENT VS DAYILY SPENT



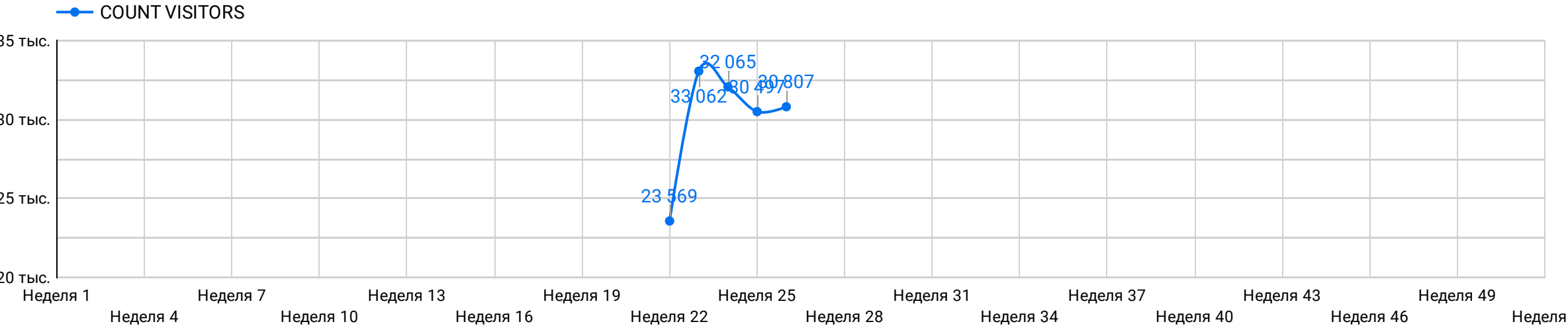
COUNT VISITS
233 342

DISTINCT VISITS
169 140

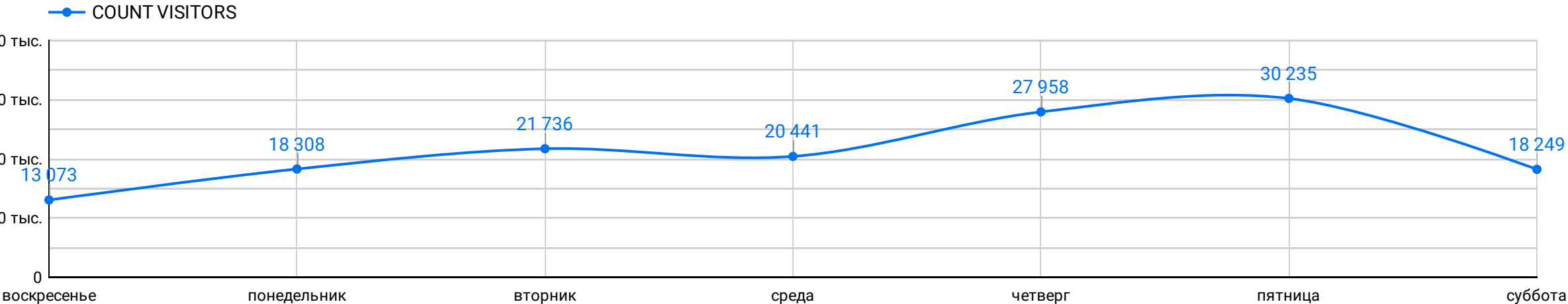
VISITS BY DAY



VISITS BY WEEK

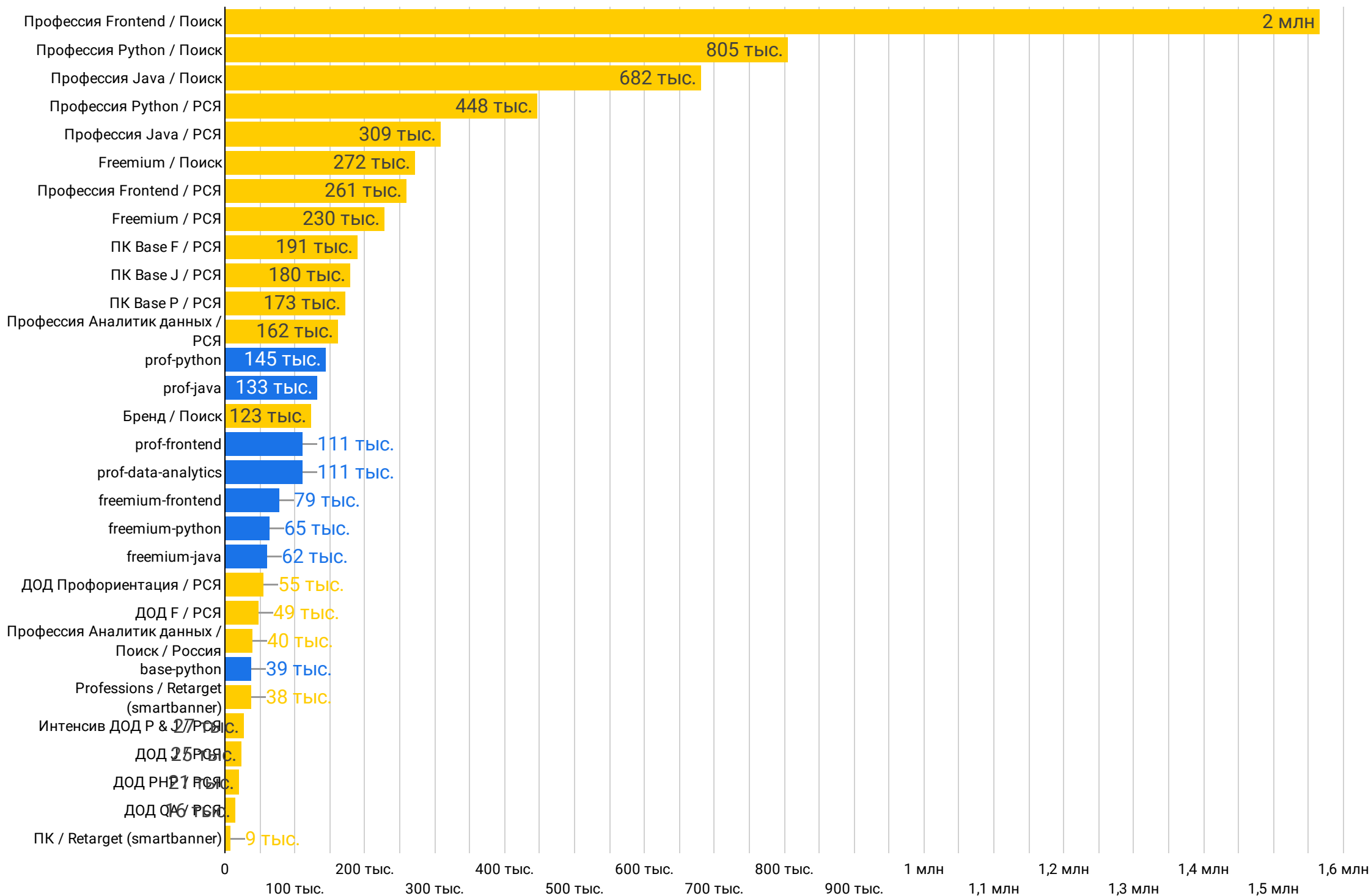


VISITS BY DAY OF THE WEEK



