

Weekly Growth Report — 2025-07-21

1. Executive Summary

Week-over-Week Overview

- **Spend:** \$78,725 (\$86,967 | -9%)
- **Revenue:** \$212,159 (\$194,930 | +9%)
- **ROAS:** 2.69 (2.24 | +20%)
- **ROAS 1st:** 2.13 (1.87 | +14%)
- **CAC 1st:** \$245.56 (\$187.91 | +31%)
- **Transactions:** 489 (642 | -24%)

Overall Performance: Total DTC spend reached **\$78,725** across all channels with **2.69 ROAS**, generating **\$212,159** in revenue and blended **CAC of \$161.04**. Paid Media delivered **\$117,704** revenue at **1.50 ROAS** with **CAC of \$397.08**, across **198 transactions**. The business achieved **488 total transactions** during this 7-day period.

2. DTC Breakdown (Accrual Performance) - 7 Days (Northbeam)

Channel	Spend	Spend Prev	Spend Δ%	Revenue	Revenue Prev	Revenue Δ%	ROAS	ROAS Prev	ROAS Δ%	ROAS 1st	ROAS 1st Prev	ROAS 1st Δ%	CAC	CAC Prev
All Channels	\$78,725	\$86,967	-9%	\$212,159	\$194,930	+9%	2.69	2.24	+20%	2.13	1.87	+14%	\$160.99	\$135.44
Paid Media	\$78,725	\$86,967	-9%	\$117,704	\$106,975	+10%	1.50	1.23	+22%	1.27	1.02	+24%	\$397.60	\$439.12
Google Ads	\$28,884	\$32,197	-10%	\$67,058	\$59,639	+12%	2.32	1.85	+25%	1.90	1.51	+26%	\$267.49	\$309.15
Facebook Ads	\$25,154	\$26,007	-3%	\$9,916	\$9,968	-1%	0.39	0.38	+3%	0.31	0.33	-6%	\$1,150.67	\$928.85
Awin	\$10,365	\$11,999	-14%	\$30,981	\$26,108	+19%	2.99	2.18	+37%	2.69	2.01	+34%	\$193.09	\$277.95
TikTok	\$5,885	\$6,173	-5%	\$521	\$3,923	-87%	0.09	0.64	-86%	0.07	0.41	-83%	\$4,424.85	\$1,106.10
AppLovin	\$5,219	\$6,998	-25%	\$303	\$1,100	-72%	0.06	0.16	-62%	0.05	0.07	-29%	\$3,303.29	\$2,544.11
ShopMyShelf	\$1,916	\$2,401	-20%	\$793	\$4,811	-84%	0.41	2.00	-80%	0.41	1.39	-71%	\$822.45	\$210.22
Microsoft Ads	\$947	\$843	+12%	\$7,765	\$1,426	+445%	8.20	1.69	+385%	8.09	1.69	+379%	\$103.23	\$280.95
Pinterest	\$355	\$348	+2%	\$367	\$0	0%	1.03	0.00	0%	1.03	0.00	0%	\$1,076.88	\$0.00

2a. Performance by Product (Cash Snapshot)

Product	Category	Spend	Revenue	ROAS	ROAS 1st	CAC	CAC 1st	AOV	Transactions
All Products	—	\$78,725	\$277,749	3.53	3.53	\$123.01	\$123.30	\$433.98	640
Unattributed	Unattributed	\$25,251	\$211,059	8.36	8.36	\$48.56	\$48.75	\$405.88	520
Red Light Hat	Wellness Tech	\$11,827	\$6,186	0.52	0.52	\$739.19	\$739.19	\$386.64	16
Infrared PEMF Pro Mat	Wellness Tech	\$10,530	\$29,855	2.84	2.84	\$319.09	\$319.09	\$904.70	33
Microcurrent Body Sculptor Ritual Set	Wellness Tech	\$10,410	\$7,793	0.75	0.75	\$433.77	\$433.77	\$324.71	24
Infrared Sauna Blanket	Wellness Tech	\$9,442	\$12,864	1.36	1.36	\$410.50	\$410.50	\$559.33	23
Red Light Face Mask	Wellness Tech	\$7,011	\$6,642	0.95	0.95	\$467.41	\$467.41	\$442.82	15
Infrared PEMF Go Mat	Wellness Tech	\$2,416	\$2,230	0.92	0.92	\$603.93	\$603.93	\$557.57	4
Transdermal Magnesium Spray	Body Care	\$551	\$88	0.16	0.16	\$275.53	\$275.53	\$44.00	2
Full Spectrum Infrared Sauna	Wellness Tech	\$544	\$765	1.41	1.41	\$272.02	\$272.02	\$382.51	2
Serotonin Soak Salt	Body Care	\$402	\$198	0.49	0.49	\$200.99	\$200.99	\$99.00	2
Daily Dose Ritual	Body Care	\$140	\$0	0.00	0.00	\$0.00	\$0.00	\$0.00	0
Best Seller Bundle	Bundle & Save	\$90	\$60	0.66	0.66	\$0.00	\$0.00	\$0.00	0
Red Light Starter Kit	Bundle & Save	\$84	\$0	0.00	0.00	\$0.00	\$0.00	\$0.00	0
Red Light Neck Enhancer	Wellness Tech	\$16	\$0	0.00	0.00	\$16.01	\$16.01	\$0.00	1
Light-Activated Glow Serum	nan	\$11	\$0	0.00	0.00	\$0.00	\$0.00	\$0.00	0

