

Predicted revenue

16M

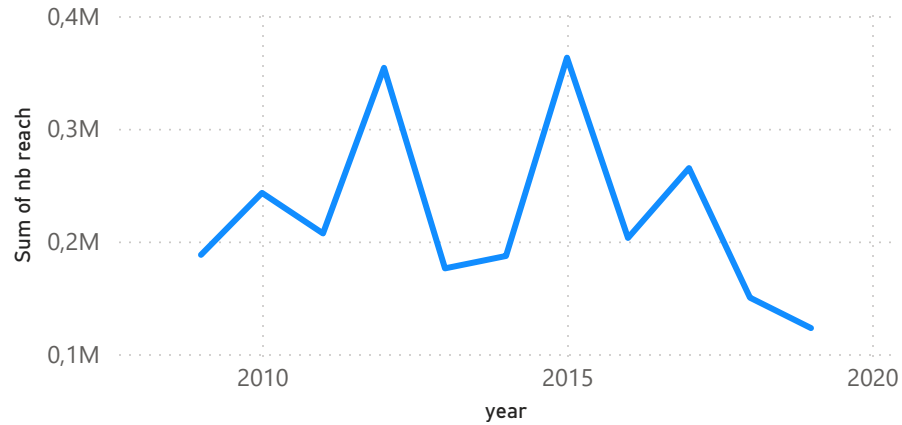
Conversion totale

399,52

Average of predicted profit

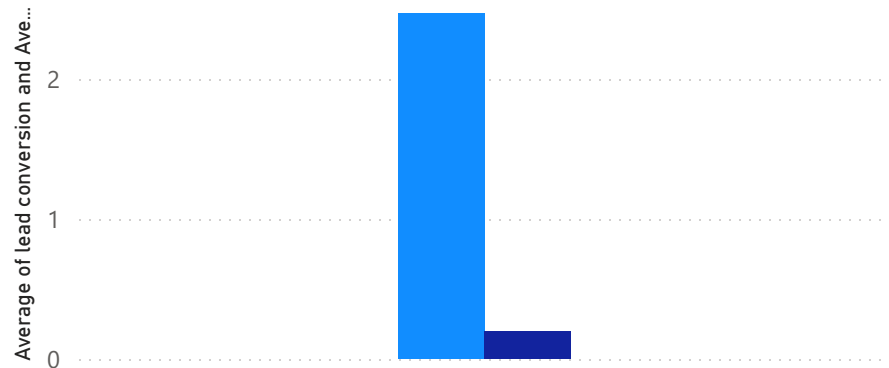
67,02K

Quantity of people reached by year

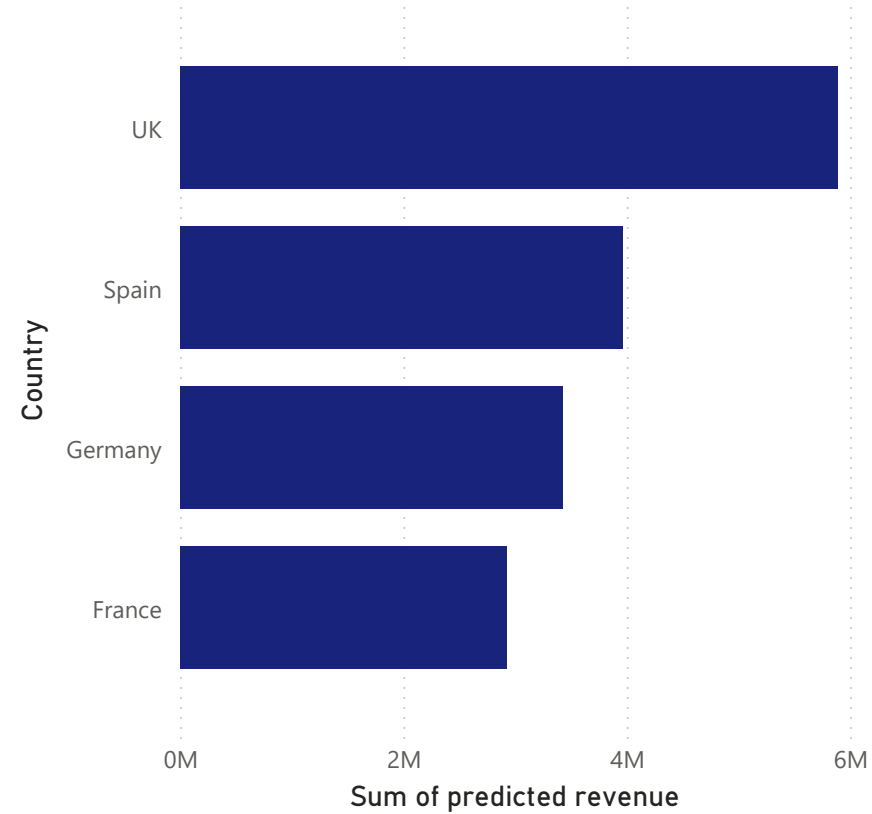


Lead conversion VS Customer conversion

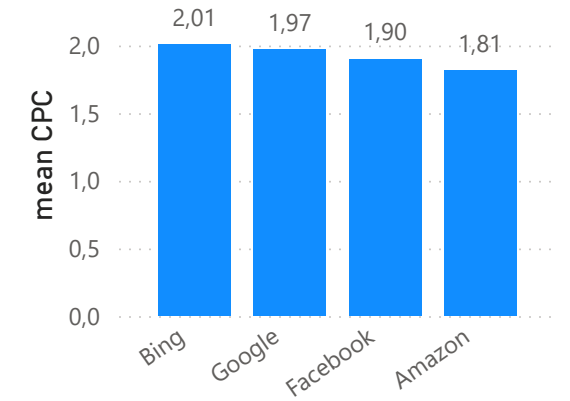
● Average of lead conversion ● Average of customer conversion