6 428 804

yandex vk



Last Paid Click METRICS

visitors_count
38,5 тыс.

purchases_count
83,0

leads_count
706,0

revenue
6,3 млн

total_cost
6,4 млн

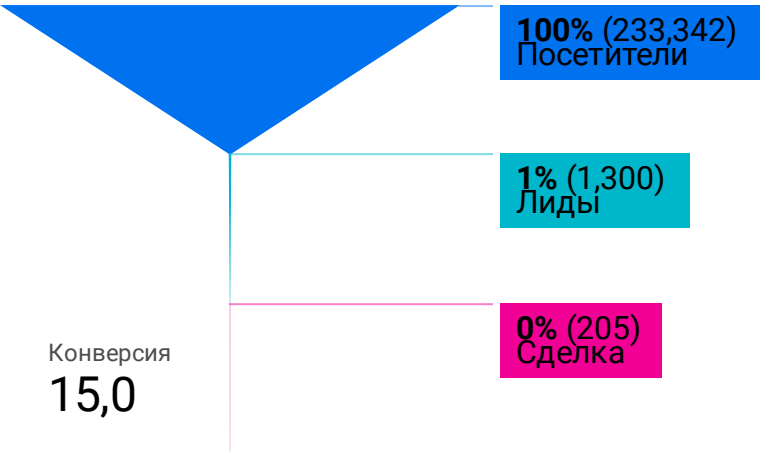
CPU_TOTAL
166,9

CPL_TOTAL
9,1 тыс.

