

Marketing Campaign evaluation

Average Conversion rate

17.69%

+2.69% vs Target ↑

ROAS

1.67

-16.63% vs Target ↓

CLV / CAC ratio

3.72

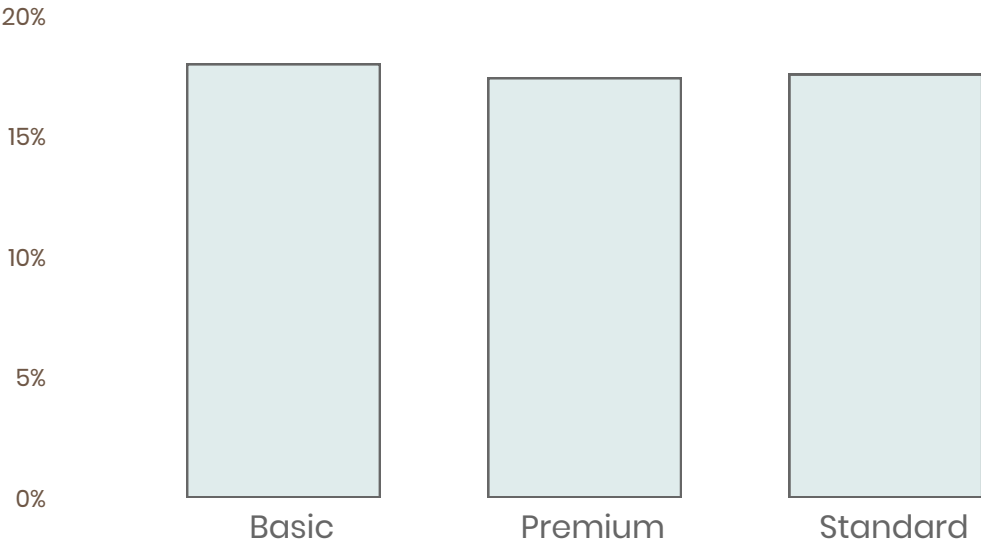
+24.05% vs Target ↑

CPC

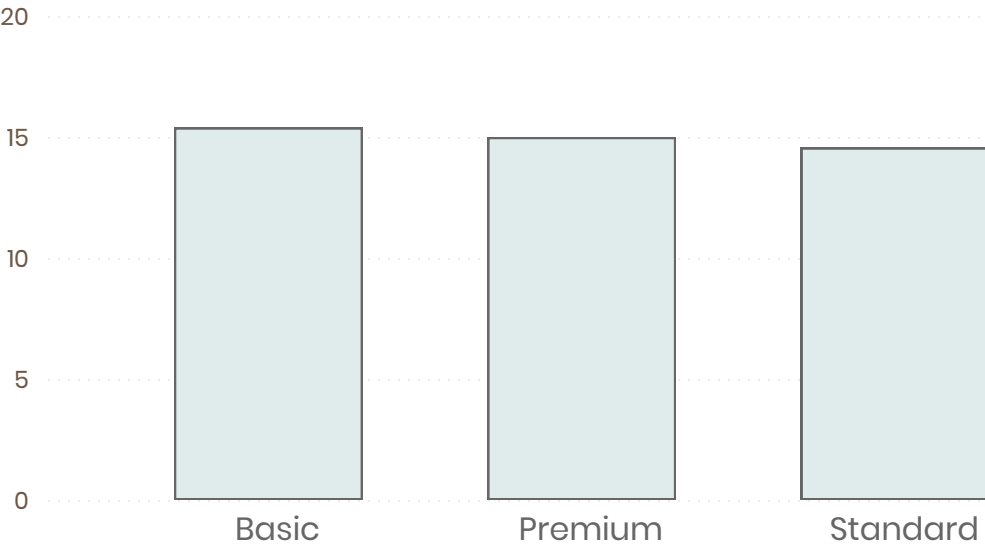
9.21

-2.37% vs Target ↓

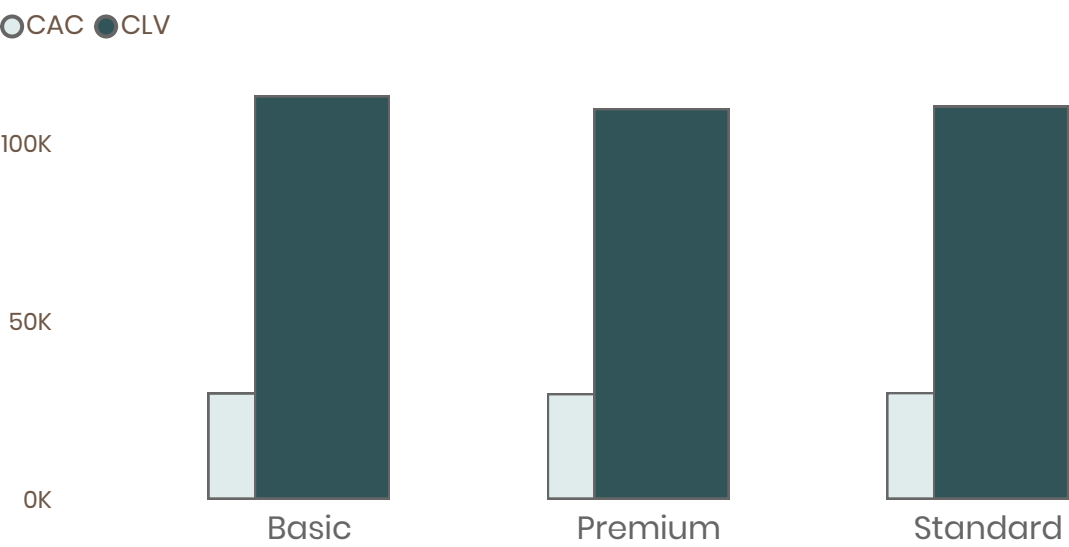
Conversion Rate



Subscription Length (months)



CAC and CLV by Subscription Tier



Campaign ID	Conversion Rate	ROAS	CLV / CAC ratio	Discount Level %
CMP_T78QLR	21.39%	1.64	8.00	24
CMP_NV2YT1	50.00%	0.46	7.99	27
CMP_6SVAFM	25.14%	3.69	7.99	42
CMP_37O2XU	3.06%	0.67	7.99	69
CMP_9JNH43	19.22%	0.25	7.98	26
CMP_R0AH2O	18.35%	12.93	7.98	28
CMP_1HJIX4	59.77%	4.90	7.98	64
CMP_FDQPK7	12.06%	0.91	7.98	66
CMP_31QHG4	18.45%	1.72	7.97	47
CMP_5OH2GI	43.34%	0.44	7.97	41

CLV / CAC ratio vs Discount Level

