



Total Revenue

13,830,913.47 Kč

No data

Net Profit

9,714,225.57 Kč

No data

COGS

1,201,747.20 Kč

No data

Marketing Cost

2,015,898.71 Kč

No data

Fixed Cost

899,042.00 Kč

No data

COGS Share Revenue

8.69%

No data

Marketing Cost Share Revenue

14.58%

No data

Fixed Cost Share Revenue

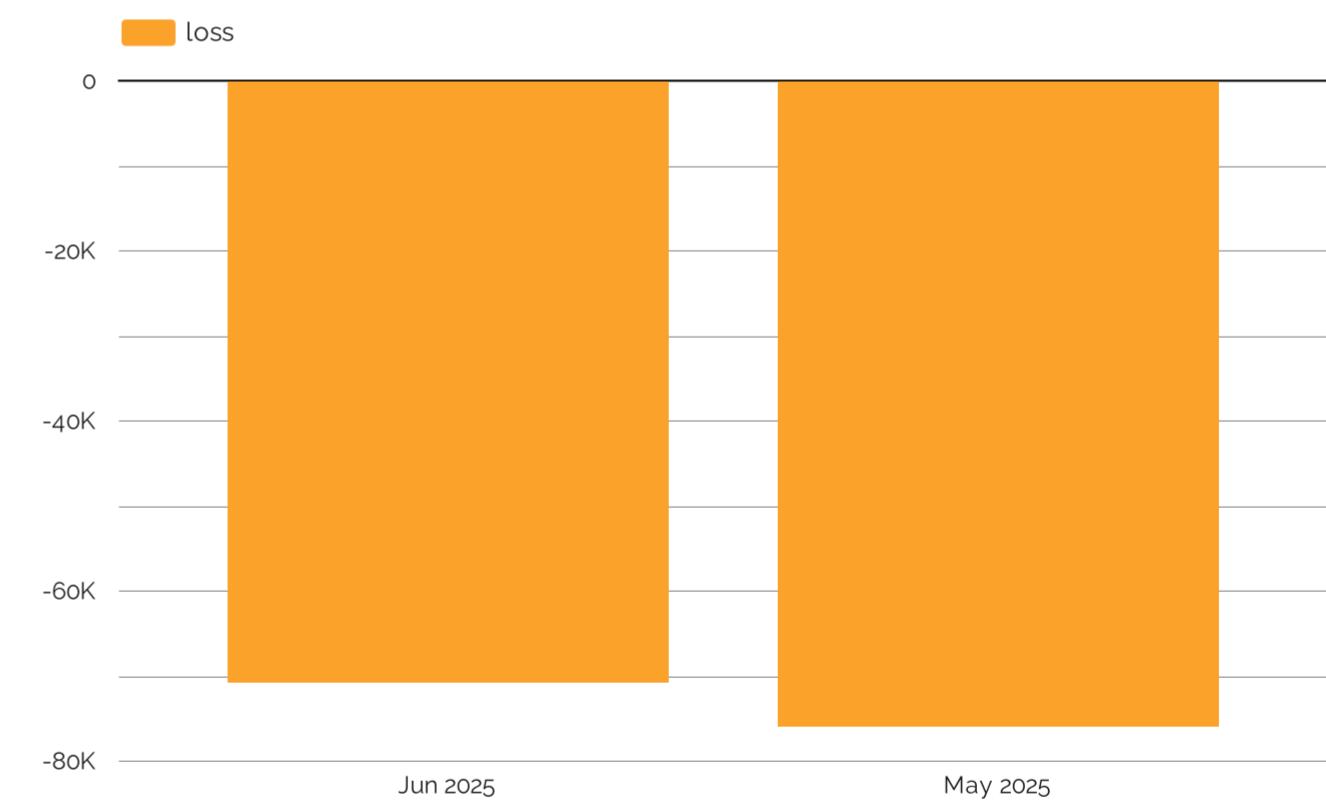
6.50%

No data

Details of Fixed Cost

Category	Cost
1. material	42,152 Kč
2. výplaty	207,188 Kč
3. ostatní provozní náklady	3,713 Kč
4. služby	645,989 Kč
Grand total	899,042 Kč

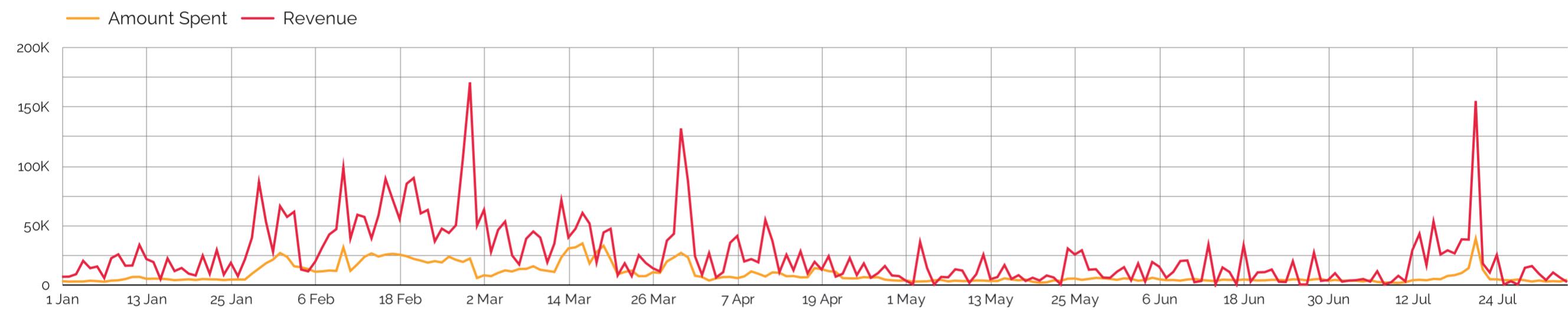
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P/L waterfall chart by Month



Total Cost 1,841,029.71 Kč ↑ 443.6%	Conversions 1,575 ↑ 280.4%	ROAS 2.89 Kč ↓ -33.2%	PNO 34.63% ↑ 49.8%
CTR 1.53% ↓ -42.6%	CPA 1,743,078 ↑ 414.7%	CPM 135.28 Kč ↓ -3.5%	Clicks 207,620 ↑ 223.3%

Daily Trend of Amount Spent vs Revenue



Source / Medium Performance

Session source / medium	Total users ▾	Ads cost	Transactions	Total revenue	Average purchase revenue	Purchaser rate	Return on ad spend
fb / cpc	25,783	0 Kč	253	1,080,627.99 Kč	4,271.26 Kč	1.04%	-
google / cpc	16,061	454,741.09 Kč	399	1,640,594 Kč	4,111.76 Kč	2.48%	3.61
(direct) / (none)	9,697	0 Kč	519	2,391,429.33 Kč	4,607.76 Kč	5.27%	-
google / organic	5,069	0 Kč	81	304,782.28 Kč	3,762.74 Kč	1.63%	-
cpc / fb	3,845	0 Kč	13	31,235 Kč	2,402.69 Kč	0.38%	-
m.facebook.com / referral	2,938	0 Kč	35	184,728 Kč	5,277.94 Kč	1.32%	-
seznam / CPC	2,428	0 Kč	40	155,848.95 Kč	3,896.22 Kč	1.71%	-
l.instagram.com / referral	1,726	0 Kč	5	11,029 Kč	2,205.8 Kč	0.3%	-
facebook.com / referral	1,081	0 Kč	9	24,254 Kč	2,694.89 Kč	0.87%	-
shopify_email / email	1,017	0 Kč	51	182,181 Kč	3,572.18 Kč	5.12%	-
facebook.com / paid	1,014	0 Kč	7	17,952 Kč	2,564.57 Kč	0.69%	-
seznam / organic	900	0 Kč	26	136,143 Kč	5,236.27 Kč	2.91%	-
facebook / paid	873	0 Kč	11	35,494 Kč	3,226.73 Kč	1.49%	-
facebook.com / referral	838	0 Kč	0	0 Kč	-	0%	-
(not set)	621	0 Kč	18	52,945 Kč	2,941.39 Kč	3%	-
zbozi.cz / product	388	0 Kč	2	14,701 Kč	7,350.5 Kč	0.58%	-
bing / organic	153	0 Kč	8	27,848 Kč	3,481 Kč	5.56%	-
(data not available)	139	0 Kč	2	2,900 Kč	1,450 Kč	1.46%	-
instagram.com / referral	123	0 Kč	2	5,014 Kč	2,507 Kč	2.13%	-
lm.facebook.com / referral	113	0 Kč	1	1,550 Kč	1,550 Kč	0.93%	-
search.seznam.cz / ppd	105	0 Kč	5	12,676 Kč	2,535.2 Kč	4.81%	-

Google Ads

Cost 454.74K Kč ⬆ 157.7% from previous year	Conversions 608.55 ⬆ 116.6% from previous year	ROAS 4.4 ⬇ -22.4% from previous year	PNO 18.1% ⬆ 28.8% from previous year
CTR 1.9% ⬇ -3.8% from previous year	CPA 747.25 Kč ⬆ 19.0% from previous year	Avg. CPM 205.82 Kč ⬆ 26.7% from previous year	Clicks 41,405 ⬆ 95.8% from previous year

Meta Ads

Amount spent 1.29M Kč ⬆ 694.0% from previous year	Conversions 875 ⬆ 557.9% from previous year	ROAS 2.4 ⬇ -18.4% from previous year	PNO 41.8% ⬆ 22.5% from previous year
CTR (all) 1.9% ⬇ -42.7% from previous year	CPA 1.5K ⬆ 20.7% from previous year	CPM 168.5 ⬆ 38.1% from previous year	Clicks (all) 141.9K ⬆ 229.6% from previous year

Bing Ads

Cost No data No data from previous year	Conversions No data No data from previous year	ROAS No data No data from previous year	PNO No data No data from previous year
CTR No data No data from previous year	CPA No data No data from previous year	CPM No data No data from previous year	Clicks No data No data from previous year

Seznam Ads

Cost 88.03K Kč No data from previous year	Conversions 91 No data from previous year	ROAS 2.9 No data from previous year	PNO 27.1% No data from previous year
CTR 0.6% No data from previous year	CPA 967.38 Kč No data from previous year	CPM 23.75 Kč No data from previous year	Clicks 23,488 No data from previous year

