

Spend
209,736.79 kr.
↓ -48.1% from previous year

Clicks
93,070
↓ -24.3% from previous year

CTR
2.22%
↓ -11.5% from previous year

CPC
2.25 kr.
↓ -31.5% from previous year

CAC
1,344.47 kr.
↓ -55.5% from previous year

Conversions
1,131.97
↓ -86.2% from previous year

ROAS
0.04
↑ 165,679.7% from previous year

Avg MMR
14.97 kr.
↓ -100.0% from previous year

CAC payback time
14.73
↑ 722,914.4% from previous year

Avg LTV
0.63 kr.
↓ -100.0% from previous year

LTV/CAC
0.05 kr.
↓ -100.0% from previous year

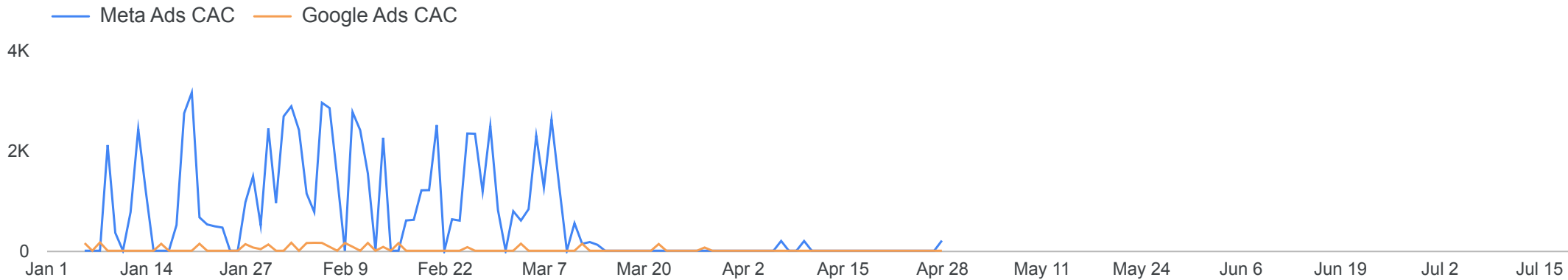
Signup %
0.40%
↑ N/A from previous year



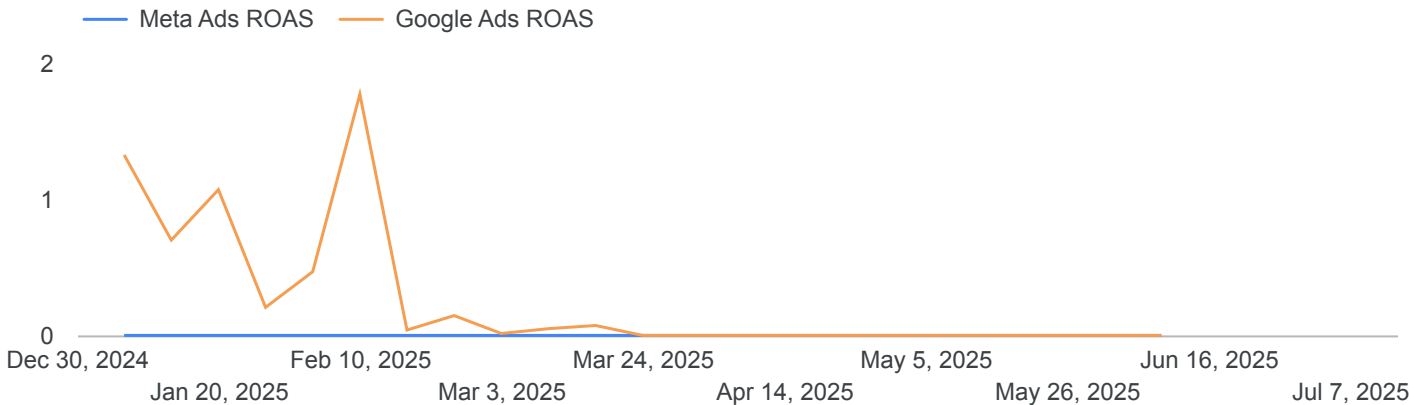
Signup %
11.12%
↑ 582.2% from previous year



