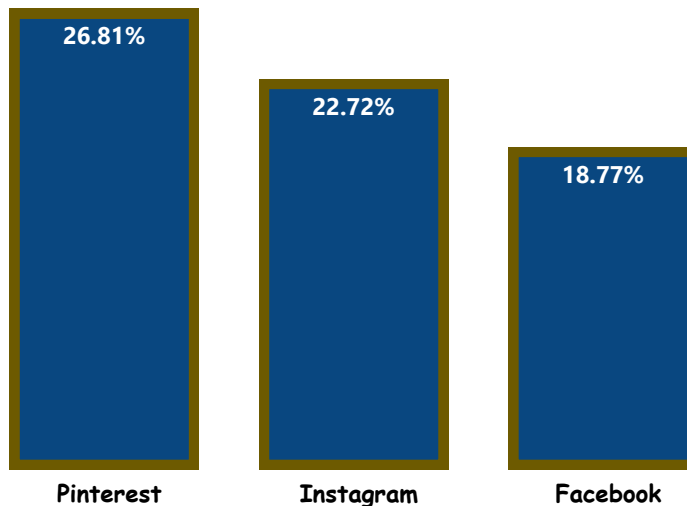


Expenses  
£163.25K

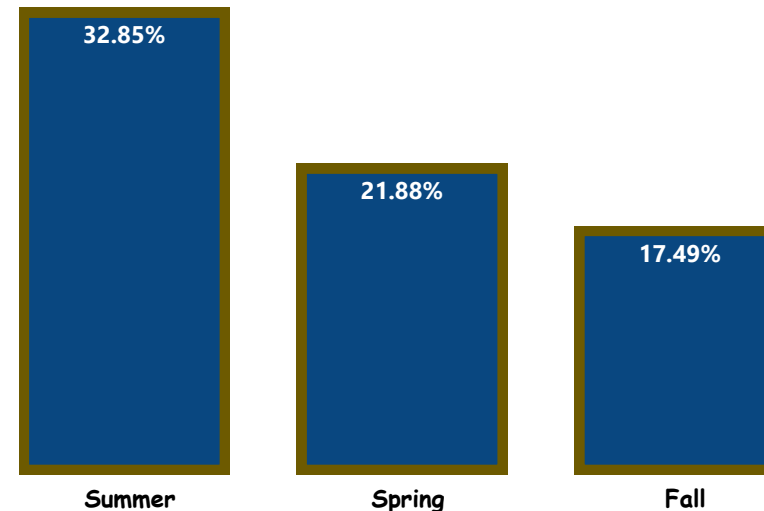
Revenue  
1.73M

Return on Investments  
960.77%

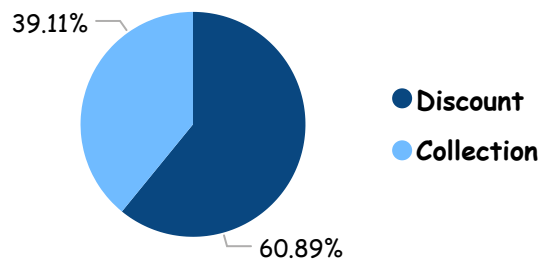
Conversion Rates Across Marketing Channels