Heureka Ads

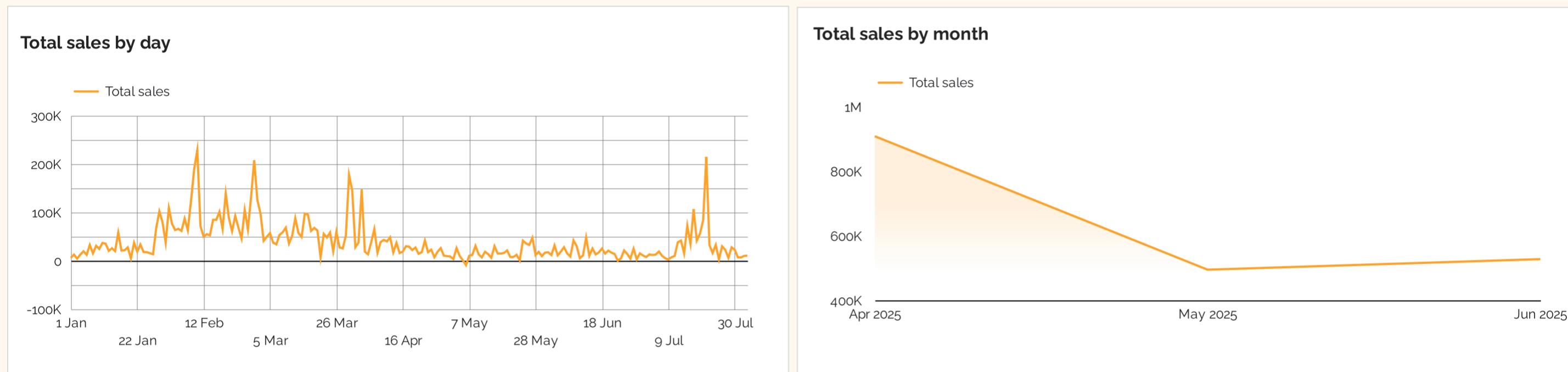
Cost 2.33K Kč ⬆ N/A from previous year	Conversions 0 N/A from previous year	ROAS 0.0 No data from previous year	PNO - - from previous year
CTR - - from previous year	CPA - - from previous year	CPM - - from previous year	Clicks 224 ⬆ N/A from previous year

Zbozi Ads

Cost 7.66K Kč No data from previous year	Conversions 0 No data from previous year	ROAS 0.0 No data from previous year	PNO - - from previous year
CTR 1.2% - from previous year	CPA - - from previous year	CPM 164.58 Kč - from previous year	Clicks 559 - from previous year

Net sales 6,937,767.81 Kč ⬆ 164.8% from previous year	Cost of goods sold 1,145,825.20 Kč ⬆ 14.802.5% from previous year	Conv Rate 0.03% ⬇ 0.0% from previous year
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Ordered quantity 3,769 ⬆ 284.6% from previous year	Avg. order value 3,384.71 Kč ⬇ -6.7% from previous year	Refunds 3.74% ⬇ -36.8% from previous year
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Top selling Product

Product title	Total sales	Total revenue	Unit Sold
Smaltovaný litinový hrnec	1,273,472.71 Kč	1,477,473.47	485
Smaltovaná litinová pánev	1,124,709.4 Kč	1,264,843.43	609
Smaltovaný litinový hrnec oválný	743,998.71 Kč	862,568.88	264
Smaltovaný litinový pekáč	631,386.54 Kč	696,162.08	212
Litináč Ultimátní výbava – sada 8 kusů	426,944 Kč	480,446.71	23
Smaltovaný litinový lívanečník	370,163.88 Kč	424,080.36	259
Litináč / Jan Punčochář - Sada smaltovaného litinového nádobí	317,670 Kč	359,364.69	43
Litináč Vše, co potřebujete – sada 6 kusů	317,657.5 Kč	344,595.5	23
Litináč / Jan Punčochář - Smaltovaný litinový hrnec oválný	283,779.26 Kč	333,030.12	90
PŘEDPRODEJ - Litináč / Jan Punčochář - Sada smaltovaného litin...	265,650 Kč	305,481.72	36
Smaltovaný litinový kastrol	255,725.05 Kč	289,244.89	100

Top selling Product Type

Type	Total sales	Total revenue	Unit Sold
Litináč - Smaltovaná Litina	7,866,812.12 Kč	8,958,799.44	2,828
	280,349.75 Kč	380,112.28	541
Pekáče a pánevní smažení	194,781 Kč	215,172.39	85
Doplňky	54,235.79 Kč	62,567.67	163
iziGift	52,000 Kč	61,065.01	19
Chňapky na plechy a držáky na hr...	30,538.54 Kč	34,263.44	87
Kuchyňské náčiní	7,770 Kč	7,556.67	46

Top selling Variant

Variant title	Total sales	Total revenue	Unit Sold
32 cm / Mechově zelená	714,400 Kč	827,517.2	273
Mechově zelená	583,320 Kč	664,846.41	79
Matná černá	436,021.96 Kč	488,885.2	68
Safirově modrá	397,240.5 Kč	419,538.42	34
Granátově červená	396,812 Kč	457,751.25	32
24 cm / Mechově zelená	362,085.13 Kč	423,163.16	150
34 x 24 / Granátově červená	304,791.15 Kč	340,652.32	101
32 cm / Granátově červená	299,522.4 Kč	346,403.26	112
28 cm / Safirově modrá	299,232.56 Kč	341,623.34	134
26 cm / Granátově červená	264,857.25 Kč	306,768.87	112
28 cm / Granátově červená	264,303.98 Kč	303,459.83	117
26 cm / Matná černá	252,210.04 Kč	288,863.06	107

Clicks

41,405

↑ 95.8% from previous year

Impressions

2,209,378

↑ 103.4% from previous year

Avg. CPC

10.98 Kč

↑ 31.7% from previous year

CTR

1.87%

↓ -3.8% from previous year

Conversions by Time

608.55

↑ 116.6% from previous year

Conversion value by Time

2,506,427.11

↑ 100.1% from previous year

Total Cost

454,741.09 Kč

↑ 157.7% from previous year

Conversion Rate

1.47%

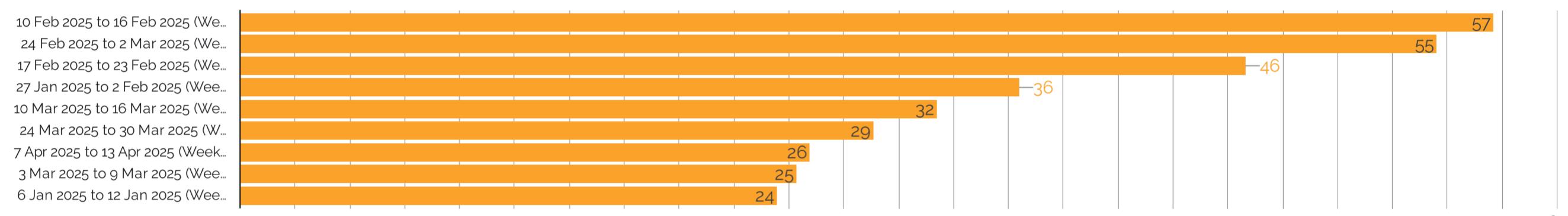
↑ 10.6% from previous year

Google Ads account results

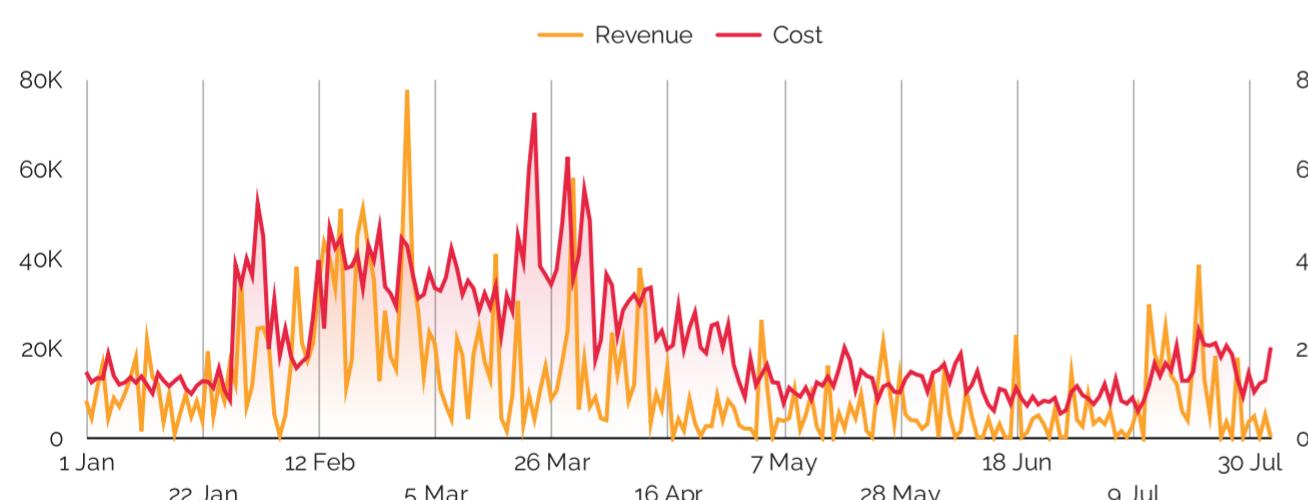
Week	Conversions ▾	Conversion Value	Cost per Conversions	ROAS
10 Feb 2025 to 16 Feb 2025 (Week 7)	57.11	239,467.39	11.26	9.9
24 Feb 2025 to 2 Mar 2025 (Week 9)	54.52	242,713.47	9.38	9.72
17 Feb 2025 to 23 Feb 2025 (Week 8)	45.84	214,195.65	12.51	7.67
27 Jan 2025 to 2 Feb 2025 (Week 5)	35.51	131,420.73	14.08	5.18
10 Mar 2025 to 16 Mar 2025 (Week 11)	31.77	136,148.95	11.37	6.1