Product	Category	Spend	Revenue	ROAS	ROAS 1st	CAC	CAC 1st	AOV	Transactions
SweatBand	Accessories	\$0	\$8	0.00	0.00	\$0.00	\$0.00	\$0.00	0
Endorphin Oil	Body Care	\$0	\$0	nan	nan	\$0.00	\$0.00	\$0.00	0
Oxytocin Oil	Body Care	\$0	\$0	nan	nan	\$0.00	\$0.00	\$0.00	0

2b. Performance by Category (Cash Snapshot)

Category	Spend	Revenue	ROAS	ROAS 1st	CAC	CAC 1st	AOV	Transactions
All Categories	\$78,725	\$277,749	3.53	3.53	\$123.01	\$123.30	\$433.98	640
Wellness Tech	\$52,196	\$66,336	1.27	1.27	\$446.12	\$446.12	\$566.98	117
Unattributed	\$25,262	\$211,059	8.35	8.35	\$48.58	\$48.77	\$405.88	520
Body Care	\$1,093	\$286	0.26	0.26	\$273.25	\$273.25	\$71.50	4
Bundle & Save	\$174	\$60	0.34	0.34	\$0.00	\$0.00	\$0.00	0
Accessories	\$0	\$8	0.00	0.00	\$0.00	\$0.00	\$0.00	0

3. Top Campaign Performance Analysis (Accrual Performance) (Accrual Performance)

🏆 Best Performing Campaigns by ROAS

Platform	Campaign Name	ROAS	ROAS 1st	CAC	CAC 1st	AOV	AOV 1st	Spend	Revenue
Totals	—	6.76	6.67	\$155.55	\$161.42	\$1051.20	\$1077.10	\$1,426	\$9,636
Microsoft Ads	US_Brand_Alone_Exact	28.87	28.87	\$30.27	\$30.27	\$874.08	\$874.08	\$126	\$3,642
Google Ads	US_NonBrand_Products	15.54	15.54	\$95.64	\$95.64	\$1485.90	\$1485.90	\$191	\$2,972
Facebook Ads	**SB Body Care & Supplements Creative Testing **	8.53	8.53	\$224.28	\$224.28	\$1913.00	\$1913.00	\$224	\$1,913
Pinterest	US Prospecting 110824 CVN Purchase Perfo	1.54	1.54	\$713.26	\$713.26	\$1100.75	\$1100.75	\$238	\$367
TikTok	SB SPC - Spark Ads Testing COL 042825	1.40	1.07	\$279.62	\$372.82	\$390.41	\$399.00	\$373	\$521
AppLovin	SB_WebConversion_CPP150_7D_RedLightHat_6525	0.81	0.81	\$820.74	\$820.74	\$665.10	\$665.10	\$274	\$222

💰 Highest Spend Campaigns

Platform	Campaign Name	Spend	ROAS	ROAS 1st	CAC	CAC 1st	AOV	AOV 1st	Revenue
Totals	—	\$26,131	0.94	0.78	\$621.05	\$759.43	\$584.52	\$595.64	\$24,594
Google Ads	US_PMax_Brand_AllProducts	\$7,130	2.29	1.99	\$291.43	\$367.34	\$668.53	\$729.94	\$16,356
Facebook Ads	**SB Body Care & Supplements Creative Testing **	\$5,594	0.80	0.80	\$430.34	\$430.34	\$343.43	\$343.43	\$4,465
Facebook Ads	SB Sauna Blanket CBO 7925	\$4,540	0.20	0.20	\$4540.28	\$4540.28	\$905.10	\$905.10	\$905
Facebook Ads	SB PEMF Mat CBO 7925	\$4,490	0.28	0.00	\$2993.22	\$nan	\$847.40	\$nan	\$1,271
Facebook Ads	SB Red Light Mask CBO 7925	\$4,377	0.37	0.22	\$2073.29	\$4376.95	\$756.82	\$958.00	\$1,598