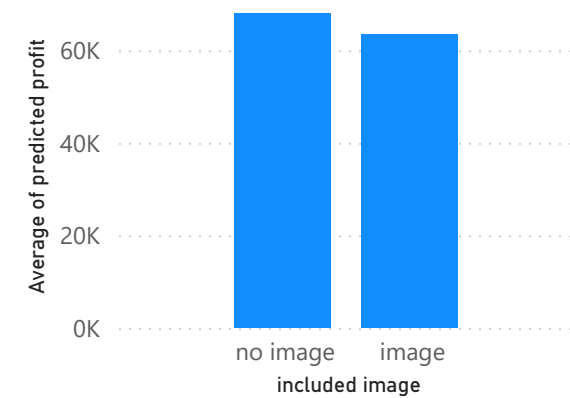
Countries by predicted revenue



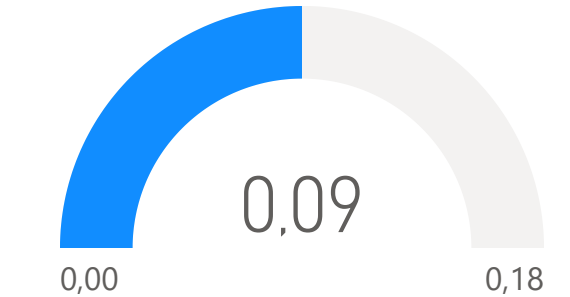
mean CPC by Plateforme



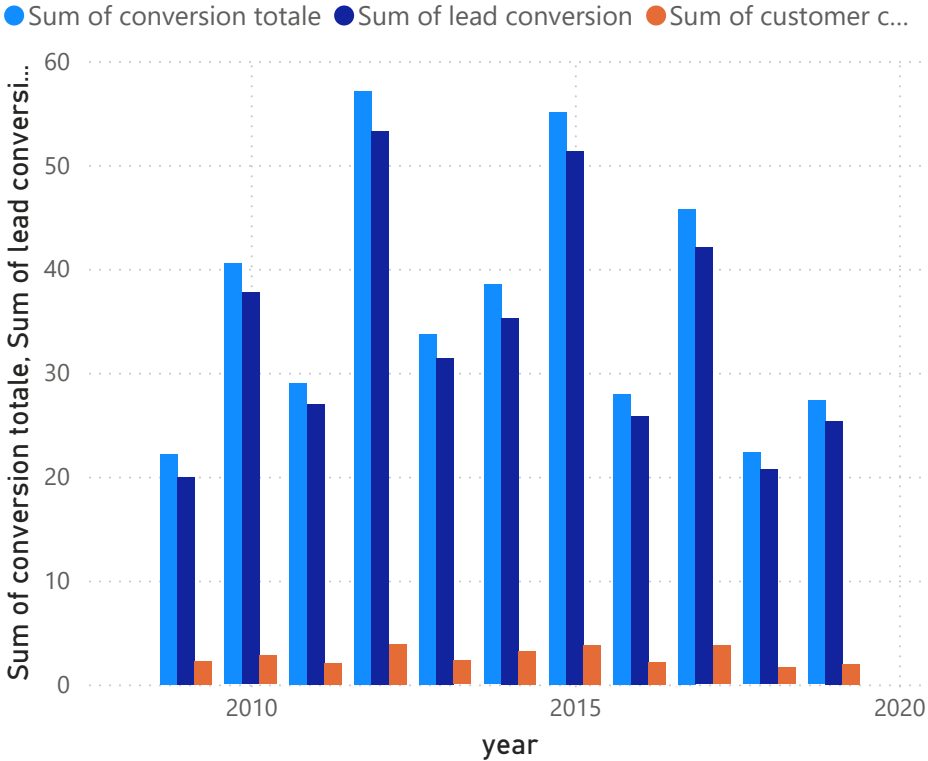
Advertising Estimated profit