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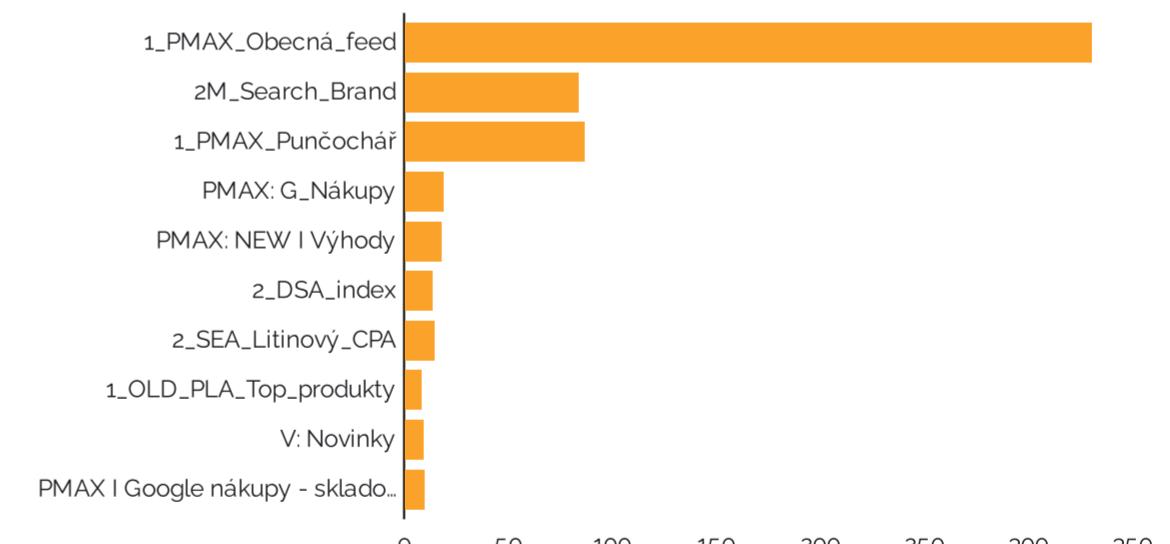
Conversions by Time



