

## 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

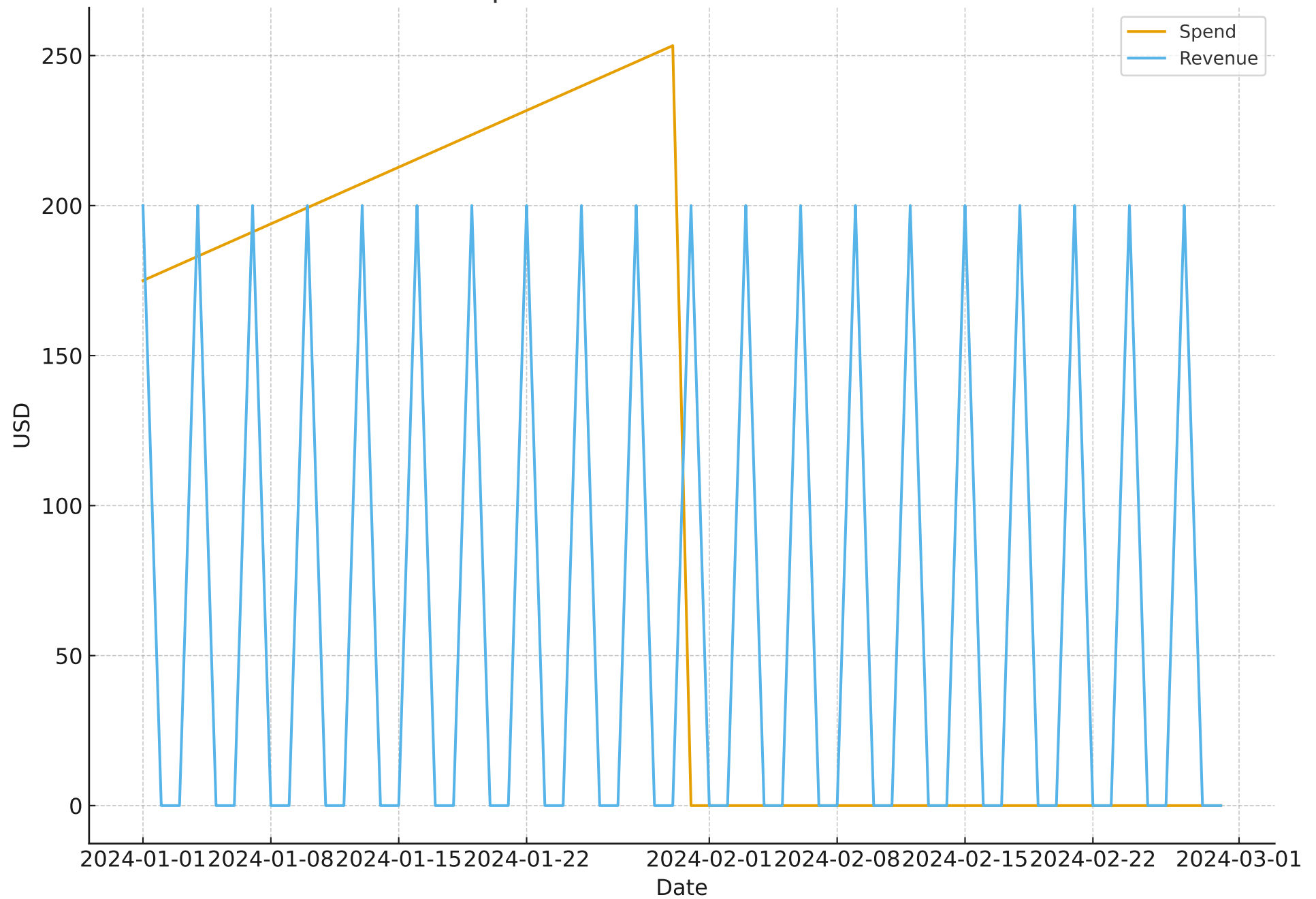
Total Clicks: 21,675