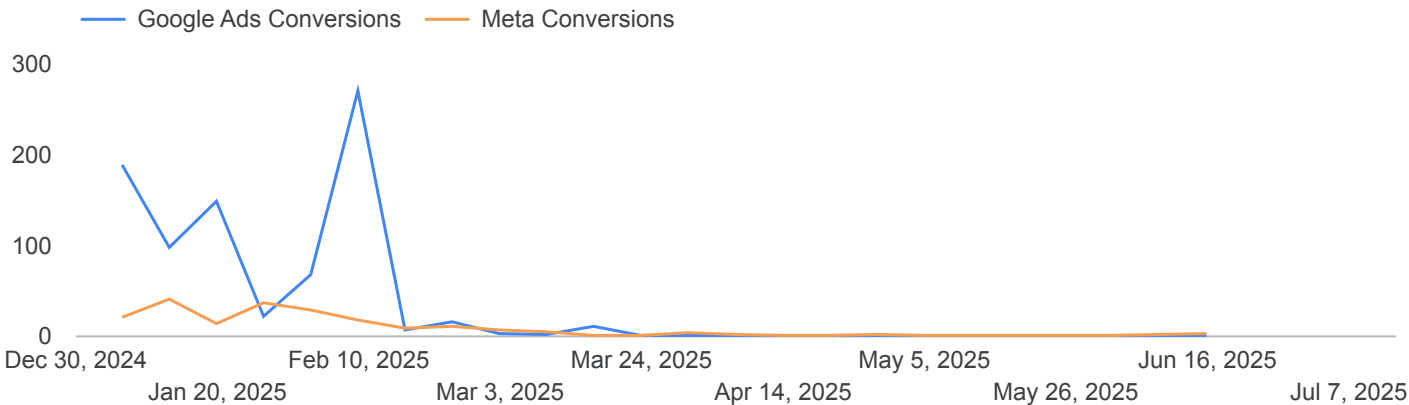
Daily trend of Meta CAC vs Google Ads CAC



Daily trend of Meta ROAS vs Google Ads ROAS



Daily trend of Meta Conversions vs Google Ads Conversions



Campaign with CAC, MRR, CAC payback time

| | Campaign | Total Cost | Signup | CAC ▾ | MRR | CAC Payback time |
|-----|--------------------------------|----------------|--------|----------|------|------------------|
| 1. | Quiz Traffic | 8,085.15 kr. | 1 | 8,085.15 | 0 | - |
| 2. | SM DK Video Views | 9,317.07 kr. | 3 | 3,105.69 | 0 | - |
| 3. | SM DK Traffic | 5,452.53 kr. | 2 | 2,726.27 | 0 | - |
| 4. | SM DK Conversion Leads | 154,978.07 kr. | 78 | 1,986.9 | 0 | - |
| 5. | SM DK Trial 29,- Purchases | 5,977.19 kr. | 11 | 543.38 | 0 | - |
| 6. | SM DK Quiz Completions | 9,720.36 kr. | 29 | 335.18 | 0 | - |
| 7. | PF Search Brand | 143.09 kr. | 16.75 | 8.54 | 8 | 3 |
| 8. | GJ (Gravstedspleje-MAIN) | 63.72 kr. | 15.25 | 4.18 | 6.97 | 1.71 |
| 9. | Website Traffic | 389.55 kr. | 0 | - | 0 | - |
| 10. | Gardener applications | 136.97 kr. | 0 | - | 0 | - |
| 11. | D - Brand | 0 kr. | 0 | - | - | - |
| 12. | D - Remarketing | 0 kr. | 0 | - | - | - |
| 13. | GJ (Find et Gravsted-MAIN) | 0 kr. | 0 | - | - | - |
| 14. | Gardener applications – CPH | 605.29 kr. | 0 | - | 0 | - |

