

Marketing Campaign Performance Overview



Highest CAC
479.50



Highest LTV
5725



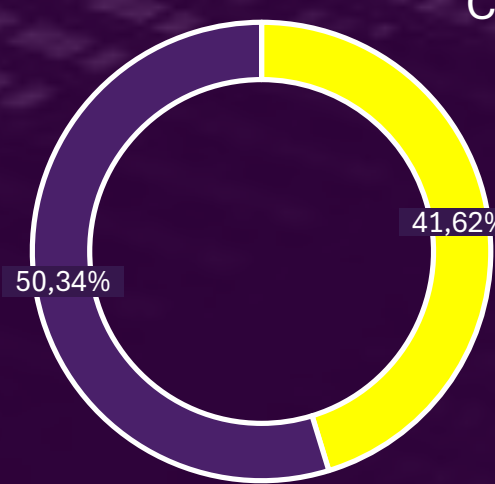
Average Churn Rate
42,22%



Highest CTR
100,00%



CTR by Lead Source

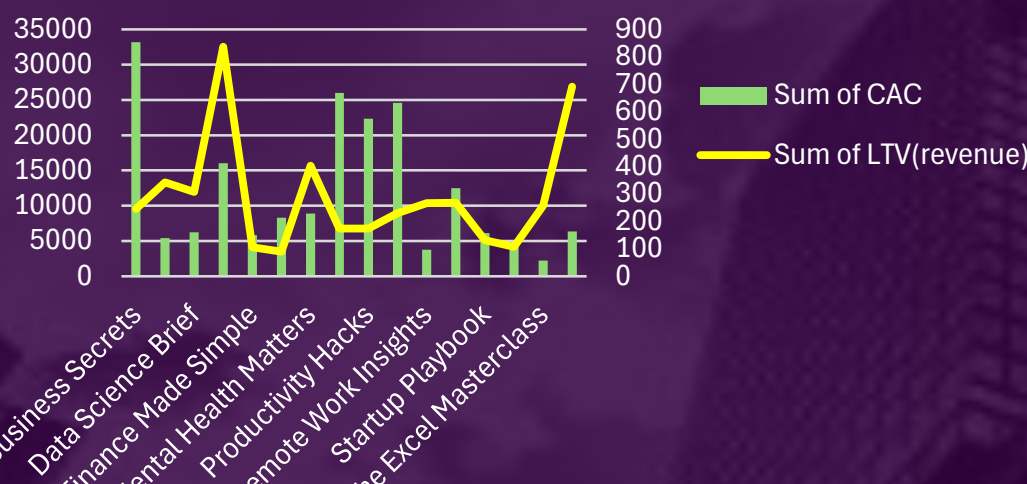


Lead_Source

- Affiliate
- Facebook Ads



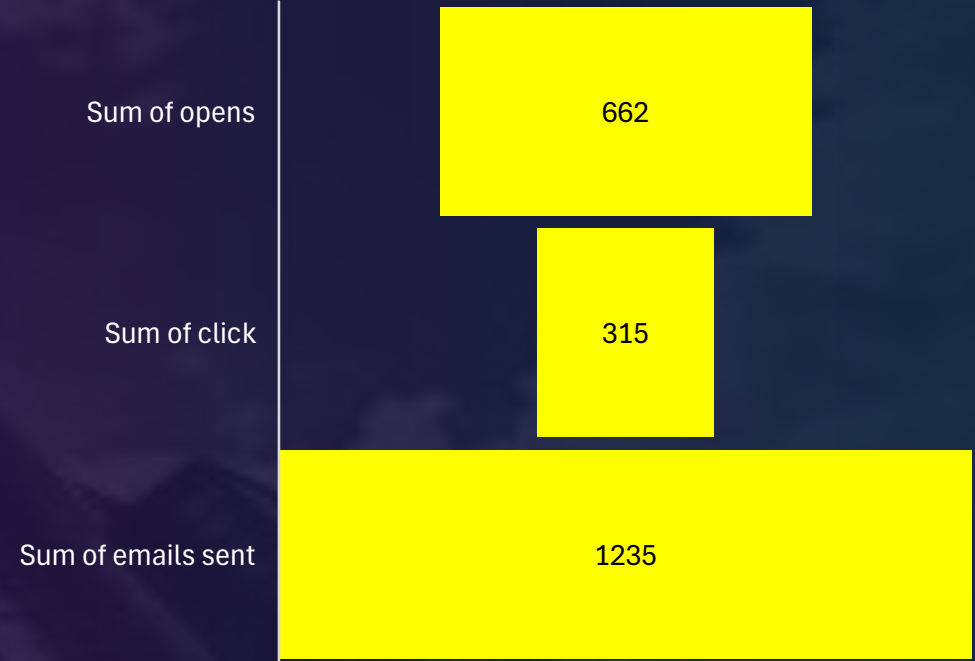
CAC vs LTV by Campaign



Churn Rate by Campaign