CRM Leads (unique): 60

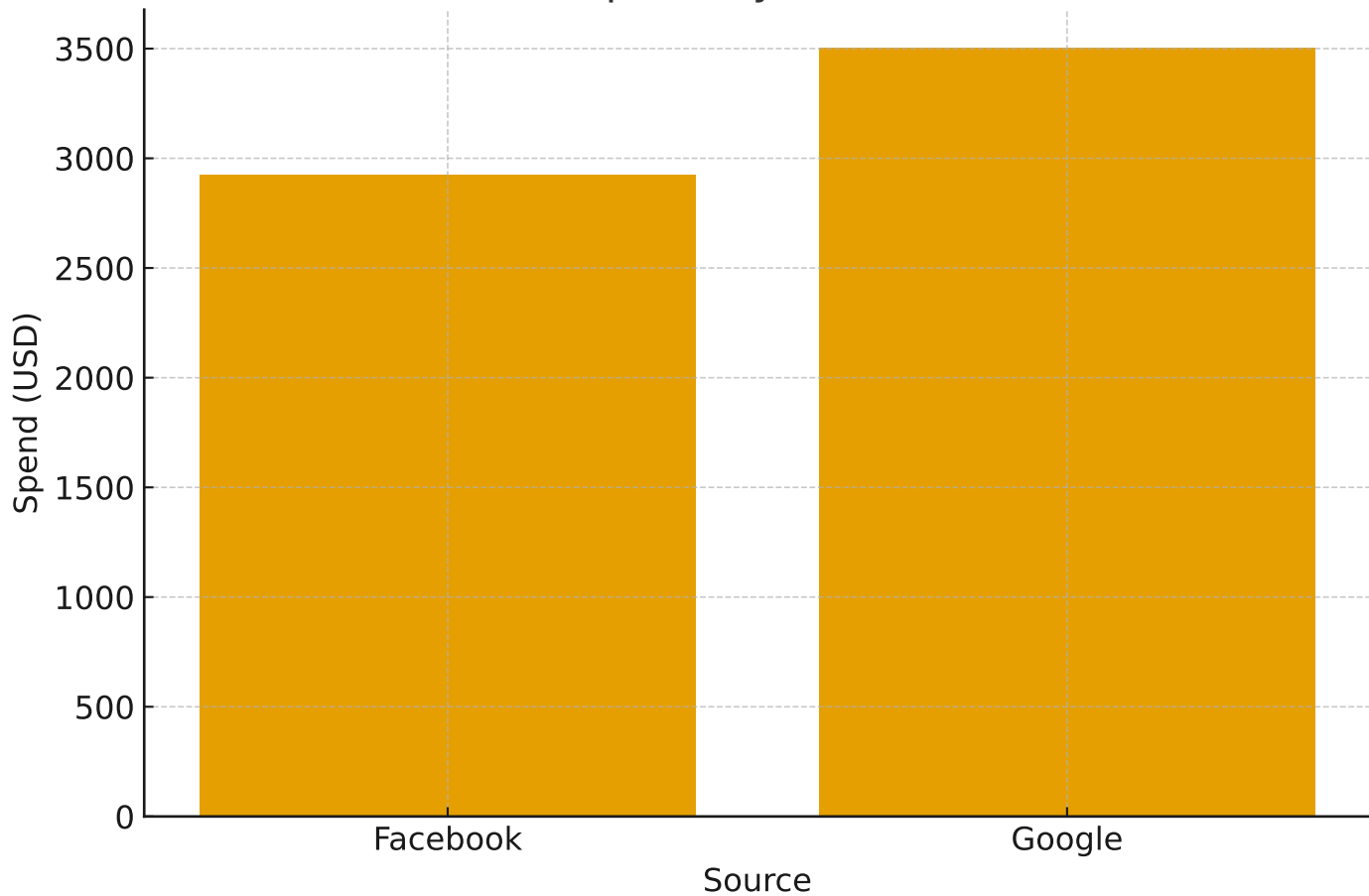
Total Customers: 20

Conversion Rate (CRM): 33.33%