Campaign name

Jan 1, 2025 - Jul 19, 2025

Amount spent
196,914.46
↓ -51.3% from previous year

Clicks (all)
54,049
↓ -55.9% from previous year

CTR (all)
1.77%
↓ -29.1% from previous year

CPC (all)
3.64
↑ 10.5% from previous year

CAC
1,588.02 kr.
↓ -47.3% from previous year

Website registrations completed
124
↓ -7.5% from previous year

Return on ad spend (ROAS)
0.00%
↓ -100.0% from previous year

Avg MMR
0.00 kr.
↓ -100.0% from previous year

CAC payback time
635.21
↓ -47.3% from previous year

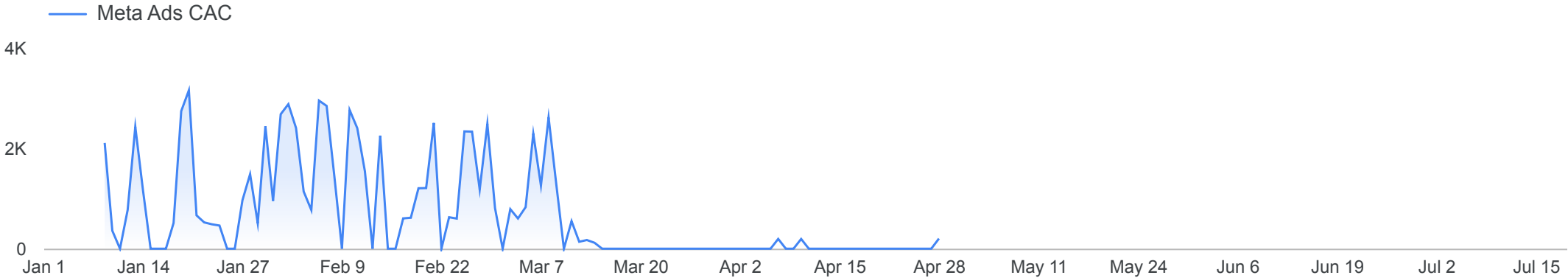
Avg LTV
0.00 kr.
↓ -100.0% from previous year

LTV/CAC
0.00 kr.
↓ -100.0% from previous year

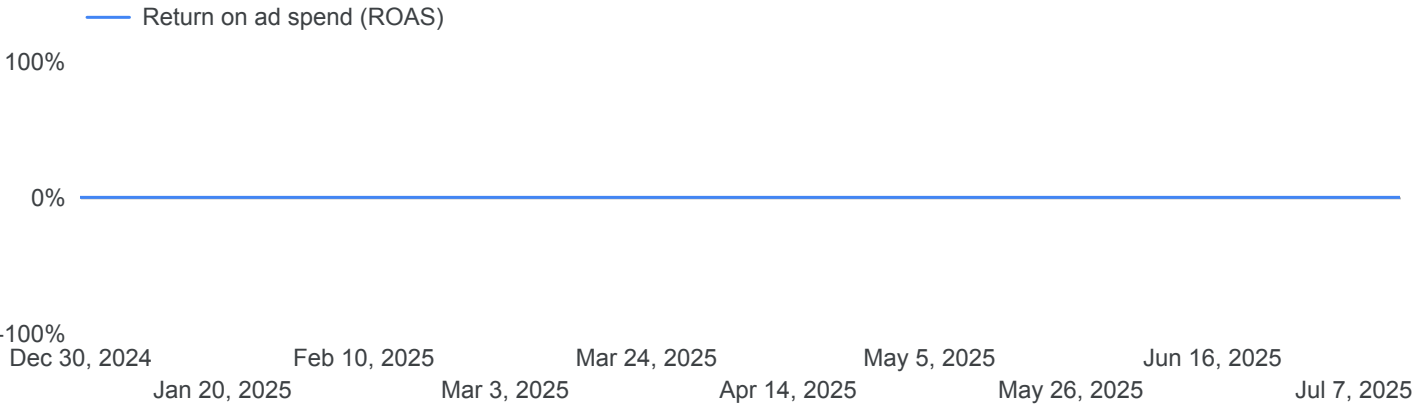
Signup %
11.12%
↑ 582.2% from previous year

facebook

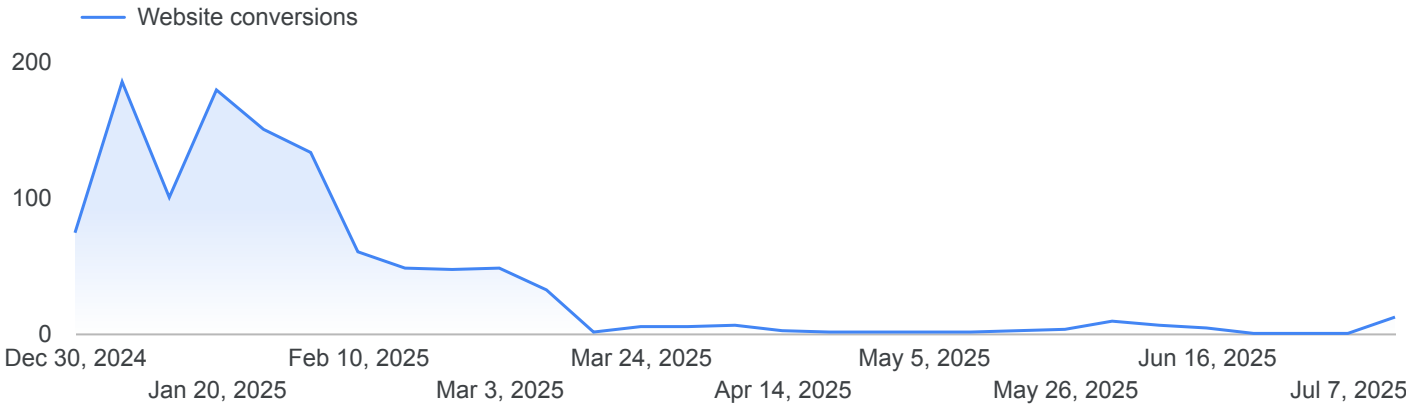
Daily trend of Meta CAC vs Google Ads CAC



