

Expenses

£163.25K

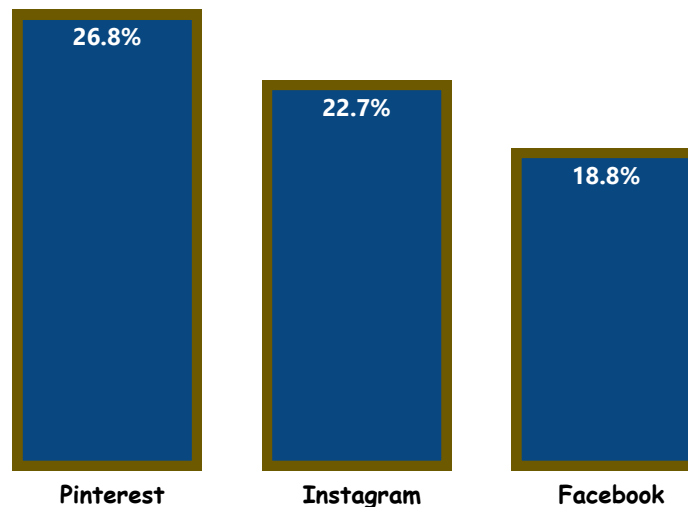
Revenue

1.73M

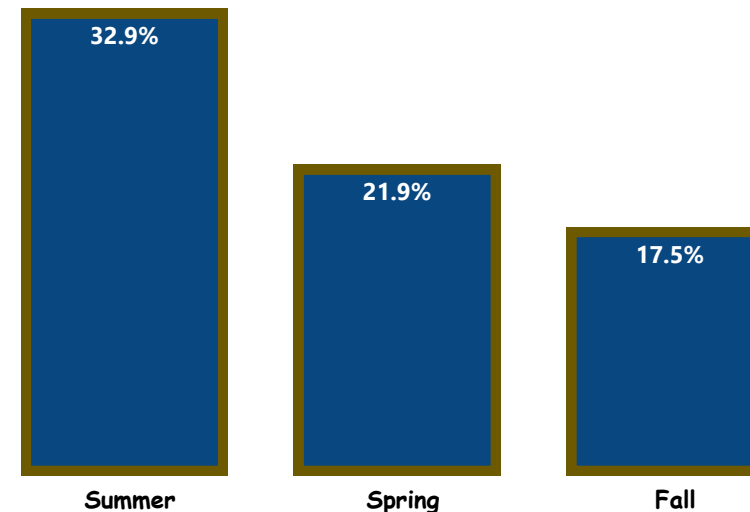
ROI

960.77%

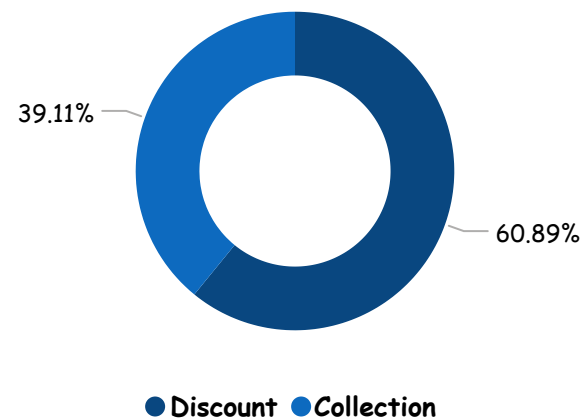
Conversion Rates Across Marketing Channels



