

# Channel Analysis

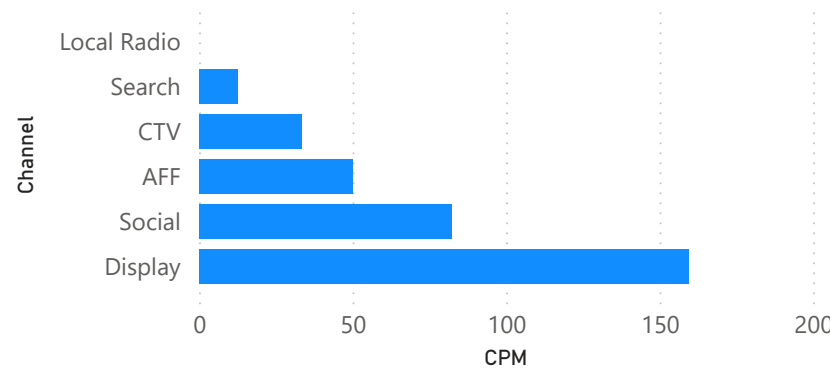
Top Channel by Site Visits  
Search (89,187)

Top Channel by Conversion Rate  
AFF (97.17%)

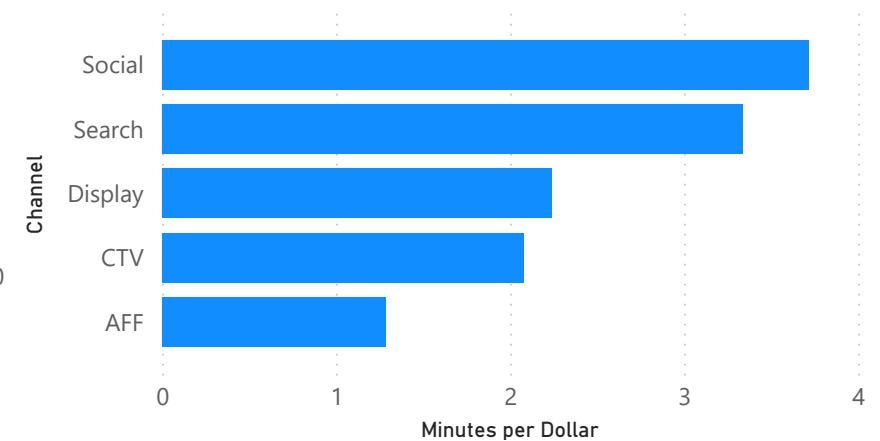
Top Channel by Cost-Effective Reach  
Local Radio (\$0.00)

Top\_CostEff\_Channel\_CPM

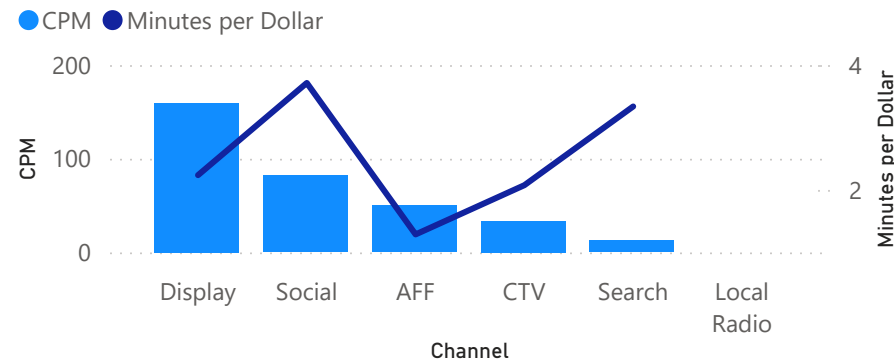
Cost per Thousand Impressions (CPM)



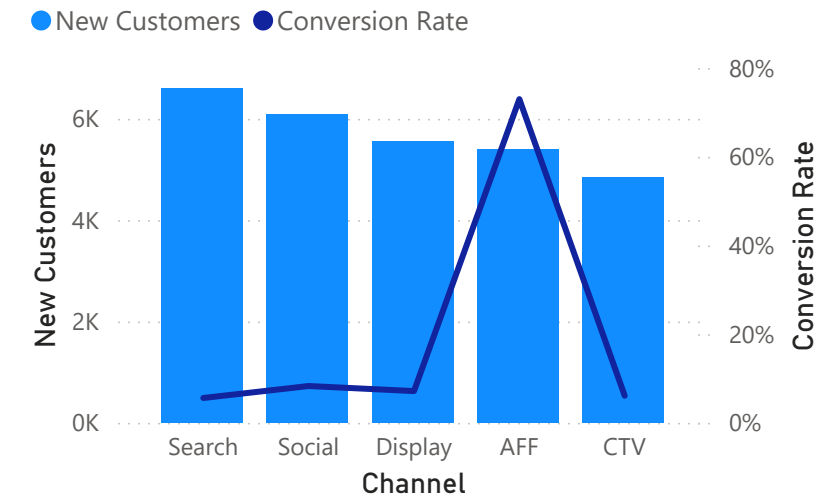
Engagement Efficiency (Weekly Rolling Window)



Combined Cost vs. Engagement



New Customers vs Conversion Rate



Site Visits vs CTR

