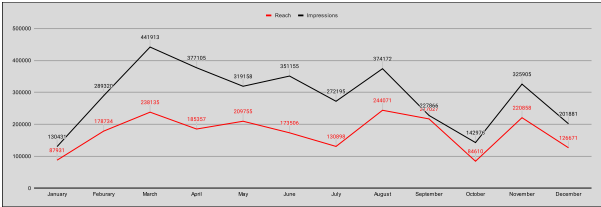


Reach	Impressions	Link clicks	Landing page views	Adds to cart	Checkouts initiated	Website purchases	Amount spent (EUR)	Purchase ROAS (return on ad spend)	Purchases Conversion value	Cost per purchase	Month Name
17511	136471	1853	122	205	114	151	€465.10	€3.20	€4.50	€3.20	January
178744	289320	3886	2278	317	81	149	€978.24	€3.35	€5.215	€6.50	February
229128	448370	6781	3989	499	269	413	€1,818.88	€3.66	€12.238	€13.84	March
183307	377126	3708	2071	1280	852	548	€2,138.35	€3.40	€21.170	€10.17	April
202755	318158	3275	1415	1023	500	402	€2,176.57	€4.075	€14.570	€5.445	May
172580	331105	3844	2263	1344	684	527	€2,243.10	€3.60	€24.780	€10.75	June
150868	272195	2704	1152	846	395	260	€1,181	€10.89	€8.760	€28.14	July
164971	274172	2889	1889	751	473	289	€2,277.10	€16.34	€3.850	€20.83	August
217027	227868	1885	780	537	237	131	€1,258.55	€9.40	€5.240	€20.58	September
84811	142976	863	558	348	141	107	€780	€5.10	€8.880	€7.30	October
205894	328009	3268	1374	1200	588	345	€1,288.44	€3.00	€12.880	€13.10	November
128871	201881	1878	876	634	280	187	€1,184.31	€23.90	€5.270.00	€23.90	December

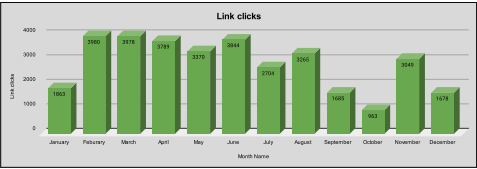
Total Range	Conversion value
Total Reach	2097553
Total Impressions	3454077
Conversion value (ROAS)	€12.237
Website Purchases	3338
Purchases ROAS	271.87
Cost per purchase	€243.14
Link clicks	34168
Conversion value	€133,520
	€5,240
	€4,280
	€9,880
	€8,680

Jolly Designs Yearly Metrics Dashboard

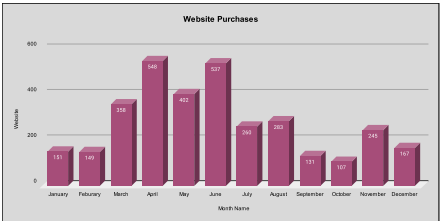
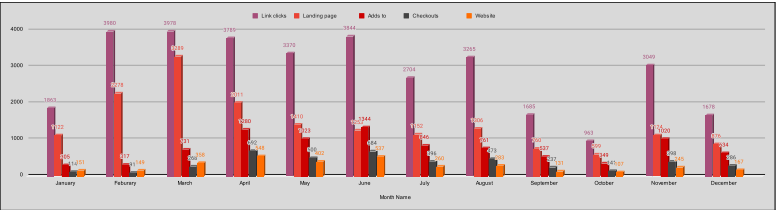


Total Impressions
-3454077

Total Reach
-2097553



Link clicks
-34168



Website Purchases
-3338

Amount spent (EUR)
-18277.27

Conversion value
-€133,520