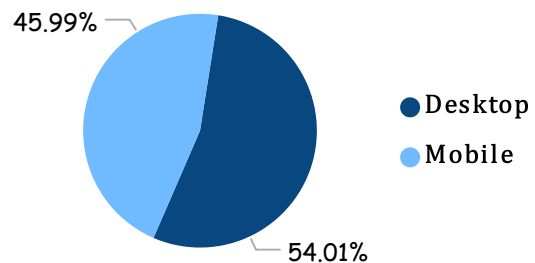
Conversion rate by Campaign



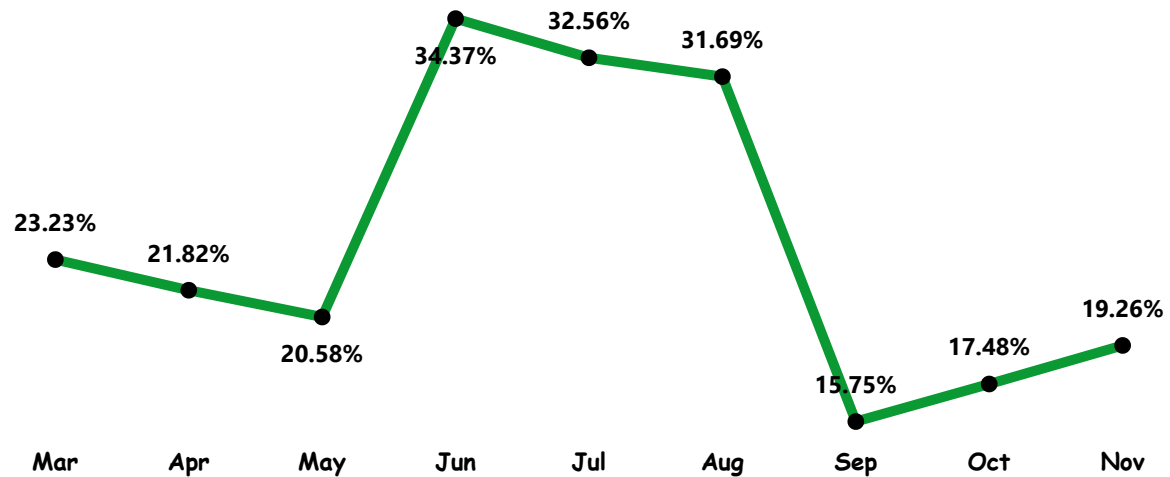
Conversion rate by Ad



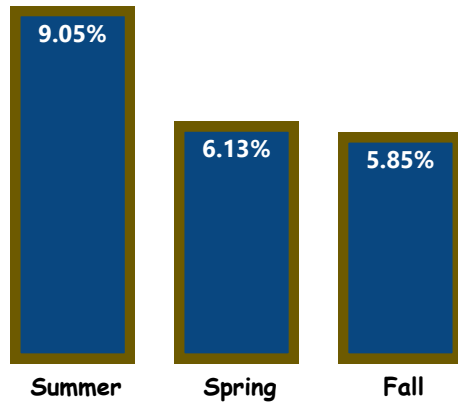
Impact of Device Type on Conversion Rates



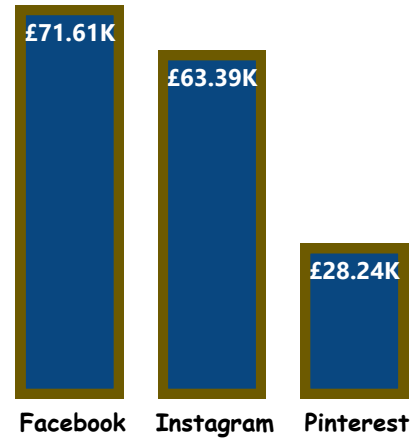
Conversion rate trend



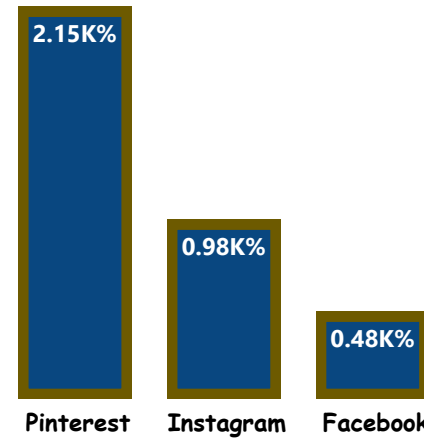
Engagement rate over time by Campaign



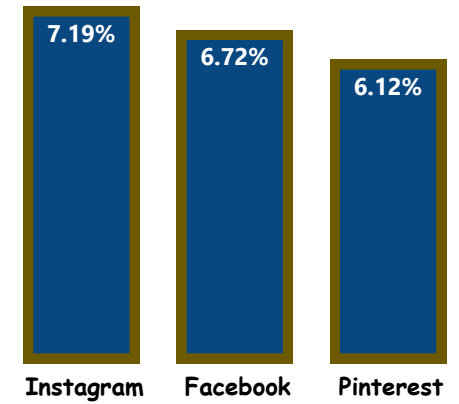
Total spend by Channel



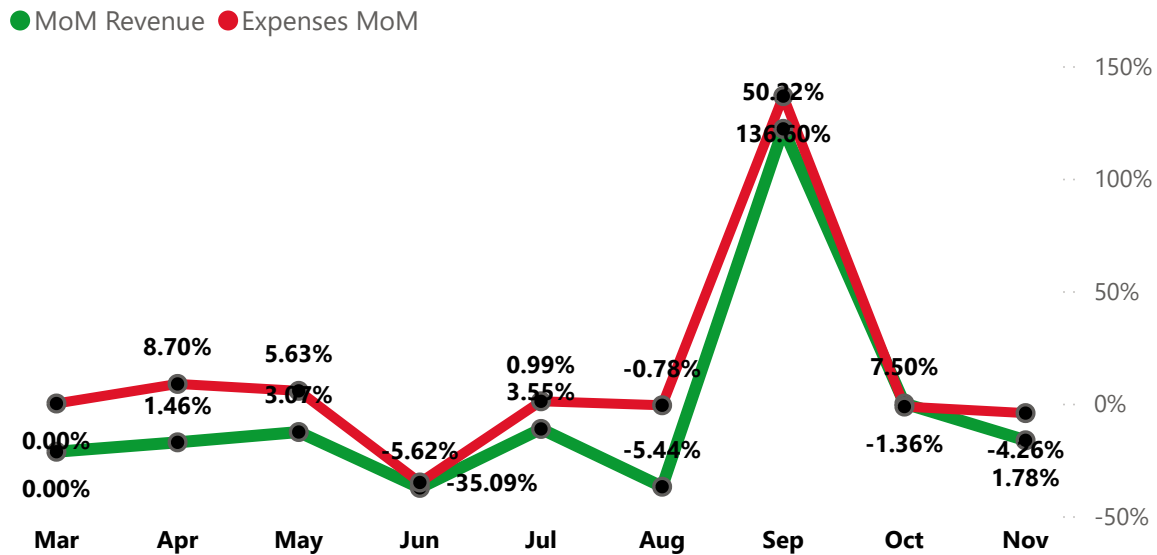
Campaign ROI by Channel



Engagement rate over time by Channel



Monthly change in revenue and expenses



Engagement rate over time by Month