🇺🇸 Revenue-Only Campaigns (\$0 Spend)

Platform	Campaign Name	Revenue	Transactions	AOV
Organic	Direct: none	\$34,733	56.98	\$609.52
Organic Search	Referral: google.com	\$9,430	18.78	\$502.02
Unattributed	Unattributed: first_time	\$9,357	41.00	\$228.22
Awin	UTM [awin / 1249057]	\$6,741	10.08	\$668.54
Klaviyo	SA Welcome Series, Email #1 10% OFF (XwgVwC)	\$4,973	6.00	\$828.91

Platform	Campaign Name	Revenue	Transactions	AOV
Other	button_list_ShopHigherDOSE	\$2,785	7.00	\$397.83
Postscript	UTM [postscript / sms]	\$1,995	4.00	\$498.82
Transactional	UTM [shop_app / (not set)]	\$389	1.00	\$389.00
ShopMyShelf	The Honest Channel - Clare Johnston	\$382	1.00	\$381.65
YouTube Organic	Referral: youtube.com	\$382	1.00	\$381.65
Totals	—	\$71,166	146.85	\$484.62

4. Channel Performance Metrics (Accrual Performance) (Accrual Performance)

Channel	Spend	Revenue	CAC	ROAS	AOV	Transactions
All Channels	\$78,725	\$212,159	\$161.04	2.69	\$434.00	488
Google Ads	\$28,884	\$67,058	\$267.49	2.32	\$621.02	107
Facebook Ads	\$25,154	\$9,916	\$1150.67	0.39	\$453.62	21
Awin	\$10,365	\$30,981	\$193.09	2.99	\$577.15	53
TikTok	\$5,885	\$521	\$4424.85	0.09	\$391.39	1
AppLovin	\$5,219	\$303	\$3303.29	0.06	\$191.67	1
ShopMyShelf	\$1,916	\$793	\$822.45	0.41	\$340.33	2
Microsoft Ads	\$947	\$7,765	\$103.23	8.20	\$846.74	9
Pinterest	\$355	\$367	\$1076.88	1.03	\$1111.88	0
Organic	\$0	\$34,733	\$0.00	0.00	\$609.56	56.98
Unattributed	\$0	\$14,374	\$0.00	0.00	\$239.57	60.00
Klaviyo	\$0	\$12,728	\$0.00	0.00	\$284.80	44.69
Organic Search	\$0	\$10,351	\$0.00	0.00	\$486.43	21.28
Other	\$0	\$8,776	\$0.00	0.00	\$478.76	18.33
Excluded	\$0	\$7,732	\$0.00	0.00	\$108.90	71.00
Postscript	\$0	\$4,785	\$0.00	0.00	\$323.10	14.81
Transactional	\$0	\$497	\$0.00	0.00	\$331.50	1.50
YouTube Organic	\$0	\$382	\$0.00	0.00	\$381.65	1.00
Facebook Organic	\$0	\$97	\$0.00	0.00	\$97.20	1.00
Affiliate	\$0	\$0	\$0.00	0.00	\$0.00	0.00
Yotpo	\$0	\$0	\$0.00	0.00	\$0.00	0.00
Reddit	\$0	\$0	\$0.00	0.00	\$0.00	0.00
LinkTree	\$0	\$0	\$0.00	0.00	\$0.00	0.00
ShareASale	\$0	\$0	\$0.00	0.00	\$0.00	0.00
Instagram Shop	\$0	\$0	\$0.00	0.00	\$0.00	0.00
Instagram Organic	\$0	\$0	\$0.00	0.00	\$0.00	0.00
Google Shopping	\$0	\$0	\$0.00	0.00	\$0.00	0.00
Twitter	\$0	\$0	\$0.00	0.00	\$0.00	0.00
Discount Site	\$0	\$0	\$0.00	0.00	\$0.00	0.00
Attentive	\$0	\$0	\$0.00	0.00	\$0.00	0.00
Other Email	\$0	\$0	\$0.00	0.00	\$0.00	0.00

