

MARKETING ANALYSIS DASHBOARD

40.2%

Overall ROMI

\$42,889,366

Total Revenue

\$30,590,880

Total Marketing Spend

C date

2/12/2021

2/13/2021

Campaign name

instagram_tier1

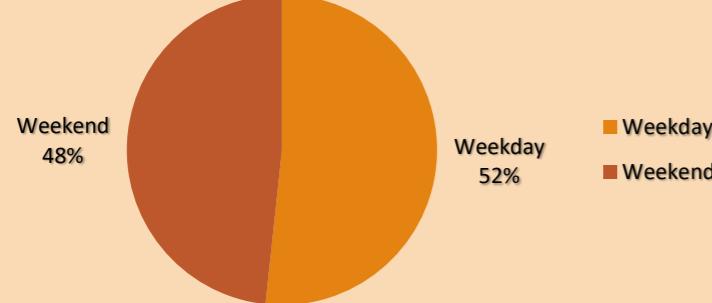
instagram_tier2

category

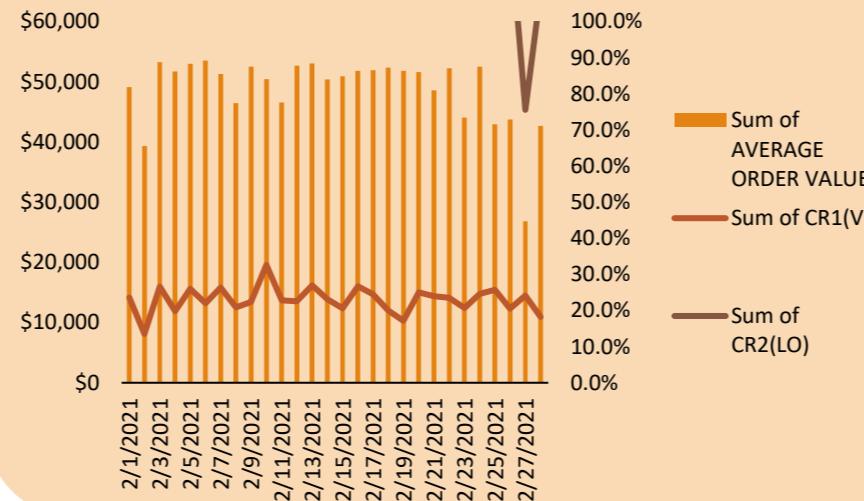
influencer

media

Average Revenue Comparison



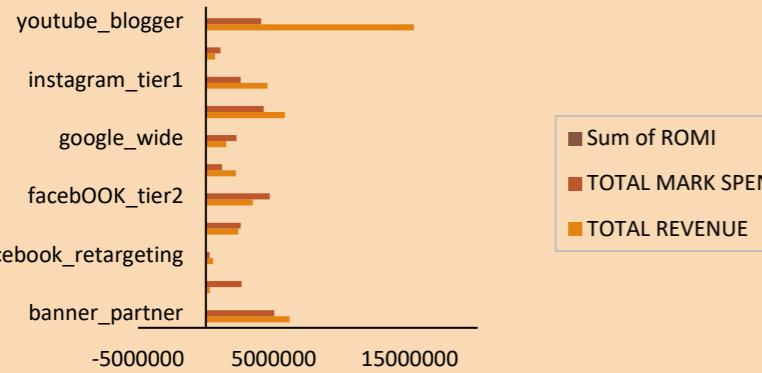
Conversion & AOV by Date



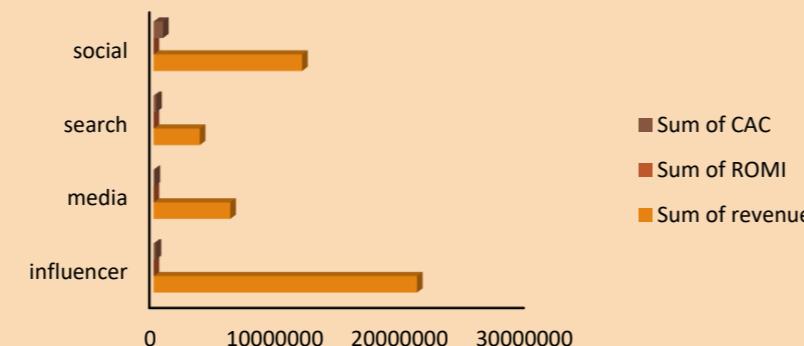
Spend vs Revenue over Time



ROMI by Campaign



Campaign Category Performance



Tier 1 vs Tier 2 City Performance

