

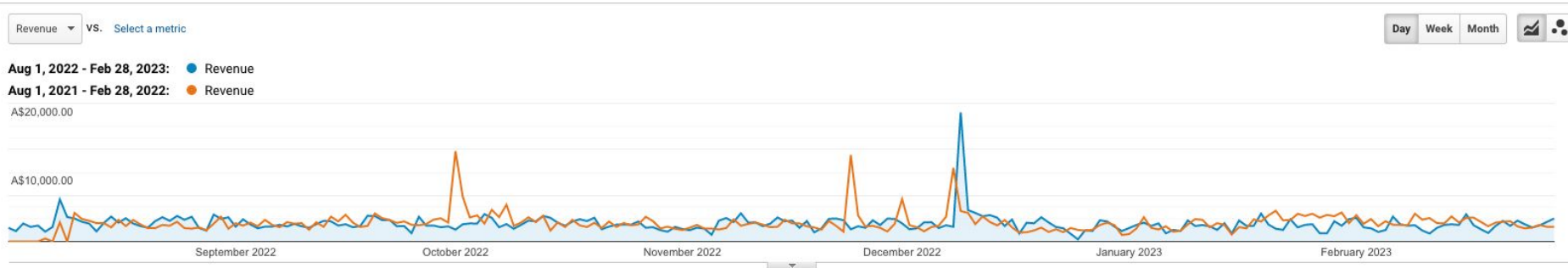
Year on Year Agency Performance Comparison (Paid Advertising)

	Aug 2021 - Feb 2022	Aug 2022 - Feb 2023	% Difference
Social Revenue (GA)	\$29,493.01	\$49,567.35	+50.7%
Google Ads Revenue (GA)	\$129,319.64	\$176,465.12	+30.8%
Total Paid Advertising (Google Analytics)	\$158,812.65	\$226,032.47	+35%
Media Spend	\$52,169.2 (from AndMine Reports)	\$68,472.66** (Direct from Platform)	+27%
Total Business Revenue (Google Analytics)	\$566,484.15	\$548,170.45	-3.23%
Total Revenue (Shopify Backend*)	\$630,226.67	\$556,917.26	-12.3%

*includes sales manually input by OSTEO-restore staff

YoY Revenue Graph

- Google Analytics



YoY Paid Channel Performance - Google Analytics



Default Channel Grouping	Acquisition			Behavior			Conversions	eCommerce		
	Users ?	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Ecommerce Conversion Rate ?	Transactions ?	Revenue ?	↓
	31.98% ▲ 110,405 vs 85,655	33.13% ▲ 110,607 vs 83,081	30.88% ▲ 135,654 vs 103,648	14.46% ▲ 77.04% vs 67.30%	21.72% ▼ 1.75 vs 2.23	38.25% ▼ 00:00:49 vs 00:01:19	32.88% ▼ 4.32% vs 6.43%	12.15% ▼ 5,857 vs 6,667	3.23% ▼ A\$548,170.45 vs A\$566,464.15	
1. Paid Search										
Aug 1, 2022 - Feb 28, 2023	20,639 (18.08%)	19,846 (17.94%)	27,873 (20.55%)	72.83%	2.03	00:01:12	6.81%	1,897 (32.39%)	A\$176,456.12 (32.19%)	
Aug 1, 2021 - Feb 28, 2022	1 (0.00%)	1 (0.00%)	1 (0.00%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	A\$0.00 (0.00%)	
% Change	2,063,800.00%	1,984,500.00%	2,787,200.00%	-27.17%	103.12%	∞%	∞%	∞%	∞%	
2. Organic Search										
Aug 1, 2022 - Feb 28, 2023	6,996 (6.13%)	5,678 (5.13%)	9,764 (7.20%)	45.62%	3.45	00:02:37	15.34%	1,498 (25.58%)	A\$140,006.06 (25.54%)	
Aug 1, 2021 - Feb 28, 2022	10,266 (11.73%)	8,684 (10.45%)	14,275 (13.77%)	50.40%	3.49	00:02:40	16.20%	2,312 (34.68%)	A\$201,798.29 (35.62%)	
% Change	-31.85%	-34.62%	-31.60%	-9.50%	-1.17%	-1.64%	-5.27%	-35.21%	-30.62%	
3. Direct										
Aug 1, 2022 - Feb 28, 2023	5,752 (5.04%)	5,678 (5.13%)	7,846 (5.78%)	61.96%	2.91	00:01:48	17.38%	1,364 (23.29%)	A\$136,774.90 (24.95%)	
Aug 1, 2021 - Feb 28, 2022	5,759 (6.58%)	5,690 (6.85%)	7,993 (7.71%)	60.13%	3.06	00:02:00	16.38%	1,309 (19.63%)	A\$116,749.41 (20.61%)	
% Change	-0.12%	-0.21%	-1.84%	3.04%	-4.89%	-9.92%	6.15%	4.20%	17.15%	
4. Social										
Aug 1, 2022 - Feb 28, 2023	66,798 (58.52%)	65,988 (59.66%)	73,551 (54.22%)	82.43%	1.36	00:00:22	0.86%	630 (10.76%)	A\$49,567.35 (9.04%)	
Aug 1, 2021 - Feb 28, 2022	3,513 (4.01%)	2,676 (3.22%)	3,944 (3.81%)	50.84%	2.78	00:01:44	9.46%	373 (5.59%)	A\$29,493.01 (5.21%)	
% Change	1,801.45%	2,365.92%	1,764.88%	62.15%	-51.21%	-79.10%	-90.94%	68.90%	68.06%	
3. Paid										
Aug 1, 2022 - Feb 28, 2023	48 (38.10%)	34 (31.48%)	72 (41.14%)	75.00%	1.74	00:00:40	4.17%	3 (17.65%)	A\$311.57 (20.02%)	
Aug 1, 2021 - Feb 28, 2022	64,545 (99.92%)	63,531 (99.94%)	72,576 (99.92%)	73.82%	1.75	00:00:51	2.35%	1,702 (99.71%)	A\$129,319.64 (99.64%)	
% Change	-99.93%	-99.95%	-99.90%	1.59%	-0.99%	-20.33%	77.67%	-99.82%	-99.76%	

Previous agency Paid Search was classified under “other” in Google Analytics

YoY Revenue Graph

- Shopify