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Appendix: Top Unattributed Spend (Review for New Aliases)

Platform	Campaign	Ad Set	Ad	Spend	Revenue
Google Ads	US_PMax_Brand_AllProducts	US_PMax_Brand_AllProducts	US_PMax_Brand_AllProducts	\$7,130	\$16,356

Platform	Campaign	Ad Set	Ad	Spend	Revenue
Google Ads	US_PMax_Brand_Consumables	US_PMax_Brand_Consumables	US_PMax_Brand_Consumables	\$2,399	\$2,588
Awin	AWIN / 1249057 (custom spend input)	AWIN / 1249057 (custom spend input)	AWIN / 1249057 (custom spend input)	\$1,542	\$0
Google Ads	US_Search_Brand_Alone_Exact	BR_Alone_Exact	752271584784 (RESPONSIVE_SEARC	\$1,264	\$14,367
Awin	AWIN / 78888 (custom spend input)	AWIN / 78888 (custom spend input)	AWIN / 78888 (custom spend input)	\$1,078	\$0
Awin	AWIN / 301377 (custom spend input)	AWIN / 301377 (custom spend input)	AWIN / 301377 (custom spend input)	\$1,074	\$0
Awin	AWIN / 81392 (custom spend input)	AWIN / 81392 (custom spend input)	AWIN / 81392 (custom spend input)	\$799	\$0
Facebook Ads	SB Body Care & Supplements Creativ	HD015 - ADV+ 25+ M/F She	SB_HD_ShellieEdingtonPost_v1_P	\$707	\$229
Awin	AWIN / 1006553 (custom spend input)	AWIN / 1006553 (custom spend input)	AWIN / 1006553 (custom spend input)	\$660	\$0
Awin	AWIN / 1504294 (custom spend input)	AWIN / 1504294 (custom spend input)	AWIN / 1504294 (custom spend input)	\$584	\$0
ShopMyShelf	ShopMy / Katherine Garbarino (custom spe	ShopMy / Katherine Garbarino (ShopMy / Katherine Garbarino (\$524	\$0
Awin	AWIN / 1832470 (custom spend input)	AWIN / 1832470 (custom spend input)	AWIN / 1832470 (custom spend input)	\$473	\$0
Awin	AWIN / 156708 (custom spend input)	AWIN / 156708 (custom spend input)	AWIN / 156708 (custom spend input)	\$461	\$0
Awin	AWIN / 318631 (custom spend input)	AWIN / 318631 (custom spend input)	AWIN / 318631 (custom spend input)	\$424	\$0
TikTok	SB SPC - Spark Ads Testing COL	Ad group 20250428083655	_001	\$373	\$521
Awin	AWIN / 331035 (custom spend input)	AWIN / 331035 (custom spend input)	AWIN / 331035 (custom spend input)	\$362	\$0
Awin	AWIN / 1913466 (custom spend input)	AWIN / 1913466 (custom spend input)	AWIN / 1913466 (custom spend input)	\$332	\$0
Awin	AWIN / 1794812 (custom spend input)	AWIN / 1794812 (custom spend input)	AWIN / 1794812 (custom spend input)	\$292	\$0
Microsoft Ads	US_Shopping_AllProducts	All Products	73598880603526 (Product)	\$275	\$0
ShopMyShelf	ShopMy / Hannah Shelly (custom spend input)	ShopMy / Hannah Shelly (custom	ShopMy / Hannah Shelly (custom	\$266	\$0
Awin	AWIN / 1145323 (custom spend input)	AWIN / 1145323 (custom spend input)	AWIN / 1145323 (custom spend input)	\$265	\$0
Google Ads	US_Brand_Core	Brand_Website	752274987324 (RESPONSIVE_SEARC	\$260	\$90
ShopMyShelf	ShopMy / Penny Smith (custom spend input)	ShopMy / Penny Smith (custom s	ShopMy / Penny Smith (custom s	\$227	\$0
Awin	AWIN / 1682723 (custom spend input)	AWIN / 1682723 (custom spend input)	AWIN / 1682723 (custom spend input)	\$179	\$0
Awin	AWIN / 1400871 (custom spend input)	AWIN / 1400871 (custom spend input)	AWIN / 1400871 (custom spend input)	\$168	\$0
ShopMyShelf	ShopMy / Grace Atwood (custom spend input)	ShopMy / Grace Atwood (custom	ShopMy / Grace Atwood (custom	\$162	\$0
Awin	AWIN / 2109773 (custom spend input)	AWIN / 2109773 (custom spend input)	AWIN / 2109773 (custom spend input)	\$153	\$0
Awin	AWIN / 214459 (custom spend input)	AWIN / 214459 (custom spend input)	AWIN / 214459 (custom spend input)	\$149	\$0
Awin	AWIN / 807785 (custom spend input)	AWIN / 807785 (custom spend input)	AWIN / 807785 (custom spend input)	\$145	\$0
ShopMyShelf	ShopMy / Paige Paxton Pugh (custom spend	ShopMy / Paige Paxton Pugh (cu	ShopMy / Paige Paxton Pugh (cu	\$139	\$0
Awin	AWIN / 1682753 (custom spend input)	AWIN / 1682753 (custom spend input)	AWIN / 1682753 (custom spend input)	\$134	\$0