Daily trend of Meta ROAS vs Google Ads ROAS



Daily trend of Meta Conversions vs Google Ads Conversions



Campaign with CAC, MRR, CAC payback time

| | Campaign name | Amount spent | Signup | MRR | CAC Payback time |
|-----|--------------------------------|--------------|--------|-----|------------------|
| 1. | SM DK Conversion Leads | 154,978.07 | 78 | 0 | 794.76 |
| 2. | SM DK Quiz Completions | 9,720.36 | 29 | 0 | 134.07 |
| 3. | SM DK Trial 29,- Purchases | 5,977.19 | 11 | 0 | 217.35 |
| 4. | SM DK Video Views | 9,317.07 | 3 | 0 | 1,242.28 |
| 5. | SM DK Traffic | 5,452.53 | 2 | 0 | 1,090.51 |
| 6. | Quiz Traffic | 8,085.15 | 1 | 0 | 3,234.06 |
| 7. | CBO / Quiz Purchases | 2,252.28 | 0 | 0 | - |
| 8. | Gardener applications – CPH | 605.29 | 0 | 0 | - |
| 9. | Website Traffic | 389.55 | 0 | 0 | - |
| 10. | Gardener applications | 136.97 | 0 | 0 | - |

Cost
12,822.33 kr.
↑ 2,512.9% from previous year

Clicks
39,021
↑ 8,552.1% from previous year

CTR
3.40%
↓ -58.6% from previous year

CPC
0.33
↓ -69.8% from previous year

CAC
1.59
↓ -96.8% from previous year

Conversions
16.97
↑ N/A from previous year

ROAS
0.67
↑ 3,190.3% from previous year

Avg MMR
14.97 kr.
No data from previous year

CAC payback time
302.16
No data from previous year

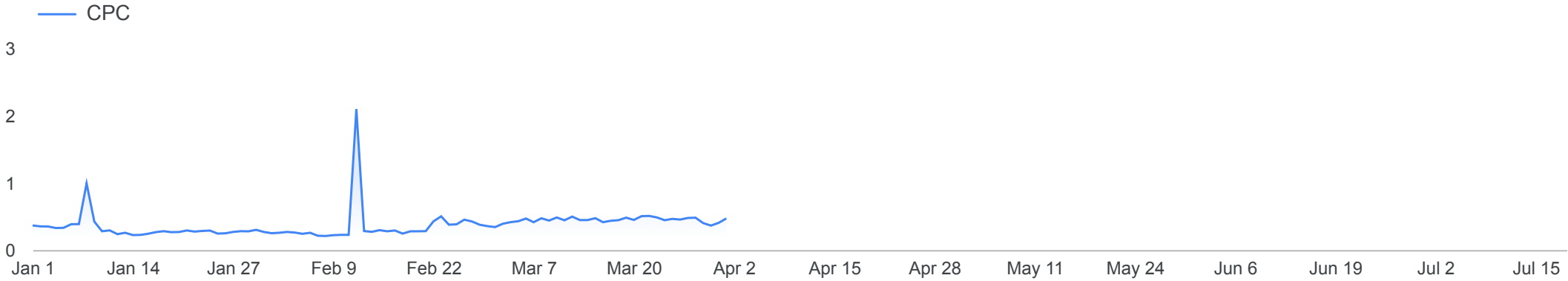
Avg LTV
24,144.73 kr.
No data from previous year

