

All 

All 

All 

All 

Sum of spend

\$900.52K

Sum of Impressions

96.49M

Avg Cost of Impressions

9.33

Avg Return on Ad Spend

\$15.24

Earliest Date

2023/1/1

Latest Date

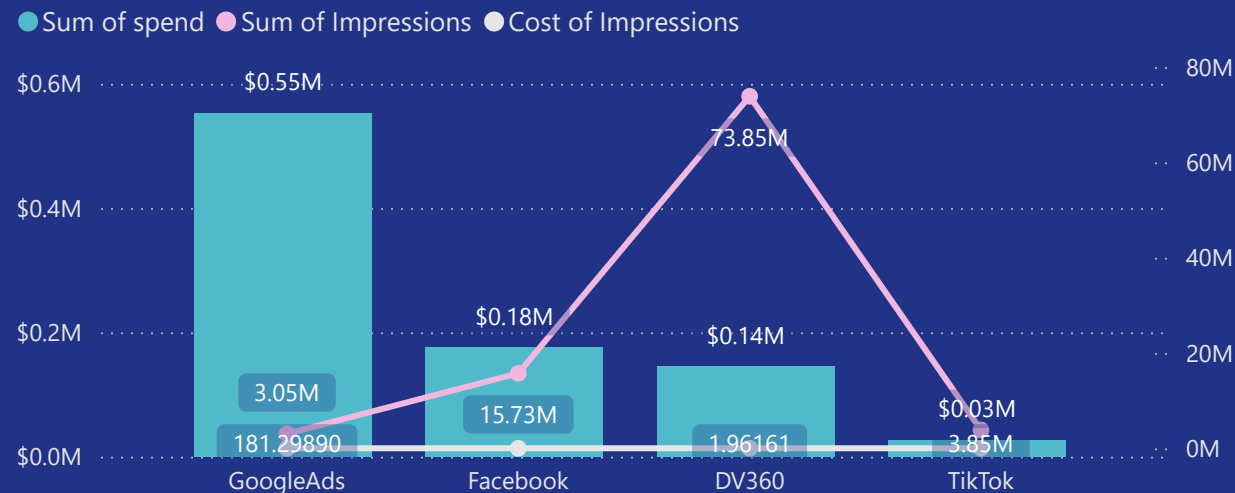
2024/5/31

Count of Date

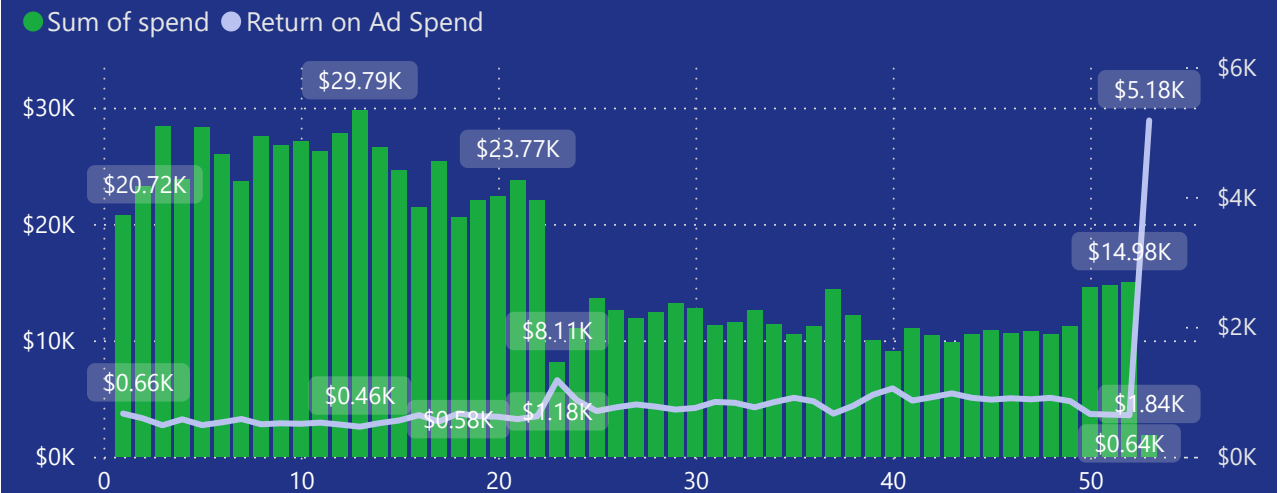
517

Platform	Sum of spend	Sum of Impressions	Cost of Impressions
DV360	\$144.87K	73.85M	1.96
TikTok	\$26.76K	3.85M	6.95
Facebook	\$175.89K	15.73M	11.18
GoogleAds	\$553.00K	3.05M	181.30
Total	\$900.52K	96.49M	9.33

