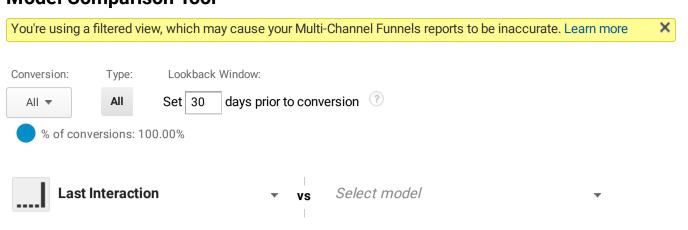


## Model Comparison Tool Jan 1, 2022 - Mar 16, 2022



MCF	Channel Grouping	<b>Spend</b> (for selected time range)	Last Interaction Conversions	Last Interaction CPA	Last Interaction Conversion Value	Last Interaction ROAS
1.	Direct	-	37,611.00	_	\$353,506.17	_
2.	Paid Search	\$29,840.96	1,508.00	\$19.79	\$18,158.97	60.85%
3.	Display	\$6,534.85	147.00	\$44.45	\$98.00	1.50%
4.	Other Advertising	-	22.00	-	\$78.40	-
5.	(Other)	-	3.00	-	-	-
6.	Referral	-	1.00	-	_	-
7.	Organic Search	-	-	_	_	-

Rows 1 - 7 of 7