

\$32.32K

Gross_Profit

64%

Error_Rate

17.6%

Conversion_Rate

14%

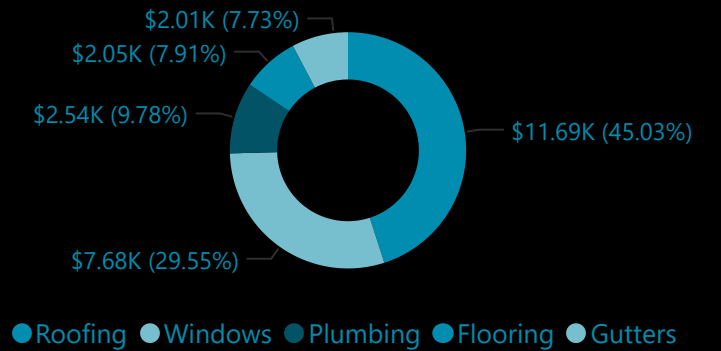
Ping_Success



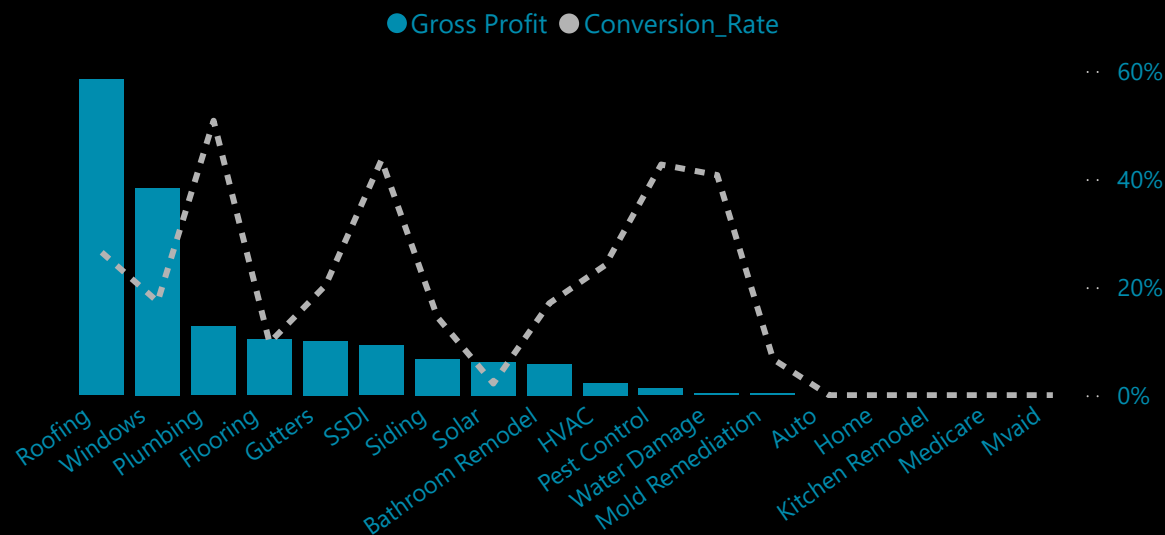
Total_Gross_Profit by Campaign_Name



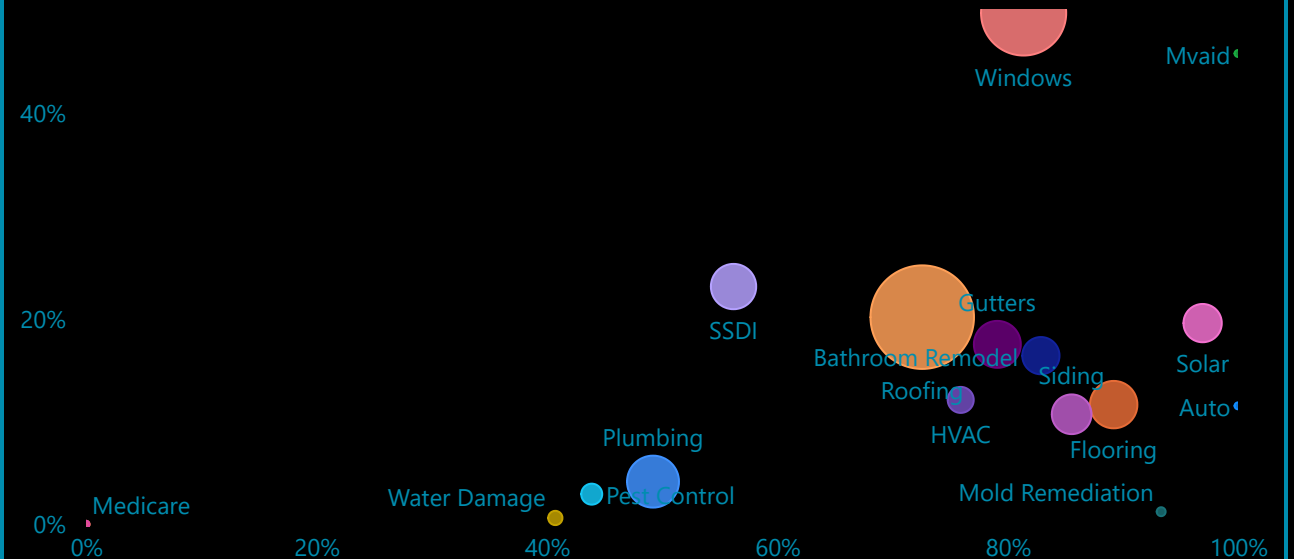
Top 5 Campaign



Profit and conversion rate comparison

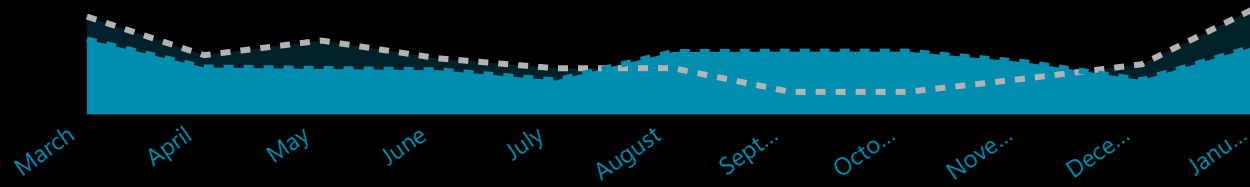


CPA: Success vs. Error Rate



Ping Acceptance and Ping_Success by Month

● Ping Acceptance ● Ping_Success

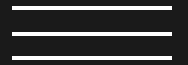


\$12.08K

Highest Profit

24K

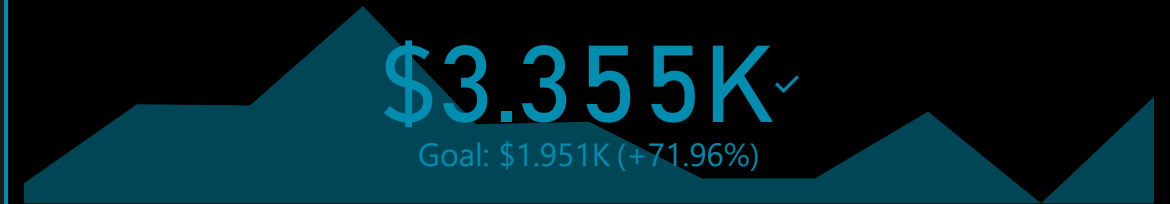
Total Leads