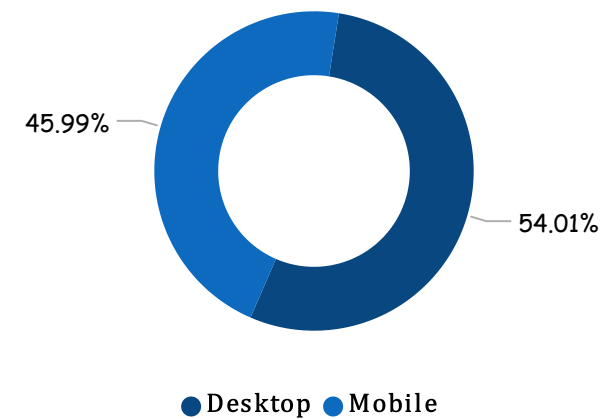
Conversion rate by Campaign



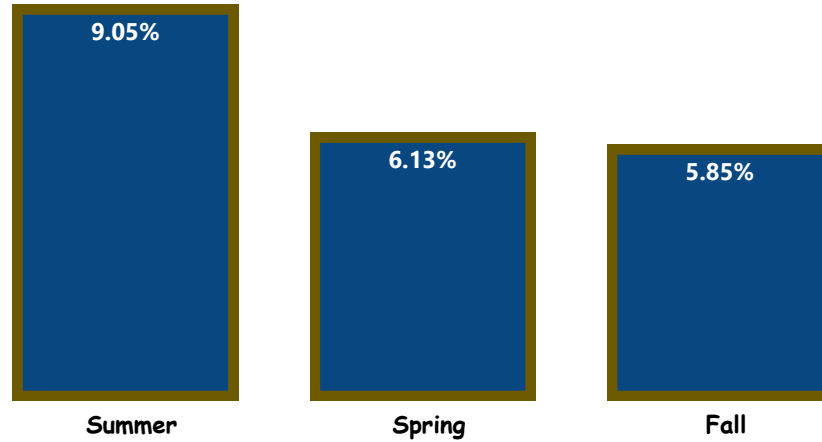
Conversion rate by Ad



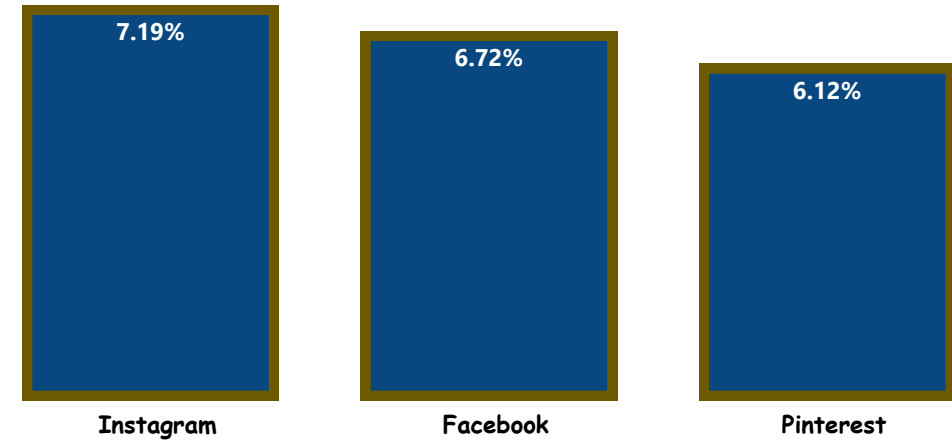
Conversion rate by device types



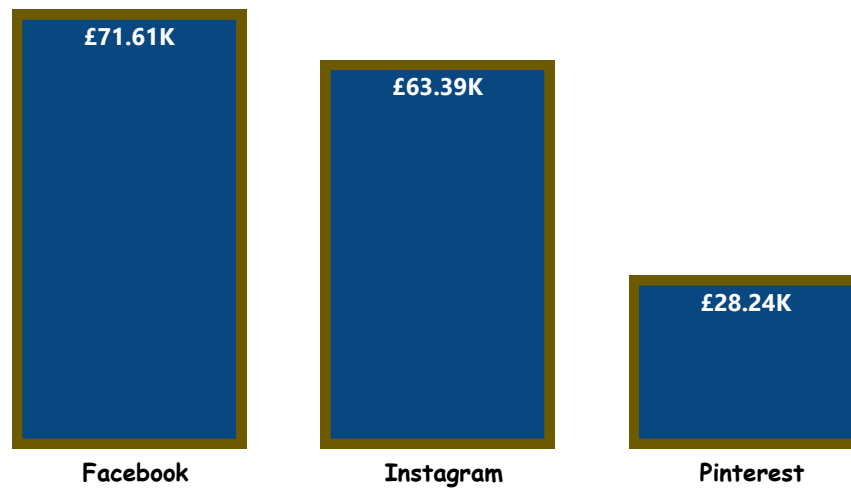
Engagement rate over time by Campaign