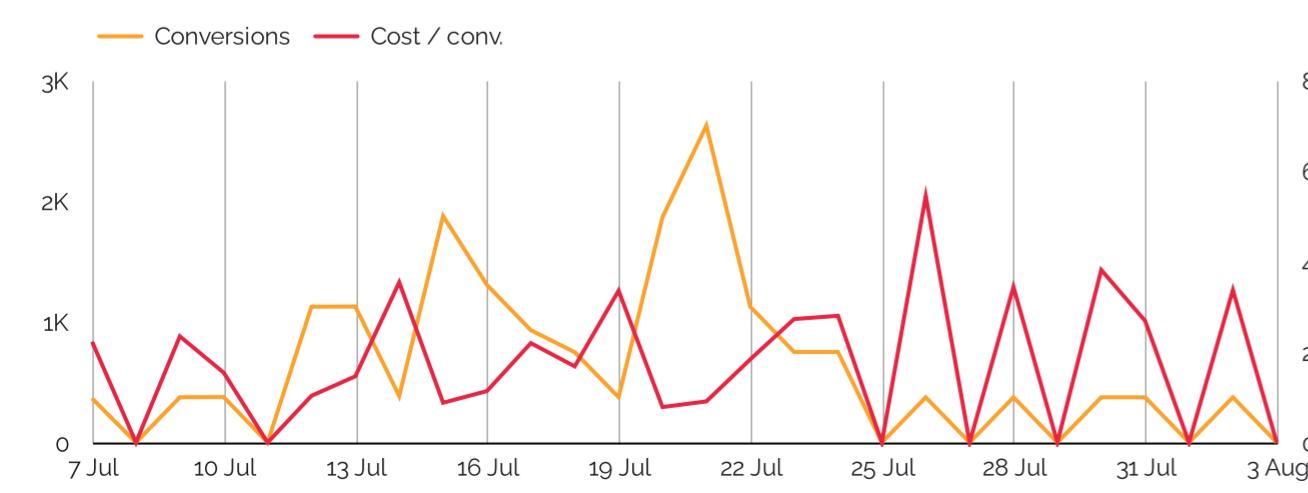
Revenue vs Spent over time



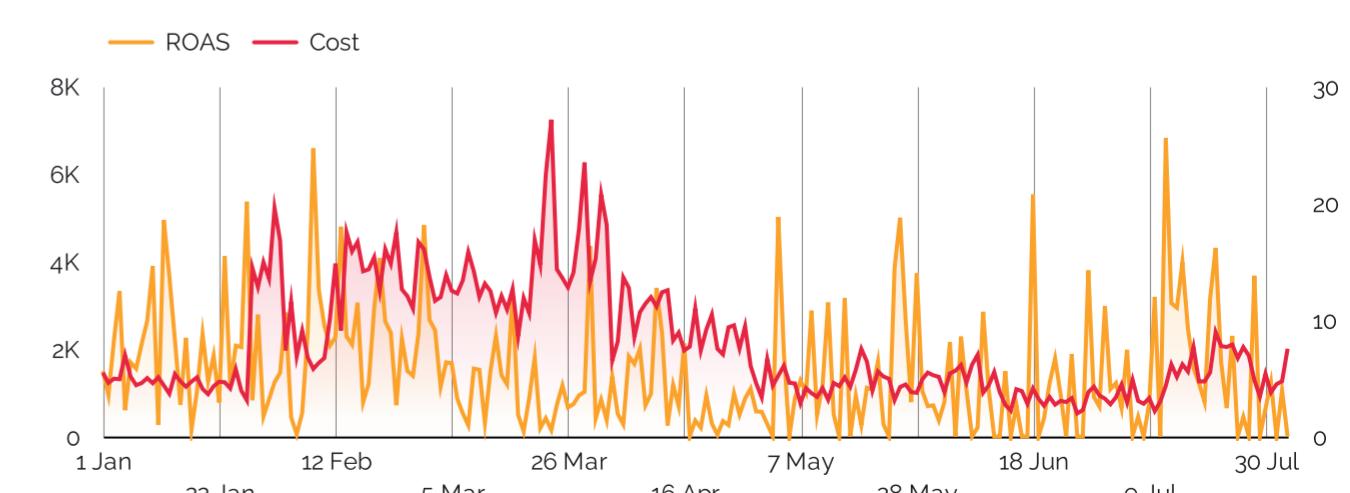
Conversions by Campaign



Conversions and Cost Per Conversions over time



ROAS and Cost over time



Clicks

23,488

No data from previous year

Impressions

3,707,209

No data from previous year

CPC

3.75 Kč

No data from previous year

CTR

0.63%

No data from previous year

Conversions

91

No data Vs previous week

Conversion Value

325,285.00 Kč

No data Vs previous week

Cost

88,031.78 Kč

No data Vs previous week

Conversion Rate

0.39%

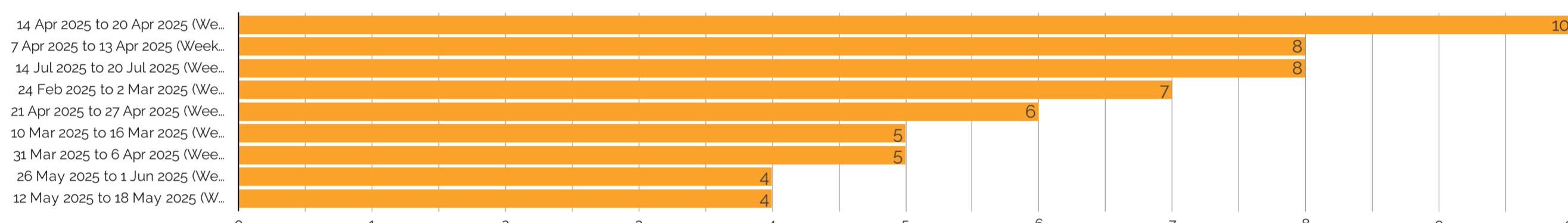
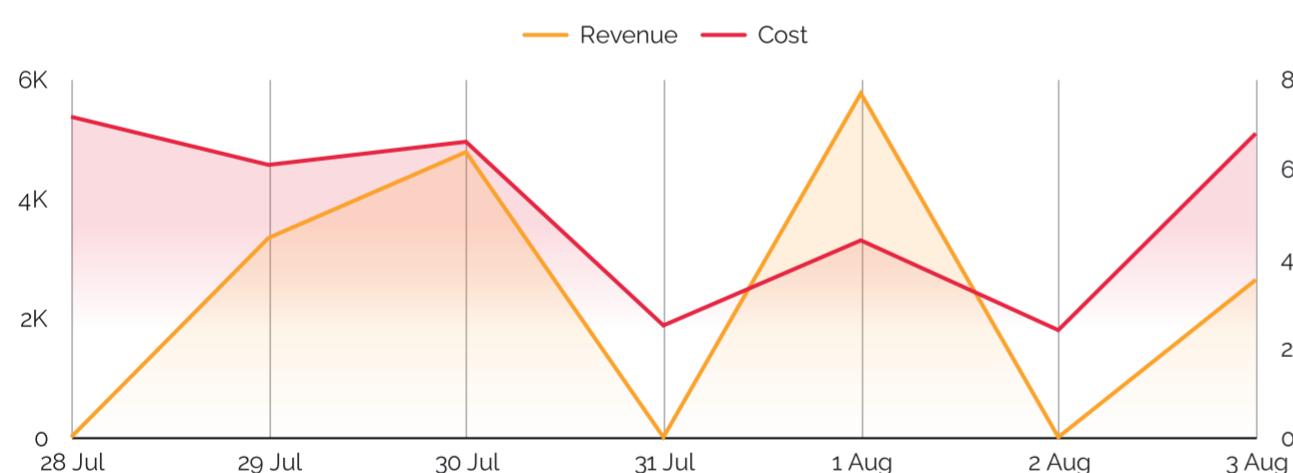
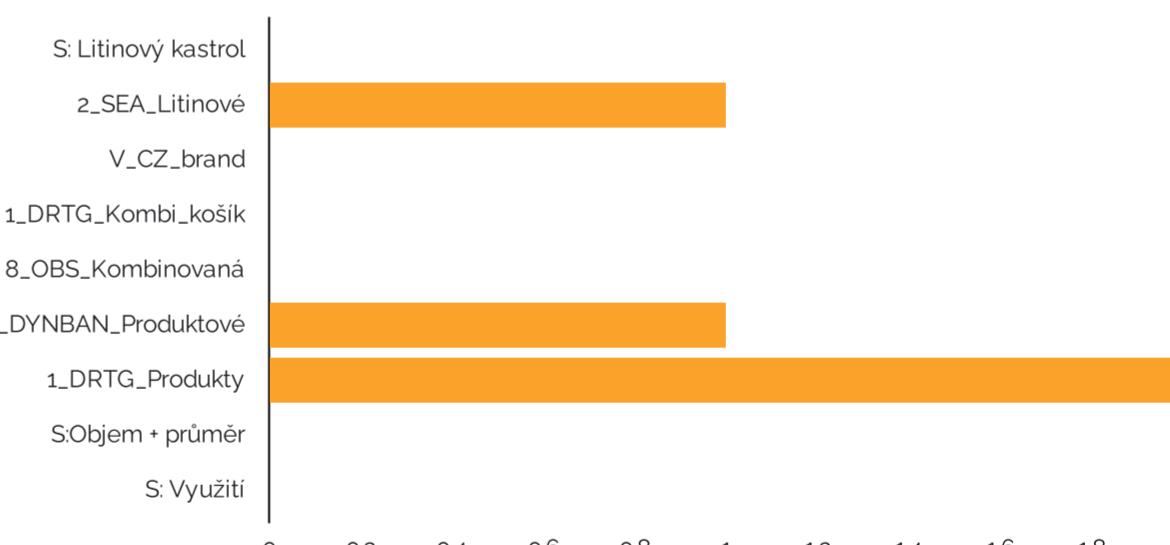
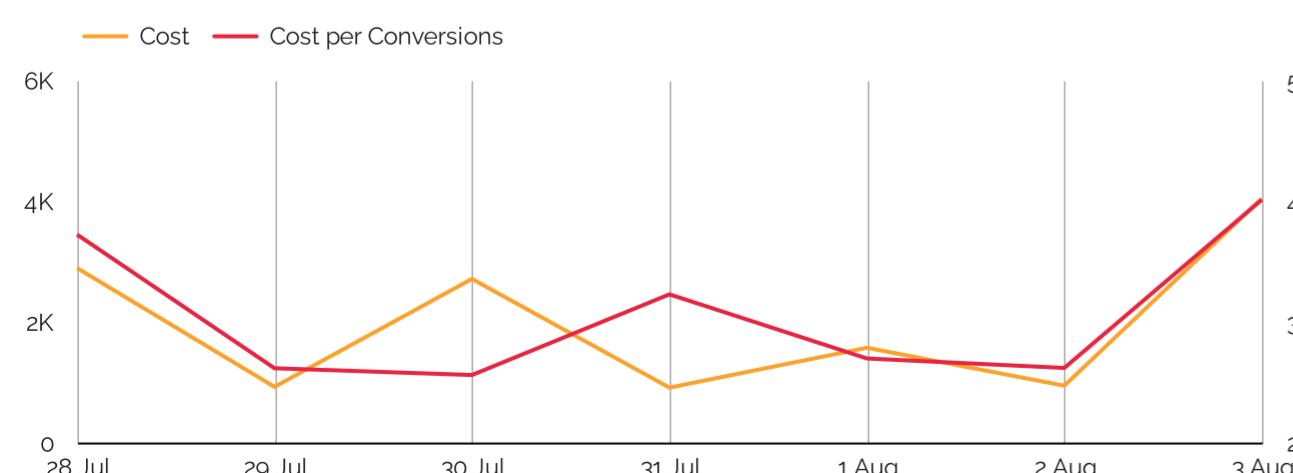
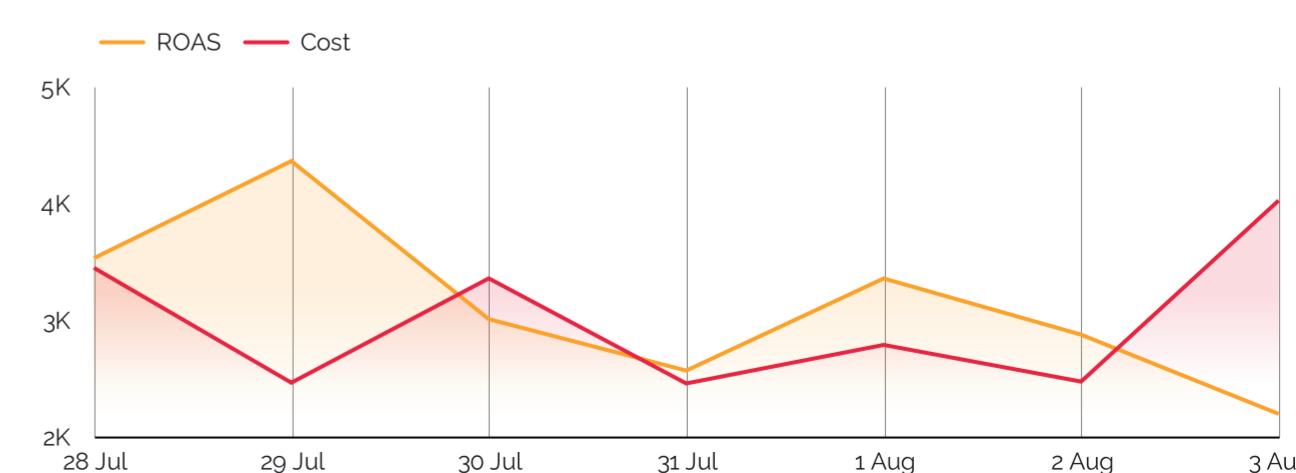
No data from previous year

Sklık account results

date (ISO Year Week)

	Conversions	CPM	Cost
14 Apr 2025 to 20 Apr 2025 (Week 16)	10	19.07 Kč	6,503.3 Kč
7 Apr 2025 to 13 Apr 2025 (Week 15)	8	35.89 Kč	5,088.35 Kč
14 Jul 2025 to 20 Jul 2025 (Week 29)	8	60.59 Kč	902.12 Kč
24 Feb 2025 to 2 Mar 2025 (Week 9)	7	19.3 Kč	2,323.65 Kč
21 Apr 2025 to 27 Apr 2025 (Week 17)	6	23.72 Kč	7,546.27 Kč

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Conversions by Time**Revenue vs Spent over time****Conversions by campaign_name****Conversions and Cost Per Conversions over time****ROAS and Cost over time**