Spend VS Impressions VS Cost of Impressions by Platforms



Total Spend VS ROAS by Week



2023



All



All



All



TIX Sold by Date and Category

Date	Category	TIX Sold	Average of ATP	Sum of Revenues
2024/12/25	GA_WEB	5021	\$30.95	\$155,417.6
2024/7/24	GA_WEB	4298	\$34.10	\$146,550.44
2024/7/3	GA_WEB	4217	\$34.09	\$143,739.5
2024/7/17	GA_WEB	4119	\$34.38	\$141,628.2
2024/4/10	GA_WEB	3741	\$34.64	\$129,602
2024/8/14	GA_WEB	3705	\$32.40	\$120,044
2024/7/10	GA_WEB	3626	\$34.55	\$125,267.61
2024/5/22	GA_WEB	3613	\$32.38	\$116,980.37
2024/6/19	GA_WEB	3475	\$32.08	\$111,461.27
2024/8/7	GA_WEB	3154	\$33.32	\$105,077.46
2024/3/13	GA_WEB	2910	\$33.52	\$97,538.64
Total		316736	\$27.84	\$8,955,749.65

Total TIX Sold VS ROAS by Week

● Total TIX Sold by Number ● Return on Ad Spend



All

All

All

All

Total TIX Sold

459.31K

Total TIX Revenues

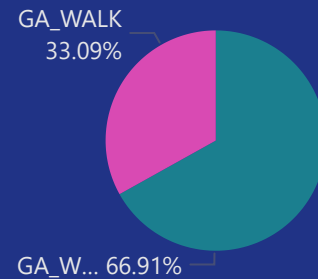
\$12.66M

Avg TIX Price

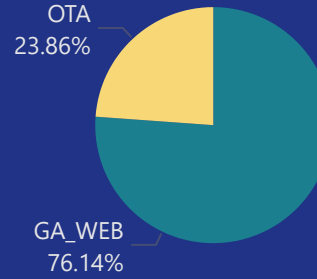
\$26.70

Category	TIX_#	OF TOTAL %
GA_WEB	187345	40.79%
CLOUDS	116489	25.36%
GA_WALK	83223	18.12%
OTA	58697	12.78%
GROUPS	7936	1.73%
JR ADDON	5618	1.22%
Total	459308	100.00%

TIX Sold by GA WALK UP VS GA WEB



TIX Sold by GA WEB VS OTA



1. TIX sold by GA WALK UP and GA WEB:

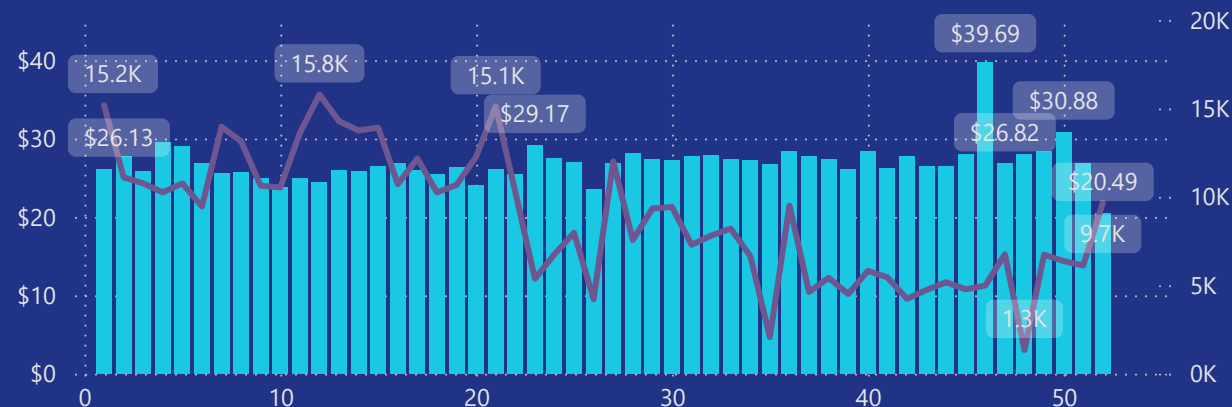
The number of tickets sold online through GA WEB significantly exceeds the number of tickets sold in person through GA WALK UP. This suggests a strong preference for purchasing tickets online over in-person purchases.

2. Consumer Preferences for Ticket Purchase: TIX SOLD BY OTA and GA WEB

A larger proportion of revenue comes from GA WEB sales (\$6.11M) compared to OTA sales (\$1.72M). This indicates that consumers prefer purchasing tickets directly through

Avg ATP VS Total TIX Sold by Week

● Average of ATP Dollars ● Total TIX Sold by Number



Total Revenue VS ROAS by Week

● Total Revenue ● Return on Ad Spend