LTV/CAC
31.96 kr.
No data from previous year

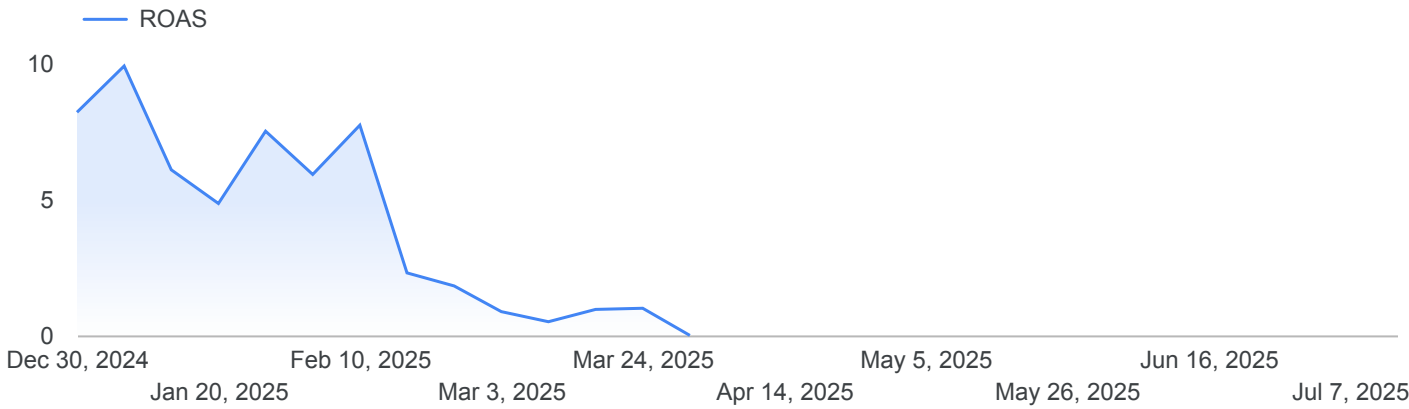
Signup %
0.40%
↑ N/A from previous year



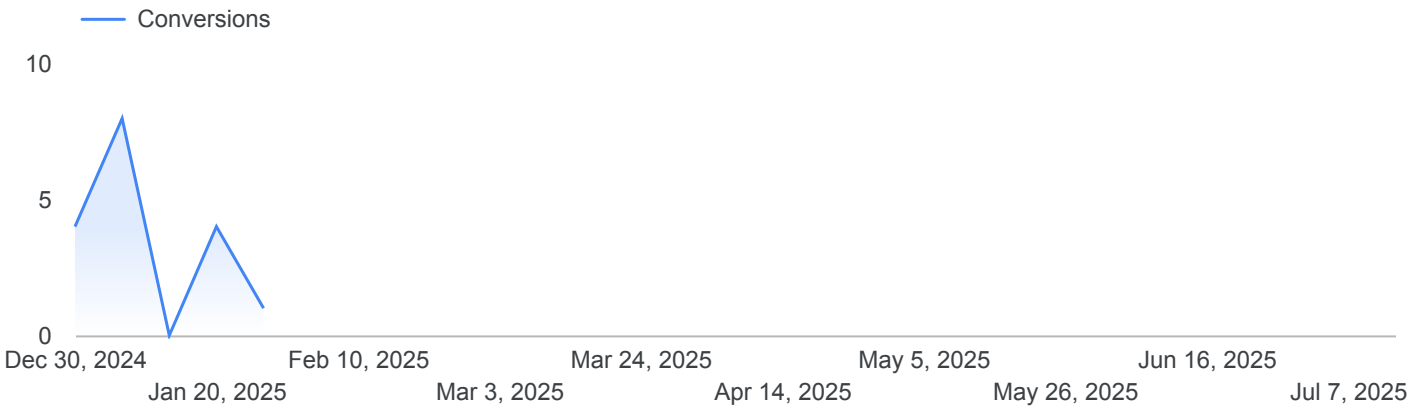
Daily trend of Meta CAC vs Google Ads CAC



Daily trend of Meta ROAS vs Google Ads ROAS



Daily trend of Meta Conversions vs Google Ads Conversions



Campaign with CAC, MRR, CAC payback time

| | Campaign | Cost ^ | Signup | MRR | CAC Payback time |
|-----|--|--------|--------|-----|------------------|
| 1. | D - Brand | 0 kr. | 0 | - | - |
| 2. | D - Remarketing | 0 kr. | 0 | - | - |
| 3. | GJ (Find et Gravsted-MAIN) | 0 kr. | 0 | - | - |
| 4. | PF PMAX Catch All | 0 kr. | 0 | - | - |
| 5. | PF Video Awareness | 0 kr. | 0 | - | - |
| 6. | S - (GNRX) Alternative søgeord | 0 kr. | 0 | - | - |
| 7. | S - (GNRX) Brand | 0 kr. | 0 | - | - |
| 8. | S - (GNRX) Gravsted - Generisk | 0 kr. | 0 | - | - |
| 9. | S - (GNRX) Gravstedsvedligeholdelse | 0 kr. | 0 | - | - |
| 10. | S - (GNRX) Planter og blomster til Gravsted - G... | 0 kr. | 0 | - | - |
| 11. | S - (GNRX) Shop | 0 kr. | 0 | - | - |
| 12. | S - Brand (Memmora) | 0 kr. | 0 | - | - |
| 13. | S - Gravsted | 0 kr. | 0 | - | - |
| 14. | S - Inspirationsunivers | 0 kr. | 0 | - | - |