1 Jan 2025 - 3 Aug 2025



Sessions

113,752

▲ 136.7% Vs Previous week

Total users

68,388

▲ 83.8% Vs Previous week

Views

281,051

▲ 133.3% Vs Previous week

New users

61,655

▲ 68.9% Vs Previous week

Bounce rate

45.78%

▲ 12.1% Vs Previous week

Total revenue

6,449,702.55 Kč

▲ 188.7% Vs Previous week

Transactions

1,517

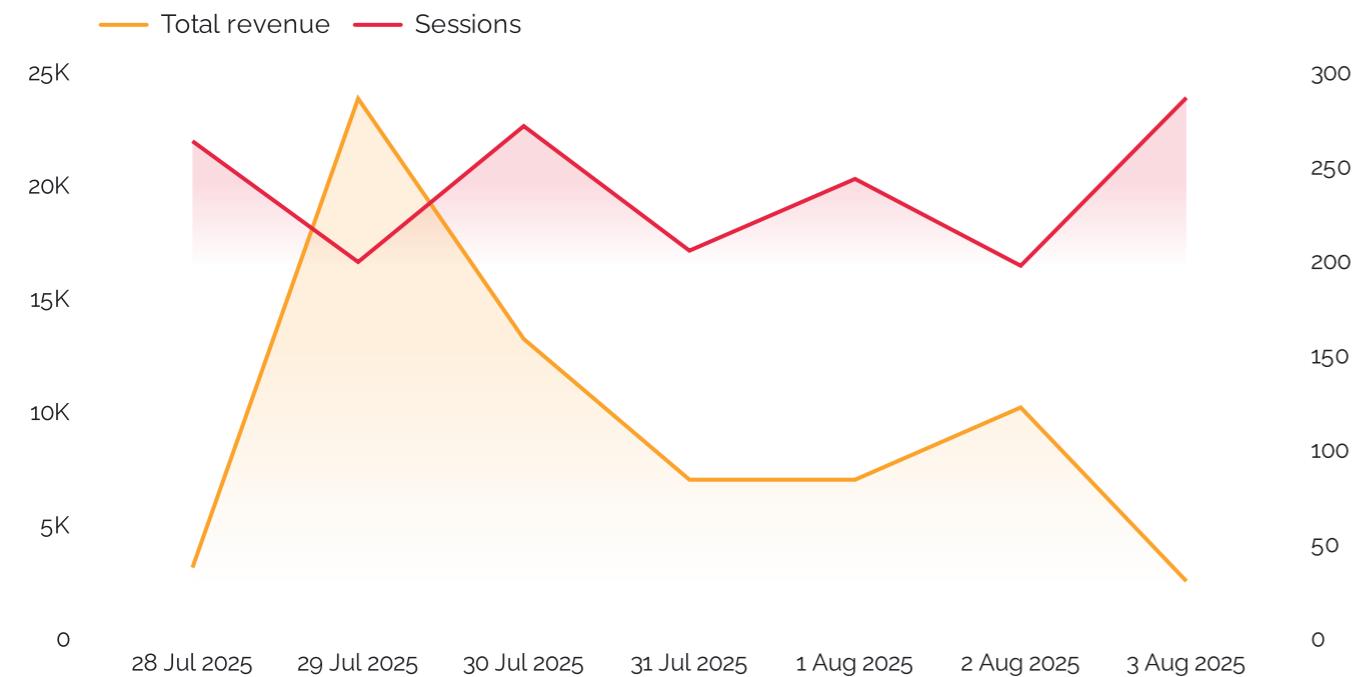
▲ 188.4% Vs Previous week

Average session duration

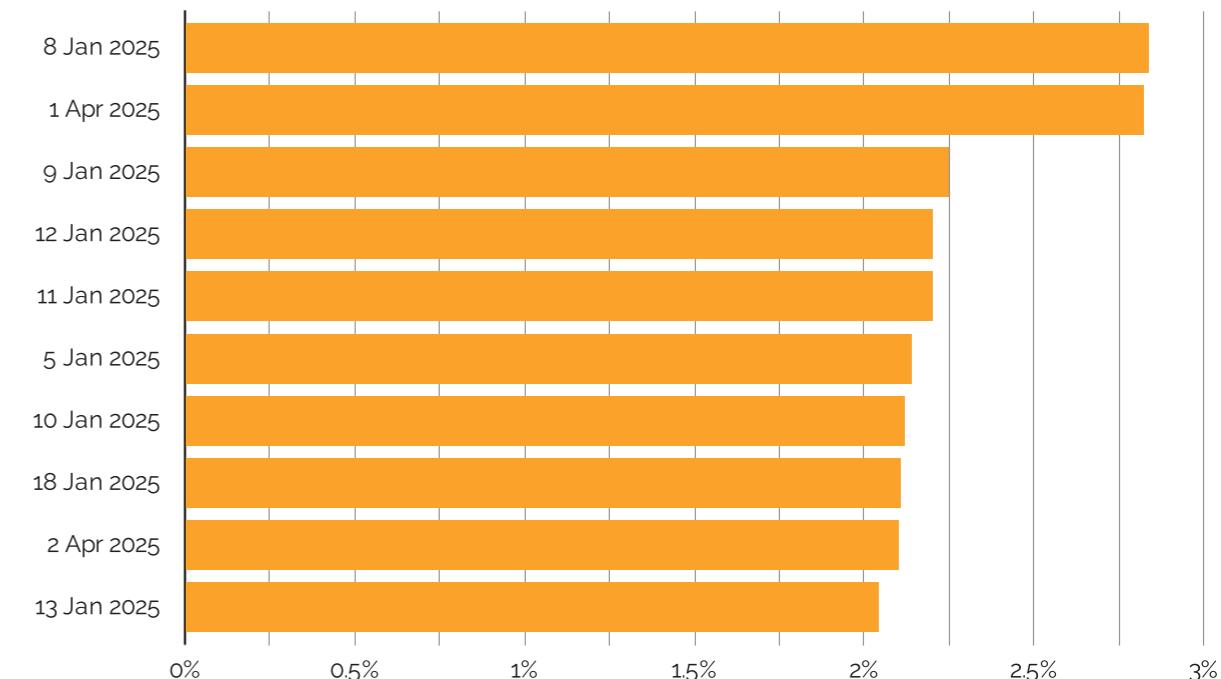
00:02:56

▲ 30.5% Vs Previous week

Total revenue and Sessions by Date



CTR by date



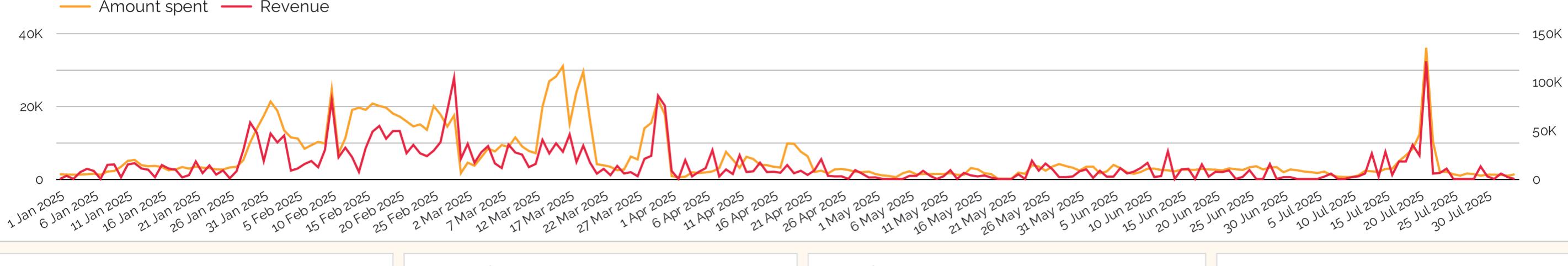
Revenue
3,079,380.71 Kč
↑ 548.0% Vs Previous week

ROAS
2.39
↓ -18.4% Vs Previous week

Website purchases
875
↑ 5579% Vs Previous week

Cost Per Purchase
1,472.31
↑ 20.7% Vs Previous week

Amount spent Vs Revenue



Amount spent
1,288,274.79 Kč
↑ 694.0% Vs Previous week

Impressions
7,645,520
↑ 474.8% Vs Previous week

Reach
1,031,431
↑ 335.9% Vs Previous week

Frequency
7.41
↑ 31.9% Vs Previous week

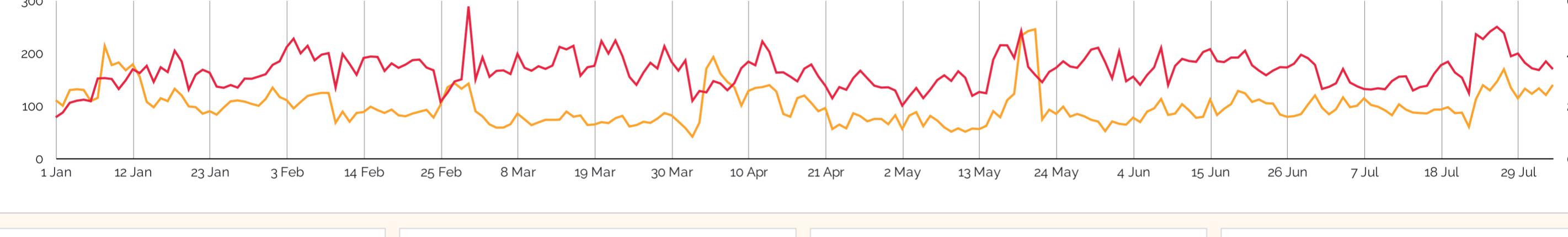
Clicks (all)
141,944
↑ 229.6% Vs Previous week

CTR (all)
1.86%
↓ -42.7% Vs Previous week

CPM
168.50 Kč
↑ 38.1% Vs Previous week

CPC (all)
9.08
↑ 140.9% Vs Previous week

CTR (all) vs CPM over time



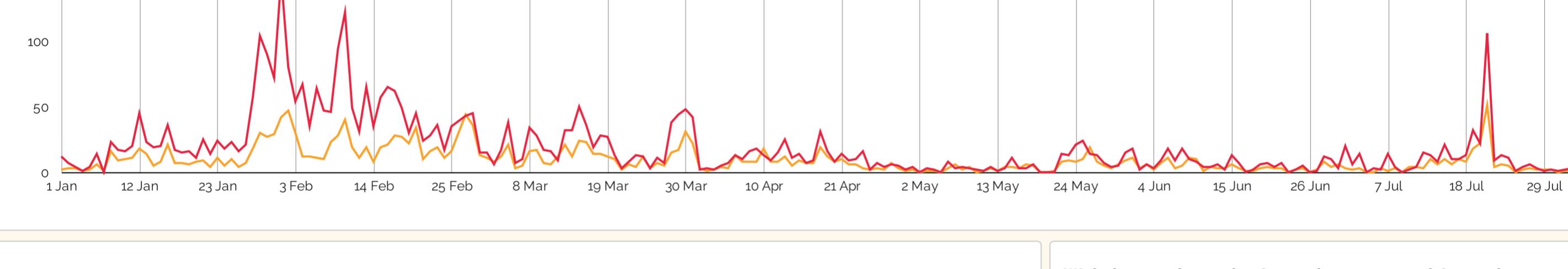
Landing page views
48,849
↑ 256.1% Vs Previous week

Adds to cart
4,047
↑ 587.1% Vs Previous week

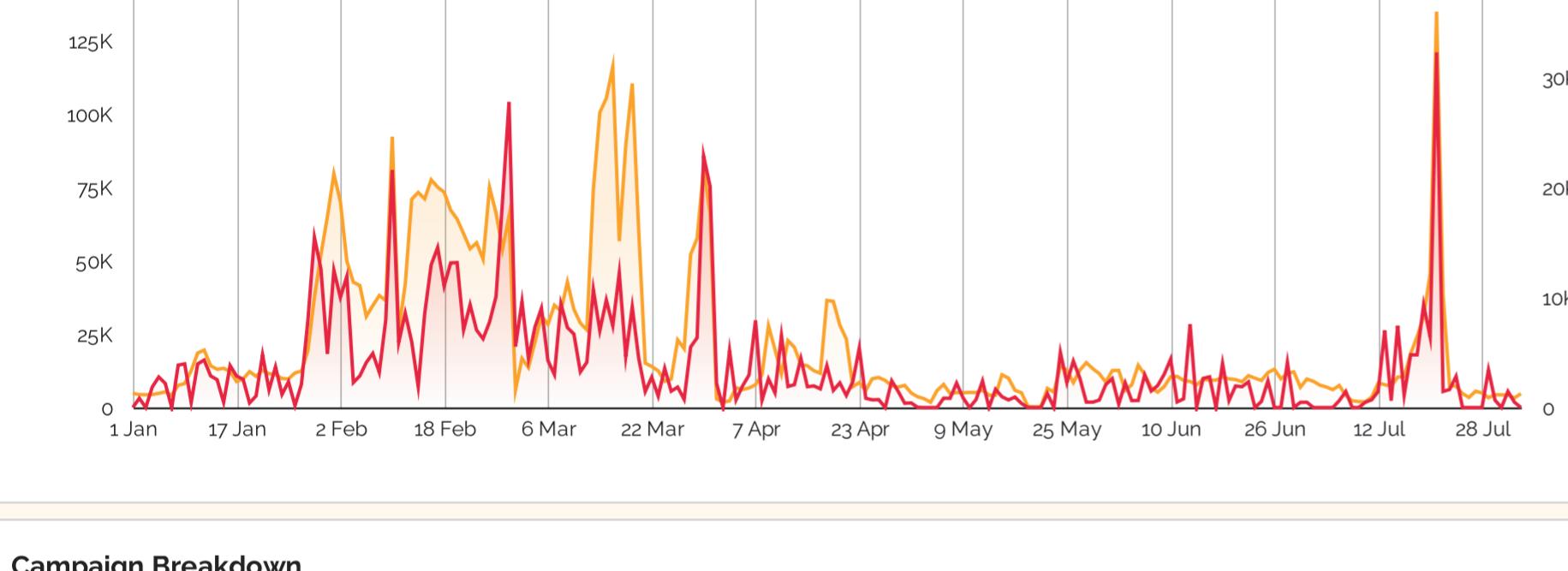
Checkouts initiated
2,006
↑ 425.1% Vs Previous week

