



MONTHS

All

CHANNELS

All

CAMPAIGNS

All

CAMPAIGN SPENDS

16.32M

CLICKS

3M

IMPRESSIONS

29M

AVG. CTR

14.18%

CONVERSIONS

298K

COST PER CONVERSION

77.72

ROAS

12.85K

TOTAL REVENUE

32.19M

AVG. CONVERSION RATE

14.2%

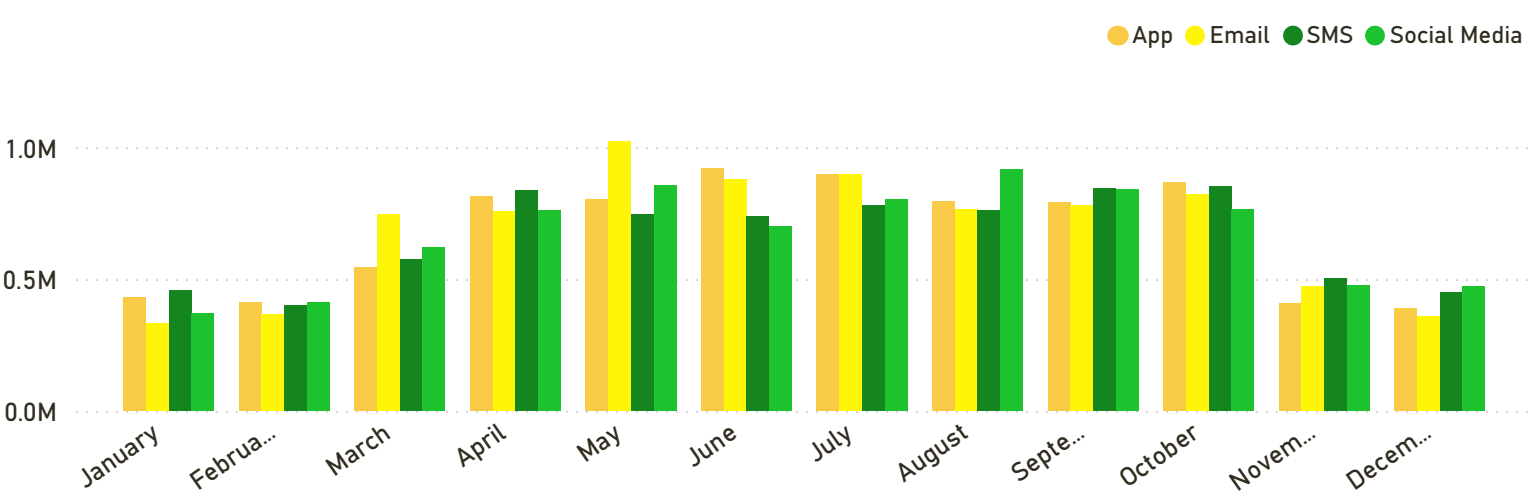
REVENUE PER CONVERSION

108.02

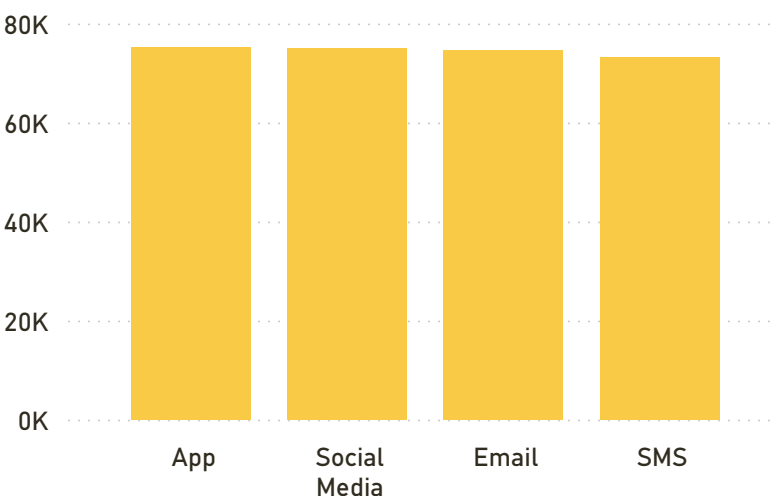
TOP CAMPAIGN

App Push
Notification

MONTHLY REVENUE OF MARKETING CHANNELS



TOTAL CONVERSIONS BY CHANNELS



TOP 5 CAMPAIGNS

CAMPAIGNS	AVG. CTR	CONVERSIONS	AVG. CONVERSION_RATE
New User Discount	14.13%	33964	14.9%
Referral Program	14.46%	33490	14.9%
Weekend Special	13.83%	33271	14.7%
Category Promotion	14.13%	33568	14.6%
App Push Notification	14.85%	32783	14.5%

REVENUE TO SPEND RATIO OF CHANNELS

