

Marketing Performance - Executive Summary

Total Spend: \$6,424

Total Revenue: \$4,000

ROAS: 0.62

CPC: \$0.30

CTR: 2.53%

CPM: \$7.49

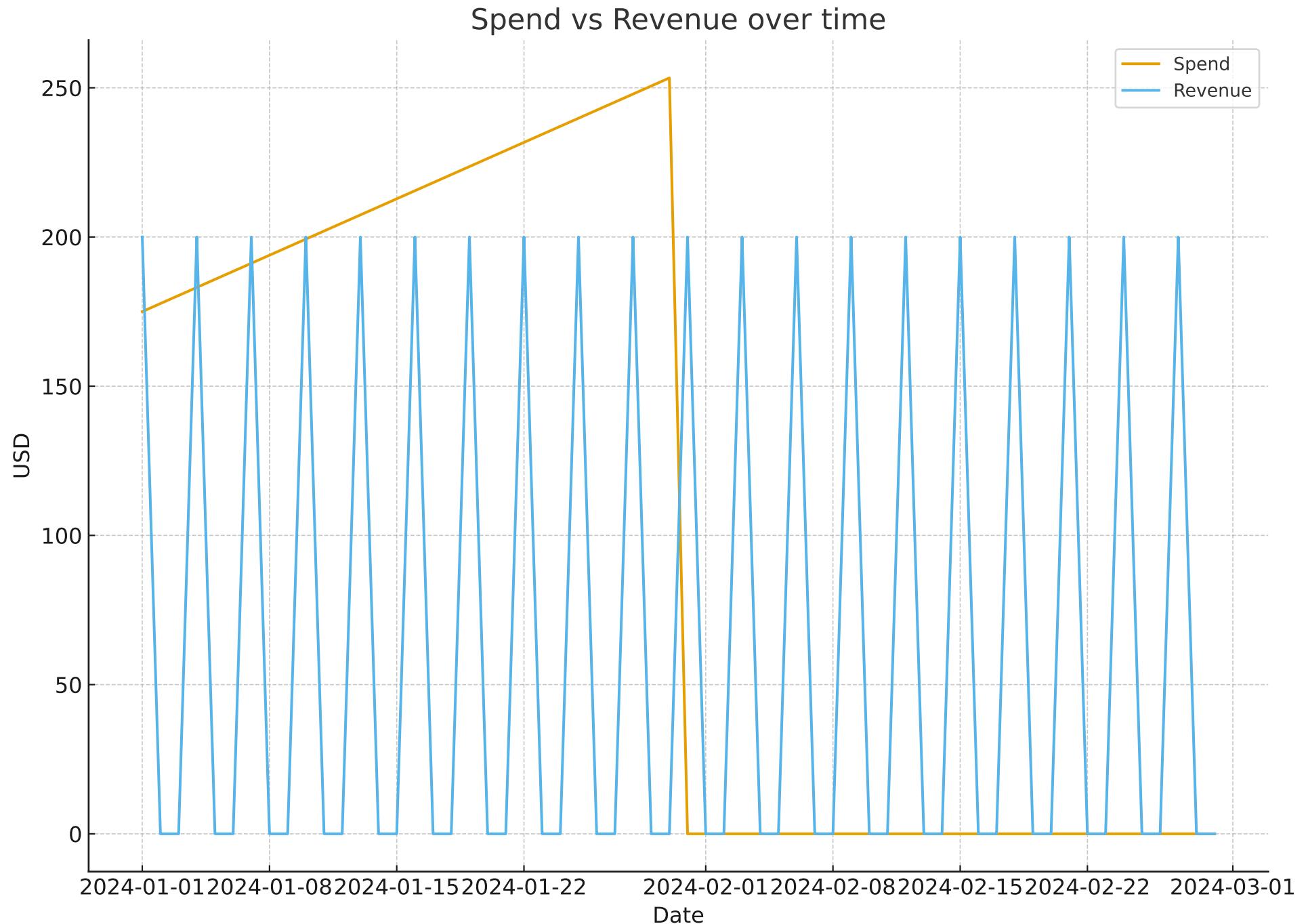
Total Impressions: 857,850

Total Clicks: 21,675

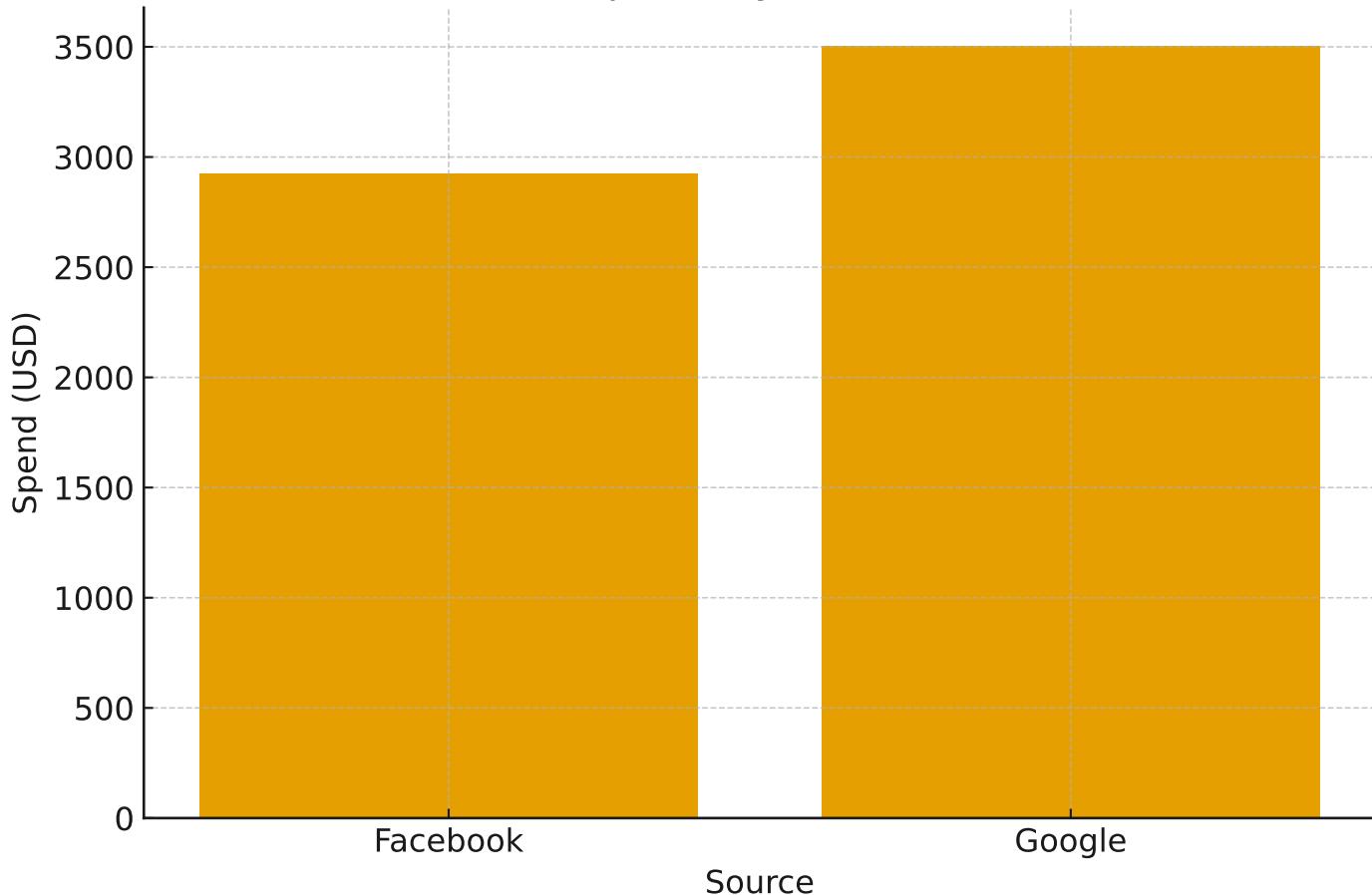
CRM Leads (unique): 60

Total Customers: 20