Adds of payment info
956
↑ 559.3% Vs Previous week

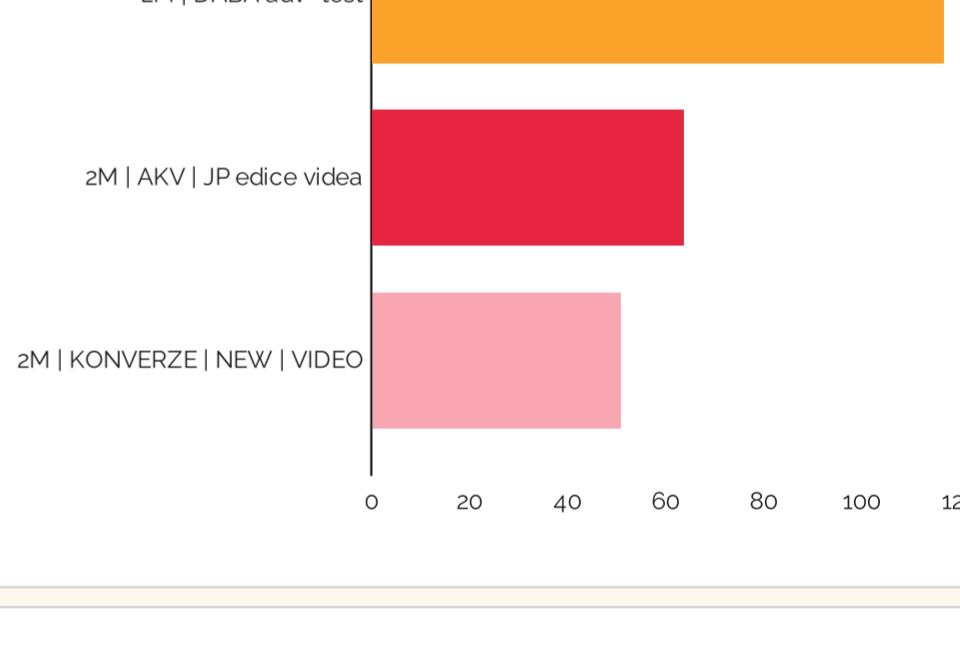
Checkouts initiated vs Adds to cart over time



Amount spent and Revenue over time



Website purchases by Campaign name and Campaign name



Campaign Breakdown

Campaign name	Amount spent	Revenue	ROAS	Website purchases
2M DABA adv+ test	179,074.72 Kč	505,095.65 Kč	2.82	117
2M AKV JP edice video	103,511.56 Kč	221,234.85 Kč	2.14	64
2M KONVERZE NEW VIDEO	61,978.01 Kč	156,004.46 Kč	2.52	51
2M KONVERZE NEW HRNCE	41,558.84 Kč	153,361.91 Kč	3.69	31
2M Jan punčochář akce 20 % Campaign	45,635.97 Kč	139,782.92 Kč	3.06	43
2M Předprodej JP - video	34,403.26 Kč	110,500.46 Kč	3.21	20
2M RMK JP	43,659.85 Kč	104,857.49 Kč	2.4	29

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Ad Set Breakdown

Ad set name	Amount spent	Revenue	ROAS	Website purchases
2M DABA adv+ Ad set	179,074.72 Kč	505,095.65 Kč	2.82	117
Broad FB + IG NF + ST + RLS	51,328.92 Kč	167,236.64 Kč	3.26	59
2M Jan punčochář akce 20 % Ad set	45,635.97 Kč	139,782.92 Kč	3.06	43
LAL FB + IG NF, ST, RLs - Cibulový koláč	64,296.9 Kč	117,473.09 Kč	1.83	37
Broad FB + IG NF - od ledna	33,232.02 Kč	110,500.46 Kč	3.33	20
2M Poslední den akce	28,056.79 Kč	68,011.1 Kč	2.42	12
LAL FB + IG NF, ST, RLs - Kuře na paprice	23,548.2 Kč	60,419.2 Kč	2.57	18
AKV Brnád Brand video	18,826.52 Kč	58,786.4 Kč	2.12	10

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Ad Breakdown

Ad name	Image	Status	Cost	ROAS	Cost / Add to cart	Cost / Purchase	CPM	CTR	Outbound CTR	Link clicks	CPC	Website adds to cart	Website purchases	Revenue
Shopify katalog - pr...		PAUSED	131,053.41 Kč	2.67	378.77 Kč	1,638.17 Kč	126,61 Kč	15%	115%	12,235	10,71 Kč	346	80	350,288.8...
Pánev - cibulová kol...		CAMPAI...	64,274.52 K...	1.83	394.32 Kč	1,737.15 Kč	180,62 Kč	146%	0.85%	3,010	21,35 Kč	163	37	117,473.09 ...
Advantage+ ALL - S...		PAUSED	38,607.33 K...	3.28	319.07 Kč	1,286.91 Kč	115,89 Kč	124%	0.98%	3,405	11,34 Kč	121	30	126,658.33...
JP brand video		PAUSED	33,232.02 Kč	3.33	201.41 Kč	1,661.6 Kč	294.79 Kč	3.01%	147%	1,727	19,24 Kč	165	20	110,500.46...
Brand Punčochář		CAMPAI...	33,111.4 Kč	3.07	161.52 Kč	1,034.73 Kč	150,53 Kč	259%	116%	2,563	12,92 Kč	205	32	101,486.52...

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Total Campaigns

75

Successful

1

Unsuccessful

67

Neutral

7

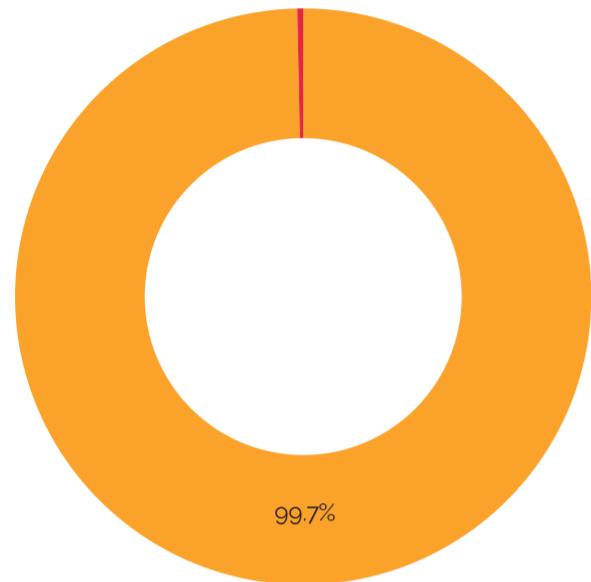
Campaign Performance

Campaign name	Type	ROAS ▾	CTR (all)	Amount spent
1. 2M Konverze Poslední den slev březen Broad	High ROAS	6.15	1.75%	11,825.84 Kč
2. 2M Konverze skladovky	Medium ROAS	3.73	2.89%	25,520.43 Kč
3. 2M KONVERZE NEW HRNCE	Medium ROAS	3.69	1.77%	41,558.84 Kč
4. 2M UGC videa	Medium ROAS	3.55	2.32%	29,036.58 Kč
5. 2M BLOG Videa	Medium ROAS	3.31	1.72%	7,636.79 Kč
6. 2M Předprodej JP - video	Medium ROAS	3.21	2.97%	34,403.26 Kč
7. 2M Léto s Litináčem	Medium ROAS	3.19	1.6%	23,828.08 Kč
8. 2M Jan punčochář akce 20 % Campaign	Medium ROAS	3.06	1.4%	45,635.97 Kč
9. 2M Brand RMK + AKV	Low ROAS	2.98	2.55%	22,159.33 Kč
10. 2M Konec slev Konverze	Low ROAS	2.96	1.71%	19,818.96 Kč
11. 2M Konverze Konec slev březen Broad	Low ROAS	2.94	1.65%	17,091.1 Kč
12. 2M Mystery box	Low ROAS	2.91	6.36%	895.83 Kč
13. 2M Forbes	Low ROAS	2.91	3.87%	9,957.17 Kč
14. 2M Valentýn 2025	Low ROAS	2.91	2.79%	14,871.31 Kč
15. 2M Videa JP Kampaň	Low ROAS	2.89	1.78%	987.97 Kč
16. 2M Konverze Konec slev březen 4v1	Low ROAS	2.87	1.65%	10,079.72 Kč
17. 2M Konverze Punčochář brand	Low ROAS	2.86	2.55%	36,068.72 Kč
18. 2M DABA adv+ test	Low ROAS	2.82	1.44%	179,074.72 Kč

