



Prism Performance Overview

Year

2020

2021

2022

Gross Profit

£5.28M

CTR

2.31

Click Through Rate

CPA

£13.07

CPA Overall

MAU

1.75M

Monthly Active Users

AOF

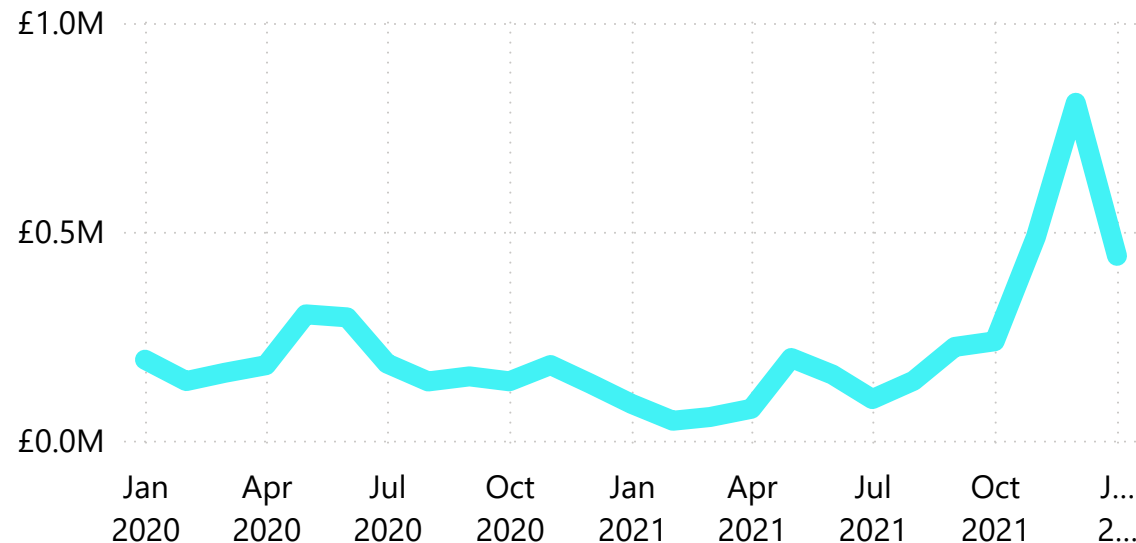
1.08

Average Order Frequen...

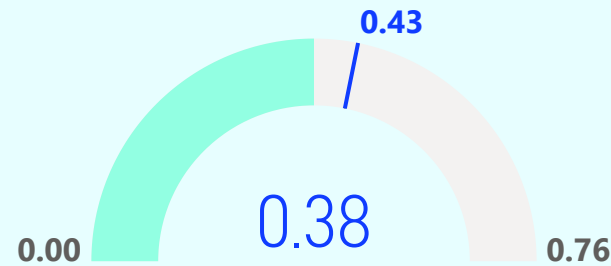
Return Rate

30.97

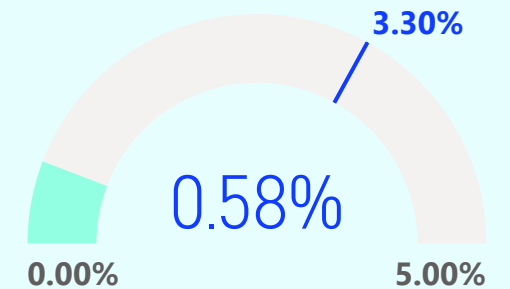
Gross Profit Over Time



Gross Margin



Conversion Rate



ABV