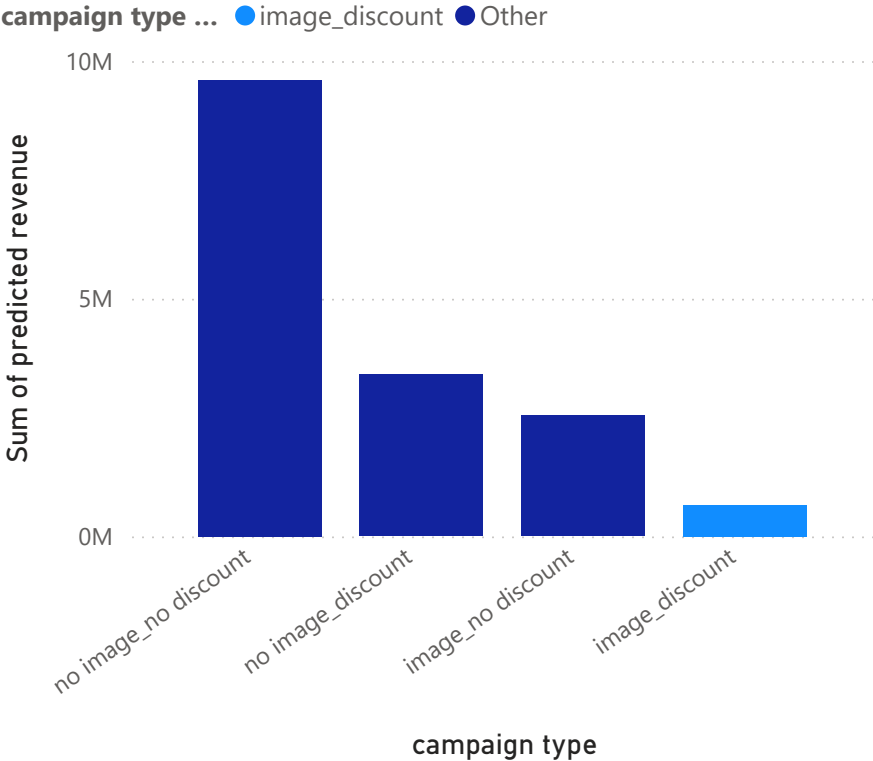
Average of ratio customer/lead



Conversion total VS Lead conversion VS Customer conversion



Predicted revenue by campaign type



included discount, Plateforme

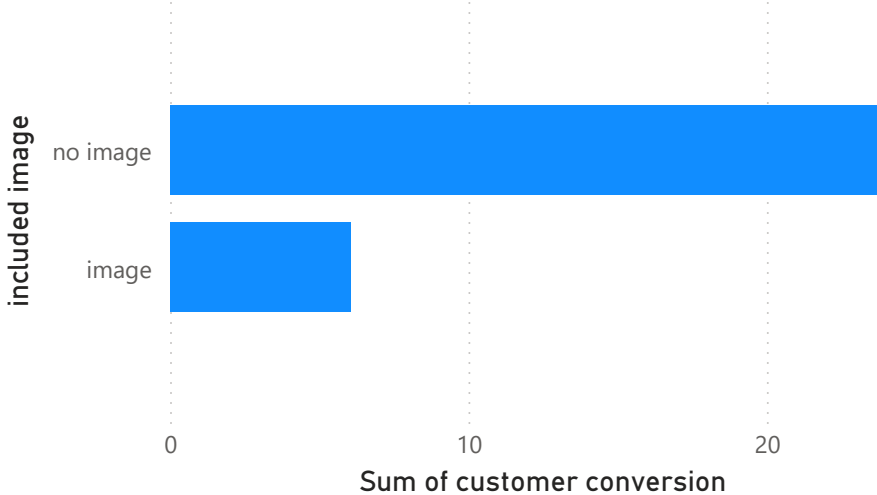