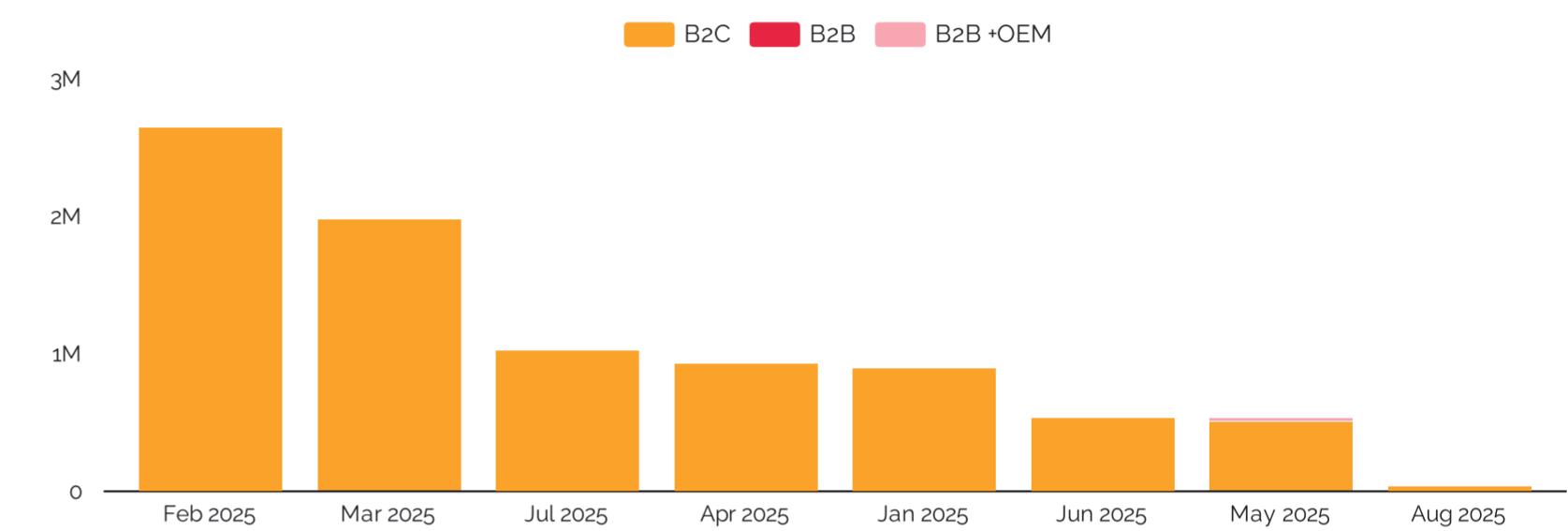
Segment revenue overview

Segment	YTD Revenue	Monthly Revenue	Share of % total
B2C	8,486,487.20 Kč	29,970.00 Kč	0.33%
B2B (OEM)	27,993.00 Kč	-	0.00%
B2B	-	-	-

Share of Total Revenue



Revenue by Segment Over Time



Top B2B Customers

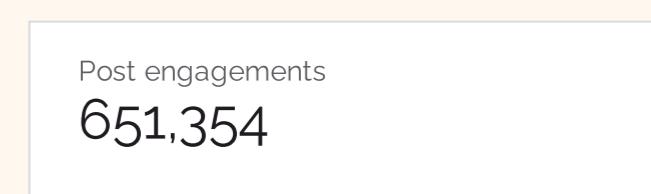
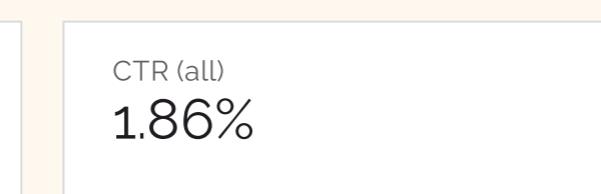
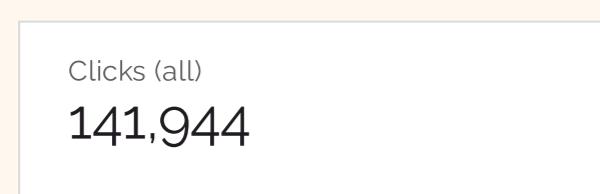
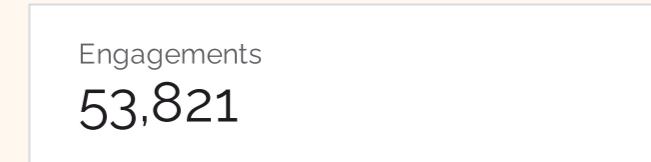
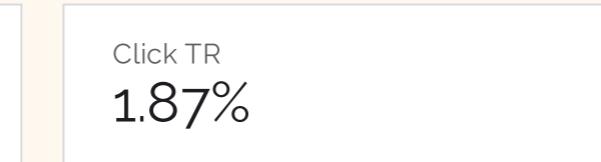
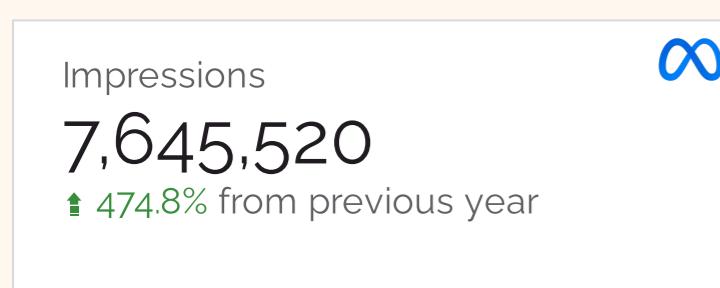
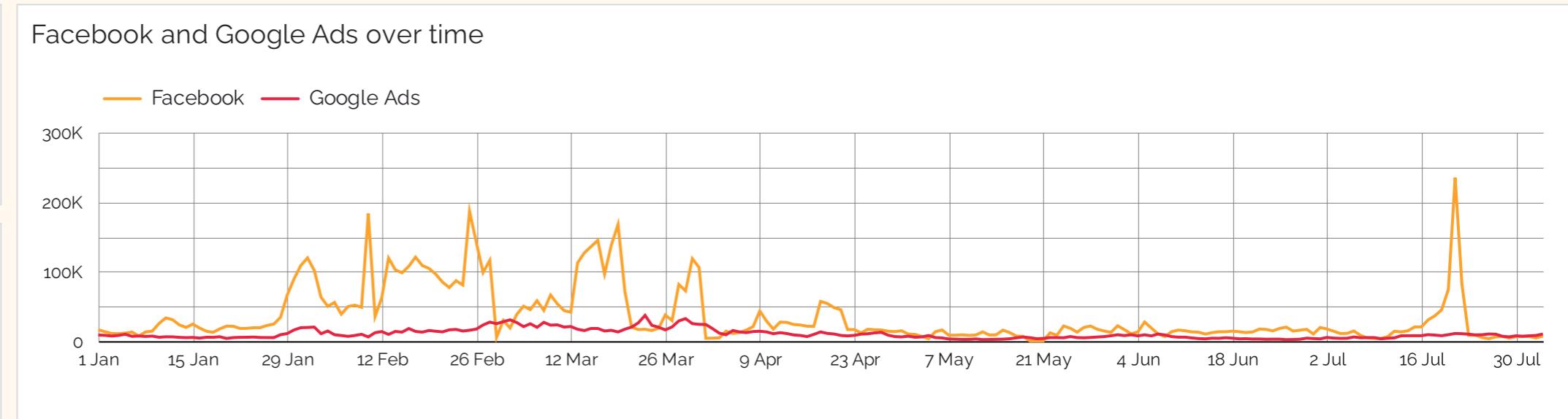
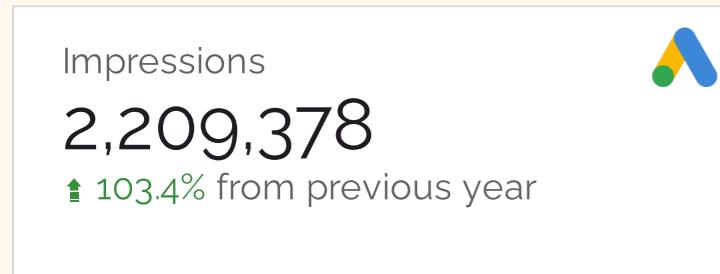
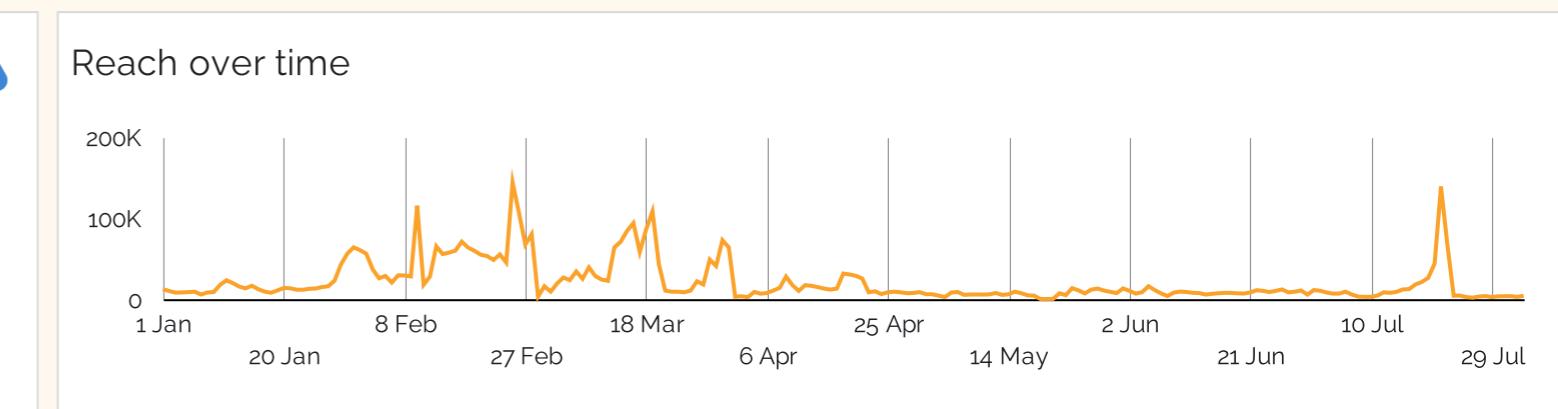
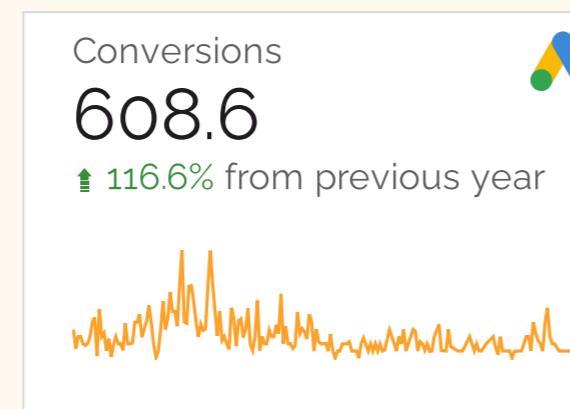
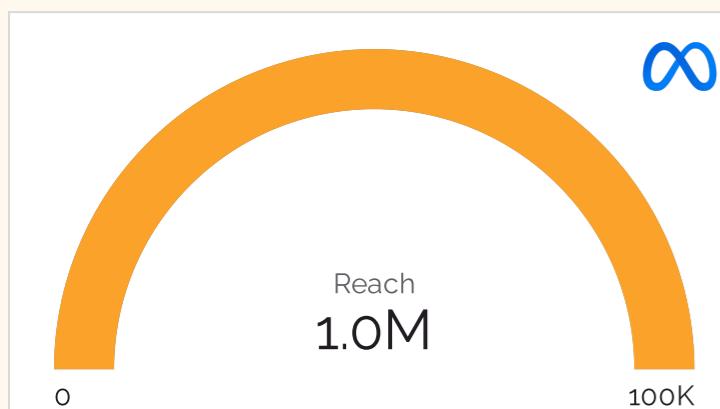
Firma	Total Revenue ▾	% of OEM Revenue	Invoice Count
No data			