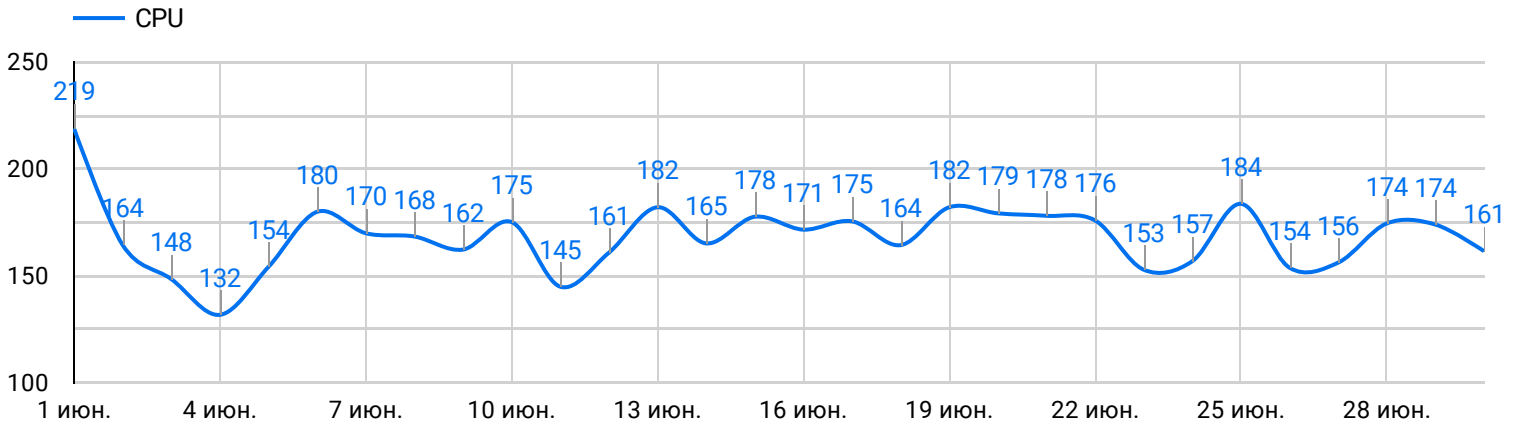
CPPU_TOTAL
77,5 тыс.

ROI_TOTAL
-2,5

Воронка продаж



CPL | CPPU | ROI



	utm_source	utm_medium	utm_campaign	visitors_count	total_cost ①	leads_count	purchases_count	revenue	cpu	cpl	cppu	roi ②
1.	yandex	cpc	prof-frontend	2801	1 827 336	73	12	1 057 000	652	25 032	152 278	-42
2.	yandex	cpc	prof-python	3132	1 253 608	61	7	613 196	400	20 551	179 087	-51
3.	yandex	cpc	prof-java	2316	991 171	49	4	284 590	428	20 228	247 793	-71
4.	yandex	cpc	freemium	4184	501 754	100	25	1 654 810	120	5 018	20 070	230
5.	yandex	cpc	prof-data-analytics	587	201 507	14	2	220 264	343	14 393	100 754	9
6.	yandex	cpc	base-frontend	776	191 275	39	3	268 515	246	4 904	63 758	40
7.	yandex	cpc	base-java	1051	180 437	20	1	48 000	172	9 022	180 437	-73
8.	yandex	cpc	base-python	1029	173 465	28	7	476 021	169	6 195	24 781	174
9.	vk	cpc	prof-python	2492	145 348	40	5	355 564	58	3 634	29 070	145
10.	vk	cpc	prof-java	2178	132 757	25	2	232 726	61	5 310	66 379	75
11.	yandex	cpc	prof-professions-brand	818	123 375	13	3	154 287	151	9 490	41 125	25
12.	vk	cpc	prof-frontend	1393	111 479	12	0	0	80	9 290	0	-100
13.	vk	cpc	prof-data-analytics	1837	106 864	30	0	0	58	3 562	0	-100
14.	vk	cpc	freemium-frontend	2379	78 763	44	5	338 083	33	1 790	15 753	329
15.	vk	cpc	freemium-python	1552	64 706	27	1	1 560	42	2 397	64 706	-98
16.	vk	cpc	freemium-java	1699	61 505	24	0	0	33	2 566	0	-100
			Общий итог		6 428 804	706	83	6 271 035	4 258	197 102	1 310 236	1 684