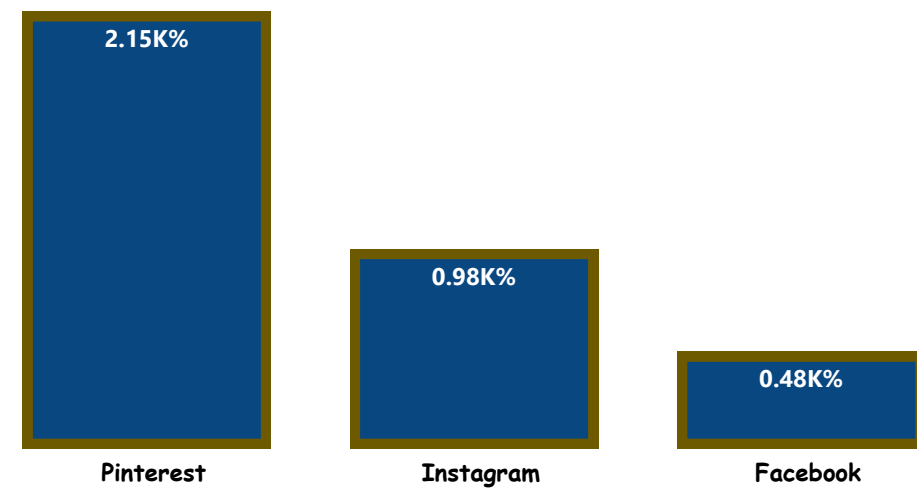
Engagement rate over time by Channel



Total spend by Channel

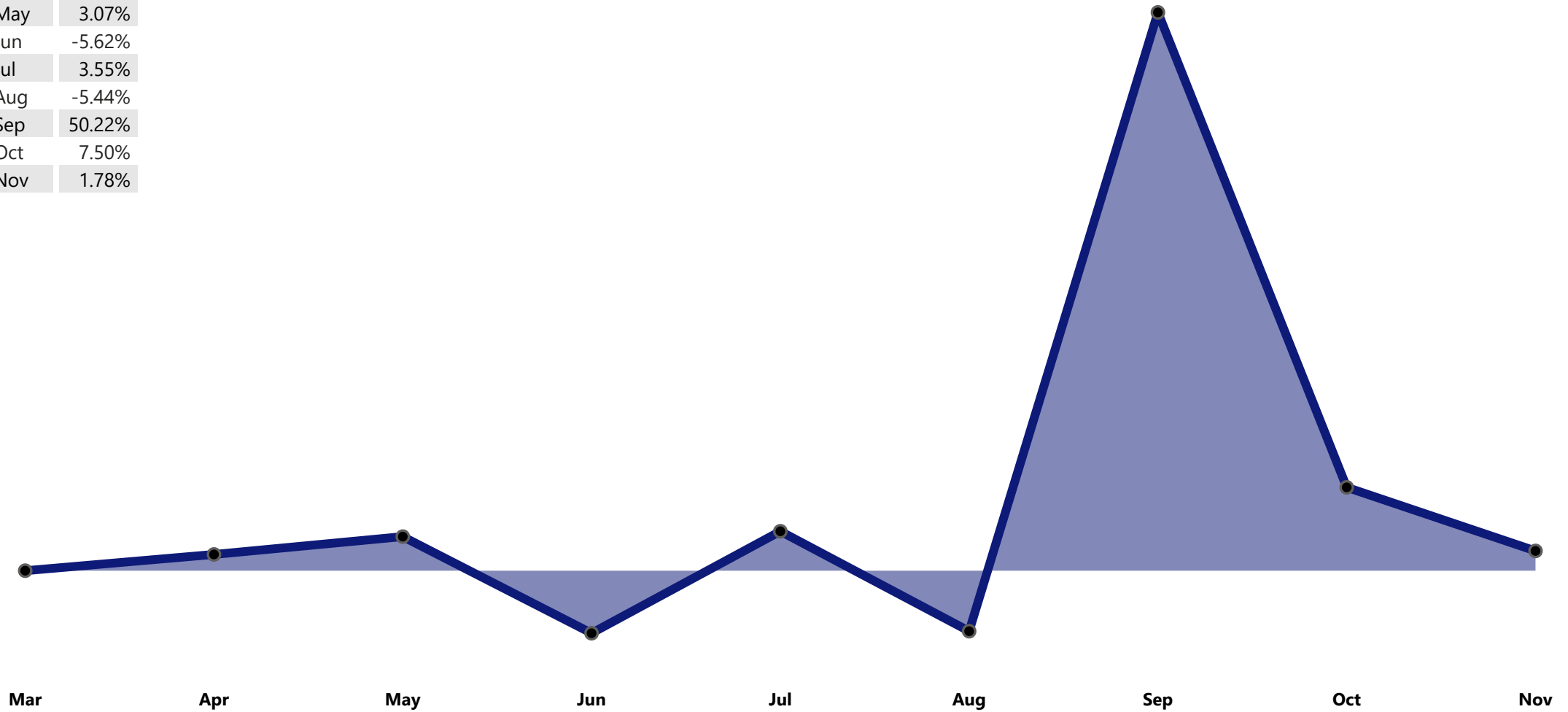


Campaign ROI by Channel



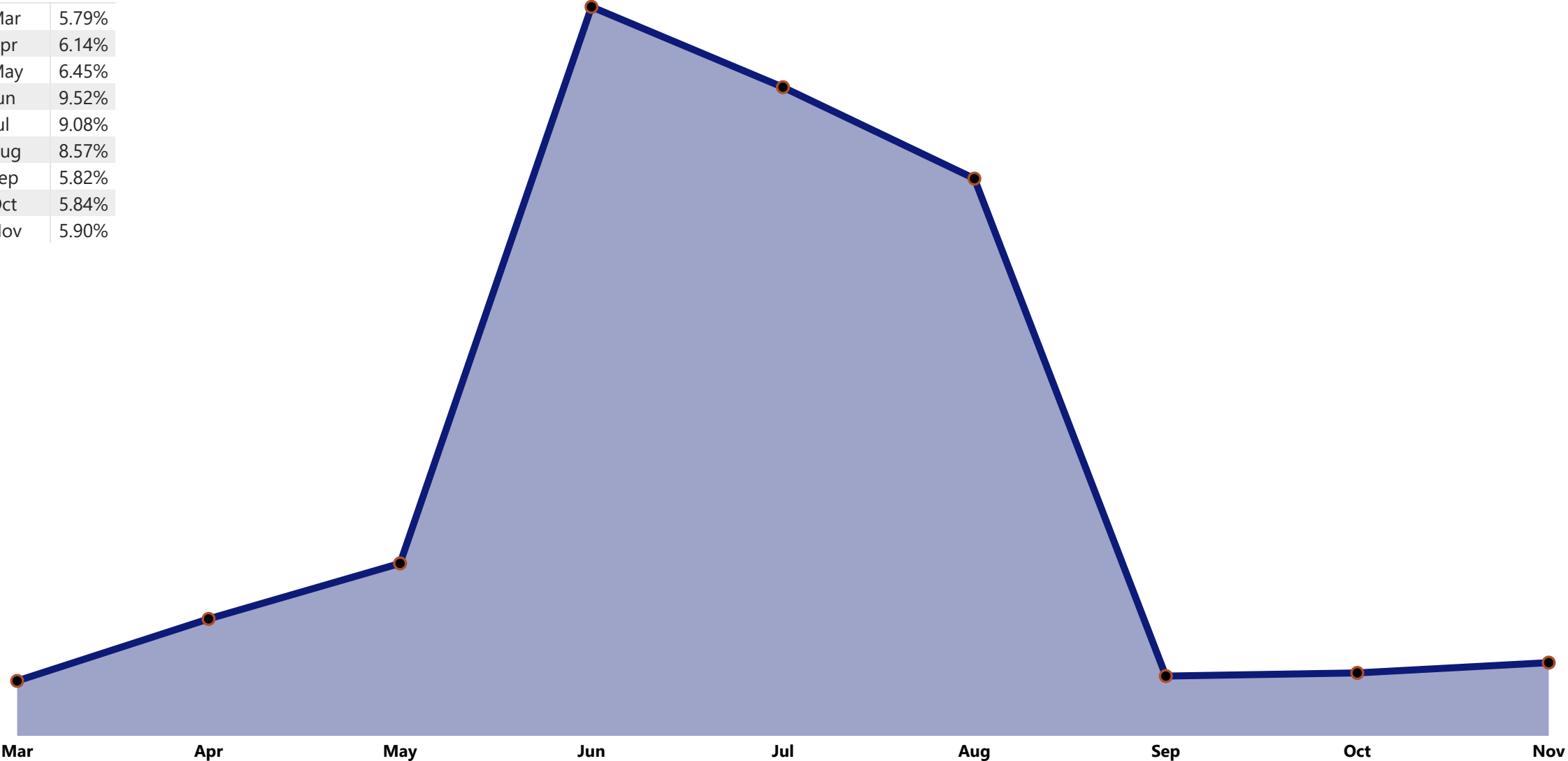
Monthly revenue growth

Mar	0.00%
Apr	1.46%
May	3.07%
Jun	-5.62%
Jul	3.55%
Aug	-5.44%
Sep	50.22%
Oct	7.50%
Nov	1.78%



Engagement rate over time by Month

Mar	5.79%
Apr	6.14%
May	6.45%
Jun	9.52%
Jul	9.08%
Aug	8.57%
Sep	5.82%
Oct	5.84%
Nov	5.90%



Conversion rate trend

Mar	23.2%
Apr	21.8%
May	20.6%
Jun	34.4%
Jul	32.6%
Aug	31.7%
Sep	15.7%
Oct	17.5%
Nov	19.3%