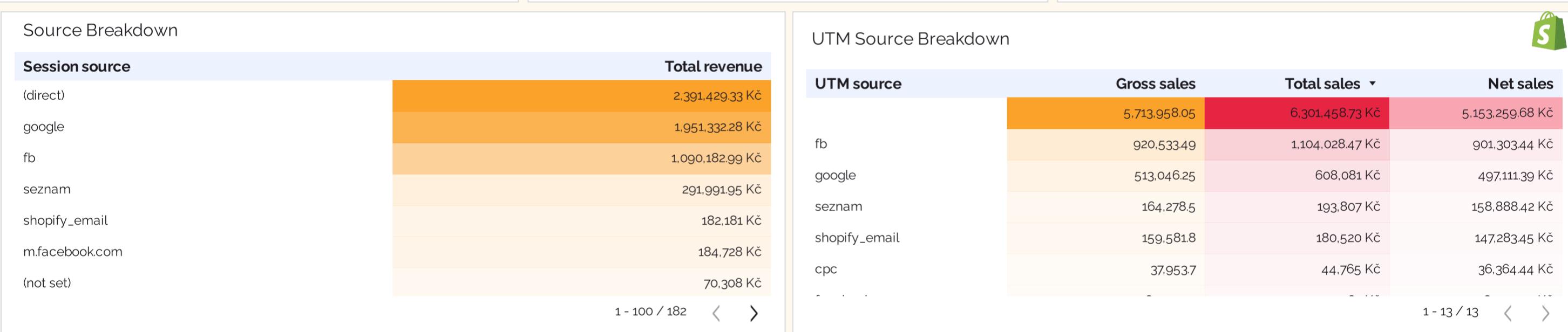
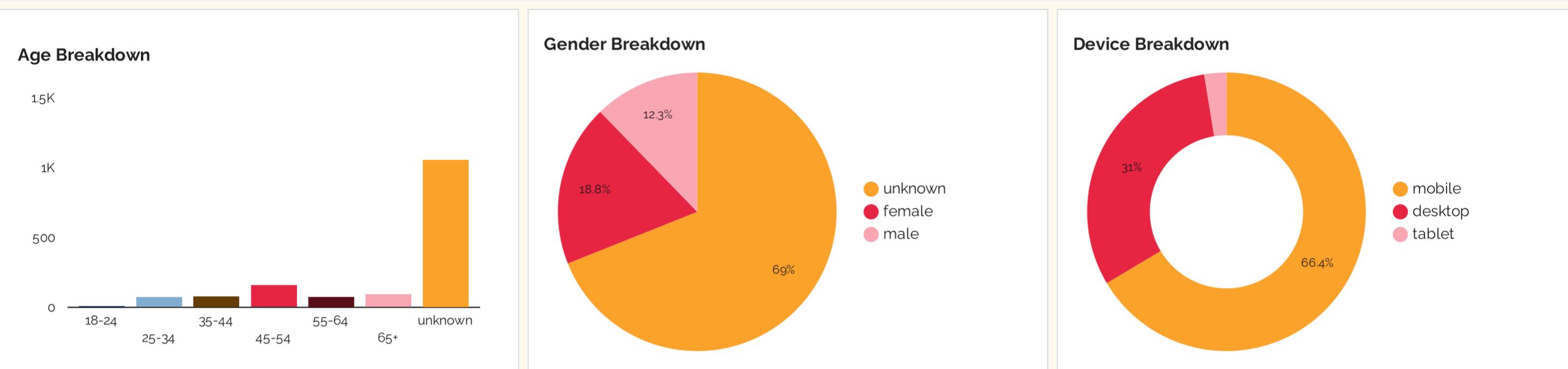
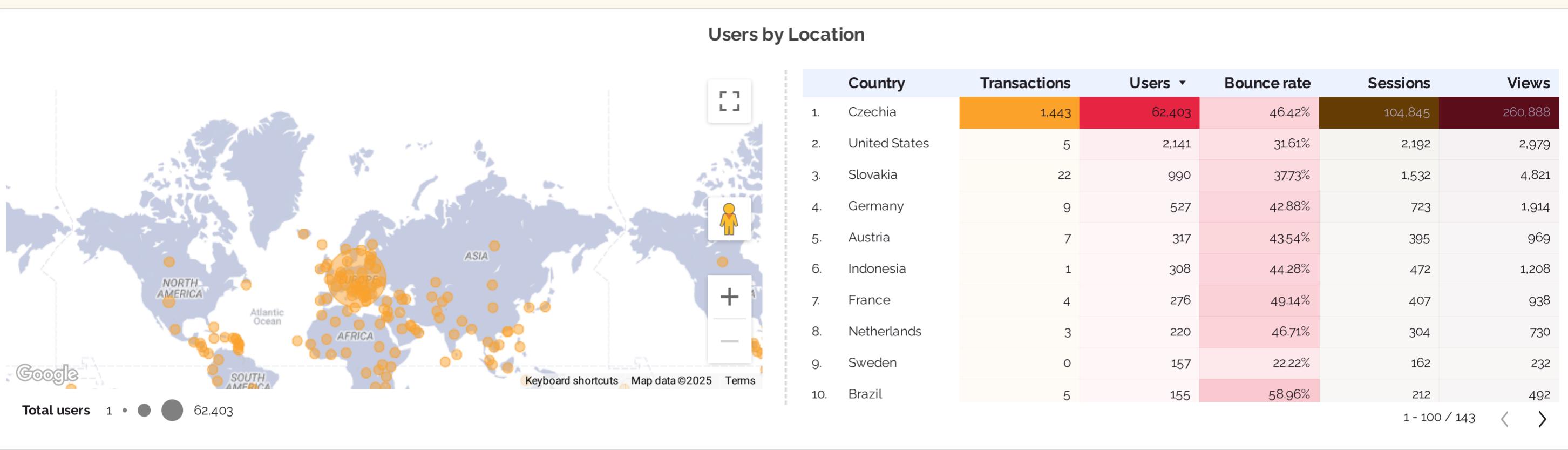
Top B2B + OEM Customers

Firma	Total Revenue ▾	% of OEM Revenue	Invoice Count
1. VELKOOBCHOD ORION, spol. s r.o.	27,993	100%	1



1 Jan 2025 - 3 Aug 2025





E-shop Sales By Week day

Hour	Day of week (Mon-Sun) / Net sales						
	1 Monday	2 Tuesday	3 Wednesday	4 Thursday	5 Friday	6 Saturday	7 Sunday
21	66,943.7 Kč	85,913.21 Kč	73,458.67 Kč	109,845.42 Kč	60,057.82 Kč	39,548.75 Kč	108,080.14 Kč
11	78,082.65 Kč	38,172.83 Kč	67,008.73 Kč	59,030.42 Kč	83,281.82 Kč	104,694.19 Kč	100,700.83 Kč
18	86,013.22 Kč	54,904.98 Kč	47,656.48 Kč	80,520 Kč	92,490.97 Kč	56,434.72 Kč	71,463.63 Kč
20	64,186.75 Kč	33,638.48 Kč	59,119 Kč	113,824.79 Kč	23,724.25 Kč	59,438.01 Kč	128,724.78 Kč
22	98,560.88 Kč	79,444.41 Kč	72,169.41 Kč	67,555.35 Kč	32,465.31 Kč	31,981.81 Kč	66,160.26 Kč
12	54,222.93 Kč	19,995.57 Kč	41,701.18 Kč	66,590.03 Kč	15,528.36 Kč	128,122.32 Kč	107,782.13 Kč
16	60,349.11 Kč	65,599.98 Kč	40,889.25 Kč	102,975.2 Kč	41,686.27 Kč	69,002.41 Kč	51,833.87 Kč
19	66,599.66 Kč	75,937.16 Kč	43,186.76 Kč	26,029.73 Kč	66,595.05 Kč	73,993.39 Kč	54,233.55 Kč
10	96,364.6 Kč	15,346.28 Kč	56,591.18 Kč	43,597.6 Kč	45,315.17 Kč	89,189.28 Kč	57,781.83 Kč
15	61,304.71 Kč	22,956.29 Kč	57,187.6 Kč	86,352.8 Kč	35,276.01 Kč	57,313.22 Kč	66,790.08 Kč
23	91,360.33 Kč	76,890.08 Kč	45,280.65 Kč	43,541.3 Kč	33,005.8 Kč	25,334.71 Kč	71,450.38 Kč
14	54,139.67 Kč	51,583.65 Kč	33,305.26 Kč	54,085.12 Kč	76,492.07 Kč	20,052.06 Kč	59,760.32 Kč
17	69,512.36 Kč	51,869.41 Kč	25,862.72 Kč	70,488.45 Kč	27,756.1 Kč	36,325.59 Kč	62,706.59 Kč
09	79,638.01 Kč	19,914.87 Kč	65,178.49 Kč	51,031.72 Kč	51,090.08 Kč	41,595.04 Kč	22,018.55 Kč
13	69,861.17 Kč	44,495.77 Kč	31,438.02 Kč	38,249.89 Kč	28,124.09 Kč	57,550.41 Kč	46,112.38 Kč
08	23,134.86 Kč	27,926.43 Kč	35,252.06 Kč	36,570.24 Kč	17,757.02 Kč	28,453.7 Kč	33,862.81 Kč
00	12,957.02 Kč	41,823.96 Kč	1,817 Kč	23,436.34 Kč	19,321.48 Kč	48,080.14 Kč	16,466.92 Kč
07	11,685.12 Kč	-	26,433.89 Kč	8,806.61 Kč	3,556.2 Kč	29,689.25 Kč	6,559.5 Kč
01	15,996.7 Kč	7,722.31 Kč	18,123.14 Kč	-	5,040.49 Kč	20,606.61 Kč	6,272.73 Kč