Total_Profit and Highest_Profit by Month_Name

\$3.355K ✓

Goal: \$1.951K (+71.96%)



Month Profit Acceptance Ping_Success

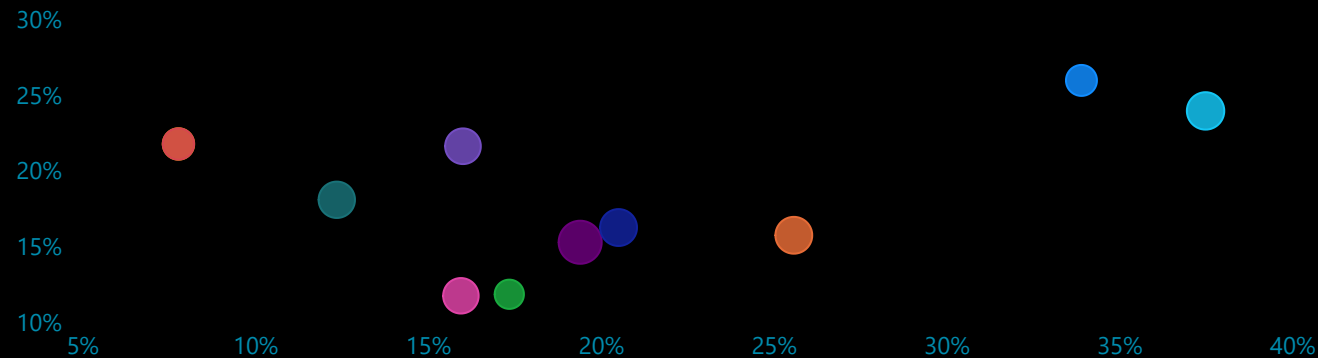
July	\$2,994	16%	12%
December	\$1,956	17%	12%
June	\$4,546	19%	15%
May	\$3,241	26%	16%
April	\$3,257	21%	16%
November	\$3,160	12%	18%
August	\$3,027	16%	22%
September	\$2,283	8%	22%
October	\$2,283	8%	22%
January	\$3,355	38%	24%
March	\$2,220	34%	26%

Total Gross Profit and Ping Success Rate by Month

● Profit ● Ping_Success



Acceptance & Ping Success Rates vs. Total Profit



Leads and Acceptance by Month_Name

● Leads ● Acceptance

