Digital Analysis

Impression	Clicks	Users	Conversions	Revenue
186.8M	1.6M	808.3K	28.2K	106.4M

Chart 1 (top left): Conversions / CTR' / CVR' by Source
- Bing...: 318, 1.8%, 0.6%
- Email...: 1.8K, 3.05%
- FB Ads: 6.2K, 4.17%, 0.95%
- Googl...: 7.8K, 2.17%, 0.68%
- Linke...: 9, 0.37%, 0.92%
- Mailch...: 796, 43.54%
- Organ...: 11.2K, 6.29%, 4.75%
- Social...: 118, 1.63%

Chart 2 (top right): ADS' / Cost/Conv by Source
- Social...: 2.1K, 0
- FB Ads: 2.5K, 2.1K
- Organ...: 3.1K, 0
- Email...: 3.5K, 1.4K
- Googl...: 5.4K, 2.2K
- Mailch...: 488.2
- Linke...: 6.7K, 12.9K
- Bing...: 8.2K, 4.2K

Chart 3 (bottom left): Spent / Revenue / ROI' by Source
- LinkedI...: 115.7K, 60K, 0.52
- Social...: 248K, 0
- Bing Ads: 1.3M, 2.6M, 1.95
- Mailch...: 388.6K, 4.5M, 11.45
- Email V...: 2.5M, 6.5M, 2.56
- FB Ads: 13M, 15.8M, 1.22
- Organic...: 34.5M, 0
- Google...: 16.7M, 42.3M, 2.53

Chart 4 (bottom right): Transaction per user / ADS' by Source
- Bing Ads: 8.2K, 0.01
- LinkedI...: 6.7K, 0.01
- Social...: 2.1K, 0.02
- Google...: 5.4K, 0.02
- Email V...: 3.5K, 0.03
- FB Ads: 2.5K, 0.04
- Organic...: 3.1K, 0.06
- Mailchi...: 5.6K, 0.44