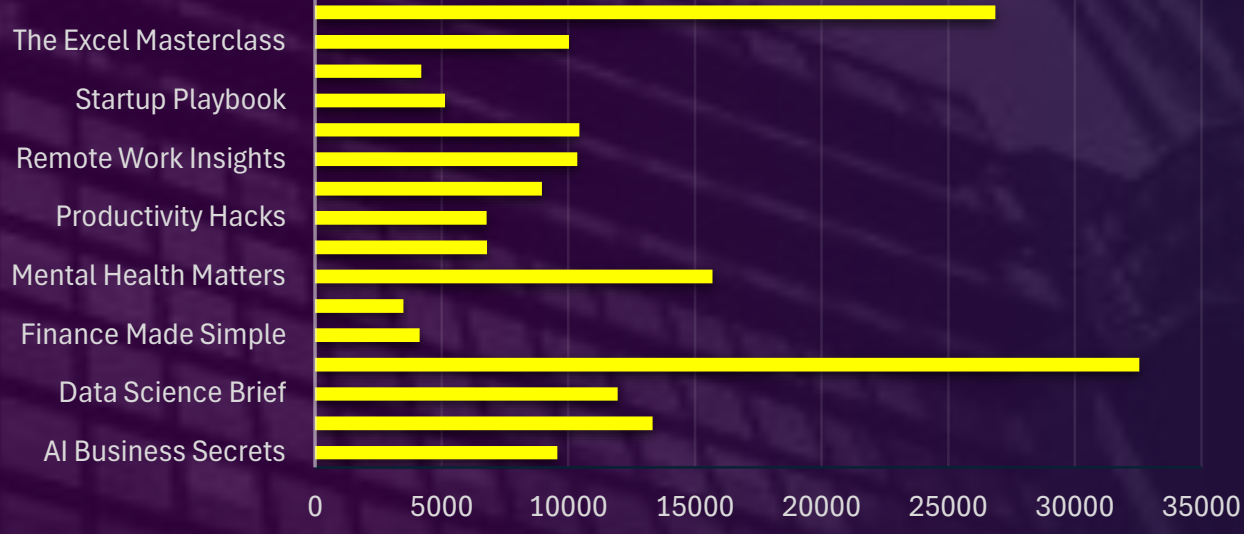
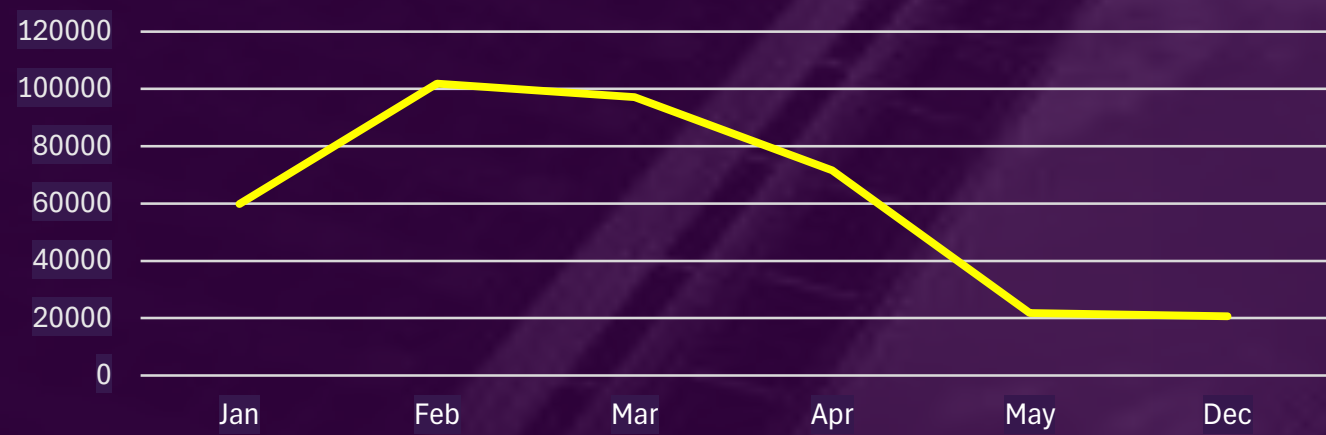
Lead Engagement Funnel



open rate : 53,60%
click rate : 47,58%



Monthly Revenue Trend



Lead_Source

Affiliate	Facebook Ads
Google Ads	Newsletter Referral

Campaign

AI Business Secrets	Crypto Signals Daily
Data Science Brief	Ecommerce Tips

purchased month

Jan	Feb
Mar	Apr