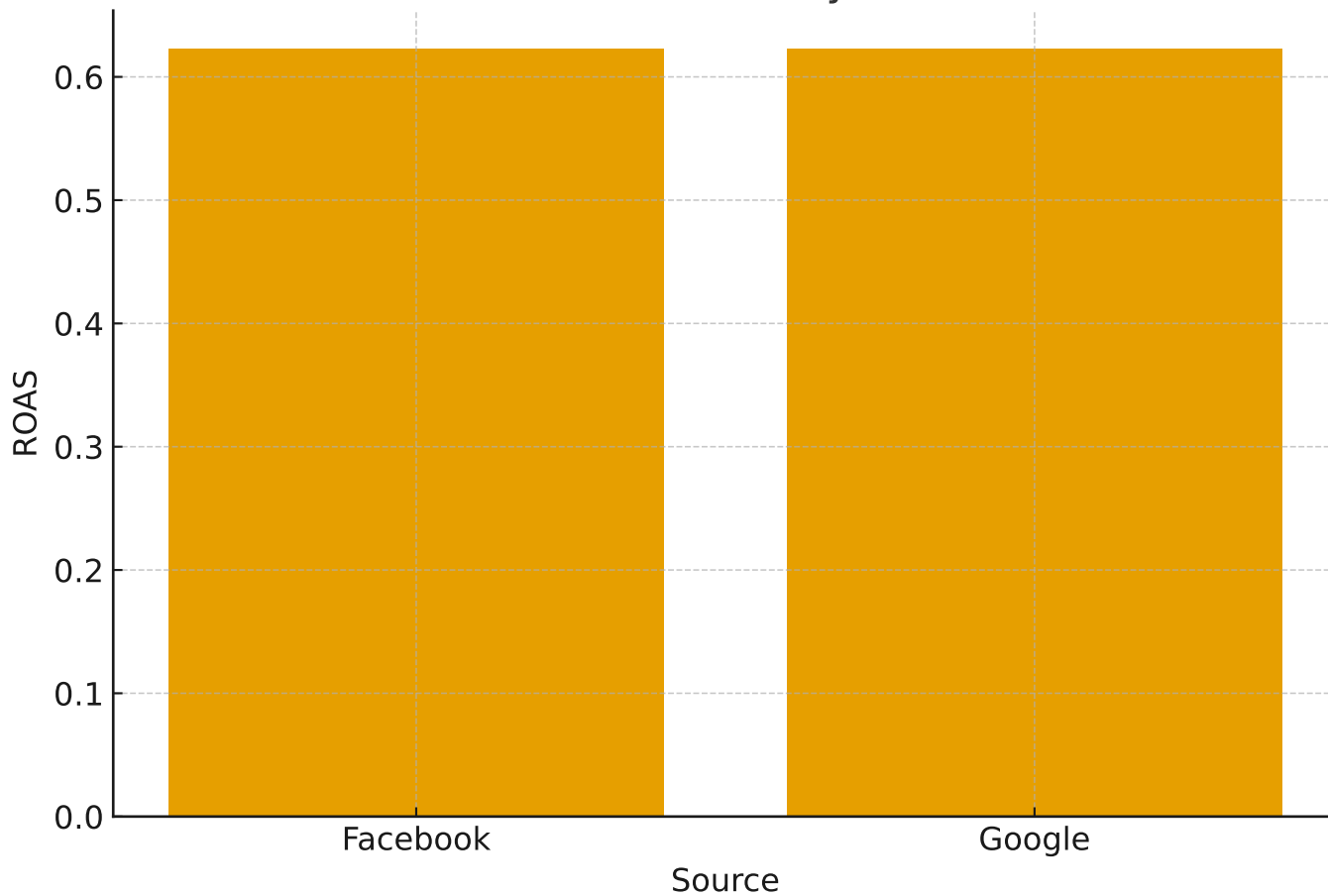
Spend vs Revenue over time



# Spend by Source



Attributed ROAS by Source



Top 10 Campaigns by Spend

