

# Model Comparison Tool

Jan 1, 2022 - Mar 16, 2022

You're using a filtered view, which may cause your Multi-Channel Funnels reports to be inaccurate. [Learn more](#)

Conversion: 

All

Type: 

All

Lookback Window: Set 

30

 days prior to conversion 

?

% of conversions: 100.00%

Last Interaction

vs

Select model

MCF Channel Grouping		Spend (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

