

CMO_Performance_Report_2022-2024

- **Customer Acquisition Cost (CAC) (in units):**

- Decreasing CAC over time indicates improved efficiency in acquiring customers.
- Reduction from 50 units in 2022-Q1 to 44 units in 2024-Q2 signifies cost-saving measures or optimized marketing strategies.

- **Return on Advertising Spend (ROAS) (ratio):**

- Consistently high ROAS reflects the effectiveness of marketing campaigns in generating revenue.
- Maintaining a ratio of 4 or higher throughout the period demonstrates efficient utilization of advertising budgets.

- **Social Media Engagement Rate (in units):**

- Increasing social media engagement rate indicates enhanced brand awareness and customer interaction.
- Growth from 10 units in 2022-Q1 to 24 units in 2024-Q2 suggests successful social media marketing efforts and audience engagement strategies.

Overall, the CMO's performance report highlights effective customer acquisition, strong return on advertising investment, and successful social media engagement, contributing to brand visibility and revenue growth.