discount

no discount

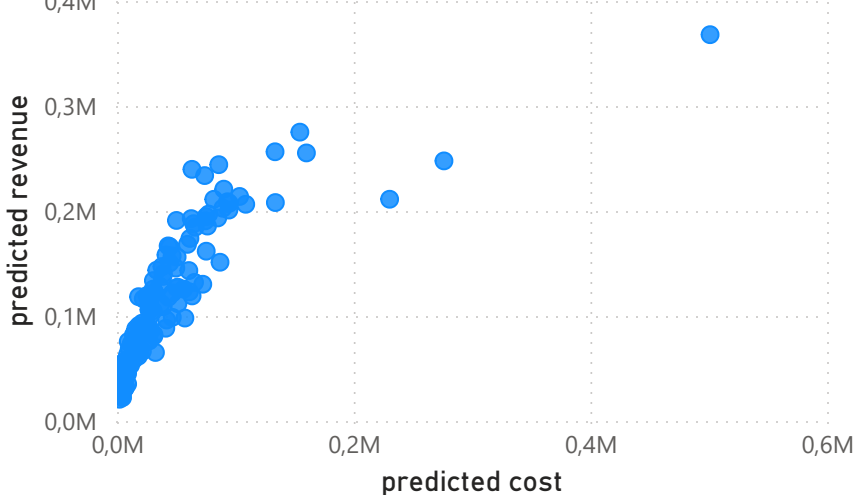
Sum of customer conversion by included discount



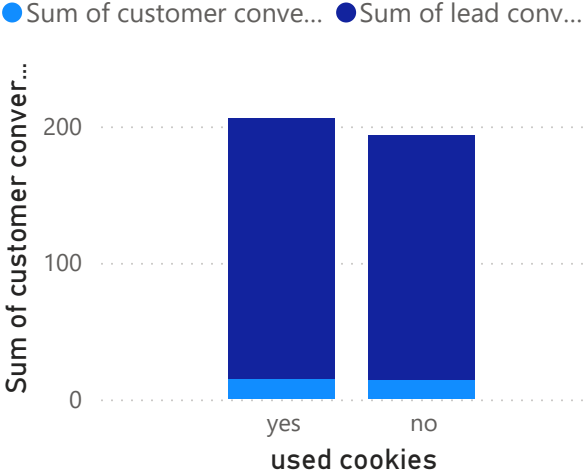
Sum of customer conversion by included image