Platform	Campaign	Ad Set	Ad	Spend	Revenue
ShopMyShelf	ShopMy / Madison LeCroy (custom spend in	ShopMy / Madison LeCroy (custo	ShopMy / Madison LeCroy (custo	\$134	\$0
Google Ads	US_Brand_Alone_Phrase	Brand_Alone_Phrase	752273678541 (RESPONSIVE_SEARC	\$132	\$0
Awin	AWIN / 1686443 (custom spend input)	AWIN / 1686443 (custom spend i	AWIN / 1686443 (custom spend i	\$131	\$0
Microsoft Ads	US_Brand_Alone_Exact	BR_Alone_Exact	74286074429598 (ResponsiveSear	\$126	\$3,642
Awin	AWIN / 136348 (custom spend input)	AWIN / 136348 (custom spend in	AWIN / 136348 (custom spend in	\$120	\$0
Awin	AWIN / 1697431 (custom spend input)	AWIN / 1697431 (custom spend i	AWIN / 1697431 (custom spend i	\$114	\$0
Awin	AWIN / 299513 (custom spend input)	AWIN / 299513 (custom spend in	AWIN / 299513 (custom spend in	\$102	\$0
Awin	AWIN / 225597 (custom spend input)	AWIN / 225597 (custom spend in	AWIN / 225597 (custom spend in	\$96	\$0
Google Ads	US_Brand_Consumables	Brand_BodyCare	753905099716 (RESPONSIVE_SEARC	\$92	\$117
ShopMyShelf	ShopMy / Monica Smith (custom spend inpu	ShopMy / Monica Smith (custom	ShopMy / Monica Smith (custom	\$89	\$0
Awin	AWIN / 155506 (custom spend input)	AWIN / 155506 (custom spend in	AWIN / 155506 (custom spend in	\$72	\$0
Awin	AWIN / 137521 (custom spend input)	AWIN / 137521 (custom spend in	AWIN / 137521 (custom spend in	\$64	\$0
ShopMyShelf	ShopMy / Claudia Rolnick (custom spend i	ShopMy / Claudia Rolnick (cust	ShopMy / Claudia Rolnick (cust	\$62	\$0
ShopMyShelf	ShopMy / The Honest Channel - Clare John	ShopMy / The Honest Channel -	ShopMy / The Honest Channel -	\$57	\$0
ShopMyShelf	ShopMy / Lauren (custom spend input)	ShopMy / Lauren (custom spend	ShopMy / Lauren (custom spend	\$56	\$0
Google Ads	US_Brand_Core	Brand_Infrared	728703997192 (RESPONSIVE_SEARC	\$54	\$0
ShopMyShelf	ShopMy / Julie Civiello Polier (custom s	ShopMy / Julie Civiello Polier	ShopMy / Julie Civiello Polier	\$54	\$0
ShopMyShelf	ShopMy / Chelsea Yamase (custom spend in	ShopMy / Chelsea Yamase (custo	ShopMy / Chelsea Yamase (custo	\$52	\$0
Awin	AWIN / 467079 (custom spend input)	AWIN / 467079 (custom spend in	AWIN / 467079 (custom spend in	\$51	\$0
Awin	AWIN / 1711217 (custom spend input)	AWIN / 1711217 (custom spend i	AWIN / 1711217 (custom spend i	\$48	\$0
Awin	AWIN / 1694801 (custom spend input)	AWIN / 1694801 (custom spend i	AWIN / 1694801 (custom spend i	\$48	\$0
Awin	AWIN / 822461 (custom spend input)	AWIN / 822461 (custom spend in	AWIN / 822461 (custom spend in	\$47	\$0
ShopMyShelf	ShopMy / Gracie Norton (custom spend inp	ShopMy / Gracie Norton (custom	ShopMy / Gracie Norton (custom	\$44	\$0
ShopMyShelf	ShopMy / Vanessa (she/her) (custom spend	ShopMy / Vanessa (she/her) (cu	ShopMy / Vanessa (she/her) (cu	\$44	\$0
Awin	AWIN / 264419 (custom spend input)	AWIN / 264419 (custom spend in	AWIN / 264419 (custom spend in	\$43	\$0
Awin	AWIN / 328967 (custom spend input)	AWIN / 328967 (custom spend in	AWIN / 328967 (custom spend in	\$40	\$0
Google Ads	US_Brand_Alone_Phrase	Brand_Alone_Phrase	727749498895 (RESPONSIVE_SEARC	\$36	\$0
TikTok	SB SPC - Spark Ads Testing COL	Ad group 20250428083655	_001	\$30	\$0
Awin	AWIN / 301841 (custom spend input)	AWIN / 301841 (custom spend in	AWIN / 301841 (custom spend in	\$24	\$0
Awin	AWIN / 1852528 (custom spend input)	AWIN / 1852528 (custom spend i	AWIN / 1852528 (custom spend i	\$24	\$0
Awin	AWIN / 216551 (custom spend input)	AWIN / 216551 (custom spend in	AWIN / 216551 (custom spend in	\$24	\$0