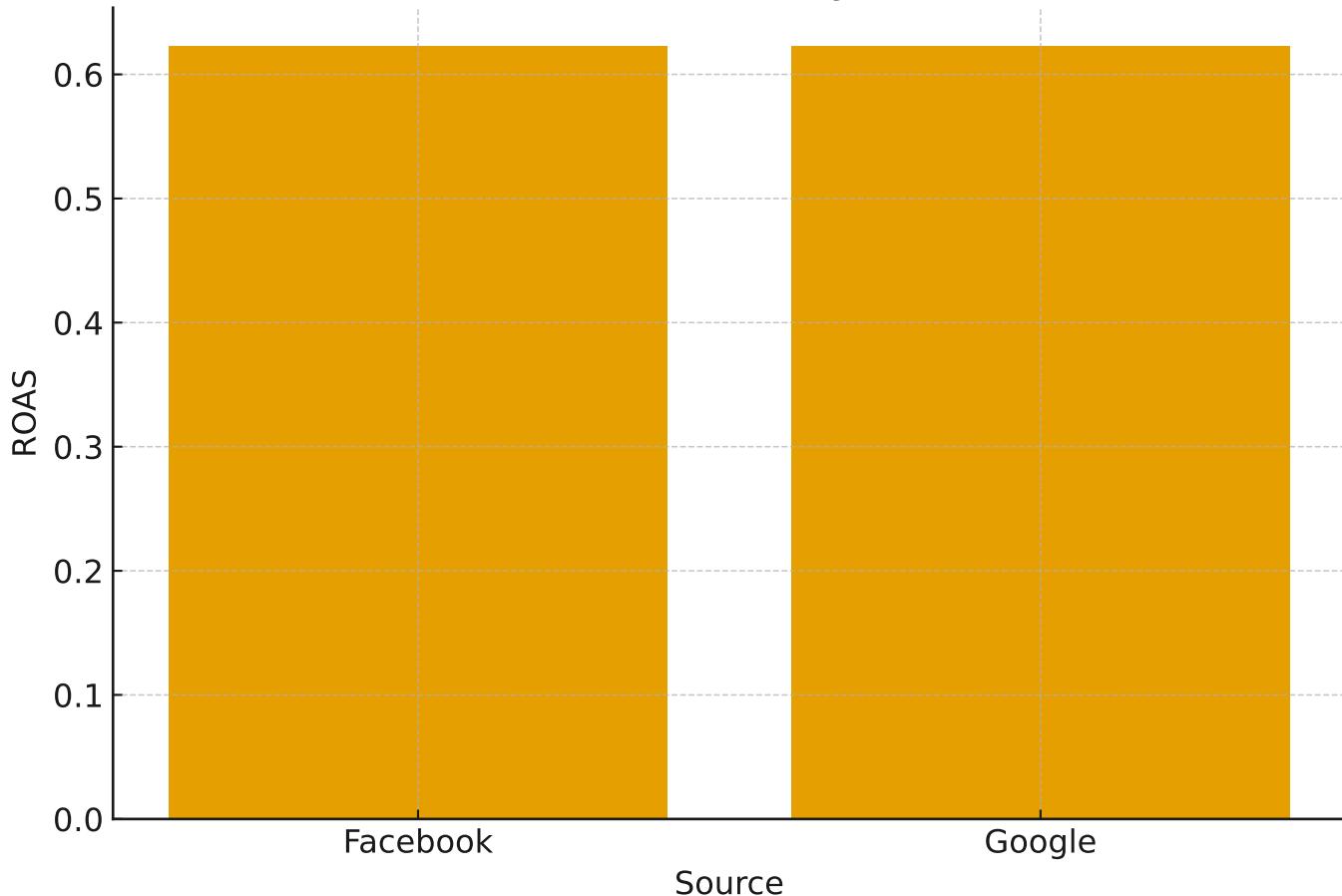
Conversion Rate (CRM): 33.33%



Spend by Source



Attributed ROAS by Source



Top 10 Campaigns by Spend