Predicted cost VS Predicted revenue

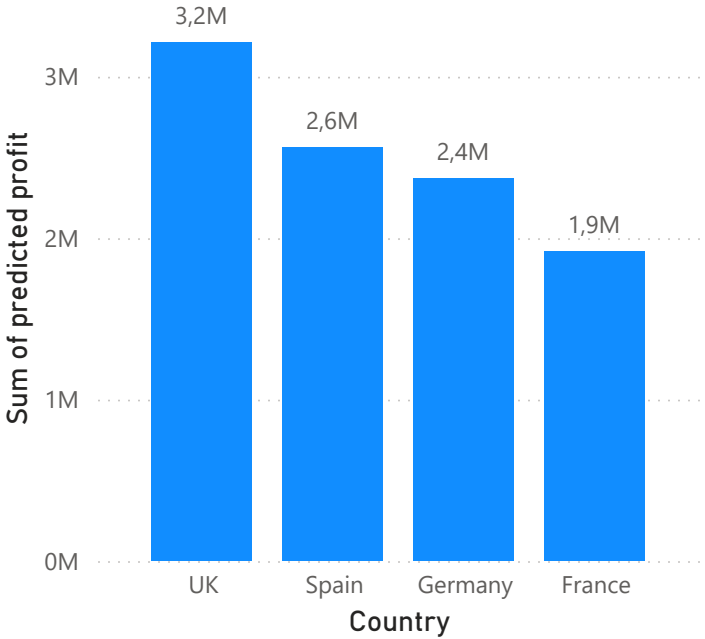


Cookies in customer conversion and Lead conversion

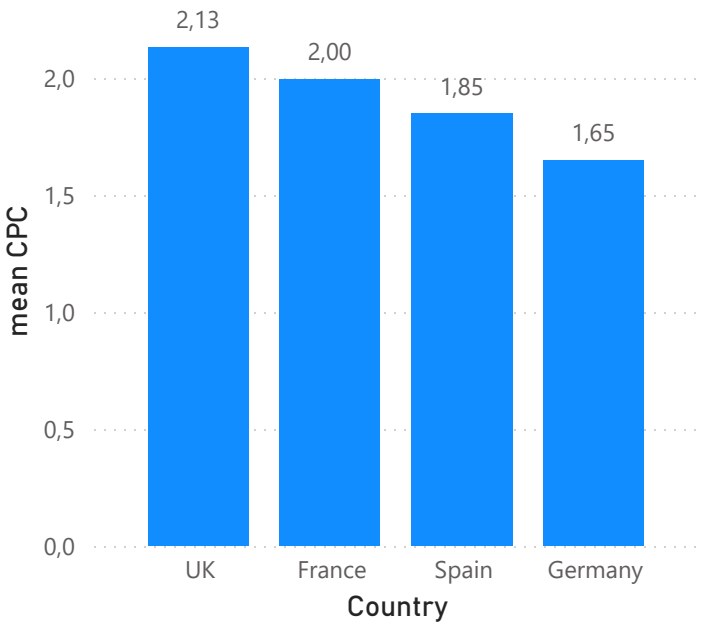




Predicted profit by Country



mean CPC by Country

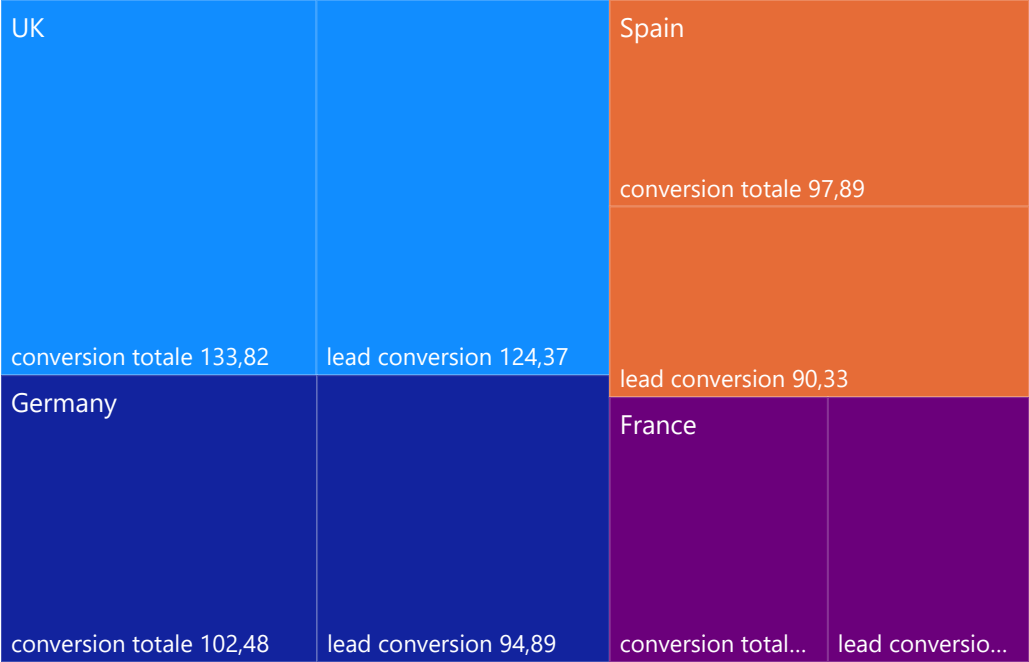


mean revenue per visitor, mean bounce rate, mean customer conversion and mean lead conversion by Country and Country