Platform	Campaign	Ad Set	Ad	Spend	Revenue
Google Ads	US_Brand_Consumables	Brand_Supplements	753993765746 (RESPONSIVE_SEARC	\$21	\$0
Google Ads	US_Brand_Core	Brand_FSA/HSA	760715648290 (RESPONSIVE_SEARC	\$16	\$0
Google Ads	US_Brand_Core	Brand_Infrared	760717628341 (RESPONSIVE_SEARC	\$13	\$0
Microsoft Ads	US_Brand_Alone_Phrase	Brand_Alone_Phrase	73736317564570 (ResponsiveSear	\$13	\$0
Google Ads	US_Brand_Core	Brand_Accessories	760681777143 (RESPONSIVE_SEARC	\$11	\$0
Awin	AWIN / 1781042 (custom spend input)	AWIN / 1781042 (custom spend i	AWIN / 1781042 (custom spend i	\$11	\$0
Awin	AWIN / 2107561 (custom spend input)	AWIN / 2107561 (custom spend i	AWIN / 2107561 (custom spend i	\$10	\$0
Awin	AWIN / 1708057 (custom spend input)	AWIN / 1708057 (custom spend i	AWIN / 1708057 (custom spend i	\$8	\$0
ShopMyShelf	ShopMy / Rebecca Plotnick (custom spend	ShopMy / Rebecca Plotnick (cus	ShopMy / Rebecca Plotnick (cus	\$7	\$0
Microsoft Ads	US_Brand_Core	Brand_Core_Website	73667598485349 (ResponsiveSear	\$6	\$0
Awin	AWIN / 181013 (custom spend input)	AWIN / 181013 (custom spend in	AWIN / 181013 (custom spend in	\$6	\$0
Pinterest	2025-05-05 16:52 UTC Catalog sales	2025-05-05 16:52 UTC Perfor	PG: All Products	\$5	\$0
Awin	AWIN / 860229 (custom spend input)	AWIN / 860229 (custom spend in	AWIN / 860229 (custom spend in	\$5	\$0
Google Ads	US_Brand_Core	Brand_FSA/HSA	731517090204 (RESPONSIVE_SEARC	\$4	\$0
Awin	AWIN / 249371 (custom spend input)	AWIN / 249371 (custom spend in	AWIN / 249371 (custom spend in	\$2	\$0
Pinterest	2025-05-05 16:52 UTC Catalog sales	2025-05-05 16:52 UTC Perfor	PG: All Products	\$2	\$0
Microsoft Ads	US_Brand_Core	Brand_Core_Infrared	73805038251290 (ResponsiveSear	\$0	\$0
Google Ads	[SB] - Evergreen - Demand Gen	ToF ad group - In market + Aff	TOF_UGC_MultiSku_UGC-Broll_Eve	\$0	\$0
Awin	AWIN / 1767086 (custom spend input)	AWIN / 1767086 (custom spend i	AWIN / 1767086 (custom spend i	\$0	\$0
Totals	—	—	—	\$25,251	\$37,909