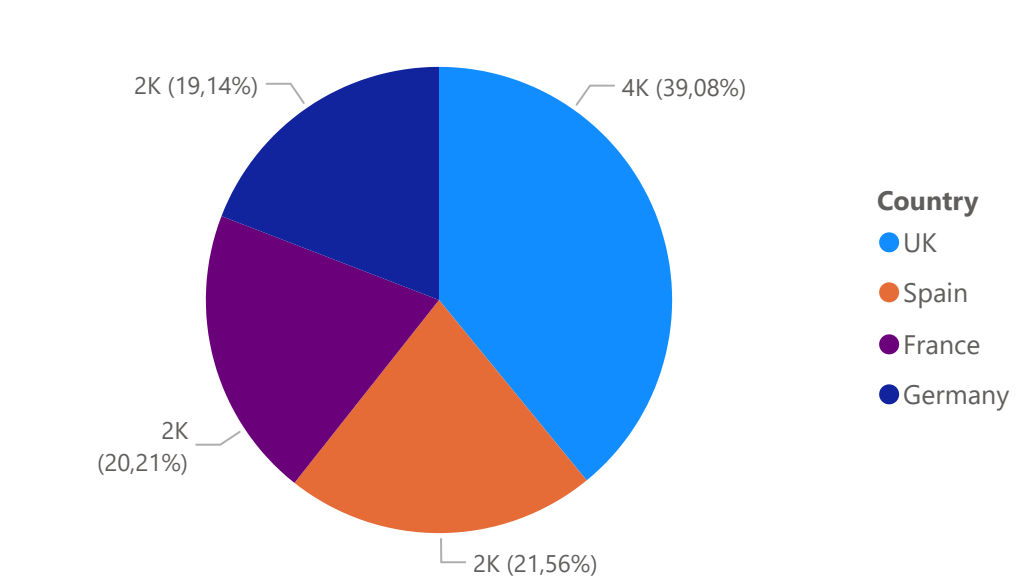
Country ● France ● Germany ● Spain ● UK



Conversion totale VS Lead conversion by Country



Quantity of advertisement by Country

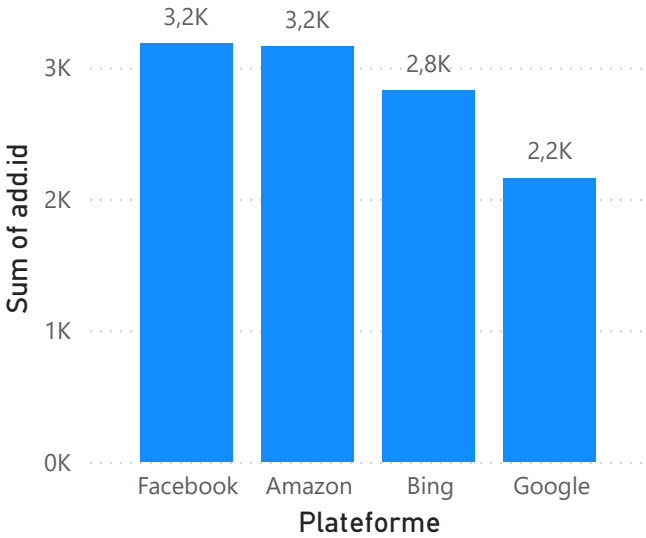


Sum of predicted revenue	Average of predicted ROI	Average of revenue per clic	Sum of lead conversion	Sum of customer conversion
16205990	3,48 %	4,48	369,81	29,71

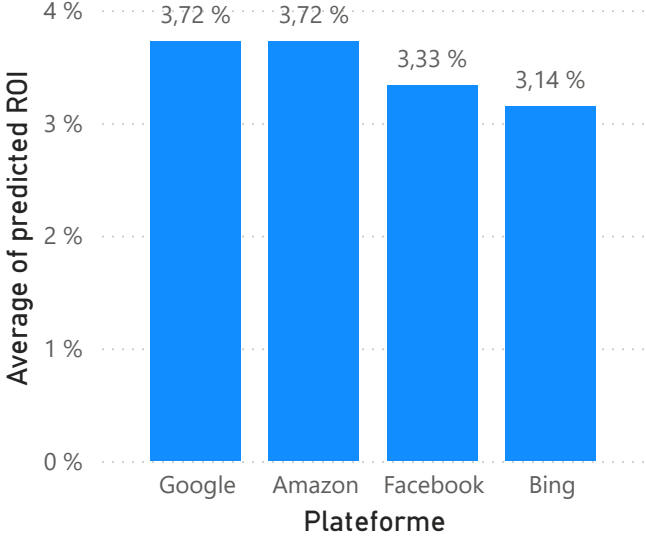
Plateforme

- Amazon
- Bing
- Facebook
- Google

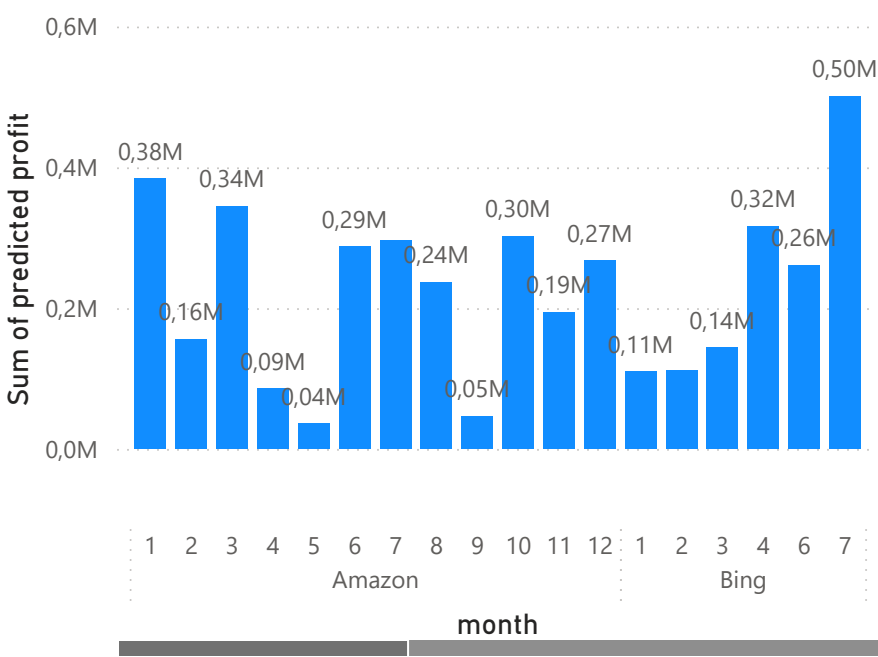
Quantity of advertisments by Plateforme



Average of predicted ROI by Plateforme



Predicted profit by month



Possibility of giving a discount

